

SOUTHEASTERN SAN DIEGO
HISTORIC CONTEXT STATEMENT

SAN DIEGO, CALIFORNIA
[12162]

Prepared for
DYETT & BHATIA



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EXECUTIVE SUMMARY

This Historic Context Statement presents an overview of Southeastern San Diego's history with a specific emphasis on describing the historic themes and patterns that have contributed to the neighborhood's physical development. It is intended to support the Southeastern San Diego Community Plan Update by providing the framework for the future identification and evaluation of historic properties in the neighborhood.

The built environment in Southeastern San Diego had its start with the Mexican land grants in the San Diego area, namely Pueblo Lands and Ex-Mission Rancho de San Diego de Alcalá, which would serve as the base for all future development in the plan area. American settlement of San Diego began in 1850 with the subdivision of "New San Diego," and was solidified in 1867 when Alonzo Horton purchased 800 acres in downtown San Diego and began selling the lots at his real estate office. Southeastern San Diego was a patchwork of subdivisions and additions in the 1870s. It was common practice for entrepreneurs and land speculators to buy one or more blocks of Pueblo Lands and subdivide them into smaller parcels for resale. Block and parcel size varied by subdivision, and some of the street grids did not align. San Diego city leaders also tried to attract a railroad to further spur development in the city.

In 1885, the California Southern Railroad, a subsidiary of the Atchison, Topeka and Santa Fe line, established a line between San Diego and National City. The Santa Fe Railroad also constructed a spur from San Diego to San Bernardino, providing the city's first transcontinental connection. San Diego's population tripled as a result of the arrival of the railroad. The city underwent a decade-long building boom, but actual settlement of the new subdivisions in Southeastern San Diego did not match the rate of land sales. After the boom, residential growth was slower but steady into the early twentieth century because of the neighborhood's proximity to downtown, the rail lines, and the bay. Residential development during this early period was primarily concentrated west of 28th Street, and included both modest wood-frame workers' cottages and large estates built by San Diego's elite.

In contrast with the suburban development of the western portion of the plan area, Encanto and the Chollas Valley were decidedly rural in the late nineteenth and early twentieth centuries. Encanto was first platted in 1891, but was not actively developed until 1907 when it was advertised for "suburban homes and small farms," ideal for fruit trees, chicken ranches, and gardening. Encanto soon became a self-sufficient town, connected to the city by rail lines but isolated from the wild land speculation that had taken over the rest of the plan area. Encanto was annexed to the City of San Diego in 1916.

The 1915 Panama-California Exposition and military buildup during World War I called international attention to San Diego and brought new people to the city, many of whom settled in Southeastern San Diego. During the 1920s and 1930s, the plan area experienced denser and more ethnically diverse residential development. The increasing popularity of the private automobile introduced new building types such as garages, gas stations, and bungalow courts, and allowed people to settle areas further from the city center without necessarily relying on fixed rail line transportation systems. The popularity of the Craftsman style and Spanish-inspired revival styles (Spanish Eclectic, Mission Revival, and Pueblo Revival) further changed the look of the plan area.

World War II and the postwar era was a period of major physical growth and change in Southeastern San Diego. Military build-up stimulated the economy and brought thousands to San Diego, but the resulting population boom also caused a severe housing shortage. With large tracts of rural land available so close to

the center city, postwar developers quickly saw the potential to create new suburbs in the Chollas Valley to relieve the shortage. Many of these developers constructed speculative housing in their new subdivisions, typically using identical models with a few floor plan variations. Emerald Hills Estates (1957) is the best example of this type of housing tract constructed during the postwar period in the plan area, with Cinderella Ranch style homes lining its streets. The housing shortage in turn created a school shortage: Homes in Southeastern San Diego were built so fast during the postwar period that schools struggled to keep up with the demand of the “baby boom.” Many schools were first opened in portable buildings, and were replaced later with more permanent construction.

The postwar era also included important demographic shifts in the plan area. Restrictive zoning and discriminatory covenants in other parts of the city reinforced segregated living conditions that had begun in the 1920s, and Southeastern San Diego became home to a majority of San Diego’s poor and non-white residents during the postwar era. A few opportunities for racial integration did exist in portions of the plan area, though, especially near Encanto. Many African-Americans moved to Encanto and Valencia Park from Logan Heights in the 1950s and 1960s, taking advantage of the first opportunity they had to own homes.

Finally, the construction of four freeways—Highway 15, Highway 94, Interstate 5, and Interstate 805—required large swaths to be razed in the 1950s and 1960s, effectively eliminating the once-fluid edges of the neighborhood. The freeways not only demolished some of the area’s oldest buildings, but also displaced families and businesses and exacerbated social issues. Socioeconomic consequences caused by the freeway construction included segregation of lower-income and ethnic minorities; reduction in existing affordable housing stock; and separation of communities from services such as stores, churches, and schools.

Today, Southeastern San Diego remains one of the most ethnically diverse neighborhoods in all of San Diego, continuing the population migration trends that began in the 1920s. In recent years, demolition and deterioration of older housing stock combined with numerous urban infill projects have changed the built environment in the plan area. Large areas that exhibit cohesive historic character no longer exist, but there are many individually exceptional properties and smaller clusters of significant houses that tell the important stories of Southeastern San Diego’s past.

I. INTRODUCTION

A. Project Background & Purpose

The Southeastern San Diego Historic Context Statement was prepared for Dyett & Bhatia and the City of San Diego to provide a greater understanding of the history of the plan area in advance of the Southeastern San Diego Community Plan Update. The original Southeastern San Diego Community Plan was adopted in 1987, and is undergoing a comprehensive update. The update will be split into two parts, one for “Southeast San Diego” and the other for “Encanto.”

This Historic Context Statement presents the history of Southeastern San Diego’s built environment from pre-history to 1967 in order to support and guide identification and evaluation of historic properties throughout the neighborhood, as well as to inform future planning decisions. The year 1967 marks the end of a specific period of development, and also coincides with the City of San Diego Municipal Code’s 45 year threshold to review properties which may be adversely impacted by development.

The document identifies important periods, events, themes, and patterns of development, and provides a framework for evaluating individual historic properties and districts for the National Register of Historic Places, California Register of Historical Resources, and San Diego Register of Historical Resources. Historic property types associated with these periods and themes are also identified and described in the Historic Context Statement, and significance and integrity considerations are included for each.

It is important to note that while the context statement identifies key historical themes that shaped development in Southeastern San Diego, it is not a comprehensive history of the city, nor is it a definitive listing of all the neighborhood’s significant resources. Instead, it provides a general discussion of the overarching forces that created the built environment, the reasons why properties associated with that development are important, and what characteristics they need to qualify as historic resources.

B. Project Boundaries

This Historic Context Statement addresses roughly 7,200 acres within the boundaries of the Southeastern San Diego Community Plan Area, located just east of Downtown San Diego, California. The project area is bounded by Interstate 5 to the west, Highway 94 to the north, 69th Street to the east, and shares a border with National City to the south. Interstate 805 runs through the center of the plan area, dividing it roughly in half (**Figure 1**). The western half is the “Southeast San Diego” community planning area while the eastern half is the “Encanto” community planning area.

According to the 1987 Southeastern San Diego Community Plan, the project area is composed of 17 distinct neighborhoods, differentiated by their historical development and separated by freeways or thoroughfares (**Figure 2**). These neighborhoods were identified in the 1987 plan within three broader areas as follows:

- **West Sector:** Sherman Heights, Grant Hill, Logan Heights, Stockton, Memorial
- **Central Sector:** Mount Hope, Mountain View, Southcrest, Shelltown, Chollas View, Lincoln Park
- **East Sector:** Broadway Heights, Emerald Hills, Encanto, South Encanto, Valencia Park, Alta Vista

Southeastern San Diego and Encanto Neighborhoods

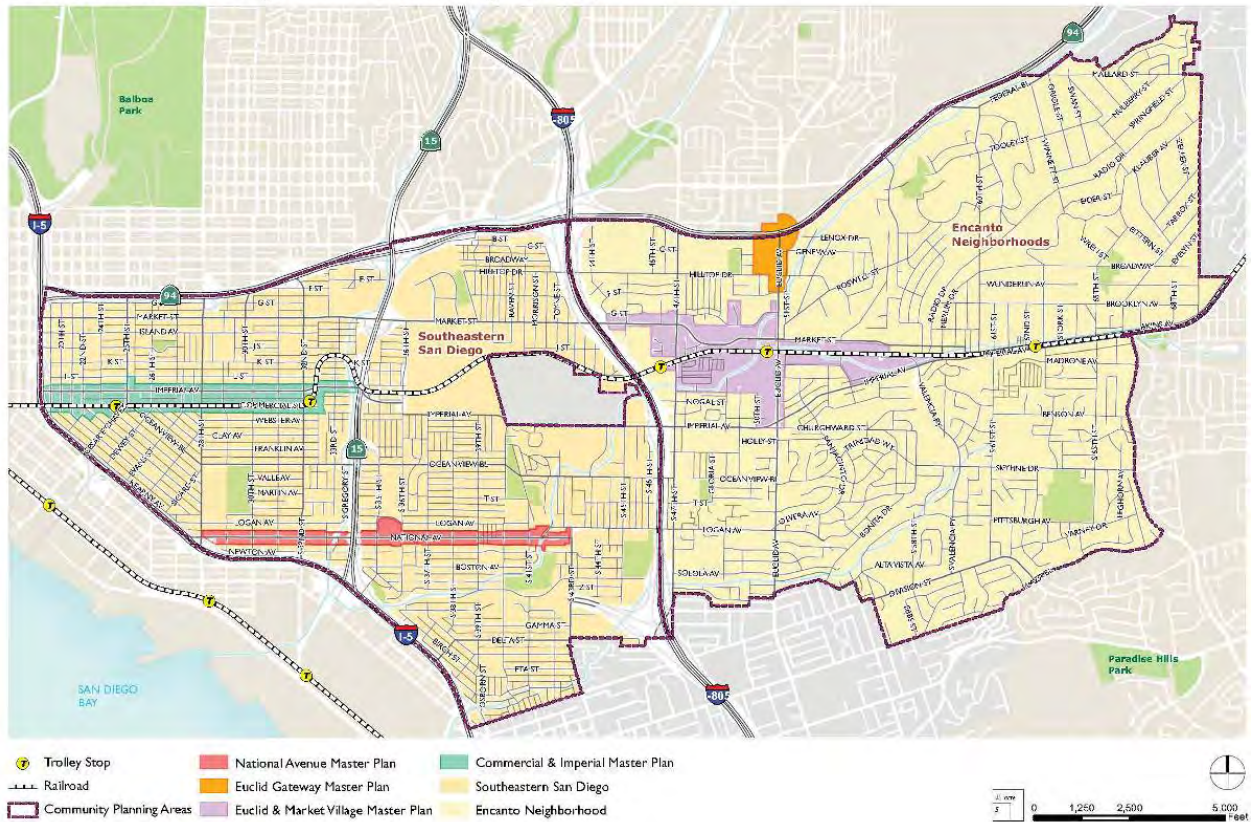


Figure 1. Map of Southeastern San Diego Community Plan Study Area, showing both “Southeast” and “Encanto” planning areas.
 (Dyett & Bhatia, 2012)

NEIGHBORHOODS

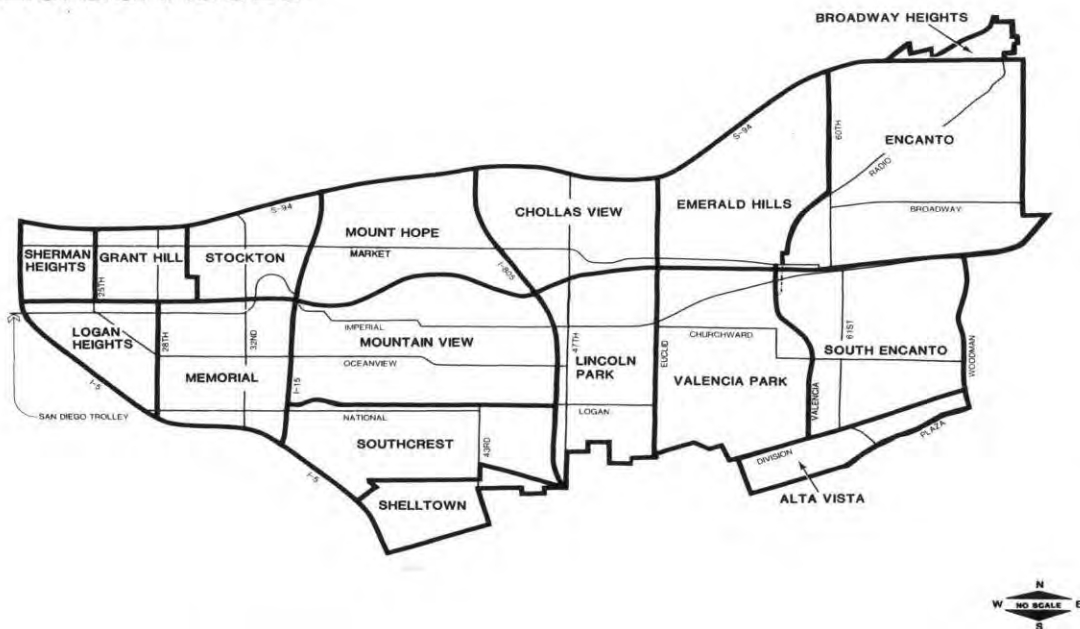


Figure 2. Southeastern San Diego Neighborhood Map
 (1987 Southeastern San Diego Community Plan, page 174)

C. Methodology & Research

The Southeastern San Diego Historic Context Statement is organized chronologically, with sections that correspond to major periods in San Diego's history from pre-history to 1967. The content and organization of the document follows the guidelines from the following National Park Service publications:

- National Register Bulletin No. 15 *How to Apply the National Register Criteria for Evaluation*
- National Register Bulletin No. 16A *How to Complete the National Register Registration Form*
- National Register Bulletin No. 16B *How to Complete the National Register Multiple Property Documentation Form*
- National Register Bulletin No. 24 *Guidelines for Local Surveys: A Basis for Preservation Planning*.¹

Guidelines published by the California Office of Historic Preservation were also consulted, including the state's official *Instructions for Recording Historical Resources* and a guide entitled "Writing Historic Context Statements." The City of San Diego's "Historic Resource Survey Guidelines" (July 2008) were also consulted.

Research for the Southeastern San Diego Historic Context Statement was gleaned from primary and secondary sources held at local, regional, and online repositories. Materials were primarily gathered at the San Diego Central Library (California Room); San Diego Historical Society Research Library; San Diego County Assessor's Office; and City of San Diego Planning Division. Websites for the San Diego History Center and City of San Diego Planning Division were also especially useful.

Primary sources consulted included Sanborn Fire Insurance Maps, newspaper articles, city directories, census data, and historic photographs. Secondary sources included numerous books and publications (listed in the bibliography at the end of this document), Geographic Information System (GIS) maps, previous historical reports and survey documentation (see Section II), and internet sources.

The report includes a number of current and historic images of Southeastern San Diego. Many of the historic images were obtained with permission from local repositories or gathered from secondary sources, which are cited in the image caption. The inclusion of these historic images is intended to be consistent with the "fair use" policies of the U.S. Copyright Office, which states that reproductions used for "criticism, comment, news reporting, teaching (including multiple copies for classroom use), scholarship, or research, is not an infringement of copyright."² It is also worth noting that unless specific measures have been taken to renew image copyrights, all published works made prior to 1923 are now in the public domain.³ This report has been prepared expressly as a scholarly research document, and the inclusion of these images was deemed vital for illustrating historic events and development patterns for which few, if any, alternative images are available.

Finally, because this historic context statement discusses thousands of properties, the reader should assume that any individual building discussed remains extant today, unless specific mention is made otherwise. This is particularly true of buildings that are familiar landmarks in San Diego, such as schools, churches and civic facilities. However, certain buildings, whether because of their smaller size or relative obscurity, may still include a note emphasizing that they remain extant.

PROJECT TEAM

This historic context statement was prepared for Dyett & Bhatia and the City of San Diego by Page & Turnbull, a San Francisco-based architecture and planning firm that has been dedicated to historic preservation since 1973. Page & Turnbull staff responsible for this project includes Principal-in-Charge Ruth Todd, AIA, AICP, LEED AP, Project Manager/Cultural Resource Specialist Rebecca Fogel, and Architectural Historian Christina Dikas, all of whom meet the Secretary of the Interior's *Professional Qualifications Standards* in Historic Architecture, Architectural History, and/or History.

D. How to Use This Document

The Southeastern San Diego Historic Context Statement is intended to be used as a tool by the Community Plan Update project team and the San Diego community to better understand and evaluate the neighborhood's historic resources. The document is organized as follows:

- Section **II. Previous Surveys, Studies and Reports** summarizes previous historic resource survey work in Southeastern San Diego.
- Section **III. Guidelines for Evaluation** provides an overview of National Register, California Register, and San Diego registration requirements; a summary of significant themes; a definition of each of the major property types found in the neighborhood (residential, commercial, civic/institutional, and cultural landscapes); and guidelines for evaluating the significance and integrity of these properties. This section does not provide any determinations of eligibility, but rather can be used by the City of San Diego as the framework for future evaluations.
- Section **IV. Historic Context** includes a narrative of the project area's developmental history that focuses on the evolution of the built environment. This history is broken into five periods that are defined by events, themes, and development trends. Property types associated with each of the periods are identified and analyzed. The information in this section can be used as a reference point when questions arise regarding a property's significance and integrity.
- Section **V. Findings and Recommendations** discusses findings from the windshield survey and provides recommendations for future preservation planning efforts.

II. PREVIOUS SURVEYS, STUDIES AND REPORTS

The following section identifies prior historic resource surveys, studies, and plans conducted in the Southeastern San Diego Community Plan Area. These documents are on file at the City of San Diego Planning Division or the San Diego Public Library.

A. National Register of Historic Places

The National Register of Historic Places (National Register) is the official list of the Nation's historic places worthy of preservation. Since the establishment of the National Register in 1966, more than 80,000 properties across the nation have been listed. One historic building in the Southeastern San Diego Community Plan Area has been listed in the National Register of Historic Places:

- Villa Montezuma, 1925 K Street (listed 1971)

Nomination forms for these buildings can be viewed online through the National Park Service's website: <http://www.nps.gov/nr/research/>.

