

The Historian

A Quarterly Publication of the Fallbrook Historical Society

Summer 2019



The History of Pico Avenue

Pico Avenue, a short residential street, marks the path of one of the oldest wagon roads in the area. Named for an early California resident, Pico Avenue embodies the early history of the town of Fallbrook and the jockeying for power of its early homesteaders and developers. Many of us had assumed this street was named for Pio Pico, the last Mexican governor of California who owned and lived on Rancho Santa Margarita (today's Camp Pendleton) in the 1840s. However, there was

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(Pico Avenue Continued)

another Pico living in the future Fallbrook.

An 1879 California Surveyor General map shows an unnamed wagon road beginning at the Santa Margarita River near the junction of present-day Sandia Creek Drive and De Luz Road. It climbed the grade along today's De Luz Road. At the top of the hill, this road followed a path very close to today's Pico Avenue. Near today's Fallbrook Street, it intersected with a west to east "Road to Temecula" coming from the Santa Margarita ranch house. Continuing south, our unnamed road passed a house (where Fallbrook High School is located today) which the surveyor identified as the house of J.M. Pico. Census and voter registration records identify this man as Jose Maria Pico, a 40-year-old rancher, and nephew of Governor Pio Pico, living on his Alvarado cousins' property of Rancho Monserate.

This road to Pico's place became important when California Southern Railroad began laying tracks along the Santa Margarita River through Temecula Canyon. In 1881, hundreds of Chinese laborers were working to bring the tracks eastward. Pico's road became an artery of supply, and local farmers sold their produce at a profit during construction of the railroad. Homesteader W.B. Hayden sold to the railroad his ranch in the big bend where Pico's road intersected with the river, at today's De Luz Rd & Sandia Creek Drive. Here Fallbrook Depot was established.

By 1882, there were two trains daily between San Diego and Colton (near San Bernardino). With access to rail transportation, homesteaders on the mesa above the railroad canyon saw the value of their farms increase, spurring land speculation and development. Pico's road supported much activity; horse drawn freight wagons loaded with lumber and bricks struggled up the grade from the depot, and carried fresh produce back to the railroad. Carriages transported potential land buyers.

Also in 1882, James Henry Bush, an early settler, built a two-story blacksmith and livery stable that prospered in its location along the busy Pico's road. Later becoming the Odd Fellows Hall, this building is still in use today as the Sun Center on Beech Street at the corner of today's Pico Promenade.

Floods in the winter of 1883/84 temporarily washed out rail service on the Santa Margarita River. However, as rail service in Oceanside was still intact, Pico's road continued bringing goods and passengers from the south coming along the "Road from Mission San Luis Rey to Pala".

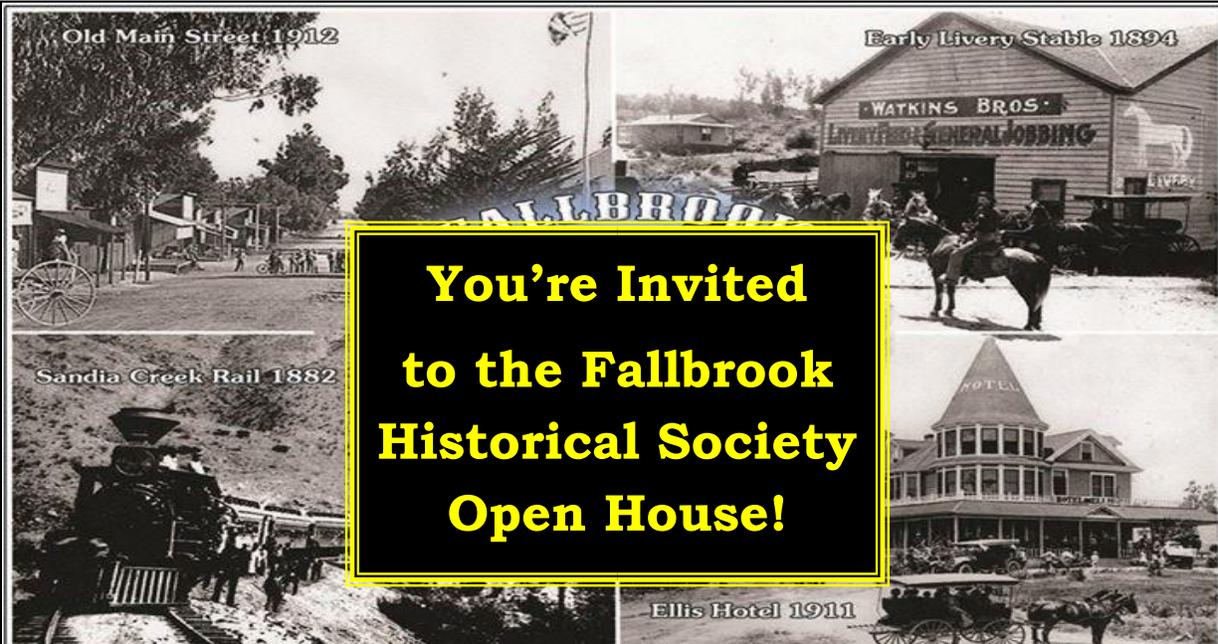
In 1885, with the trains running again along the Santa Margarita, the San Diego County surveyor finally made an official survey of the West Fallbrook Townsite (under townsite regulations set forth in California and federal law) and Pico Avenue is officially named on this map. However, in 1888, merchants competing with J.H. Bush built a large resort hotel on Alvarado Street purposely situated to bring rail passengers straight to the hotel, while cutting off Pico Avenue as a through street and to encourage the use of Main Avenue. The once important wagon road between the two rivers ends at the large empty lot behind today's library, where old Willard/Naples/Ellis hotel used to be.

