



THE CITY OF SAN DIEGO

Report to the Historical Resources Board

DATE ISSUED: September 8, 2022 REPORT NO. HRB-22-031

HEARING DATE: September 22, 2022

SUBJECT: **ITEM 06 – W.C. AND IRENE EVERETT BUILDING**

RESOURCE INFO: [California Historical Resources Inventory Database \(CHRID\) link](#)

APPLICANT: North Park Business Associates LLC represented by Scott A. Moomjian

LOCATION: 3093-3095 El Cajon Blvd, North Park Community, Council District 3
APN 446-253-07-00

DESCRIPTION: Consider the designation of the W.C. and Irene Everett Building located at 3093-3095 El Cajon Blvd as a historical resource.

STAFF RECOMMENDATION

Designate the W.C. and Irene Everett Building located at 3093-3095 El Cajon Blvd as a historical resource with a period of significance of 1937 under HRB Criterion C. This recommendation is based on the following finding:

The resource embodies the distinctive characteristics through the retention of character defining features of the Streamline Moderne style and retains a good level of architectural integrity from its 1937 period of significance. Specifically, the resource exhibits a flat roof with a curved parapet, horizontal overhang, horizontal inset “speedlines”, curved building corners, asymmetrical façade, smooth stucco cladding, and multi-pane wood storefront windows, including curved corner windows.

BACKGROUND

This item is being brought before the Historical Resources Board in conjunction with a preliminary review application to determine whether or not the building is historically significant as part of a constraint’s analysis for future development. The property is located on the northeast corner of El Cajon Blvd and Illinois Street in the North Park Community.

The property was identified in the *2016 North Park Community Plan Area Historic Resources Survey* as a being identified as a community identified potential Individual resource.

The historic name of the resource, the W.C. and Irene Everett Building, has been identified consistent with the Board's adopted naming policy and reflects the names of W.C. and Irene Everett, who constructed the building to use as W.C. Everett's real estate office and rental space.

ANALYSIS

A Historical Resource Research Report was prepared by Scott A. Moomjian, which concludes that the resource is not significant under any HRB Criteria. Staff disagrees and finds that the site is a significant historical resource under HRB Criterion C. This determination is consistent with the [*Guidelines for the Application of Historical Resources Board Designation Criteria*](#), as follows.

CRITERION A - Exemplifies or reflects special elements of the City's, a community's or a neighborhood's historical, archaeological, cultural, social, economic, political, aesthetic, engineering, landscaping or architectural development.

Research into the history of the property at 3093-3095 El Cajon Blvd did not reveal any information to indicate that the property exemplifies or reflects special elements of the City's or North Park's historical, archaeological, cultural, social, economic, political, aesthetic, engineering, landscaping or architectural development. Therefore, staff does not recommend designation under HRB Criterion A.

CRITERION B - Is identified with persons or events significant in local, state or national history.

Research into the owners and tenants of the property at 3093-3095 El Cajon Blvd did not reveal any individuals who could be considered historically significant in local, state or national history. Furthermore, no events of local, state or national significance are known to have occurred at the subject property. Therefore, staff does not recommend designation under HRB Criterion B.

CRITERION C - Embodies distinctive characteristics of a style, type, period or method of construction or is a valuable example of the use of natural materials or craftsmanship.

The subject resource is a one-story commercial building constructed in 1937 in the Streamline Moderne style. It features a smooth stucco exterior, flat roof with a curved parapet, horizontal overhang inset with "speedlines", multi-pane wood storefront windows, and an asymmetrical façade. The primary façade faces north on El Cajon Blvd. The building, including the horizontal overhang and windows, is curved at the northeast corner of El Cajon Blvd and Illinois Street. A horizontal inset "speedline" runs along the top of the building, just below the curved roofline, along the east and north façades. Also, along the north and east façades are nine lights that project from the roof over the parapet. Two entry doors with multi-pane transom windows are located on the north façade between the storefront windows. A small window is located on the southern end of the east façade and two sets attic vents are located on the west façade. A small window opening is located on the western end of the south façade along with the outline of the now non-extant bungalow, as the two properties shared a common wall.