B. Registered San Diego Landmarks & Historic Districts

The City of San Diego maintains a Register of Historical Resources, which includes both individual resources and historic districts. In the Southeastern San Diego Community Plan Area, the following properties have been listed in the San Diego Register of Historical Resources:

Historic Districts:

- Sherman Heights Historic District (HRB #208, 390 contributors, listed 1987)
- Grant Hill Park Historic District (HRB #217, 48 contributors, listed 1988)

Individual Landmarks:

- Villa Montezuma, 1925 K Street (HRB #11, listed 1970)
- Weldon Glasson House (Chateau de Toman), 3139 Franklin Avenue (HRB #78, listed 1972)
- Gorham House, 2040-2042 Kearney Avenue (HRB #138, listed 1979)
- Sherman Hearn House, 633 20th Street (HRB #160, listed 1982)
- Hollington House, 171 21st Street (HRB #165, listed 1982)
- Frank Zinnel House, 643 26th Street (HRB #218, listed 1988)
- Claus A. Johnson Commercial Building, 2602-2608 Imperial Avenue (HRB #219, listed 1988)
- Newby-Whitney House, 629 26th Street (HRB #220, listed 1988)
- Strandlund Family Residence, 402 Langley Street (HRB #221, listed 1988)
- Italian Stone Pine, 2736 L Street (HRB #222, listed 1988)
- Edwin Capps Residence Site, 910 60th Street (HRB #248, listed 1990)
- Sherman Heights Apartments, 2106 K Street (HRB #338, listed 1996)
- Old Fire Station #19, 3601 Ocean View Boulevard (HRB #893, listed 2009)
- Johnson's Wilshire Gas Station, 4689 Market Street (HRB #954, listed 2010)

Information about these properties can be accessed at the California Historical Resources Inventory Database (CHRID) at <http://sandiego.cfwebtools.com/index.cfm?CFID=625530&CFTOKEN=16962634>, or at the City of San Diego's website at <http://www.sandiego.gov/planning/programs/historical/>.

C. Historic Resource Surveys & Context Statements

The Southeastern San Diego Community Plan Area has been formally studied several times prior to this Historic Context Statement effort. The following historic resource surveys and context statements in the plan area are excellent resources for understanding the history of the area, and were invaluable in the preparation of this study:

- *Barrio Logan and Western Southeast San Diego Historical Survey* (Prepared by Patrick Barley and Michael Pearlman for City of San Diego Historical Site Board, June 1980). On file at the San Diego Public Library, California Room.
- *Barrio Logan Historical Resources Survey* (Prepared by City of San Diego City Planning & Community Investment in conjunction with Brian F. Smith and Associates, February 2011). Available online at <http://www.sandiego.gov/planning/barriologanupdate/documents/pdf/blhistoricalsurveyfull.pdf>
- *Fifth Amendment to the Central Imperial Redevelopment Plan EIR, Appendix E1* (Prepared by ASM Affiliates, Inc., April 2006). On file at San Diego Planning Department.

III. GUIDELINES FOR EVALUATION

The following section reviews themes significant to the developmental history of the Southeastern San Diego Community Plan Area and defines major property types that are representative of these themes. The section concludes with general guidelines for evaluating properties for the local, state, and national historic registers.

A. Summary of Significant Themes & Associated Property Types

SUMMARY OF THEMES

Themes of development often repeat throughout the history of a place. The National Park Service utilizes a thematic framework as its primary organizing principle for historic context statements. Themes are ways to organize and understand information about events, activities, people, communities, and patterns of change that have influenced historic and cultural development of an area. The National Park Service revised its framework for historic themes in 1994, replacing “themes in American progress,” a chronological approach with subthemes, to a multi-faceted approach designed to capture “the interrelated nature of human experience [...through] a more interdisciplinary, less compartmentalized approach to American history.” The following themes shaped the growth and evolution of the built environment in Southeastern San Diego:

- Residential Development
- Commercial Development
- Industrial Development
- Educational Development
- Social/Community Development
- Municipal Development
- Transportation & Infrastructure
- Ethnic Heritage
- Cultural Landscapes

These themes contribute in varying degrees to the Southeastern San Diego Historic Context Statement, and are manifested through the property types described below.

SUMMARY OF PROPERTY TYPES

Each period of development has one or more associated property types that help illustrate the period’s significant themes. Property types that are discussed in this document are defined as follows:

- **Residential properties** include single-family dwellings, duplexes, bungalow courts, and apartments. Single-family dwellings are by far the most common property type in the neighborhood, while multi-unit buildings are comparatively rare.
- **Commercial properties** are those with commercial spaces on all floors; buildings with retail space on the ground floor and office space above; or mixed use buildings that feature retail space on the ground floor and dwelling space above. Hotels are also considered commercial properties for the purposes of this study.

- **Educational properties**, or schools, include buildings designed for various activities in a primary, secondary, or higher educational system.
- **Industrial properties** include any building where things are made, stored or repaired. This may include auto repair facilities.
- **Social/Community properties** may include lodges for fraternal organizations, churches, and other public meeting halls. These buildings are typically larger and more ornate than other property types. Multi-story properties may also incorporate a commercial use on the ground floor.
- **Municipal properties** such as fire houses, post offices, libraries, and water company structures were constructed to meet health and safety needs of the community.
- **Cultural landscapes** may encompass designed landscapes, such parks, gardens, and cemeteries. They may also be composed of individual elements that developed over time, such as site features (e.g. fences, walls, etc.), public terraces, street furnishings (i.e. lights and benches), and circulation patterns.
- **Archeological resources**, if discovered, are likely to be significant, but analysis of these resources is outside the scope of this document because the Historic Context Statement focuses on the built environment.

Property types that are found elsewhere in San Diego but are not located in the project area include agricultural, military, and maritime properties.

Each section of this context statement identifies associated property types, provides a description of their character and distribution, and outlines the requirements for resource registration. The themes and associated property types are discussed more specifically as they relate to each of San Diego's five periods of development.

B. Relating Themes with Periods of Development

The periods of development in this context statement associate specific time frames with the above themes. The themes encompass related events, patterns of settlement and construction, activities of people important to the area, and socioeconomic changes. Each of the periods of development is associated with specific property types that originated within or characterize the period. The periods of development also represent the potential periods of significance for properties associated with the respective themes. A period of significance is the time span during which a property (or property type) attained its historic significance.

The periods of development considered for the Southeastern San Diego Historic Context Statement are as follows:

Pre-History & Early San Diego History (to 1867)

- Native American settlement of the area, including known and potential archaeological sites
- Spanish colonization of California, including the development of mission settlements and the relationship between the Spanish and Native groups
- Mexican independence and the development of rancho society as the basis of California's economy
- Mexican land grants in the San Diego area, namely Pueblo Lands and Ex-Mission Rancho de San Diego
- Survey and sale of downtown San Diego, namely "New Town" (1850 by William Heath Davis and Andrew Gray) and "Horton's Purchase" (1867 by Alonzo Horton)

Building Southeastern San Diego (1868 – 1916)

- Early subdivisions and land speculation in Southeastern San Diego
- Arrival of the railroad and streetcar system
- Booming residential development, both for San Diego's elite and working class residents
- Provision of municipal and social services, such as churches, schools, and cemeteries
- Development and sale of suburban farms in Encanto
- Growth of the San Diego city limits

Southeastern San Diego Expands (1917 – 1939)

- Construction boom following 1915 Panama-California Exposition and World War I
- Influence of the private automobile on residential and commercial development
- Popularity of new regional architectural styles, especially Spanish Eclectic and Mission Revival
- Minority migration trends and the neighborhood's changing ethnic composition
- Municipal and educational improvements

Freeway Era (1940 – 1967)

- Onset of World War II, including the expansion of Naval Station San Diego and the buildup of civilian defense industries
- Growth of residential suburbs in the postwar era
- Declining socioeconomic conditions, especially in the western half of the plan area
- Connections between race and settlement patterns, including both housing discrimination and racial integration
- Construction of highways
- Municipal and educational improvements, especially in response to the postwar baby boom

More recent San Diego history from 1968 to present includes many changes to the Southeastern San Diego Community Plan Area. This period has seen the effects of urban renewal and the Model Cities project; growing political activism and the Chicano Movement; socioeconomic changes, including an increase in gang violence; and promotion of programs to assist low-income residents, such as the federally-funded Community Housing Improvement and Revitalization Program (CHIRP). Today, Southeastern San Diego remains one of the most ethnically diverse neighborhoods in all of San Diego, continuing the population migration trends that began in the 1920s.

None of the properties from the Modern San Diego period are 45 or 50 years of age yet, and therefore a detailed account of this period is outside the scope of this report. Properties younger than 50 years of age must meet Criterion Consideration G (Properties that Have Achieved Significance within the Past Fifty Years) proving their exceptional significance in order to qualify for listing in the National Register. The City of San Diego uses a threshold of 45 years to conduct environmental review of potentially significant properties, but a younger property may still be eligible for listing as a San Diego Historical Resource or in the California Register. Properties associated with this time period may become eligible when sufficient time has passed to objectively evaluate their significance.

C. Evaluation Criteria

The following discussion of significance and integrity forms the basis of the property types analysis found in later chapters of this document, and should be used to support future evaluation of historic resources in Southeastern San Diego. It is important to note that each property is unique; therefore, significance and integrity evaluation must be conducted on a case-by-case basis. The evaluation guidelines in later sections of this Historic Context Statement should be implemented as an overlay to the particular facts and circumstances of each individual resource.

NATIONAL REGISTER OF HISTORIC PLACES & CALIFORNIA REGISTER OF HISTORICAL RESOURCES

The National Register of Historic Places (NRHP) is the nation's most comprehensive inventory of historic resources. The National Register is administered by the National Park Service and includes buildings, structures, sites, objects, and districts that possess historic, architectural, engineering, archaeological, or cultural significance at the national, state, or local level. According to *National Register Bulletin Number 15: How to Apply the National Register Criteria for Evaluation*, resources over fifty years of age are typically eligible for listing in the National Register if they meet any one of the four criteria of significance (A through D) and if they sufficiently retain historic integrity. However, resources under fifty years of age can be determined eligible if it can be demonstrated that they are of "exceptional importance," or if they are contributors to a potential historic district. These criteria are defined in depth in *National Register Bulletin Number 15*. The California Register of Historical Resources (CRHR) follows nearly identical guidelines to those used by the National Register, but identifies the Criteria for Evaluation numerically.

The four basic criteria under which a structure, site, building, district, or object can be considered eligible for listing in the National or California registers are:

- **Criterion A/1 (Event):** Properties associated with events that have made a significant contribution to the broad patterns of our history;
- **Criterion B/2 (Person):** Properties associated with the lives of persons significant in our past;
- **Criterion C/3 (Design/Construction):** Properties that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant distinguishable entity whose components lack individual distinction; and
- **Criterion D/4 (Information Potential):** Properties that have yielded, or may be likely to yield, information important in prehistory or history.⁴

A resource can be considered significant to American history, architecture, archaeology, engineering, and culture on a national, state, or local level. Perhaps the most critical feature of applying the criteria for evaluation is establishing the relationship between a property and its historic context, which is defined as "those patterns or trends in history by which a specific occurrence, property, or site is understood and its meaning (and ultimately its significance) within history or prehistory is made clear."⁵

National Register Criteria Considerations

Certain types of properties are usually not considered eligible for listing in the National Register. However, these properties *can* be eligible for listing if they meet special requirements, or Criteria Considerations. If working with one of these special property types, an evaluator must determine that a property meets the Criteria Considerations in addition to one or more of the four evaluation criteria described above in order to justify its inclusion in the National Register. These considerations are defined as follows:

- **Criteria Consideration A:** Religious Properties: A religious property is eligible if it derives its primary significance from architectural or artistic distinction or historical importance.
- **Criteria Consideration B:** Moved Properties: A property removed from its original or historically significant location can be eligible if it is significant primarily for architectural value or it is the surviving property most importantly associated with a historic person or event.
- **Criteria Consideration C:** Birthplaces & Graves: A birthplace or grave of a historical figure is eligible if the person is of outstanding importance and if there is no other appropriate site or building directly associated with his or her productive life.
- **Criteria Consideration D:** Cemeteries: A cemetery is eligible if it derives its primary significance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events.
- **Criteria Consideration E:** Reconstructed Properties: A reconstructed property is eligible when it is accurately executed in a suitable environment and presented in a dignified manner as part of a restoration master plan and when no other building or structure with the same associations has survived. All three of these requirements must be met.
- **Criteria Consideration F:** Commemorative Properties: A property primarily commemorative in intent can be eligible if design, age, tradition, or symbolic value has invested it with its own historical significance.
- **Criteria Consideration G:** Properties that Have Achieved Significance within the Past Fifty Years: A property achieving significance within the past fifty years is eligible if it is of exceptional importance.⁶

California Register Criteria Considerations

The California Register does not have the same strict Criteria Considerations as the National Register, and is more flexible about moved properties and properties less than fifty years of age. Moved buildings are considered eligible for the California Register if they were moved to prevent their demolition at the former location and if the new location is compatible with the original character and use of the historic resource. Properties under fifty years old may be eligible for the California Register if it can be demonstrated that sufficient time has passed to understand their historical importance.⁷

SAN DIEGO REGISTER OF HISTORICAL RESOURCES

Although based on NRHP and CRHR criteria, the City of San Diego designation criteria differ in order and quantity from the federal and state registers. The Historical Resources Guidelines of the Land Development Manual (a supplement to the Municipal Code) states that any improvement, building, structure, sign, interior element, fixture, feature, site, place, district or object may be designated as historical by the City of San Diego Historical Resources Board (HRB) if it meets one or more of the following criteria:

- **HRB 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.
- **HRB Criterion B:** Is identified with persons or events significant in local, state or national history.
- **HRB Criterion C:** Embodies distinctive characteristics of a style, type, period or method of construction or is a valuable example of the use of indigenous materials or craftsmanship.
- **HRB Criterion D:** Is representative of the notable work of a master builder, designer, architect, engineer, landscape architect, interior designer, artist or craftsman.
- **HRB 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.
- **HRB 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.⁸

In addition to meeting one or more of the above criteria, a City of San Diego Register-eligible property must also retain sufficient integrity to convey its significance. Although the City’s municipal code does use a 45 year threshold to review properties which may be adversely impacted by development, a property need not be 45 years of age to be eligible for listing in the City’s register. In addition, the recently adopted *Guidelines for the Application of Historical Resources Board Designation Criteria* provide guidance on the application of local designation criteria.

Comparing Local, State, and National Criteria

Though the order and quantity of the San Diego criteria differ from the NRHP and CRHR, the following parallel relationships can be established:

NRHP Criteria	CRHR Criteria	San Diego (HRB) Criteria
Criterion A	Criterion 1	HRB Criteria A and B (Events)
Criterion B	Criterion 2	HRB Criterion B (Persons)
Criterion C	Criterion 3	HRB Criteria C and D
Criterion D	Criterion 4	HRB Criterion A (Archaeology)
50 year threshold	No particular age threshold	45 year threshold

HRB Criterion A parallels the NRHP Criterion A/CRHR Criterion 1 as it refers to historic events, but stands apart as a special element of the City's, a community's, or a neighborhood's historical, cultural, social, economic, political, aesthetic, engineering, landscaping, or architectural development. As stated in the *Guidelines for the Application of Historical Resources Board Designation Criteria* adopted by the City's HRB, "Special elements of development refer to a resource that is distinct among others of its kind or that surpass the usual in significance." When Criterion A is applied to archaeological resources, it closely aligns with NRHP Criterion D or CRHR Criteria 4.

HRB Criterion E is only applied to properties determined eligible for the NRHP or CRHR; therefore, registration requirements related to this criterion are not necessary. In addition, HRB Criterion F is applied to contributors in historic districts, but the district is determined eligible under one of the other criteria (HRB A-D); therefore specific discussion of registration requirements under this criterion is not necessary.

INTEGRITY

In order to qualify for listing in the local, state, or national historical registers, a property must be shown to possess both significance *and* integrity. The concept of integrity is essential to identifying the important physical characteristics of historic resources and in evaluating adverse changes to them. Integrity is defined as "the authenticity of an historic resource's physical identity evidenced by the survival of characteristics that existed during the resource's period of significance."⁹ According to the *National Register Bulletin: How to Apply the National Register Criteria for Evaluation*, the seven variables or aspects that are used to evaluate integrity are defined as follows:

- **Location** is the place where the historic property was constructed or the place where the historic event occurred. The original location of a property, complemented by its setting, is required to express the property's integrity of location.
- **Design** is the combination of elements that create the form, plans, space, structure and style of the property. Features which must be in place to express a property's integrity of design are its form, massing, construction method, architectural style, and architectural details (including fenestration pattern).
- **Setting** addresses the physical environment of the historic property inclusive of the landscape and spatial relationships of the building(s). Features which must be in place to express a property's integrity of setting are its location, relationship to the street, and intact surroundings (i.e. neighborhood or rural).
- **Materials** refer to the physical elements that were combined or deposited during a particular period of time and in a particular pattern of configuration to form the historic property. Features which must be in place to express a property's integrity of materials are its construction method and architectural details.

- **Workmanship** is the physical evidence of the crafts of a particular culture or people during any given period in history. Features which must be in place to express a property's integrity of workmanship are its construction method and architectural details.
- **Feeling** is the property's expression of the aesthetic or historic sense of a particular period of time. Features which must be in place to express a property's integrity of feeling are its overall design quality, which may include form, massing, architectural style, architectural details, and surroundings.
- **Association** is the direct link between an important historic event or person and a historic property. Features which must be in place to express a property's integrity of association are its use and its overall design quality.

Integrity Based on City of San Diego Historical Resources Board Designation Criteria

While it is understood that nearly all properties undergo change over time—and thus minor alterations or changes are not uncommon—a building must possess enough of its original features to demonstrate why it is significant. When evaluating a property's integrity, evaluators should look closely at characteristics such as massing, roof forms, the pattern of windows and doors, cladding materials, and neighborhood surroundings.

In order to convey its historical significance, a property that has sufficient integrity for listing in the national, state, or local historical register will generally retain a majority of its character-defining features. However, the necessary aspects of integrity also depend on the criteria for which the property is significant. The City of San Diego's *Guidelines for the Application of Historical Resources Board Designation Criteria* (adopted 27 August 2009) outlines significant aspects of integrity related to each criterion:

- **Integrity under HRB A (Events & Archeology):** The significant aspects of integrity for a property significant under Criterion A may vary depending upon the aspect of development for which the resource is significant. For instance, design, materials, workmanship and feeling may be especially important for aspects of aesthetic, engineering, landscape and architectural development. Location, setting, feeling and association may be especially important for aspects of historical, archaeological, cultural, social, economic, and political development. It is critical for the evaluator to clearly understand the context and why, where, and when the property is significant in order to identify which aspects of integrity are most important to the resource.
- **Integrity under HRB B (Events & Persons):** Location, setting, feeling and association are the most relevant aspects of integrity related to Criterion B. Integrity of design and workmanship might not be as important, and would not be relevant if the property were a site. A basic integrity test for a property associated with an important event or person is whether a historical contemporary would recognize the property as it exists today.
- **Integrity under HRB C (Architecture):** Retention of design, workmanship, and materials will usually be more important than location, setting, feeling, and association. Location and setting will be important; however, for those properties whose design is a reflection of their immediate environment.
- **Integrity under HRB D (Architecture):** A property important as a representative example of the work of a Master must retain most of the physical features and design quality attributable to the

Master. A property that has lost some historic materials or details can be eligible if it retains the majority of the features that illustrate its style in terms of the massing, spatial relationships, proportion, pattern of windows and doors, texture of materials, and ornamentation. The property is not eligible, however, if it retains some basic features conveying massing but has lost the majority of the features that once characterized its style and identified it as the work of a Master.