Taken from the research and writings of Elizabeth Yamaguchi's "Street Detective" 1987. Edited by Tom Frew

1860 U.S. Census

1868 Voter Registration

Fallbrook Historic Resources Inventory, Carrico & Flanigan 1991.



June 8 at 1:00 pm

1730 South Hill (Corner of Rocky Crest and Hill) Fallbrook

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and

WHAT WE ARE PLANNING TO DO

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Provided by Brooktown Cinema Café Beer and wine available

Movie & Presentation Only

GENERAL TICKETS: \$10

Please arrive between 6:30 and 7:00 p.m.

Tickets can be purchased online at www.fallbrookhistoricalsociety.com or at TheMissionTheater.info or in person at The Heritage Center, 1730 S. Hill Ave. Please call 760-723-4125 for more information.



231 North Main Avenue
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Presents

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THE GENERAL**

***THE CIVIL WAR STORY OF
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RAIDERS WHO WAS AWARDED
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OF HONOR.***

***PITTENGER WAS THE MINISTER
OF THE METHODIST-EPISCOPAL
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In our fast changing world, a sense of identity and continuity for future generations begins with solidifying a community's past.

Preservation helps strengthen our future. Our historic buildings and artifacts contribute to a vibrant, cultural village that draws tourism, art, festivals, and other activities which in turn draw investment, revenue, and economic growth.

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IMPORTANT ROLE
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Please consider actively participating as a docent (we train!), curator, helping with events, or even serving on our Board of Directors.

Call 760-723-4125 for more information.

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Astonishing Visits!

During the Avocado Festival on April 14, 2019, over **4,250** people boarded the caboose and visited the historical displays inside!

Thank you, Fallbrook!



Dick Wright, left, talks about life as a child and as an adult in DeLuz.

History in DeLuz

On Saturday, May 25th, FHS Docent, Sherry Folsom, invited friends to a luncheon at her home in DeLuz and to hear Dick Wright tell about his family's multi-generation years as farmers, ranchers, and nursery owners in the area. The history, food, company, and spectacular views made for an enchanting afternoon!



Docents and FHS Board Members, Scott Atkins, Tom Frew, and Don McLain, Jr., enjoy the view.

Early 1800's Fallbrook History Snapshot



Pio Pico

- 133,000 acres of Santa Margarita Rancho granted to Pio and Andres Pico. Most of the Rancho is now Camp Pendleton; a small portion is now included in Fallbrook
- Monserate Rancho granted by Mexican Governor Pio Pico to Ysidro Maria Alvarado
- California becomes a U.S. Territory
- Gold Rush begins



Don Andres Pico

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The Barn

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- 2) \$250 per year for an ad in both The Historian and Time Again newsletters (16 per year).
- 3) \$1,000 per year as a Business/Corp. Sponsor level Membership which includes ads in all newsletters plus signage and appreciation plaques at the museum .

Reche Schoolhouse Open:

Includes the Schoolhouse, the Hindorff Adobe, the Indian Rocks

1319 S. Live Oak Park Rd.

Open the second Saturday of each month

1 p.m. – 4 p.m.

or by appointment

The Heritage Center Open:

Includes the Main Museum, the Pittenger House, the Gem & Mineral Room, the Ford Room, the Don J. Rivers Interpretive Center (the Barn), the outside displays

1730 S. Hill (at Rocky Crest Dr.)

Open Thursdays and Sundays

1 p.m. – 4 p.m.

or by appointment

The Caboose at The Railroad Heritage Park

Main Ave. at Elder St.

Friday, July 19th

Friday, August 2nd

Friday, August 16th

During Summer Nights Events

Fallbrook Historical Society facilities are available for private tours by appointment. Call 760-723-4125.

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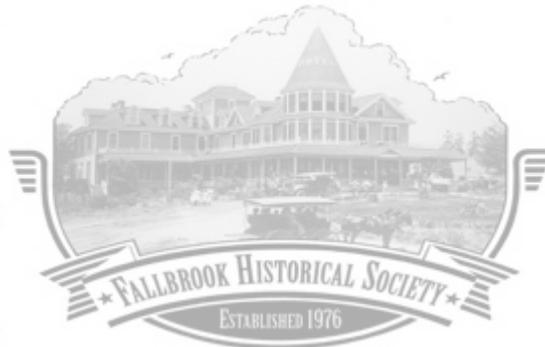
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