When the subject resource was constructed in 1937, it was built sharing a "common wall" per the Assessor's Building Record, with the non-extant bungalow located 4250 Illinois Street. The Illinois Street property was built in 1922 as a single-family residence, the El Cajon Blvd was built later by the

current owner to use as an office for his real estate business and as rental space. In 2020, Historic Staff approved the demolition of the bungalow and detached garage as consistent with the Secretary of Interior Standards.

Modifications to the property include the property changing from two units to one in c.2001 and the demolition of the 1922 bungalow and detached garage in 2020. Other modifications completed at an unknown date are as follows: removal of an original door on the east façade, addition of a non-original window on the east façade, the addition of roofline light fixtures and the removal of the neon signage. These modifications do not significantly impair integrity of design, materials, workmanship or feeling as it relates to HRB Criterion C.

The Streamline Moderne style was popular during the period c. 1925-1940. Influenced by the Cubism and Modern movements in Europe, Moderne structures are characteristically smooth-walled and asymmetrical, with little unnecessary ornamentation, flat roofs, and simple aerodynamic curves of concrete or stucco. Ornamentation is typically limited to features that emphasize the horizontal, such as "speedlines" in stucco finishes. Steel-sash windows, glass block windows, corner windows and round porthole windows are frequently used. The popularization of this new modern style was reinforced by the government during the depression as government funded New Deal projects such as the 1936-38 San Diego Civic Center (now the County Administration Center) adopted the style as the embodiment of government efficiency. This new Streamline style was a stark contrast to the lavishly ornamented Art Deco and Period Revival buildings of the pre-Depression years, which had come to represent government waste and excess. Examples of the Streamline Moderne style can be found on almost every building type including commercial, multi-family residential apartments, and some single-family residences. Streamline Moderne architecture is relatively rare in San Diego compared to other styles of the period. In San Diego, commercial and multi-family examples can be found in most neighborhood cores that were developed prior to 1940, including Hillcrest, Mission Hills, Bankers Hill, Point Loma, Downtown, Normal Heights, South Park, North Park, and Kensington, as well the El Cajon Boulevard, Park Boulevard, and University Avenue corridors.

Significance Statement: The building continues to convey the historic significance of the Streamline Moderne style and retains integrity from its 1937 period of significance. Specifically, the resource exhibits a flat roof with a curved parapet, horizontal overhang, horizontal inset "speedlines", curved building corners, asymmetrical façade, smooth stucco cladding, and multi-pane wood storefront windows, including curved corner windows. Therefore, staff recommends designation under HRB Criterion C.

CRITERION D - Is representative of a notable work of a master builder, designer, architect, engineer, landscape architect, interior designer, artist or craftsman.

Research into the construction of the property at 3093-3095 El Cajon Blvd was designed and constructed by Loring & Company. Loring & Company is not currently designated as a Master in the City of San Diego and there is not enough information provided in the report to designate them as Master. Therefore, staff does not recommend designation under HRB Criterion D.

CRITERION E - *Is listed or has been determined eligible by the National Park Service for listing on the National Register of Historic Places or is listed or has been determined eligible by the State Historical Preservation Office for listing on the State Register of Historical Resources.*

The property at 3093-3095 El Cajon Blvd has not been listed on or determined eligible for listing on the State or National Registers. Therefore, staff does not recommend designation under HRB Criterion E.

CRITERION F - *Is a finite group of resources related to one another in a clearly distinguishable way or is a geographically definable area or neighborhood containing improvements which have a special character, historical interest or aesthetic value or which represent one or more architectural periods or styles in the history and development of the City.*


The property at 3093-3095 El Cajon Blvd is not located within a designated historic district. Therefore, the staff does not recommend designation under HRB Criterion F.

OTHER CONSIDERATIONS

Designation brings with it the responsibility of maintaining the building in accordance with the Secretary of the Interior's Standards. The benefits of designation include the availability of the Mills Act Program for reduced property tax; the use of the more flexible Historical Building Code; flexibility in the application of other regulatory requirements; the use of the Historical Conditional Use Permit which allows flexibility of use; and other programs which vary depending on the specific site conditions and owner objectives. If the property is designated by the HRB, conditions related to restoration or rehabilitation of the resource may be identified by staff during the Mills Act application process, and included in any future Mills Act contract.