Integrity Based on National Register and California Register Criteria

National Register Bulletin #15, How to Apply the National Register Criteria for Evaluation describes what aspects of integrity are essential for each of the four National Register and California Register criteria:

- **Integrity under NRHP A/CRHR 1 (Events):** A property that is significant for its historic association is eligible if it retains the essential physical features that made up its character or appearance during the period of its association with the important event or historical pattern. If the property is a site (such as a treaty site) where there are no material cultural remains, the setting must be intact. Archeological sites eligible under these criteria must be in overall good condition with excellent preservation of features, artifacts, and spatial relationships to the extent that these remains are able to convey important associations with events.
- **Integrity under NRHP B/CRHR 2 (Persons):** A property that is significant for its historic association with an important person(s) is eligible if it retains the essential physical features that made up its character or appearance during the period of its association with the person(s). If the property is a site where there are no material cultural remains, the setting must be intact. Archeological sites eligible under these criteria must be in overall good condition with excellent preservation of features, artifacts, and spatial relationships to the extent that these remains are able to convey important associations with persons.
- **Integrity under NRHP C/CRHR 3 (Architecture):** A property important for illustrating a particular architectural style or construction technique must retain most of the physical features that constitute that style or technique. A property that has lost some historic materials or details can be eligible if it retains the majority of the features that illustrate its style in terms of the massing, spatial relationships, proportion, pattern of windows and doors, texture of materials, and ornamentation. The property is not eligible, however, if it retains some basic features conveying massing but has lost the majority of the features that once characterized its style. Archeological sites eligible under this criterion must be in overall good condition with excellent preservation of features, artifacts, and spatial relationships to the extent that these remains are able to illustrate a site type, time period, method of construction, or work of a master.
- **Integrity under NRHP D/CRHR 4 (Information Potential & Archaeology):** For properties eligible under this criterion, including archeological sites and standing structures studied for their information potential, less attention is given to their overall condition, than if they were being considered for events, persons, or design. Archeological sites, in particular, do not exist today exactly as they were formed. There are always cultural and natural processes that alter the deposited materials and their spatial relationships.¹⁰

To summarize, properties significant under Events or Architecture criteria need only retain integrity of design, materials, and workmanship to the extent that they help the property convey integrity of feeling and/or association. Similarly, integrity of location and setting are crucial for properties significant under Events criteria, but are typically less important for properties significant under Persons or Architecture criteria. High priority is typically placed on integrity of design, materials, and workmanship for properties significant under Architecture criteria. For properties significant under any of these criteria, however, it is possible for some materials to be replaced without drastically affecting integrity of design as long as these alterations are subordinate to the overall character of the building. For example, minor alterations such as window replacement may be acceptable in residential districts but are less so for individual properties designed by a master architect.

Evaluations of integrity should also include some basis of comparison. In other words, the evaluator should understand the general extent of alterations common to each property type--especially for properties that are particularly old or rare. Conversely, properties that are less rare or not as old should retain all or nearly all of their original features to qualify for historic listing. *National Register Bulletin #15, How to Apply the National Register Criteria for Evaluation*, states that:

“...comparison with similar properties should be considered during the evaluation of integrity. Such comparison may be important in deciding what physical features are essential to properties of that type. In instances where it has not been determined what physical features a property must possess in order for it to reflect the significance of a historic context, comparison with similar properties should be undertaken during the evaluation of integrity. This situation arises when scholarly work has not been done on a particular property type or when surviving examples of a property type are extremely rare.”¹¹

Properties that have undergone few or no alterations and retain all aspects of integrity are more likely to be eligible for listing in state or national historic registers. These properties should also be given high priority in preservation planning efforts. Finally, it should be stressed that historic integrity and condition are not the same. Buildings with evident signs of deterioration can still retain eligibility for historic listing as long as it can be demonstrated that they retain enough character-defining features to convey their significance.

HISTORIC DISTRICTS

Historic districts are not simply collections of individually significant buildings; instead, districts are groups of buildings which are significant as a whole. Districts must work together to tell the story of their significance and must have distinguishable boundaries. Typically, historic districts become apparent after understanding the historic context and significance of an area.. Boundaries of a historic district are frequently defined by use (i.e. theater district), connection to an event (i.e. World War II defense housing district), or architectural style (i.e. Craftsman Bungalow district). Historic districts will include both contributors and non-contributors, and not all properties need to be of the same historical or architectural quality. The district may include both contextual buildings and stand-outs that help anchor a district.

Eligibility for listing for historic districts, just as for individual resources, is based on two factors: criteria and integrity. In addition to embodying one or more of the necessary local, state, or national criteria, it is also

imperative that the district have sufficient integrity. Integrity of each contributing resource may be a little lower than would be necessary to list a property individually, but as a whole, the contributing resources must retain enough integrity to collectively characterize the district's period of significance. Also, there should be more contributing resources than non-contributing resources within the boundary. A rule of thumb is that at least two-thirds of the properties within historic district boundaries should be contributing resources, otherwise the district does not hold together with sufficient integrity.

IV. HISTORIC CONTEXT

A. Pre-History & Early San Diego History (to 1867)

The longest period of human settlement in the San Diego area includes Native American, Spanish, and Mexican habitation, and is the period with the least physical evidence remaining today. Historical information about the Native American period is based primarily on archaeological clues, while maps of land grants and writings of early settlers provide the most valuable information about the Spanish and Mexican periods. The primary historic themes that relate to this early period of development include:

- Native American settlement of the area, including known and potential archaeological sites
- Spanish colonization of California, including the development of mission settlements and the relationship between the Spanish and Native groups
- Mexican independence and the development of rancho society as the basis of California's economy
- Mexican land grants in the San Diego area, namely Pueblo Lands and Ex-Mission Rancho de San Diego
- Survey and sale of downtown San Diego, namely "New Town" (1850 by William Heath Davis and Andrew Gray) and "Horton's Purchase" (1867 by Alonzo Horton)

NATIVE AMERICAN PERIOD (TO 1769)

As early as 12,000 years ago, Southeastern San Diego was primarily inhabited by the Kumeyaay people (called *Diegueños* by the Spanish missionaries).^{13 14} San Diego State University's website on San Diego's Mexican and Chicano History concisely describes the early life and lands of the Kumeyaay:

The Kumeyaay themselves were a large band spread throughout what is present-day San Diego county and into northern Baja California, comprising two divisions with dialects of the same language. To the north, from Escondido to the coast lived the Ipai or northern Diegueño. The Tipai or Diegueño Kumeyaay lived in present-day Mission Valley and down south into northern Baja California.

The Kumeyaay lived in hundreds of small semi-permanent *rancherías* or village camping spots, migrating with the seasons to the mountains during the annual harvest of acorns and grain grasses which were their staple foods. They were very successful in maintaining a dense population in comparison to other regions of North America.¹⁵

Estimates for the population of the Kumeyaay vary substantially: Scholars speculate anywhere from 3,000 to 19,000 people lived in the region prior to the establishment of the Spanish missions in 1769. These numbers dwindled to a few thousand by the mid-nineteenth century, with many living on reservation lands.

The contributions of the Kumeyaay and other native peoples to the history of San Diego from pre-history to the present is an essential theme, but in keeping with the purpose of the Historic Context Statement, this topic is mentioned here only as it pertains to the built environment in the Southeastern San Diego Community Plan Area. In that regard, no extant built historical resources from this period are expected to be discovered in the project area.

SPANISH PERIOD (1769-1821)

The following description of San Diego is excerpted from *Historic Resources Survey: Barrio Logan Community Plan Area*, an earlier historic context statement about Barrio Logan, prepared in 2011 by the City of San Diego in conjunction with Brian F. Smith and Associates:

Spanish colonization of San Diego began in 1769, when a Spanish expedition of soldiers and missionaries established a presidio (fort) and the Mission San Diego de Alcalá in the area near present-day Old Town. The first chapel and shelters were built of wooden stakes and brush, with roofs of tule reeds. The mission was moved to its present location six miles up the San Diego River valley (modern Mission Valley) in August 1774. The first chapel at that location was built of willow poles, logs, and tule. After it was burnt down in the Kumeyaay uprising of November 5, 1775, the first adobe chapel was completed in October 1776 and construction on the present church began in 1777.

Life for the new settlers at the San Diego Presidio was isolated and difficult. The arid desert climate and bad feelings between the Native American population and the soldiers made life hard for the Spanish settlers. The settlers raised cattle and sheep, gathered fish and seafood and did some subsistence farming in the San Diego River Valley to generate enough food to sustain the fledgling community of a few hundred Spaniards and hundreds of Native American neophytes.

The focus of the Spanish foothold in San Diego throughout the period of Spanish occupation was the presidio and the mission north of the plan area along the San Diego River in current day Mission Valley. The bayside to the south, where downtown San Diego and Barrio Logan are located, was characterized by shallow mud flats that were of little importance to the European colonizers.¹⁶

MEXICAN PERIOD (1821-1848)

After Mexico gained independence from Spain in 1821, California saw the decline of the mission and presidio systems. In the 1830s, the Mexican government began to redistribute church lands under the rancho system. The Mexican government granted 29 ranchos in San Diego County to loyal soldiers, politicians, and powerful landowning families. Cattle ranching was the primary industry on these ranchos. One of the largest ranchos granted in San Diego was the Ex-Mission Rancho de San Diego de Alcalá, with 58,875 acres granted to Santiago Arguello in 1845.¹⁷

This redistribution of land also resulted in the creation of a civilian pueblo in San Diego. In 1834, a group of San Diego residents living near present-day Old Town successfully petitioned the governor to formally declare their settlement as a pueblo. San Diego was granted official pueblo status, which came with the right to self-government and exemption from military rule.¹⁸ In addition to the creation of a new town government, “A major consequence of San Diego’s being given pueblo status was the eventual acquisition of vast communal lands. In May 1846 Governor Pío Pico confirmed San Diego’s ownership of 48,000 acres including water rights. It was the largest such concession ever given to a Mexican town in California. The grant, a heritage of the Mexican government, was a rich resource that subsidized much of San Diego’s municipal development well into the twentieth century”¹⁹ (Figure 3).

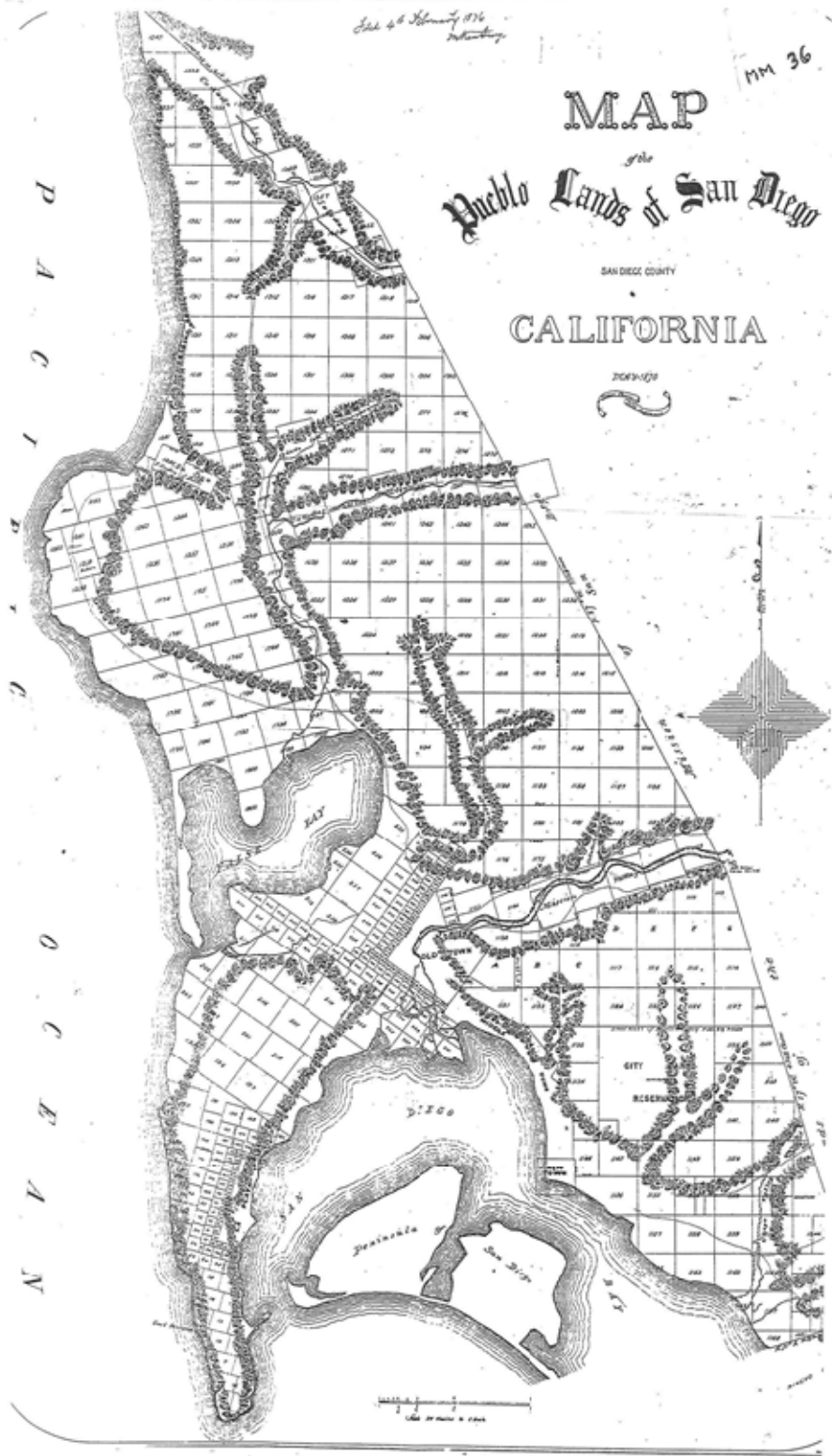


Figure 3. Map of Pueblo Lands, 1870.
(San Diego County Assessor's Office)

The Pueblo Lands of San Diego were divided into 1,350 parcels, ranging in size from ten acre parcels near Old Town to 160 acre parcels further from town. A large “City Reservation” was set aside for parkland as part of the Pueblo Lands, and still serves the city in that capacity today as Balboa Park.²⁰

About half of the Southeastern San Diego Community Plan Area is located on former Pueblo lands, while the remainder is located on Ex-Mission lands. The dividing line between the two grants runs at a diagonal, following Boundary Street and the eastern edge of Mt. Hope Cemetery.

EARLY AMERICAN PERIOD (1848-1867)

At the end of the Mexican-American war, California was ceded by Mexico to the United States under the Treaty of Guadalupe Hidalgo in 1848. While San Francisco and the gold fields of the Sierra Nevada boomed with population growth after the discovery of gold in 1848, San Diego was slower to develop. But entrepreneurs and land speculators did still settle in San Diego and acquired tracts of former Pueblo lands. As described in *The Journal of San Diego History* (Spring 1991):

William Heath Davis, a merchant and coastal trader, joined Andrew Gray (surveyor for the U. S. Boundary Commission) and several other investors in purchasing 160 acres several miles south of Old Town. They laid out a subdivision and named it New San Diego. Davis, the wealthiest of the partners, paid for construction of a wharf and several buildings, and attempted to stimulate settlement in this new location on the waterfront, near the foot of present-day Market Street. But Old Town clung tenaciously to its position as the commercial and governmental center of San Diego. Within a few years, New San Diego became known as “Davis’ Folly.” Other pueblo lands were also granted during the 1850s to hopeful subdividers in Middletown, La Playa, and Roseville. None of the new subdivisions generated any significant development at the time. San Diego slumbered until after the Civil War when activity began to pick up again.

In 1867, with the arrival of Alonzo Horton, the real growth of the city began. Horton, a shrewd but visionary businessman from San Francisco, with enough cash and faith in his dream to carry him through hard times, called San Diego “. . . a Heaven on Earth . . . it seemed to me the best spot for building a city I ever saw.” On May 10, 1867, Horton purchased several hundred acres, most of what is now downtown, adjoining Davis’ New San Diego.

Horton had a subdivision map drawn up, went back to San Francisco, opened a real estate office, and began to sell land. This activity fired up enthusiasm about San Diego real estate in general, and by 1868 “. . . some 2,500 additional acres of pueblo lands were disposed of at auction [and] two long wharves were under construction.”²¹

ASSOCIATED PROPERTY TYPES & REGISTRATION REQUIREMENTS

No known built resources exist from San Diego’s earliest period within the Southeastern San Diego Community Plan Area. However, sub-surface archaeological artifacts discovered from this period are likely to yield information about the life and culture of the early Native American, Spanish, Mexican, and early American peoples, and are thus assumed to be significant under Criterion D (Information Potential). These remains are most likely to be found along Chollas Canyon and other waterways, and many archaeological sites in the plan area have already been documented.

B. Building Southeastern San Diego (1868 – 1916)

The “Building Southeastern San Diego” period from 1868 to 1916 witnessed the first real growth of the plan area, from its initial subdivision by land speculators to its annexation into the City of San Diego. The dominant historical themes of this period are:

- Early subdivisions and land speculation in San Diego
- Arrival of the railroad and streetcar system
- Booming residential development, both for San Diego’s elite and working class residents
- Provision of municipal and social services, such as churches, schools, and cemeteries
- Development and sale of suburban farms in Encanto
- Growth of the San Diego city limits

Extant properties capable of representing these themes include residences, commercial properties, religious properties and cultural landscapes. Early high-style residences such as Villa Montezuma (1887; listed in the National Register) may be significant for their architectural style, or for their association with prominent early San Diego residents and businesses. Groups of smaller bungalows from this period may be significant because they illustrate the arrival of the railroad and the booming turn-of-the-century development, especially in the plan area’s oldest neighborhoods such as Sherman’s Addition or Logan Heights. In Encanto, houses from this period exemplify unique “suburban farm” development patterns. Mt. Hope Cemetery and Greenwood Memorial Park are significant as cultural landscapes.

ACQUIRING THE LAND: EARLY SUBDIVISIONS

In the nineteenth century, Southeastern San Diego was a patchwork of subdivisions and additions. It was common practice for entrepreneurs and land speculators to buy one or more blocks of Pueblo Lands and subdivide them into smaller parcels for resale. Block and parcel size varied by subdivision, and some of the street grids did not align.²²

One of the most important early subdivisions in San Diego was Sherman’s Addition, named for owner Captain Matthew Sherman, one-time Customs Collector and later Mayor of San Diego. Captain Sherman and his wife Augusta purchased Pueblo Lot 1155, which encompassed 160 acres bounded by 15th and 24th streets, between H Street (Market Street) and N Street (Commercial Street). Realizing that the demand for land in San Diego was increasing rapidly, Sherman began to subdivide his property into 50’ x 100’ lots in 1869. One of the oldest residences in the neighborhood is Sherman’s own home, a small cottage at 418-22 19th Street, near the northwest corner of 19th and J streets (the house was built in New Town in 1868 and moved to 19th Street in 1905). Sherman also built a larger house in 1886, which still stands at 563 22nd Street.²³

Beginning in the late 1860s, San Diego city leaders tried to attract a railroad line in order to spur development. A large area of land—four Pueblo Lots—in present-day Barrio Logan and Logan Heights was set aside by the city for use as a railroad terminal, but it was never used as such. This acreage was first offered to the San Diego and Gila Railroad, but the company failed and the land was returned to the city. In 1872, the Texas and Pacific Railroad gained title to the land, but again, the company failed. Finally, in 1886, the San Diego Land and Town Company, a subsidiary of the California Southern Railroad, purchased the vacant railroad land and subdivided it for settlement.²⁴

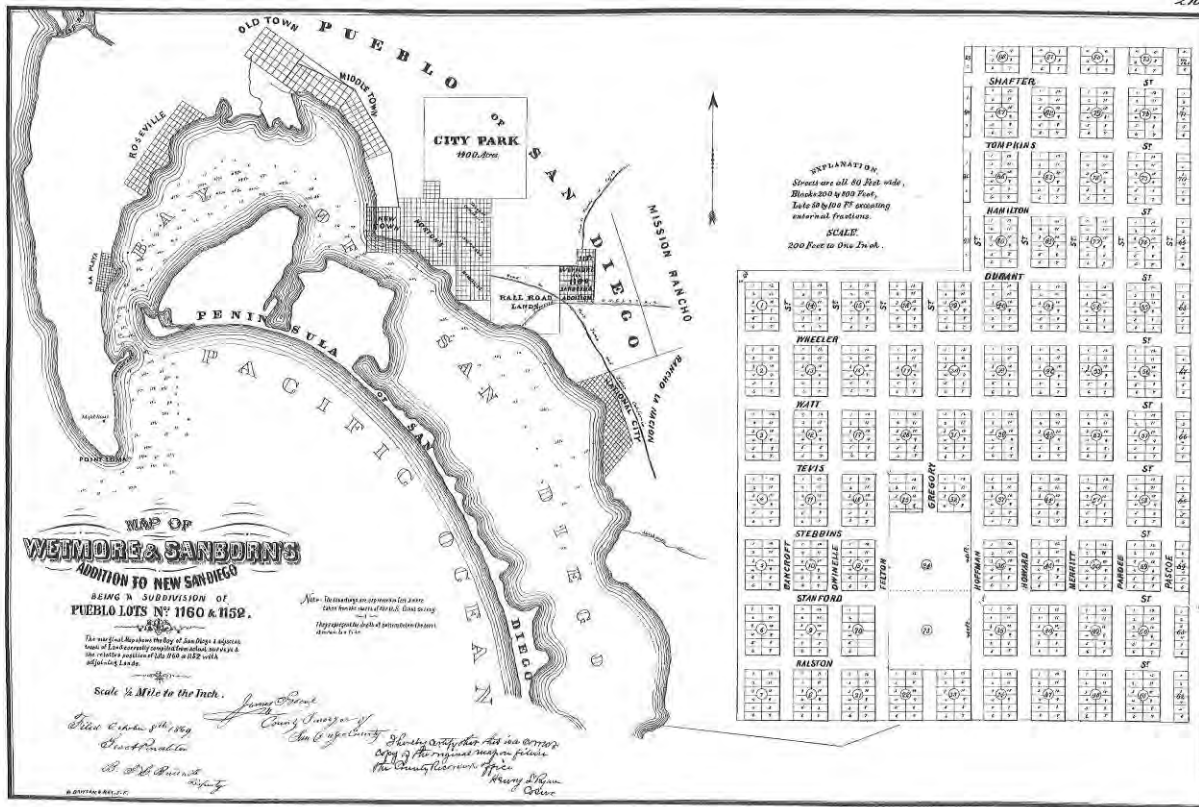


Figure 4. Wetmore & Sanborn's Addition to New San Diego (1869) showing railroad lands.
 (San Diego County Assessor's Office)

Prior to establishment of the railroad in 1885 (described in detail in the next section), real estate speculators tried to capitalize on its potential arrival: for example, Wetmore & Sanborn's Addition (1869) and Hoitt's Addition (1870) subdivided several large Pueblo Lots just east of the railroad lands, anticipating a building boom (Figure 4). Similarly, in 1870, Joseph Manasse and Marcus Schiller filed a subdivision of Pueblo Lot 1157 (now Logan Heights). Manasse and Schiller aligned the streets diagonally to take advantage of the views to the bay.²⁵ The San Diego Land and Town Company's 1886 subdivision laid its streets diagonally to match the Manasse and Schiller subdivision, but D.C. Reed and O.S. Hubbell's Addition (also 1886) created a grid aligned instead to the cardinal directions, creating the unusual street connections visible today in Logan Heights. By the late 1880s, nearly all of Logan Heights had been subdivided: H.P. Whitney's Addition (1886, Pueblo Lot 1162), San Diego Land and Town Company's South Chollas Addition (1887, Pueblo Lots 1162 and 1164), and James H. Guion's Addition (1887, Pueblo Lot 1342).²⁶

Another prominent early subdivision was U.S. Grant's Hill Subdivision (1906). Originally named Mt. Gilead, the area was first platted in 1887 by Mrs. W.E. Daugherty. In 1906, the land was purchased by Ulysses S. Grant, Jr. who named the hill after his father, President and General Ulysses S. Grant. In order to take advantage of the views to the bay, J Street was graded around the summit. The summit itself was set aside as a "retreat" and formally became a city park in 1940.²⁷

Outside the city limits, a few early subdivisions were registered on the Ex-Mission Rancho Lands (Figures 5 and 6). These subdivisions were decidedly more rural in character than the lands near Downtown. Caruthers' Addition, by Matthew and Isabella Caruthers (1880), featured five- and ten-acre lots near the intersection of Ocean View Boulevard and South 41st Street. The Alta Vista Suburb, by Aetna Securities Company (1906),

was a more traditional subdivision with small 25' x 125' lots abutting Caruthers' Addition to the northeast. Las Alturas Villa Sites, by Long & Hickok (1888), featured winding streets and over a hundred irregular two-to five-acre lots in the South Chollas Valley. However, these have been re-subdivided in more recent years, often obscuring their original layout.²⁸



Figure 5. Map of San Diego by T.D. Beasley (circa 1910), showing subdivisions and city limits prior to annexation of Encanto.
(San Diego Public Library, California Room)

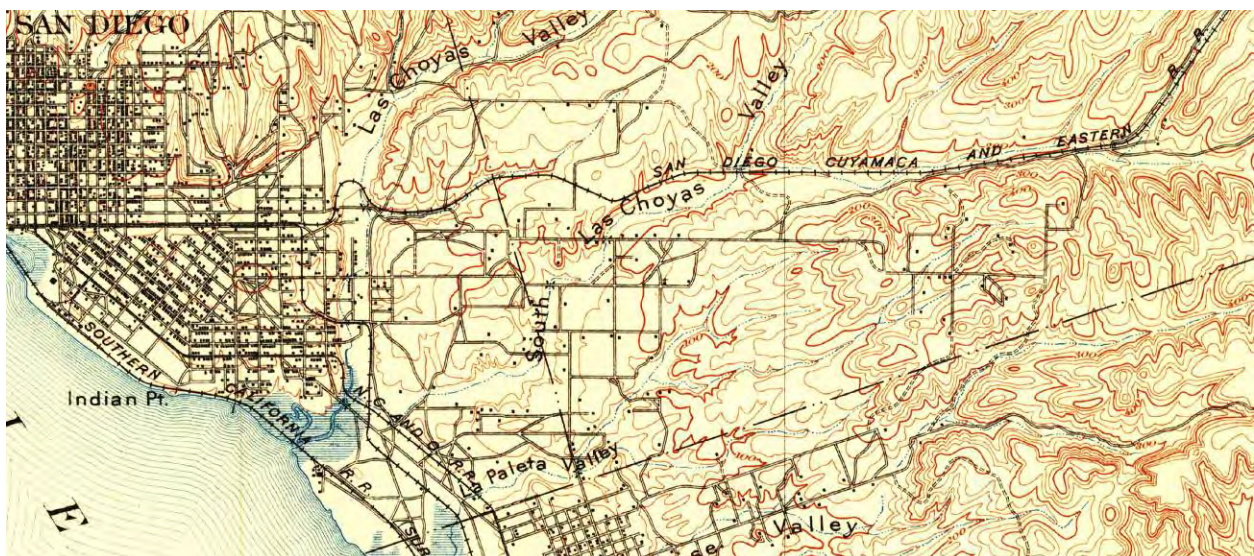


Figure 6. USGS "San Diego" 7.5-Minute Quadrangle Map (1904), showing extent of actual development.
A dashed line indicates the Pueblo Lands boundary.

Renaming the Streets

Many streets in the plan area were renamed shortly after the original subdivisions were platted, especially in Logan Heights, Sherman Heights, and the western portion of the plan area. In 1905, the Logan Heights Improvement Association renamed the major streets in this subdivision for Civil War generals: Logan, Kearny, Julian, Irving, Harrison and Grant.²⁹ A *Journal of San Diego History* article clearly summarizes this trend:

Most street names in the study area have been altered at least once, and one street has had five different names. Like the rest of the city platted before about 1920, the names originally given to present-day Logan Heights streets were quite well ordered, as opposed to today's relative confusion. For example, the various northeast-southwest trending streets, extending from Sigsbee to Schley Streets, were originally called South 21st Street through South Twenty-eighth Street. Similarly, the cardinal-oriented streets on the east side of the study area which currently extended from Imperial Avenue to Main Street were originally platted as M through Z Streets. Ocean View Boulevard, in addition to R Street, has also been called Grant Street, Woolman Street, and Hodman Street.³⁰

A study of Sanborn Fire Insurance Maps and other archival sources show the following name changes:

Original Name	Current Name	Date Changed	Neighborhood
Grand Avenue	Newton Avenue	1888-1906	Logan Heights
Interocean Avenue	Irving Avenue	1888-1906	Logan Heights
Milton Avenue	National Avenue	1888-1906	Logan Heights
Union Avenue	Marcey Avenue	1888-1906	Logan Heights
S. 21 st Street	Sigsbee Street	1905	Logan Heights
S. 22 nd Street	Beardsley Street	1905	Logan Heights
S. 23 rd Street	Crosby Street	1905	Logan Heights
Crosby Street	Cesar E. Chavez Parkway	1985-2000	
S. 24 th Street	Dewey Street	1905	Logan Heights
S. 25 th Street	Evans Street	1905	Logan Heights
S. 26 th Street	Sampson Street	1905	Logan Heights
S. 27 th Street	Sicard Street	1905	Logan Heights
H Street	Market Street	1906-1921	Sherman Heights
I Street	Island Avenue	1921-1940	Sherman Heights
N Street	Commercial Street	1921-1940	Sherman Heights
R Street	Grant Street	1905	Logan Heights
Grant Street	Ocean View Boulevard	1906-1940	
R Street	Woolman Street	1906	Memorial Park
Woolman Street	Ocean View Boulevard	1906-1940	
S Street	Valle Avenue	1906	Memorial Park
T Street	Morton Avenue	1906	Memorial Park
U Street	Greeley Avenue	1906	Memorial Park

Throughout this Historic Context Statement, streets are listed with the name used during that period of development, with the current street name indicated in parentheses.

RESIDENTIAL DEVELOPMENT

In the 1880s, San Diego's population tripled as a result of the arrival of the railroad. The city underwent a building boom, but actual settlement of the new subdivisions in Southeastern San Diego did not match the rate of land sales. In Logan Heights, only twelve houses and a school were reported to be under construction in the 1880s.³¹ After the boom, residential growth was slower but steady into the early twentieth century because of the neighborhood's proximity to downtown, the rail lines, and the bay. By 1906, Sanborn Fire Insurance maps—which only covered the area west of 28th Avenue—showed Sherman's Addition fairly well-developed with ten to twelve dwellings on each block, while Logan Heights only had two to six houses on each block. The eastern areas were not included in the 1906 Sanborn Maps due to lack of development, but the 1904 USGS Quadrangle map does show occasional buildings scattered east into the South Chollas Valley.

Railroads & Streetcars

The arrival of the railroad had a huge impact on the residential growth of Southeastern San Diego in this early period of development. In 1885, the California Southern Railroad, a subsidiary of the Atchison, Topeka and Santa Fe line, established a line between San Diego and National City. The Santa Fe Railroad also constructed a spur from San Diego to San Bernardino, providing the city's first transcontinental connection. The California Southern Railroad tracks ran along the waterfront through what is now Barrio Logan, with a depot at the foot of S. 22nd Street (present-day Beardsley Street). The San Diego, Cuyamaca and Eastern Railway was formed in 1886 with the intention of building a connection over Warner's Pass. The Cuyamaca line was completed in 1889, beginning at 9th and N (now Commercial) streets, traveling along N Street, and winding through Mt. Hope Cemetery and Encanto. The present-day San Diego Trolley runs along this historic route, which is shown clearly on the 1904 USGS Quadrangle Map.³² Beginning in 1887, the National City and Otay Railway provided local steam service through the area; NC&O trains ran up 28th Street, later rerouted to a Newton Avenue alignment. In 1891, a horse- and mule-drawn rail line was built along Milton Avenue (National Avenue) and Logan Avenue. It was replaced the following year by the San Diego Electric Railway, whose distinctive double-decker electric trolleys could often be spotted in the neighborhood (**Figure 7**).³³ Neighborhoods within a few blocks of the rail and streetcar lines flourished as transportation improvements resulted in a corresponding construction boost, especially in Logan Heights.



Figure 7. San Diego Electric Railway Trolley (n.d.)
(San Diego History Center Photo Archive, #10980-1)

Housing the Working Class

Southeastern San Diego, especially west of 30th Street, was predominantly home to middle- and working-class families. Land was affordable, and the area developed into a small-scale residential area dominated by modest wood-frame cottages and bungalows. In the late nineteenth century, these single-family residences were rendered in Folk Victorian, Queen Anne, and Folk National architectural styles; by the 1910s, residences featured simplified Craftsman and Early Prairie styles. Most had an outbuilding or stable at the rear of the property (**Figure 8**).³⁴

Most single-family cottages were simply built by individual owners or builders, but a few clusters of speculative housing units were constructed in the western portion of the Southeastern San Diego Community Plan Area (in Sherman Heights, Logan Heights, and Grant Hill). For example, the 1906 Sanborn Fire Insurance maps show clusters of identical dwellings at 28th and National streets and S. 21st and Kearney streets (no longer extant due to I-5 construction), and another cluster of four small dwellings at the corner of 19th and I Street (Island Avenue) (still extant). Many groups of four to ten identical dwellings are evident on the 1920 Sanborn Fire Insurance maps, especially between 28th and 32nd streets, which was outside the area covered by the 1906 maps.³⁵ Perhaps the most impressive example of speculative housing in the plan area is the group of fifteen Craftsman bungalows on the north side of K Street between 26th and 27th streets. The block was purchased in 1912 by prominent businessman and realtor Michael F. Hall to build housing, as he had done in Mission Hills, Bird Rock, and many other San Diego subdivisions.³⁶



Figure 8. Sherman Heights, 22nd and Imperial Avenue (1905)
(San Diego History Center Photo Archive, #166)

In addition to single family residences, more intensive multiple family residences began to be developed in the plan area after the turn of the twentieth century. This new pattern included both small-scale purpose-built flats and multiple detached dwellings situated on a single lot. However, this more intensive housing development pattern did not dominate the plan area until the 1920s when bungalow courts and large apartments became common.

Working-class cottages and bungalows from this period remain today in the western section of the plan area, primarily concentrated in Logan Heights and other neighborhoods west of the Escondido Highway (CA-15).

These properties are likely to be significant for their architecture as part of small historic districts, rather than individually. Because the plan area developed over a long period of time and has changed so much since these early years, it is unlikely for entire subdivisions to qualify as a district, but groups of five or more similar houses may be able to represent the plan area's early development patterns.

San Diego's Elite

Some of the earliest houses in the Southeastern San Diego Community Plan Area were large estates, especially in Sherman Heights and Grant Hill. Sherman Heights developed as a fashionable neighborhood for wealthier San Diegans because its hilltop location and proximity to downtown San Diego were desirable. The Sherman House (1886) and Villa Montezuma (1887) are among the most impressive residences in the neighborhood.

While working-class cottages were designed by contractors or the owners themselves, estates for wealthy citizens were often designed by architects. Prominent architects known to have worked in San Diego during this period include Irving Gill, William Sterling Hebbard, Comstock & Trotsche, and the Reid Brothers, as well as the early work of William Templeton Johnson, Richard S. Requa, and Frank Mead.³⁷

Large residences from the Victorian era and early twentieth century remain scattered today throughout the plan area. These properties are likely to be individually significant for their architectural style (especially if they were architect-designed), or for their association with prominent early San Diego residents and businesses.

ENCANTO: SUBURBAN FARMS

In contrast with the suburban development of the western portion of the plan area, the South Chollas Valley (formerly part of Ex-Mission Rancho de San Diego de Alcalá) was decidedly rural in the late nineteenth and early twentieth centuries. Encanto's development as a rural suburb of San Diego during this time is unique in the plan area: Encanto was a self-sufficient town, connected to the city by rail lines but isolated from the wild land speculation that had taken over the rest of the plan area.

Encanto was part of Ex-Mission Lot Number 13, a 3,350.5 acre tract owned by Abraham Klauber. Klauber was a successful businessman with a general merchandise store called "Steiner and Klauber" at 7th and I Street (Island Avenue) in downtown San Diego. In Southeastern San Diego, he built a residence called "Coyoteville" at 3000 E. Street at 30th Street in 1888 (still extant, also known as the Faulk-Klauber House and listed as San Diego HRB #122). He also had a country estate called "Klauber Park" (no specific address known and likely no buildings extant), which was in present-day Encanto. After the booming real estate market crashed in the late 1880s, Klauber platted and subdivided the land around his country house into ten-acre lots. His daughter Ella is credited with naming the subdivision *Encanto*, Spanish for "enchantment" or "charm." The first subdivision map for Encanto was recorded in 1891, with another survey in 1892 and a third survey in 1893.³⁸

In 1907, the Richland Realty Company purchased 1,100 acres in Encanto and re-platted it into one-half, five- and ten-acre lots. They originally planned to name their new subdivision Richland, but ultimately called it Encanto Heights. The Richland Realty Company was owned by a group of people from Montana and named the streets in Encanto Heights after their investors in Montana. The new subdivision was the first suburban stop outside of San Diego on the San Diego, Cuyamaca and Eastern Railway line.³⁹

REMEMBER

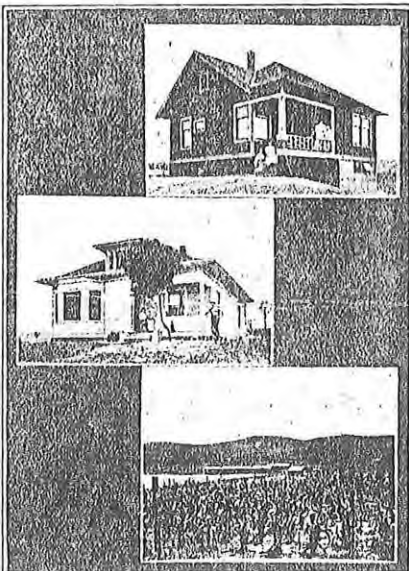
You are dealing directly with the Owners.
THEY HAVE MADE GOOD

Liberal Discount for Cash and Advance Payments.
WATER PIPED TO EACH LOT

Why not get a home like one of these in Sunny Southern California?