CONCLUSION

Based on the information submitted and staff's field check, it is recommended that the W.C. and Irene Everett Building located at 3093-3095 El Cajon Blvd be designated with a period of significance of 1937 under HRB Criterion C as a good example of the Streamline Moderne style.


Shannon Anthony
Senior Planner

SA/ss/lr

Attachment(s):

1. Draft Resolution
2. Applicant's Historical Report under separate cover

RESOLUTION NUMBER N/A
ADOPTED ON 9/22/2022

WHEREAS, the Historical Resources Board of the City of San Diego held a noticed public hearing on 9/22/2022, to consider the historical designation of the **W.C. and Irene Everett Building** (owned by North Park Business Associates LLC, 10718 Noakes Road, La Mesa, CA 91941) located at **3093-3095 El Cajon Boulevard, San Diego, CA 92104**, APN: **446-253-07-00**, further described as BLK 117 LOT 2 LOT 1 & E 1/2 in the City of San Diego, County of San Diego, State of California; and

WHEREAS, in arriving at their decision, the Historical Resources Board considered the historical resources report prepared by the applicant, the staff report and recommendation, all other materials submitted prior to and at the public hearing, inspected the subject property and heard public testimony presented at the hearing; and

WHEREAS, the property would be added to the Register of Designated Historical Resources as **Site No. 0**, and

WHEREAS, designated historical resources located within the City of San Diego are regulated by the Municipal Code (Chapter 14, Article 3, Division 2) as such any exterior modifications (or interior if any interior is designated) shall be approved by the City, this includes but is not limited to modifications to any windows or doors, removal or replacement of any exterior surfaces (i.e. paint, stucco, wood siding, brick), any alterations to the roof or roofing material, alterations to any exterior ornamentation and any additions or significant changes to the landscape/ site.

NOW, THEREFORE,

BE IT RESOLVED, the Historical Resources Board based its designation of the W.C. and Irene Everett Building on the following findings:

(1) The property is historically significant under CRITERION C for its distinctive characteristics through the retention of character defining features of the Streamline Moderne style and retains a good level of architectural integrity from its 1937 period of significance. Specifically, the resource exhibits a flat roof with a curved parapet, horizontal overhang, horizontal inset "speedlines", curved building corners, asymmetrical façade, smooth stucco cladding, and multi-pane wood storefront windows, including curved corner windows. This finding is further supported by the staff report, the historical research report, and written and oral evidence presented at the designation hearing.

BE IT FURTHER RESOLVED, in light of the foregoing, the Historical Resources Board of the City of San Diego hereby approves the historical designation of the above named property. The designation includes the parcel and exterior of the building as Designated Historical Resource **Site No. 0**.

BE IT FURTHER RESOLVED, the Secretary to the Historical Resources Board shall cause this resolution to be recorded in the office of the San Diego County Recorder at no fee, for the benefit of the City of San Diego, and with no documentary tax due.

Vote:

BY: _____
DAVID MCCULLOUGH, Chair
Historical Resources Board

APPROVED: MARA W. ELLIOTT,
CITY ATTORNEY

BY: _____
LINDSEY SEBASTIAN,
Deputy City Attorney

RECORDING REQUESTED BY
CITY OF SAN DIEGO
DEVELOPMENT SERVICES DEPARTMENT

WHEN RECORDED MAIL TO

HISTORICAL RESOURCES BOARD
ATTN: HRB SECRETARY
1222 FIRST AVENUE, MS 501
SAN DIEGO, CA 92101

SPACE ABOVE THIS LINE FOR RECORDER'S USE

RESOLUTION NUMBER **N/A**

HISTORICAL DESIGNATION OF PROPERTY ON

3093-3095 El Cajon Boulevard, San Diego, CA 92104

ASSESSOR PARCEL NUMBER **446-253-07-00**

HISTORICAL RESOURCES BOARD NUMBER **0**