An acre of Ground on which Anything can be raised.

A Big Home Market right in San Diego anxious to be supplied.



ENCANTO

Is the most Beautiful and Sightly Suburb of San Diego.

Make Up Your Mind
NOW
that you are going to
BUY

Some Encanto Homes

Every Lot is a Small Farm

Encanto is the only Suburb where you can buy a whole Acre for less than the price of a good 25-foot lot within the **same distance** in any direction from the centre of the city.

Figure 9. Encanto Heights Advertisement, circa 1910.
(San Diego History Center Photo Archive, #86:15853-3)

Encanto Heights was advertised for “suburban homes and small farms,” ideal for fruit trees, chicken ranches, and gardening (**Figures 9 & 10**). The Richland Realty Company highlighted Encanto Heights’ proximity to the city center, good roads and railway connections, rich soil and abundant water, and attractive building sites. By 1910, the successful Richland Realty Company had filed five additions to Encanto Heights: Rosemont, Sunny Slope, Highdale, Del Norte, and Empire Additions. Prices for one-half-acre tracts ranged from \$50 to \$500 and terms were “very, very easy,” with liberal discounts on cash and advance payments. The Richland Realty Company—brokered by the San Diego Land Improvement Company—also had a building department in connection with Encanto Heights to build homes for new buyers.⁴⁰



Figure 10. Encanto, circa 1915.
(San Diego History Center Photo Archive, #4636)

By 1911, City Directories list 120 residents in Encanto, most of whom were ranchers, farmers, gardeners, or poultry raisers. Carpenters, contractors, and real estate agents presumably involved in building the town were also listed. By 1913, the number had expanded to 285.⁴¹

COMMERCIAL CORRIDORS

Because of the close proximity and ease of connection to San Diego’s downtown commercial core, the Southeastern San Diego Community Plan Area remained primarily residential with only scattered neighborhood commercial development. Commercial uses were primarily located along the main transportation corridors linking the neighborhoods together: Imperial Avenue, National Avenue, Logan Avenue, and Market Street. Shops and light industrial uses such as livery stables, breweries, and harness-makers were the primary types of commercial uses in the plan area during this period.

By 1910, Encanto was also developing a commercial center on Imperial Avenue between 63rd and 65th streets. The town’s first post office was constructed in 1910, and several feed stores, a general store, a bakery, a barber, and a pool hall were all listed in the 1911 City Directories.⁴² A portion of this business district remains today on Imperial Avenue, although all the extant buildings from this early period have been considerably altered.

DEVELOPMENT OF SOCIAL & COMMUNITY SERVICES

Cemeteries

In 1869, Alonzo Horton formed a committee to establish a public cemetery for San Diego. The 169-acre City-owned cemetery was sited at the edge of the Pueblo Lands, along the city-county line—necessarily on the outskirts of town for health purposes. Augusta Sherman named the cemetery “Mt. Hope,” and by 1871 it had received its first burials (**Figure 11**). Mt. Hope Cemetery is notable because from its inception, it was the only cemetery in the city without discriminatory regulations based on color or religious faith. Various groups were granted permission to bury their dead in separate plots: the cemetery set aside sections for the Odd Fellows, Masonic Lodge, Knights of Pythias, Grand Army of the Republic (Civil War veterans), Fraternal Order of Eagles, International Order of Foresters, Chinese, and Jews (Congregation Beth Israel). Another area known as “Potter’s Field” was set aside for indigent burials.⁴³ The City of San Diego still manages and maintains Mt. Hope Cemetery today. The grounds contain a high concentration of monuments to prominent San Diego citizens, but it has undergone some alterations since its founding—most notably the construction of Cypress View Mausoleum and Crematory in 1932.



Figure 11. Hearse leaving Mt. Hope Cemetery, circa 1910.
(San Diego History Center Photo Archive, #1382-1)

Adjacent to Mt. Hope is the privately-owned Greenwood Memorial Park, founded in 1907 by a group of prominent San Diego businessmen. The 115-acre cemetery officially opened in 1908 with decorative gate (no longer extant) clearly marking the entrance (**Figure 12**). Ornate and unusual monuments abound in Greenwood Memorial Park, including the “Angel of Death” statue adorning the tomb of U.S. Grant, Jr. The grounds of Greenwood Memorial Park have evolved considerably over the years with the construction of various mausoleums, gardens, a crematory, and a mortuary (**Figure 13**).⁴⁴ Today, Greenwood Memorial Park is on land owned by the County of San Diego, not the City, and it is therefore technically excluded from the Southeastern San Diego Community Plan Area.

The cemeteries also affected development in the surrounding area: stone cutters and headstone engraving businesses, flower shops, and mortuaries sprang up across Imperial Avenue from the cemeteries beginning in the 1910s.



Figure 12. Decorative gate at Greenwood Memorial Park, 1920.
(San Diego History Center Photo Archive, #2357-D)



Figure 13. Aerial view of Greenwood Memorial Park, 1918.
(San Diego History Center Photo Archive, #5-22)

Schools

As residential development progressed in the Southeastern San Diego Community Plan Area, schools were constructed to serve the growing community. The locations of schools from this period help to explain the larger residential development patterns, as schools typically indicate a certain concentration of nearby single family homes for families. Although the majority of these original schools are no longer extant, most of these parcels are still used today by modern schools, and it is important to understand the origins of these early community centers.

- **Sherman School:** The first school in the plan area was the Sherman School, a small one-story building on the corner of 21st and N (Commercial) streets built in 1871 with funds donated by Captain Matthew Sherman. By 1906, the Sherman School had moved into a new two-story wood-frame building at 22nd and J streets. This building was demolished in 1928 after the completion of a new school at 22nd and I Street (Island Avenue) that served Sherman Heights' students.
- **Las Chollas School:** A small, vernacular style, one-room schoolhouse was built at 39th Street and Logan Avenue in 1886 to serve students in the rural South Chollas Valley (**Figure 14**). The school was replaced in 1904 by the North Chollas School at 45th and Hilltop streets on the grounds of the Catholic Cemetery, but that building burned to the ground in 1920.
- **Logan Heights School:** This large three-story school—one of the grandest in San Diego—was originally built in 1891 as the East School (also known as “East End School”) on a triangular lot at the corner of 27th (Sicard) Street and Julian Avenue (**Figure 15**). It was designed in an eclectic Victorian style with Neoclassical and Romanesque elements. The school was renamed “Logan Heights School” circa 1905. Between 1906 and 1920, a one-story brick section was added to the original building, and eight freestanding classrooms were added to the grounds. The original school was replaced in 1929 by a new Logan School at the same site.
- **Encanto School:** The town of Encanto was platted in 1907, and it built its first school in 1909—a two-room, wood-frame, vernacular style building at 65th Street and Brooklyn Avenue (**Figure 16**). A new four-story school was constructed circa 1922 adjacent to the original two-room schoolhouse; the original building was briefly used as a community center before it was demolished.⁴⁵

- **Stockton School:** The Stockton School was a one-story schoolhouse constructed circa 1910 at the northwest corner of Dodson and K streets. In 1920, the original school was known as the “Old Stockton School” because a “New Stockton School” had been constructed at 31st and I Street (Island Avenue).⁴⁶ The “Old Stockton School” still stands today, but has been significantly altered and converted into the New Shiloh Missionary Baptist Church.
- **Emerson School:** Emerson School was constructed in 1914 in the Spanish Eclectic style at 3575 National Avenue (**Figure 17**). New classrooms were built behind the main building circa 1920, and by 1940 the school had expanded to include several more classrooms and a cafeteria.⁴⁷ The original school buildings were replaced after World War II, and the school now operates as Emerson/Bandini Elementary School.



Figure 14. North Chollas School (1904), pictured here circa 1914.
(*Union Title-Trust Topics* 8:4, November 1954)



Figure 16. Encanto School (1909), pictured here circa 1916.
(San Diego History Center Photo Archive, #11427)



Figure 15. Logan Heights School (1891), pictured here circa 1929.
(San Diego History Center Photo Archive, #10900)



Figure 17. Emerson School (1914), pictured here circa 1920.
(San Diego History Center Photo Archive, #2695)

Churches

Churches were also constructed to serve the religious needs of the Southeastern San Diego community. As with schools, few of these original churches are still extant today, but it is important to understand the origins of these early community centers:

- **Grand Avenue Baptist Church (First Baptist Church/Logan Heights Baptist Church):** The Grand Avenue Church was organized in 1889 on Grand (Newton) Avenue between 29th and 30th streets as a mission of the First Baptist Church (**Figure 18**).⁴⁸ Between 1910 and 1920, the original church was demolished and replaced with a new Baptist church at the corner of 29th Street and Logan Avenue. This church still stands, but has been altered.
- **Second Congregational Church (Logan Heights Church):** The Second Congregational Church was built in 1888 on lands donated to the church by the San Diego Land and Town Company, perhaps as a lure to potential settlers. The church was located on Kearney Avenue at 26th Street, but is no longer extant.⁴⁹
- **Central Methodist Episcopal Church:** The Central M.E. Church was constructed in 1887 at the corner of S. 26th Street (Sampson Street) and Harrison Avenue, and originally had twelve members. The original church was replaced by a Spanish Eclectic-style church on the same site sometime between 1921 and 1950. The congregation that currently occupies the complex is the New Hope Friendship Baptist Church (2205 Harrison Avenue).⁵⁰
- **Christ Presbyterian Church (United Presbyterian Church/Universal Church):** This church was constructed at the northwest corner of 22nd and H Street (Market Street) prior to 1900. The present Spanish Eclectic Revival-style church was constructed between 1906 and 1920 and replaced an earlier wood-frame, Gothic Revival-style building on the property.⁵¹
- **Mt. Zion Baptist Church:** To satisfy the religious needs of the African-American population in Southeastern San Diego, Mt. Zion Baptist Church was founded in Logan Heights in 1900. It was the city's third black-oriented church, and was located at 3045 Greely Avenue, between 30th and 31st streets. The original church has been replaced by a new church on the same site called the Mt. Zion Missionary Baptist Church, which was issued a building permit in 1995.⁵²
- **Our Lady of Angels:** This Catholic parish in Sherman Heights was founded in 1905 by pioneering missionary Father Antonio Ubach as the second parish associated with the Our Lady of Peace Academy. The Gothic Revival church was erected at 656 24th Street at G Street circa 1905, and still stands in near-original condition today (**Figure 19**).⁵³

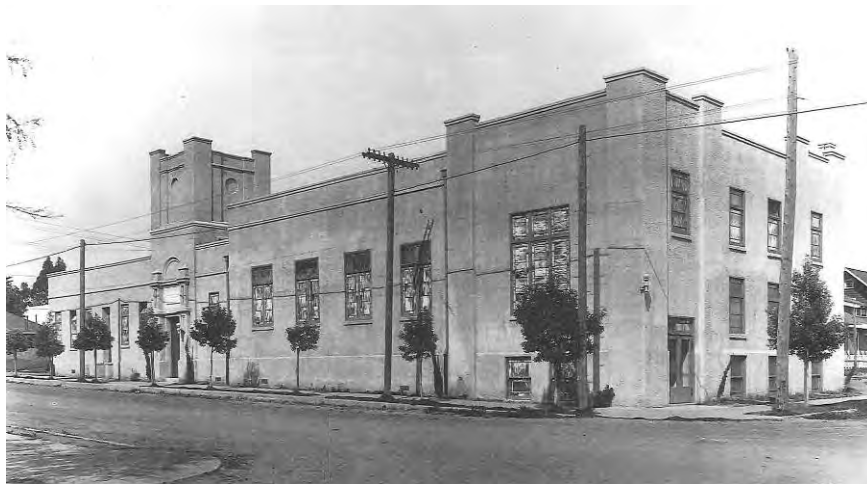


Figure 18. First Baptist Church (circa 1910), pictured here in 1919.
(San Diego History Center Photo Archive, #2345)



Figure 19. Our Lady of Angels
(1905),
pictured here circa 1920.
(San Diego History Center
Photo Archive, #6807)

Other Community Amenities

As with churches and schools, studying the location of early recreation facilities and social gathering places can help explain development patterns:

- **Baseball Stadiums:** Bay View Park was located on Logan Avenue at South 22nd (Beardsley Street), and was the home of San Diego's intercity baseball leagues from 1898 and 1901.⁵⁴ It also served as a race track for bicycles, horses, and later motorcycles. Athletic Park was constructed in 1900 to replace Bay View Park (**Figure 20**). Athletic Park at S. 26th (Sampson Street) and Main in present-day Barrio Logan was active until at least 1912.⁵⁵
- **Post Offices:** The Encanto Post Office was constructed in 1910 on Imperial Avenue to serve Encanto before it was incorporated into San Diego proper; it was replaced in 1934 by a new post office (both since closed).⁵⁶ Post Office Station No. 3 at Evans and Logan Avenue (present-day Barrio Logan) was opened between 1904 and 1907 to serve the growing population in the Southeastern San Diego Community Plan area.⁵⁷
- **Fire Stations:** The two-story Fire Station No. 4 appears on Kearney Avenue at South 27th Street (Sicard Street) in 1905 and housed a "hose and wagon." By 1921, the facility had been upgraded to support automobiles—including a "combined hose and chemical truck"—housed 1 captain and 5 men, and was renumbered as Fire Station No. 12. The station had been converted into a gymnasium by 1950.⁵⁸ Analysis of current maps suggests that the building may still be extant today, but if so, it has been altered such that it unrecognizable as a fire station.
- **Armory Dance Hall:** According to 1906 Sanborn Fire Insurance Maps, the Armory Dance Hall was located on National Ave between 29th and 30th streets. An article in the *Journal of San Diego History* describes the Armory Hall: "Events held here, remembered by most of the early residents, included a wide variety of dances—square dances, minuets, schottisches, and the trilby two-step—as well as charades, candy and taffy pulls, piano concerts, and other small-town amusements."⁵⁹ The building was shown on the 1920 Sanborn Fire Insurance Map as "Mission Hall" at 2933 National Avenue. Analysis of the 1950 Sanborn Fire Insurance Map confirms that the building was demolished and replaced by a church sometime between 1920 and 1950.



Figure 20. Field Day at Athletic Park (May 14, 1910).
(San Diego History Center Online, <http://www.sandiegohistory.org/collections/sports/stadium.htm>)

ANNEXATION

The Pueblo Lands formed the boundary of the City of San Diego (at about 40th Street) until the early twentieth century, when the city began annexing communities that had developed in the adjacent Ex-Mission San Diego lands. Encanto was annexed into the city on April 1, 1916 because Encanto residents desired San Diego's municipal water services (**Figure 21**). When Encanto was first settled, residents drilled wells on their properties. By 1914, the Southern California Mountain water company was engaged to supply water, and the Encanto Mutual Water Company distributed water to the new subdivisions. When the cost of water rose dramatically from ten to twenty-five cents per gallon in 1916, citizens voted for annexation.⁶⁰ This trend of annexation in exchange for municipal services (such as transportation, water, power, and sanitation) continued as East San Diego, Ocean View Heights, and other nearby areas, which were annexed into the city in the early 1920s.⁶¹



Figure 21. Sanborn Fire Insurance Map (1920), edited to highlight new city limits after annexation of Encanto.

ASSOCIATED PROPERTY TYPES & REGISTRATION REQUIREMENTS (1868 – 1916)


This section discusses the property types associated with the significant themes of the “Building Southeastern San Diego” development period, and can be used as a guide for evaluating the significance of potentially eligible properties within the Southeastern San Diego Community Plan. Please refer to **Chapter III. Guidelines for Evaluation** (pages 10-19) for additional information about how to evaluate historic properties. This includes the definition of the significance criteria and the detailed discussion of the various aspects of integrity.

Residential: Cottages & Bungalows

Typical Example(s)	Character-Defining Features
 <p>1824 Julian Avenue 2804 Webster Ave.</p> <p>2632 and 2638 L Street</p>	<ul style="list-style-type: none"> ▪ Location in an early subdivision, typically west of Escondido Freeway (CA-15) ▪ Architectural style and form from this period, including Queen Anne, Folk Victorian, Folk National, Craftsman, and Prairie ▪ Set back from lot line ▪ One story (or one story with raised basement) ▪ Gable or pyramidal roof ▪ Wood cladding (shingles or horizontal siding) ▪ Wood sash windows (double-hung or casement) ▪ Wood door (glazed or paneled)
<p>Significance Statement</p> <p><i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must be significant under at least one of the following criteria.</i></p>	
<ul style="list-style-type: none"> ▪ NRHP A/CRHR 1/HRB A&B (Events): Cottages and bungalows from this period may be significant for their association with the theme of early land speculation and booming residential development in the plan area. Cottages in the western half of the city—especially Logan Heights and Sherman Heights—are most likely to reflect this theme. Groups of identical houses (four or more) built on speculation are especially good at conveying this development pattern, as are districts with a high concentration of houses from this period. In Southeastern San Diego, it is unlikely for entire subdivisions to qualify as a district, but groups of at least five similar houses may be able to represent the neighborhood’s early development patterns. ▪ NRHP B/CRHR 2/HRB B (Persons): Cottages and bungalows from this period are not likely to be significant for their association with persons important to San Diego history. These buildings were typically homes of working-class residents, not prominent merchants or government officials. ▪ NRHP C/CRHR 3/HRB C&D (Architecture): Cottages and bungalows from this period may be significant for their architecture as an example of a typical San Diego workers’ cottage, or as a Craftsman bungalow. They are not likely to represent the work of master architects or prominent builders, as most were not architect-designed. Resources qualified under this criterion should be good examples of types and/or styles and retain most of their original features. 	

Minimum Integrity Threshold
<p><i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must retain sufficient integrity to convey its significance. The minimum features required to retain integrity are as follows.</i></p> <ul style="list-style-type: none">▪ Clear example of residential architecture from this period▪ Retains original form and roofline▪ Retains most of its original ornamentation, if applicable (The retention of entry, window and/or roofline ornamentation should be considered most important)▪ Retains original cladding (no stucco)▪ Retains original windows and doors (or match in location, pattern, size, and materials)▪ In historic districts, at least two-thirds of the properties must qualify as contributors in order for the district to retain integrity
Additional Integrity Considerations
<p><i>Additional items to consider when evaluating the integrity of a property of this type and from this period include the following.</i></p> <ul style="list-style-type: none">▪ Security: It is common for residences in Southeastern San Diego to have metal security grates on their doors and windows. These grates are acceptable as long as the original windows are still in place underneath the grates.▪ Stairs & Porches: It is generally acceptable for entry stairs and porch features to have been replaced, as these are subject to greater deterioration from weathering and use. However, replacement porches should substantially conform to the original configuration. Incompatible porch replacement would likely jeopardize a residence’s eligibility for listing.▪ Additions: Rear additions that have respected the scale of the original building are generally acceptable. However, additions that compromise a building’s form and scale are not acceptable.▪ Landscaping: The presence of original site or landscape features is not essential, but could enhance a property’s significance and integrity. Properties that retain elements such as walls, fences, steps, paths, and heritage trees are more likely to qualify for listing.▪ Adaptive Reuse: Residences that have been converted to commercial use are still eligible for listing under all criteria as long as they retain their overall form and architectural character. While such buildings no longer retain their original use, they can still be fine examples of late nineteenth and early twentieth century architectural styles and residential development patterns. Many of these cottage-to-commercial conversions exist today on Imperial Avenue.

Residential: Large Estates

Typical Example(s)	Character-Defining Features
 <p>1851 Irving Avenue Villa Montezuma, 1925 K Street</p> <p>2054 and 2058 Kearney Avenue</p>	<ul style="list-style-type: none"> ▪ Location in an early subdivision, typically west of Escondido Freeway (CA-15) ▪ Ornate architectural style and form from this period, including Italianate, Queen Anne, Folk Victorian, Folk National, Craftsman, American Foursquare, and Prairie ▪ Set back from lot line ▪ Two or more stories ▪ Gable or pyramidal roof ▪ Wood cladding (shingles or horizontal siding) ▪ Wood sash windows (double-hung or casement) ▪ Wood door (glazed or paneled)
Significance Statement	
<p><i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must be significant under at least one of the following criteria.</i></p>	
<ul style="list-style-type: none"> ▪ NRHP A/CRHR 1/HRB A&B (Events): Large estates from this period may be significant for their association with the theme of booming residential development in the plan area. Residences in the western half of the city—especially Logan Heights and Sherman Heights—are most likely to reflect this theme. It is unlikely that there will be a group of this type of residence, but these residences might contribute to a district of cottages and bungalows in order to represent the neighborhood’s early development patterns. ▪ NRHP B/CRHR 2/HRB B (Persons): Large estates from this period are likely to be significant for their association with persons important to San Diego history. For example, at least two houses in the plan area are known to be associated with Captain Matthew Sherman, one of San Diego’s most prominent early residents. If an association with a significant person is discovered, the residence should be compared to other associated properties (such as a place of work) to identify which property(s) best represent that person’s achievements or reasons for being significant. ▪ NRHP C/CRHR 3/HRB C&D (Architecture): Large estates from this period are likely to be significant for their high-quality architectural design, and many are already listed as local landmarks. They also may represent the work of master architects or prominent builders. Resources qualified under this criterion should be good examples of types and/or styles and retain most of their original features. 	
Minimum Integrity Threshold	
<p><i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must retain sufficient integrity to convey its significance. The minimum features required to retain integrity are as follows.</i></p>	
<ul style="list-style-type: none"> ▪ Clear example of residential architecture from this period ▪ Retains original form and roofline ▪ Retains the hallmarks of its architectural style, including most of its original ornamentation (The retention of entry, window and/or roofline ornamentation should be considered most important) ▪ Retains original cladding (no stucco) 	


- Retains original windows and doors (or match in location, pattern, size, and materials)
- In historic districts, at least two-thirds of the properties must qualify as contributors in order for the district to retain integrity

Additional Integrity Considerations

Additional items to consider when evaluating the integrity of a property of this type and from this period include the following.

- **Security:** It is common for residences in Southeastern San Diego to have metal security grates on their doors and windows. These grates are acceptable as long as the original windows are still in place underneath the grates.
- **Stairs & Porches:** It is generally acceptable for entry stairs and porch features to have been replaced, as these are subject to greater deterioration from weathering and use. However, replacement porches should substantially conform to the original configuration. Incompatible porch replacement would likely jeopardize a residence's eligibility for listing.
- **Additions:** Rear additions that have respected the scale of the original building are generally acceptable. However, additions that compromise a building's form and scale are not acceptable.
- **Landscaping:** The presence of original site or landscape features is not essential, but could enhance a property's significance and integrity. Properties that retain elements such as walls, fences, steps, paths, and heritage trees are more likely to qualify for listing.
- **Adaptive Reuse:** Residences that have been converted to commercial use are still eligible for listing under all criteria as long as they retain their overall form and architectural character. While such buildings no longer retain their original use, they can still be fine examples of late nineteenth and early twentieth century architectural styles and residential development patterns.

Residential: Suburban Farm

Typical Example(s)	Character-Defining Features
 <p data-bbox="423 732 565 756">657 63rd Street</p>	<ul style="list-style-type: none"> ▪ Location in Encanto ▪ Constructed between 1900 and 1916 ▪ Architectural style and form from this period, typically Folk National or Craftsman ▪ Deep setback from lot line ▪ One to two stories ▪ Gable or pyramidal roof ▪ Wood cladding (shingles or horizontal siding) ▪ Wood sash windows (double-hung or casement) ▪ Wood door (glazed or paneled) ▪ Outbuildings such as barns, chicken coops, or utility sheds
<p>Significance Statement</p> <p><i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must be significant under at least one of the following criteria.</i></p>	
<ul style="list-style-type: none"> ▪ NRHP A/CRHR 1/HRB A&B (Events): Suburban farms from this period are most likely to be significant for their association with the development and sale of land in Encanto in the first decades of the twentieth century. Since these properties were the center of suburban farms, they are sprinkled throughout the Encanto hills and it is unlikely that there will be a grouping sufficient to qualify as a historic district under this criterion. ▪ NRHP B/CRHR 2/HRB B (Persons): Suburban farms from this period may be significant for their association with persons important to San Diego history, such as an influential farmer or Encanto businessman. If an association with a significant person is discovered, the residence should be compared to other associated properties (such as a place of work) to identify which property(s) best represent that person’s achievements or reasons for being significant. ▪ NRHP C/CRHR 3/HRB C&D (Architecture): Suburban farms from this period may be significant for their architecture as an example of this type and period of construction. They are not likely to represent the work of master architects or prominent builders, as most were not architect-designed. Resources qualified under this criterion should be good examples of types and/or styles and retain most of their original features. 	
<p>Minimum Integrity Threshold</p> <p><i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must retain sufficient integrity to convey its significance. The minimum features required to retain integrity are as follows.</i></p>	
<ul style="list-style-type: none"> ▪ Clear example of residential architecture from this period ▪ Retains original form and roofline ▪ Retains the hallmarks of its architectural style, including most of its original ornamentation (The retention of entry, window and/or roofline ornamentation should be considered most important) ▪ Retains original cladding (no stucco) ▪ Retains original windows and doors (or match in location, pattern, size, and materials) 	

Additional Integrity Considerations


Additional items to consider when evaluating the integrity of a property of this type and from this period include the following.

- **Setting:** It is expected that these residences were once constructed as the center of small farms, but they have been enveloped by later suburban development. Integrity of setting is therefore the least important aspect of integrity for these properties; as long as they retain their character-defining features, they can still represent the early rural heritage of Encanto.
- **Agricultural Outbuildings:** Most suburban farms from this period originally had associated agricultural outbuildings such as barns, chicken coops, or utility sheds. An early twentieth century suburban farm that retains its original outbuildings would be considered to have especially high integrity, especially if it is being considered under NRHP C/CRHR 3/HRB C&D. These outbuildings derive their significance from the significance of the residence, and are typically not eligible in their own right.
- **Security:** It is common for residences in Southeastern San Diego to have metal security grates on their doors and windows. These grates are acceptable as long as the original windows are still in place underneath the grates.
- **Stairs & Porches:** It is generally acceptable for entry stairs and porch features to have been replaced, as these are subject to greater deterioration from weathering and use. However, replacement porches should substantially conform to the original configuration. Incompatible porch replacement would likely jeopardize a residence's eligibility for listing.
- **Additions:** Rear additions that have respected the scale of the original building are generally acceptable. However, additions that compromise a building's form and scale are not acceptable.
- **Landscaping:** The presence of original site or landscape features is not essential, but could enhance a property's significance and integrity. Properties that retain elements such as walls, fences, steps, paths, and heritage trees are more likely to qualify for listing.

Commercial & Industrial

No commercial or industrial properties from this period appear to be extant in the project area today. However, if such a property is discovered, it is likely to be significant for its architecture as a rare example of an early commercial or industrial building type. It may also possess associations with a significant early business or industry.

Social/Community: Churches


Typical Example(s)	Character-Defining Features
 <p data-bbox="204 730 784 783">Our Lady of Angels (1905) at 656 24th Street appears to be the only extant church from this period.</p>	<ul style="list-style-type: none"> ▪ Location in an early subdivision, typically west of Escondido Freeway (CA-15) ▪ Architectural style and form from this period, typically Gothic Revival, Queen Anne or Classical Revival ▪ One story with spire or bell tower ▪ Gable or pyramidal roof ▪ Wood cladding (shingles or horizontal siding) ▪ Wood sash lancet windows (perhaps stained glass) ▪ Wood door (glazed or paneled) ▪ Associated parish hall, rectory, or school
<p>Significance Statement</p> <p><i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must be significant under at least one of the following criteria.</i></p>	
<ul style="list-style-type: none"> ▪ NRHP A/CRHR 1/HRB A&B (Events): Churches from this period may be significant as expressions of religious and cultural values tied to the earliest period of growth in Southeastern San Diego. Churches may also contribute to historic districts because they help illustrate the social and cultural forces shaping residential development during this period. Please note that historic significance for a church or other religious property cannot be established on the merits of a religious doctrine, but rather on secular terms for its architectural or artistic values or as a representation of important historic or cultural forces. ▪ NRHP B/CRHR 2/HRB B (Persons): Churches from this period may be significant for their association with persons important to San Diego history, such as a prominent religious leader. If an association with a significant person is discovered, the church should be compared to other associated properties (such as a residence or other place of work) to identify which property(s) best represent that person’s achievements or reasons for being significant. ▪ NRHP C/CRHR 3/HRB C&D (Architecture): Churches from this period are most likely to be significant for their high-quality architectural design. They may also represent the work of master architects or prominent builders. Resources qualified under this criterion should be good examples of types and/or styles and retain most of their original features. 	
<p>Minimum Integrity Threshold</p> <p><i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must retain sufficient integrity to convey its significance. The minimum features required to retain integrity are as follows.</i></p>	
<ul style="list-style-type: none"> ▪ Clear example of ecclesiastical architecture from this period ▪ Retains original form and roofline, including spire or belltower ▪ Retains the hallmarks of its architectural style, including most of its original ornamentation (The retention of entry, window and/or roofline ornamentation should be considered most important) ▪ Retains original windows and doors (or match in location, pattern, size, and materials) 	

Additional Integrity Considerations

Additional items to consider when evaluating the integrity of a property of this type and from this period include the following.

- **Replacement Cladding:** Due to the rarity of this property type, original cladding is preferred but not required for the property to retain sufficient integrity, provided the building retains all its other character-defining features. If possible, replacement cladding should match the old in design and materials.
- **Additions:** Rear additions that have respected the scale of the original building are generally acceptable. However, additions that compromise a building's form and scale are not acceptable.
- **Landscaping:** The presence of original site or landscape features is not essential, but could enhance a property's significance and integrity. Properties that retain elements such as walls, fences, steps, paths, and heritage trees are more likely to qualify for listing.

Cultural Landscapes: Cemeteries

Typical Example(s)	Character-Defining Features
 <p data-bbox="220 642 768 695">Mt. Hope Cemetery (1869) is the only extant cemetery from this period within the plan area.</p>	<ul style="list-style-type: none"> ▪ Use as a cemetery ▪ Location on the edge of the Pueblo Lands boundary (original city limits) ▪ Elements that contribute to the design of the cemetery may include: <ul style="list-style-type: none"> - Topography - Vegetation - Circulation (e.g. roads, paths, steps, walls) - Site features and objects (e.g. gravestones, fences, benches, lights, flag poles, fountains)
Significance Statement	
<p><i>A cemetery is eligible for listing in the national, state, or local register if it derives its primary significance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events.</i></p>	
<ul style="list-style-type: none"> ▪ NRHP A/CRHR 1/HRB A&B (Events/Age): Cemeteries can be eligible for their relative great age in a particular geographic or cultural context, or may illustrate broad development patterns. Mt. Hope may be significant as the oldest publicly operated cemetery dating from San Diego’s founding in the 1860s. ▪ NRHP B/CRHR 2/HRB B (Persons of Transcendent Importance): Cemeteries containing the graves of persons of transcendent importance may be considered significant. Because many of San Diego’s most prominent early citizens are interred at Mt. Hope, the cemetery may be eligible under this criterion. ▪ NRHP C/CRHR 3/HRB C&D (Design): Mt. Hope may qualify on the basis of its distinctive design values if research can demonstrate that the cemetery expresses the aesthetic principles of landscape or funerary design during the Victorian era. A comparison to other Southern California cemeteries from this period should be conducted in order to make this determination. 	
Integrity Considerations	
<p><i>Items to consider when evaluating the integrity of a cemetery from this period include the following.</i></p>	
<ul style="list-style-type: none"> ▪ The integrity of a cemetery should be evaluated as a cultural landscape. It should be noted that more change over time is expected in landscapes than in buildings. ▪ Character-defining features listed above must be largely intact ▪ Areas of a cemetery that contain large numbers of new grave markers will not qualify, and should be excluded from the eligible historic areas 	

C. Southeastern San Diego Expands (1917 – 1939)

The “Southeastern San Diego Expands” period from 1917 to 1939 experienced the densification and expansion of settlement in the plan area, as well as changes in building forms and development patterns caused by the introduction of the private automobile. The dominant historical themes of this period are:

- Construction boom following 1915 Panama-California Exposition and World War I
- Influence of the private automobile on residential and commercial development
- Popularity of new regional architectural styles, especially Spanish Eclectic and Mission Revival
- Minority migration trends and the neighborhood’s changing ethnic composition
- Municipal and educational improvements

Extant properties capable of representing these themes include residences, commercial properties, religious properties and cultural landscapes. Groups of small cottages and bungalows may be significant for their architectural style, particularly if they are rendered in one of the newly popular Spanish-inspired revival styles, or for their association with the area’s changing ethnic composition. The introduction of the bungalow court is important because it responded to the population’s changing needs in the years after World War I. Bungalow courts and apartment complexes from this period in the plan area may be significant as examples of this type and period of construction, but should be compared to examples in other neighborhoods as part of any eligibility discussion. Commercial properties, especially garages and gas stations, along one of the commercial corridors may be significant for their associations with the theme of automobile-related development. Churches and municipal buildings illustrate the provision of social services during this period of growth, while Holy Cross Cemetery may be eligible as a cultural landscape.

PANAMA-CALIFORNIA EXPOSITION & WORLD WAR I

The 1915 Panama-California Exposition and World War I greatly affected the development of Southeastern San Diego because both the exposition and the war called attention to San Diego and brought new people to the city. The Panama-California Exposition (1915-1917) celebrated the opening of the Panama Canal and promoted San Diego’s position as the first American port of call north of the canal. The exposition was held in Balboa Park, and the most notable contribution of the event was the construction of grand Churrigueresque-style temporary buildings, most of which remain today. Outside the park, transportation improvements were needed to handle the increased traffic for the event. The San Diego Electric Railway Company created new routes—including routes through the plan area that connected Balboa Park to both Downtown and the U.S.-Mexico border—that encouraged development in previously inaccessible neighborhoods once the exposition ended.⁶² When the United States entered World War I in 1917, San Diego was chosen as the site for the U.S. Army’s Southwest Division, with many soldiers stationed at Camp Kearny and Rockwell Field. Many of these soldiers stayed in the city, or returned after the war to settle in affordable neighborhoods like Southeastern San Diego.⁶³

THE AUTOMOBILE ARRIVES

At the same time, a dramatic increase in automobile production made cars increasingly affordable to the middle classes, especially after Henry Ford introduced the Model T in 1908. No longer a luxury enjoyed exclusively by the wealthy, automobiles rapidly gained popularity; by the 1920s, most California cities had begun to adapt to this new form of transportation. The introduction of the automobile shaped residential and

commercial development patterns in the plan area because it allowed people to settle areas further from the city center without necessarily relying on fixed rail line transportation systems.

Valencia Park & New Auto-Oriented Subdivisions

Most of the Southeastern San Diego Community Plan Area had already been subdivided during the real estate booms of the 1880s and the early 1900s, but actual settlement was sparse in those early years. During this interwar period, though, construction in existing subdivisions grew. According to the 1930 USGS Quadrangle Map, small-scale residential development now extended all the way to the edge of the Pueblo Lands (Figure 22).

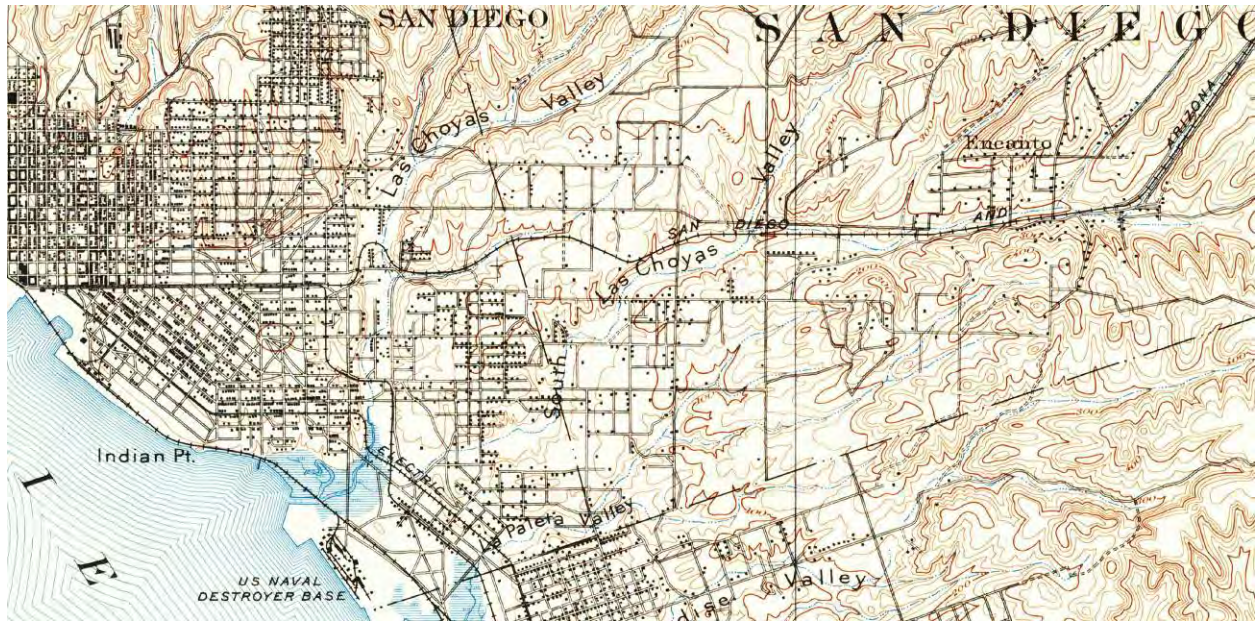


Figure 22. USGS “San Diego” 7.5-Minute Quadrangle Map (1930), showing residential development extending to the Pueblo Lands boundary and beyond into the Chollas Valley.



Figure 23. Market Street, looking east from 26th Street (November 26, 1927)
(San Diego History Center Photo Archive, #20254-176)

However, a few new automobile-oriented subdivisions were still recorded during this time, either as a new subdivision of a rural parcel or as a re-subdivision of an earlier plat (**Figure 23**). The automobile granted more flexibility for developers and homeowners, allowing areas farther from the city center to thrive without relying on public transportation. The following list highlights a few of the more prominent 1920s subdivisions on record with the San Diego County Assessor:

- Sunshine Gardens (circa 1920): centered on Boston Street between 43rd and 45th streets
- Morrison’s Marscene Park (circa 1925): located north of Greenwood Memorial Park, but not built out until after World War II
- Las Alturas Extensions (circa 1925): extended the original 1888 “Las Alturas Villas” subdivision south to Churchward Street
- Highland Square (1926): re-subdivision of the original 1880 Caruthers’ Addition
- Valencia Park (1926): large subdivision with curvilinear streets at Imperial and Euclid avenues. Valencia Park was better-advertised than some of the other areas and had a large sign with free-standing letters to encourage buyers (**Figure 24**).

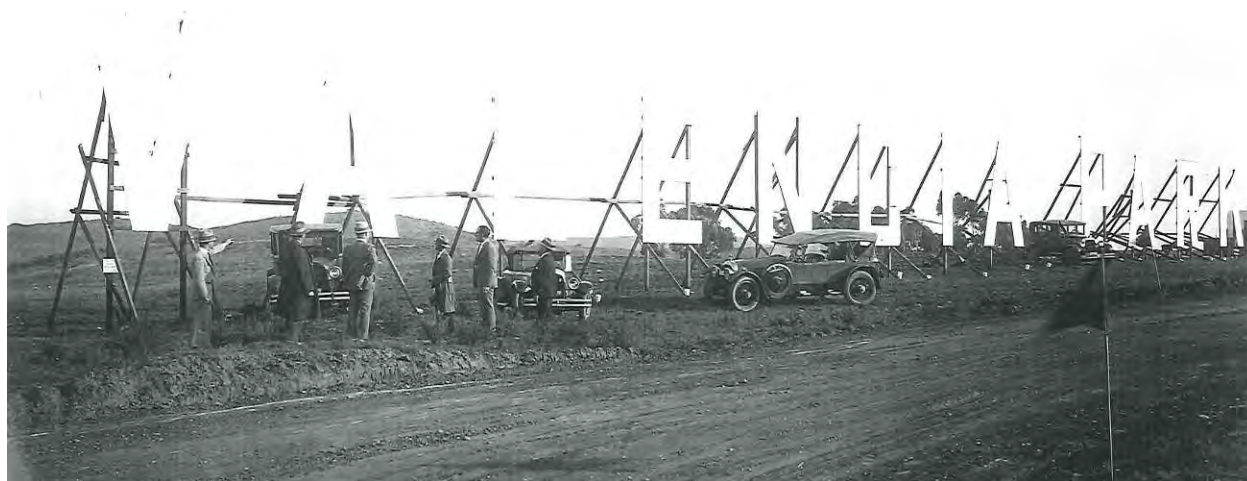


Figure 24. Valencia Park subdivision, 1928.
(San Diego History Center Photo Archive, #8413)

The street grid expanded to keep pace with these new suburban tracts. Broadway was extended into Encanto in 1927, Market Street was extended beyond Mt. Hope Cemetery and paved in 1928, and Imperial Avenue became a major thoroughfare. Infrastructure improvements—namely paving the area’s dirt roads—were needed in the plan area as the automobile surpassed the streetcar as the primary mode of transportation. Developers either paved their tracts themselves, or property owners were taxed to cover street improvement bonds.⁶⁴

Bungalow Courts & Apartments

Single-family residences were still the primary property type in the plan area during this period, but the size, style, and layout of the houses began to change to reflect newer architectural trends. The introduction of bungalow courts was the most notable architectural shift in the area. The first bungalow court appeared in Pasadena in 1909 and grew in popularity until World War II, especially in Southern California. Bungalow courts featured clusters of individual units arranged around a central garden or courtyard, allowing sufficient density while still providing greenery and private space. This design provided an attractive, affordable compromise between cheap apartments and expensive single-family homes.^{65 66}

Bungalow courts took on the characteristics of the popular architectural styles of the day, especially Art Deco, Spanish Eclectic, Mission Revival, and Pueblo Revival. Most bungalow courts also included detached garages, indicative of the increasing role of the automobile in urban life. Bungalow courts are easy to spot on the 1920 and 1940 Sanborn Fire Insurance Maps. For example, Horning Court (no longer extant) was a classic example on 39th Street, just south of Imperial Avenue: it appears on the map as a group of eight small cottages, each with a detached garage behind (**Figure 25**). Others are noticeable in historic and contemporary aerial photographs. A few examples include a Mission Revival style bungalow court at 47th Street and Imperial Avenue, an Art Deco style attached bungalow court at 25th and G streets, and a 6-unit Craftsman style bungalow court at 25th and K streets (all still extant today). While bungalow courts were an important building type in Southeastern San Diego, it should be noted that most of San Diego's finest examples of bungalow courts are located along the streetcar lines north of Balboa Park.

Duplexes and apartment buildings also gained popularity during this interwar period of expansion. One of the finest extant examples in the plan area of a 1920s apartment building is the Alta Vista Apartments, a grand Spanish Eclectic style complex at 2002 Market Street in Sherman Heights (**Figure 26**).

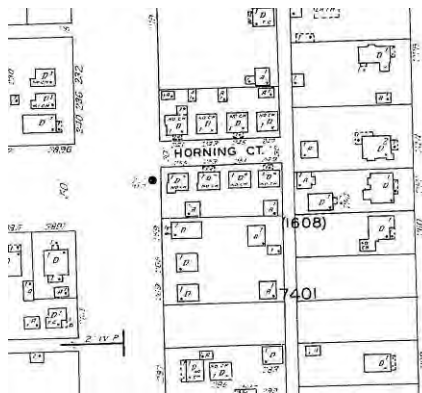


Figure 25. Sanborn Fire Insurance Maps (1940), with detail of a bungalow court at S. 39th Street and Imperial Avenue (no longer extant). Note detached garages behind dwellings.



Figure 26. Alta Vista Apartments, 2002 Market Street (n.d.) (San Diego History Center Photo Archive, #11-171)

Garages & Automobile-Related Services

The influence of the automobile resulted in new businesses that catered to car owners. Garages and service stations sprang up along the main commercial corridors in Southeastern San Diego: National Avenue, Logan Avenue, Ocean View Boulevard, Imperial Avenue, and Market Street. The 1920 Sanborn Fire Insurance maps show a large garage at Imperial Avenue and 30th Street, as well as many corner gas stations along all the main commercial corridors. Clemens & Ross Auto Painting shop was located on Evans near Kearney Street (demolished to make way for I-5).⁶⁷ In Encanto, roadhouses, service stations, and garages catered to automobile travelers on Imperial Avenue, one of the main highways out to the communities in eastern San Diego County.⁶⁸

Furthermore, personal automobile garages soon became a fixture of the new auto-focused lifestyle in the plan area. According to 1940 Sanborn Fire Insurance Maps, well over 75 percent of the single-family dwellings east of 32nd Street included a detached garage at the side or rear of the property.

Industrial Development

The San Diego waterfront has long been the center of the city's industrial district, especially in Barrio Logan just south of the Southeastern San Diego Community Plan Area. Like commercial and residential uses, industrial district was influenced by the automobile: industrial and light industrial uses no longer had to be located along the rail lines or at the port. The industrial area began to expand into Barrio Logan and the greater Logan Heights area beginning in the 1920s. According to Sanborn Fire Insurance Maps, breweries, bottling works, a concrete block factory, Saratoga Chip Factory, and a candy factory were all located between Kearney and Logan streets (present-day I-5 corridor). Lumber yards and other agricultural industries were located near Encanto.⁶⁹

Most of the industrial buildings from this period were fairly utilitarian, but the elaborate G.W. Cramer Bakery (circa 1924) is an example of an early twentieth century factory complex. The facility is composed of several interconnected structures, including a bakery, mixing room, wrapping and shipping room, loading area, and a Renaissance Revival-style office building.⁷⁰ The office or administration building of factories during this period were more likely to feature high-quality architecture, often serving as the centerpiece of the factory, and Cramer Bakery is no exception. The Cramer Bakery facility was operated by Weber's Bread in 1950, and still stands today (**Figure 27**). This property is likely to be significant as an unusually intact example of industrial building types from this era.



Figure 27. Cramer's Bakery at 1955 Julian Avenue, constructed circa 1924 and pictured here in 1935.
(San Diego History Center Photo Archive, #8997)

Residential development patterns—especially higher-density building types like bungalow courts and apartment complexes—also illustrated the industrial development patterns during this time: housing was needed for the increasing numbers of workers employed in industrial businesses along the bay.

ETHNIC DIVERSITY & MIGRATION

In the early years of the plan area, the ethnic composition of Southeastern San Diego was typical of other neighborhoods, with minorities scattered throughout a predominantly white community. According to a 1982 article about the history of Logan Heights, “Both blacks and Mexican-Americans had lived in the area as early as the 1890s, but they attracted little notice; their numbers were small in relation to other neighborhood residents, and other parts of San Diego—particularly the central area—offered greater concentrations of these minority groups.”⁷¹

Beginning in the 1920s, ethnic enclaves began to form in the Southeastern San Diego Community Plan Area, especially in the greater Logan Heights area and Encanto. There are various theories about what caused the change in the ethnic composition of the plan area, but most scholars attribute it primarily to the increased use of restrictive covenants in housing contracts in other neighborhoods of San Diego. These covenants targeted all minorities, but were especially discriminatory against African-Americans, Mexican-Americans, and Asians, so these groups settled in Southeastern San Diego where such restrictions were absent or were not enforced.⁷² Other factors that caused an influx of minority residents likely included proximity to jobs and social institutions such as churches, desire for cultural familiarity amongst others of the same culture, and international events that triggered large-scale population migrations across the country. Additionally, as the automobile opened new lands for settlement, wealthier white residents who had once lived in the neighborhoods close to the downtown commercial core took the opportunity to move further afield beginning in the 1920s, leaving vacancies for minority groups in the inner city. These factors are described in more detail below.

African-Americans in Memorial Park

The Memorial Park neighborhood became a center of San Diego’s African-American population in the mid-1920s, with an especially high concentration near the park itself, roughly between 30th and 32nd and Ocean View Boulevard and Logan Avenue. At the time, Memorial Park was a sub-set of the greater Logan Heights area. By the late 1930s, contemporary accounts identified African-American enclaves along 30th Street between Imperial and National Avenues, as well as in Sherman Heights south of K Street. A study of black-oriented churches confirms that Memorial Park was the heart of the African-American community in Southeastern San Diego during this time: Mt. Zion Baptist Church was founded in Logan Heights in 1900 and was the only black-oriented church in the neighborhood; by 1926, six of the city’s seven black churches were located in the neighborhood, and by 1940, all eight of the city’s black churches were located in the neighborhood.⁷³ The African-American population in Memorial Park and greater Logan Heights was estimated at 4,500 in 1937.⁷⁴

Mexican Immigrants in Logan Heights/Barrio Logan

The 1920s saw a dramatic increase in the Mexican-American population in Southeastern San Diego, as large numbers of immigrants fled to the United States after the Mexican Revolution (1910-1920). In 1916, gambling was permitted in Tijuana, which also created a connection between San Diego and Mexico. Additionally, restrictions on European and Asian immigration imposed by the federal government after World War I left many jobs in agriculture, construction, transportation, and mining available for Mexican immigrants.⁷⁵ Mexican laborers were instrumental in constructing new housing developments in eastern San Diego, acting as agricultural workers in Imperial Valley, and building transportation and infrastructure projects.⁷⁶

Many of these Mexican immigrants settled in Logan Heights, which transformed into the largest concentration of Mexican families in the city during the 1920s.⁷⁷ However, life in Logan Heights was still difficult for many Mexican immigrants who faced discrimination, social issues, and sub-standard living conditions. In an attempt to combat this situation, the Neighborhood House was founded downtown in 1916, in keeping with the nationwide “settlement house movement” that sought to reach out to poor migrants. The Neighborhood House was initially a charitable outreach program of the College Woman’s Club, and was staffed by European Americans. Although the organization’s services were available to anyone in need, the primary goal of the Neighborhood House was to assist San Diego’s Mexican immigrants. The Neighborhood House moved to 1809 National Avenue in Barrio Logan in 1923. The site of the Neighborhood House is now across I-5 from the plan area, but was designed to serve the entire Logan Heights neighborhood during this period.^{78 79}

The 1930s saw a decline in Mexican immigration due to the scarcity of jobs during the Great Depression and government efforts to deport and repatriate Mexican immigrants. The Barrio Logan Historical Resources Survey describes this period in Logan Heights: “The Neighborhood House consequently became a well-known and respected community resource regarded by many Mexican Americans as a barrio institution. This was despite the sometimes heavy-handed efforts at Americanization and the administrator’s failure to promote and encourage Mexican culture.”⁸⁰ The Mexican-American population in greater Logan Heights was estimated at approximately 5,000 in 1937.⁸¹

Japanese Community in Encanto and Grant Hill

During this 1920s and 1930s, the Japanese population in San Diego was scattered throughout the city in locations such as Mission Valley and Pacific Beach, as well as surrounding areas including Spring Valley, Chula Vista, and Otay Mesa. The Japanese population in San Diego estimated at approximately 1,000 in 1937.⁸² During this time, they were primarily engaged in farming and fishing. Encanto was still a rural suburb, and attracted an enclave of Japanese farmers who cultivated the rolling hills. The Japanese community generally raised flowers and grew vegetables, namely asparagus, white celery, tomatoes, beets, and carrots.⁸³

In addition, Japanese community buildings were established in Southeastern San Diego, close to populated enclaves downtown. For example, the Buddhist Temple of San Diego was established at 2929 Market Street in Grant Hill in 1928. On January 27, 1916, after two weeks of rain, the Otay Dam broke. Water flooded the Otay Valley, where a colony of Japanese farmers lived in a camp, and 11 people died. The resulting need for religious services led the Buddhist community, which comprised over half the Japanese in San Diego, to organize a temple. Ten years later, on May 26, 1926, the first Buddhist church was formed in San Diego, and services were held on the second floor of a building at 6th Avenue and Market Street. In 1928, a growing membership decided to build a permanent temple at Market and 29th Streets, which remains the temple’s location.⁸⁴ The temple was dedicated in 1931.⁸⁵

The Japanese families who had settled in Southeastern San Diego were forced to move to internment camps during World War II. Following the war, most who had owned agricultural land did not, or could not, return to their properties and resettled elsewhere.⁸⁷

NEW MUNICIPAL IMPROVEMENTS

Schools

As in the previous period, schools were constructed as residential development progressed. Looking at the locations of schools from this period helps to explain the larger residential development patterns, as schools typically indicate concentrations of family housing. Although none of the schools from this period are extant today, most of these parcels are still used by modern schools, and it is important to understand the origins of these early community centers.

- **Memorial Junior High School:** Memorial Junior High School was a large, Classical Revival style school complex built in 1922, taking up an entire block at the corner of Marcey Avenue and 28th Street in Logan Heights (**Figure 28**). The main building included two classroom wings, an auditorium, and a cafeteria. Another building was constructed in 1929 to house a boys' locker room and manual training classrooms. Sports fields and tennis courts took up the remainder of the lot.⁸⁸ The building has been demolished and replaced by the current Memorial Charter Middle School.
- **Balboa School:** This school was built in 1924 at 1844 South 40th Street to serve what is now known as the "Shelltown" neighborhood.⁸⁹ The school was named for famed Spanish explorer Vasco Núñez de Balboa.⁹⁰ The building has been demolished and was replaced by the current Balboa Elementary School in 1973.
- **Ocean View School:** This L-shaped school building was constructed between 1920 and 1940 at 445 South 47th Street, near Ocean View Boulevard. The school was located in the Alta Vista Suburb, which was platted in 1906 but was not densely developed until the 1920s.
- **Sunshine School:** The Sunshine School opened in 1935 at 767 South 35th Street, near Franklin Street, and was founded to help disabled students.⁹¹ The Sunshine School shared the grounds of the Helping Hand Children's Home, built 1924 at 36th Street and Logan Avenue.⁹² The school and home were demolished circa 1954 for the construction of the Escondido Freeway (CA-15).



Figure 28. Aerial view of Memorial Park Junior High School, 1939
(San Diego History Center Photo Archive, #79:741-476)

In addition to the construction of new schools, older schools were remodeled or replaced to further serve the dense community. All these buildings were also demolished and replaced with modern schools after World War II:

- New Sherman School, built 1928 on a site at 22nd Street and Island Avenue, near the original Sherman School
- New Encanto School, built 1922 on the original school site on 65th Street
- New Stockton School, built circa 1920 on site at 30th Street and Island Avenue near the original Stockton School
- New Logan School, built 1929 on site at Ocean View Boulevard and 28th Street near the original Logan School
- Burbank School, built in 1930 on Marcey Avenue using the re-purposed brick addition to the original Logan Heights School
- Chollas School, built in 1922 on a site at 47th and Hilltop streets near the original Las Chollas School.⁹³

Churches

As with schools, studying the locations of churches from this period helps to explain residential development patterns, including minority migration trends. A majority of churches from this period are still extant today:

- **Calvary Presbyterian Church (now Good Shepherd Missionary Baptist):** Constructed circa 1920 in the Mission Revival style at 390 S. 39th Street at Q (Franklin) Street (extant, but altered).
- **United Presbyterian Church (now Universal Church):** Constructed between 1906 and 1920 in a Spanish Eclectic style with dominant Mission Revival elements at 2130 Market Street at 22nd Street (**Figure 29**). It replaced an earlier wood-frame, Gothic Revival-style building on the property (extant, in near original condition).
- **Calvary Baptist Church:** Constructed circa 1925 in the Mission Revival style at Crosby (Cesar Chavez) Street and Julian Avenue (extant, but altered).
- **St. Ann's Catholic Church:** Constructed late 1920s in the Mission Revival style, 2337 Irving Avenue (extant, in near original condition) (**Figure 30**)
- **Trinity Evangelical Lutheran Church (now City of Refuge International Church):** Constructed late 1920s in a simple Carpenter Gothic style, 2001 Ocean View Blvd (extant, in near original condition)
- **Church of Latter Day Saints:** Constructed late 1920s 2964 K Street (no longer extant)
- **Logan Heights Congregational Church:** Constructed late 1920s, 2191 Kearney Avenue (no longer extant)⁹⁴
- **Our Lady of Guadalupe (Santa Maria Nuestra Senora de Guadalupe):** This Jesuit parish was founded in 1921 at 1770 Kearney Avenue, and has long been a center of community activity for the Mexican-American community. The current Spanish Colonial Revival style building was constructed in 1931, replacing the original church structure on the site.⁹⁵ A Catholic school associated with both Our Lady of Guadalupe and Our Lady of Angels is located on 24th Street. The 24th Street campus was erected in 1922, with an annex on Kearny Street added in 1945.⁹⁶



Figure 29. United Presbyterian Church at 22nd and Market, 1923.
(San Diego History Center Photo Archive, #2342)



Figure 30. St. Ann's Catholic Church, circa 1920s
(San Diego History Center Photo Archive, #840-2-1)

Cemeteries

- **Holy Cross Cemetery** was opened by the Catholic Diocese in 1919, on 40 acres of land north of Hilltop Drive between 44th and 46th streets. The blue-domed mausoleum was originally constructed circa 1920s, and is now very prominently located adjacent to Highway 94.⁹⁷
- **Mount Hope Cemetery** received two important additions during this period. In 1927, the City of San Diego contracted with a private company to build a mausoleum, for which the city would receive royalties. The columbarium was completed in 1929 and Cypress View Mausoleum and Crematory, located at 3953 Imperial Avenue, was completed in 1932. The buildings were sold to the funeral firm that constructed them, and are still open to the public today (building on north side of the street appears to retain integrity, while building on south side of the street appears altered).⁹⁸

Other Municipal Services

During the Roaring Twenties, many new municipal services such as fire stations and libraries were constructed to support the rapidly growing community. During the Great Depression, residential and commercial construction slowed while agencies such as the Works Progress Administration (WPA) and State Employment Relief Administration (SERA) were created to provide funding for a variety of work programs and curb widespread unemployment. The City of San Diego also undertook projects that, combined with state and federal aid, led to a number of civic improvements—particularly in the form of recreational facilities.

- **Fire Station No. 19:** This Spanish Eclectic style fire station at 3601 Ocean View Boulevard was constructed in 1927, and was originally staffed by African-American firefighters who were not allowed to work in other stations. Although the SDFD hired its first African-American firefighter, Timothy Williams, in 1918, he and several other early firemen were transferred to Station No. 19 and segregated based on their race. The station became a safe gathering place for all members of the local community during segregation. The building is no longer an active fire station, but it is listed in the San Diego Historical Register (HRB Site #893) for its role in the social history of the African-American community.⁹⁹ ¹⁰⁰ Station No. 19 was moved two blocks west on Imperial Avenue to a new building in 1986.

- **Logan Heights Library:** The Logan Heights Branch of the San Diego Public Library was constructed in 1927 at the corner of 28th Street and Logan Avenue. The Spanish Eclectic style building is still extant in near original condition, but is no longer active as a library.¹⁰¹
- **Emerald Hills Golf Course & Country Club:** The golf course and clubhouse were constructed in 1939, between Federal Boulevard and Market Street near 60th Street. The club was operated by Art Cloninger, a widely known restaurant operator, and was intended to take the place of another local dine and dance rendezvous.¹⁰² The Emerald Hills Estates subdivision (1957) was built on a portion of the golf course; the KSDO radio towers and Emerald Hills Park were constructed later on the remainder of the site. The clubhouse is still extant, and is currently used by the Christian Fellowship Congregational Church.
- **Mountain View Park:** Mountain View Park at Ocean View Boulevard and 42nd Street was completed in 1937 using WPA and SERA funds. This was part of a city program to extend recreational facilities to all parts of the city, and supplement the playground at Logan School. Park improvements included landscaping with irrigation, graded paths, and trees; a comfort station with a wood shop; a picnic area; and a playground with sand boxes, swings, horseshoe court, tennis courts, and a baseball diamond. Work to clear the brush from the site was started in 1934 using SERA funds, while a \$13,000 WPA project (together with a \$3,000 City of San Diego contribution) funded the landscaping and the other improvements.¹⁰³

ASSOCIATED PROPERTY TYPES & REGISTRATION REQUIREMENTS (1917 – 1939)


This section discusses the property types associated with the significant themes of the “Southeastern San Diego Expands” development period, and can be used as a guide for evaluating the significance of potentially eligible properties within the Southeastern San Diego Community Plan. Please refer to **Chapter III. Guidelines for Evaluation** (pages 10-19) for additional information about how to evaluate historic properties. This includes the definition of the significance criteria and the detailed discussion of the various aspects of integrity.

Residential: Apartments & Bungalow Courts

Typical Example(s)	Character-Defining Features
 <p>Alta Vista Apartments, 2002 Market Street</p>  <p>217-227 25th Street near L Street</p>	<ul style="list-style-type: none"> ▪ Location in an early subdivision, typically west of Pueblo Lands boundary line or in Encanto ▪ Architectural style and form from this period, including Craftsman, Spanish Eclectic, Mission Revival, Pueblo Revival, or Art Deco ▪ Apartments are one to three stories and built to the front property line ▪ Bungalow courts are clusters of small one story units organized around a courtyard or garden ▪ Flat or hipped roof, often with parapet ▪ Stucco or wood cladding ▪ Wood sash windows (double-hung or casement) ▪ Wood door (glazed or paneled)
Significance Statement	
<i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must be significant under at least one of the following criteria.</i>	
<ul style="list-style-type: none"> ▪ NRHP A/CRHR 1/HRB A&B (Events): Apartments and bungalow courts from this period may be significant for their association with the theme of expansion following the 1915 Panama-California Exposition and World War I. Additionally, apartments and bungalow courts may be significant under this criterion for their association with the theme of minority migration trends and the neighborhood’s changing ethnic composition. This is especially likely in Memorial Park (African-American community) and Logan Heights (Hispanic community); focused census or city directory research may help identify properties associated with the minority migration theme. ▪ NRHP B/CRHR 2/HRB B (Persons): Apartments and bungalow courts from this period are not likely to be significant for their association with persons important to San Diego history. However, if an association with a significant person is discovered, the residence should be compared to other associated properties (such as a residence or other place of business) to identify which property(s) best represent that person’s achievements or reasons for being significant. ▪ NRHP C/CRHR 3/HRB C&D (Architecture): Apartments from this period may be significant for their high-quality architectural design. The bungalow court is a unique typology, and properties that exemplify this type may be eligible under this criterion; however, bungalow courts in Southeastern San Diego should be compared to similar properties in other neighborhoods to help 	

<p>determine whether it is a significant example. Apartments and bungalow courts may also represent the work of master architects or prominent builders. Resources qualified under this criterion should be good examples of types and/or styles and retain most of their original features.</p>
<p>Minimum Integrity Threshold</p>
<p><i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must retain sufficient integrity to convey its significance. The minimum features required to retain integrity are as follows.</i></p>
<ul style="list-style-type: none"> ▪ Clear example of residential architecture from this period ▪ Bungalow courts must retain their original configuration around a central courtyard or garden ▪ Retains original form and roofline ▪ Retains most of its original ornamentation, if applicable (The retention of entry, window and/or roofline ornamentation should be considered most important) ▪ Retains original stucco or wood cladding ▪ Retains original windows and doors (or match in location, pattern, size, and materials)
<p>Additional Integrity Considerations</p>
<p><i>Additional items to consider when evaluating the integrity of a property of this type and from this period include the following.</i></p> <ul style="list-style-type: none"> ▪ Security: It is common for residences in Southeastern San Diego to have metal security grates on their doors and windows. These grates are acceptable as long as the original windows are still in place underneath the grates. ▪ Stairs & Porches: It is generally acceptable for entry stairs and porch features to have been replaced, as these are subject to greater deterioration from weathering and use. However, replacement porches should substantially conform to the original configuration. Incompatible porch replacement would likely jeopardize a residence’s eligibility for listing. ▪ Garages: Many bungalow courts from this period originally had associated detached automobile garages that sometimes faced a rear alley. A complex that retains its original garages would be considered to have especially high integrity. These outbuildings derive their significance from the significance of the residence, and are typically not eligible in their own right. ▪ Additions: Rear additions that have respected the scale of the original building are generally acceptable. However, additions that compromise a building’s form and scale are not acceptable. ▪ Landscaping: The presence of original site or landscape features is not essential, but could enhance a property’s significance and integrity. Properties that retain elements such as walls, fences, steps, paths, and heritage trees are more likely to qualify for listing.

Commercial


Typical Example(s)	Character-Defining Features
 <p>3645 Ocean View Boulevard at Olivewood Terrace.</p>	<ul style="list-style-type: none"> ▪ Commercial use ▪ Location along a commercial corridor such as Imperial Avenue, National Avenue, Logan Avenue, Market Street, or Ocean View Boulevard ▪ Architectural style and form from this period, including Spanish Eclectic, Mission Revival, or Art Deco ▪ Built to front property line ▪ One story ▪ Gable or flat roof with front parapet ▪ Stucco or wood cladding ▪ Wood or metal storefronts, often with clerestory
<p>Significance Statement</p> <p><i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must be significant under at least one of the following criteria.</i></p>	
<ul style="list-style-type: none"> ▪ NRHP A/CRHR 1/HRB A&B (Events): Commercial properties from this period may be significant for their association with the theme of automobile-related development. Garages and gas stations are especially good at representing the physical changes caused by the increasing popularity of the private automobile. Commercial properties may also contribute to historic districts because they help illustrate the economic forces shaping development during this period. ▪ NRHP B/CRHR 2/HRB B (Persons): Commercial properties from this period may be significant for their association with persons important to San Diego history, such as a prominent merchant or professional. If an association with a significant person is discovered, the building should be compared to other associated properties (such as a residence or other place of business) to identify which property(s) best represent that person’s achievements or reasons for being significant. ▪ NRHP C/CRHR 3/HRB C&D (Architecture): Commercial properties from this period may be significant for their architecture as an example of this type and period of construction, particularly because there are few commercial properties remaining from this era in Southeastern San Diego. They are not likely to represent the work of master architects or prominent builders. Resources qualified under this criterion should be good examples of types and/or styles and retain most of their original features. 	
<p>Minimum Integrity Threshold</p> <p><i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must retain sufficient integrity to convey its significance. The minimum features required to retain integrity are as follows.</i></p>	
<ul style="list-style-type: none"> ▪ Clear example of commercial architecture from this period ▪ Retains original form and roofline ▪ Retains nearly all of the original storefront configuration ▪ Retains a substantial portion of its original ornamentation, if applicable ▪ Retains original stucco or wood cladding ▪ In historic districts, at least two-thirds of the properties must qualify as contributors in order for the district to retain integrity 	

Additional Integrity Considerations

Additional items to consider when evaluating the integrity of a property of this type and from this period include the following.


- **Storefronts:** It is common for commercial properties from this era to have had their storefronts replaced since the original construction of the building. Buildings with replacement storefronts may be eligible if the general shape and configuration is similar to the original, or if the new storefront is a significant example of a later architectural style. Retention of the transom at a storefront should be considered important.
- **Additions:** Rear additions that have respected the scale of the original building are generally acceptable. However, additions that compromise a building's form and scale are not acceptable.

Industrial

Typical Example(s)	Character-Defining Features
 <p data-bbox="397 709 589 737">1955 Julian Avenue</p>	<ul style="list-style-type: none"> ▪ Industrial use ▪ Location near rail lines or port, especially in the greater Logan Heights area ▪ Multiple buildings on the lot ▪ Utilitarian design for service buildings; office buildings will feature architectural style and form from this period, including Spanish Eclectic, Renaissance Revival, or Art Deco ▪ Flat or sawtooth roof ▪ Stucco or corrugated metal cladding ▪ Steel sash windows
<p>Significance Statement</p> <p><i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must be significant under at least one of the following criteria.</i></p>	
<ul style="list-style-type: none"> ▪ NRHP A/CRHR 1/HRB A&B (Events): Industrial properties from this period may be significant for their association with the theme of changing industrial development patterns in the wake of automobile-related development, or for their contributions to the advancement of a particular industry. Industrial properties may also contribute to historic districts because they help illustrate the economic forces shaping development during this period, especially the migration of workers near new employment centers. ▪ NRHP B/CRHR 2/HRB B (Persons): Industrial properties from this period may be significant for their association with persons important to San Diego history, such as a prominent merchant or professional. If an association with a significant person is discovered, the building should be compared to other associated properties (such as a residence or other place of business) to identify which property(s) best represent that person’s achievements or reasons for being significant. ▪ NRHP C/CRHR 3/HRB C&D (Architecture): Industrial properties from this period—especially large complexes such as the Cramer Bakery/Weber’s Bread facility—may be significant for their architecture as an example of this type and period of construction, particularly because there are few intact industrial properties remaining from this era in Southeastern San Diego. They are not likely to represent the work of master architects or prominent builders. Resources qualified under this criterion should be good examples of types and/or styles and retain most of their original features. 	

Minimum Integrity Threshold
<i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must retain sufficient integrity to convey its significance. The minimum features required to retain integrity are as follows.</i>
<ul style="list-style-type: none">▪ Clear example of industrial architecture from this period▪ Retains original form and roofline▪ Retains nearly all the buildings associated with the industrial operation▪ Retains a substantial portion of its original ornamentation, if applicable▪ Retains original stucco or corrugated metal cladding▪ In historic districts, at least two-thirds of the properties must qualify as contributors in order for the district to retain integrity
Additional Integrity Considerations
<i>Additional items to consider when evaluating the integrity of a property of this type and from this period include the following.</i>
<ul style="list-style-type: none">▪ Additions: Rear additions that have respected the scale of the original building are generally acceptable. However, additions that compromise a building's form and scale are not acceptable.

Social/Community: Churches


Typical Example(s)	Character-Defining Features
 <p data-bbox="261 737 724 762">St. Anne Catholic Church, 2337 Irving Avenue</p>	<ul style="list-style-type: none"> ▪ Location in an early subdivision, typically west of Pueblo Lands boundary or in Encanto ▪ Architectural style and form from this period, typically Spanish Eclectic, Mission Revival, Pueblo Revival, or Art Deco ▪ One story with spire or bell tower ▪ Gable or pyramidal roof ▪ Wood or stucco cladding ▪ Wood sash windows (perhaps stained glass) ▪ Wood door (glazed or paneled) ▪ Associated parish hall, rectory, or school
<p>Significance Statement</p> <p><i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must be significant under at least one of the following criteria.</i></p>	
<ul style="list-style-type: none"> ▪ NRHP A/CRHR 1/HRB A&B (Events): Churches from this period may be significant as expressions of religious and cultural values tied to this period of growth in Southeastern San Diego, especially as it relates to minority migration trends in the neighborhood. Churches may also contribute to historic districts because they were often indicative of changes in ethnic composition and the rate of residential development during this period. Please note that historic significance for a church or other religious property cannot be established on the merits of a religious doctrine, but rather on secular terms for its architectural or artistic values or as a representation of important historic or cultural forces. ▪ NRHP B/CRHR 2/HRB B (Persons): Churches from this period may be significant for their association with persons important to San Diego history, such as a prominent religious leader. If an association with a significant person is discovered, the church should be compared to other associated properties (such as a residence or other place of work) to identify which property(s) best represent that person’s achievements or reasons for being significant. ▪ NRHP C/CRHR 3/HRB C&D (Architecture): Churches from this period are most likely to be significant for their high-quality architectural design. They may also represent the work of master architects or prominent builders. Resources qualified under this criterion should be good examples of types and/or styles and retain most of their original features. 	
<p>Minimum Integrity Threshold</p> <p><i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must retain sufficient integrity to convey its significance. The minimum features required to retain integrity are as follows.</i></p>	
<ul style="list-style-type: none"> ▪ Clear example of ecclesiastical architecture from this period ▪ Retains original form and roofline, including spire or belltower ▪ Retains the hallmarks of its architectural style, including most of its original ornamentation (The retention of entry, window and/or roofline ornamentation should be considered most important) ▪ Retains original wood or stucco cladding ▪ Retains original windows and doors (or match in location, pattern, size, and materials) 	

Additional Integrity Considerations

Additional items to consider when evaluating the integrity of a property of this type and from this period include the following.

- **Additions:** Rear additions that have respected the scale of the original building are generally acceptable. However, additions that compromise a building's form and scale are not acceptable.
- **Landscaping:** The presence of original site or landscape features is not essential, but could enhance a property's significance and integrity. Properties that retain elements such as walls, fences, steps, paths, and heritage trees are more likely to qualify for listing.

Social/Community: Municipal Buildings


Typical Example(s)	Character-Defining Features
 <p data-bbox="228 730 760 753">Old Logan Heights Branch Library, 811 S. 28th Street</p>	<ul style="list-style-type: none"> ▪ Public-serving use such as library, fire station, post office, or community center ▪ Location in an early subdivision, typically west of Pueblo Lands boundary or in Encanto ▪ Architectural style and form from this period, typically Spanish Eclectic, Mission Revival, Pueblo Revival, or Art Deco ▪ One to two stories ▪ Gable or pyramidal roof ▪ Wood or stucco cladding ▪ Wood sash windows (perhaps stained glass) ▪ Wood door (glazed or paneled)
<p>Significance Statement</p> <p><i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must be significant under at least one of the following criteria.</i></p>	
<ul style="list-style-type: none"> ▪ NRHP A/CRHR 1/HRB A&B (Events): Municipal properties from this period may be significant for their association with the provision of municipal and social services during this period of growth. Municipal properties may also contribute to historic districts because they help illustrate the social forces shaping development during this period. Additionally, municipal properties may also possess significant associations with the theme of minority migration trends and the neighborhood’s changing ethnic composition. For example, Fire Station No. 19 is already listed in the local register for its significant role in the African-American community. ▪ NRHP B/CRHR 2/HRB B (Persons): Municipal properties from this period may be significant for their association with persons important to San Diego history, such as a prominent government official. If an association with a significant person is discovered, the property should be compared to other associated properties (such as a residence or other place of business) to identify which property(s) best represent that person’s achievements or reasons for being significant. ▪ NRHP C/CRHR 3/HRB C&D (Architecture): Municipal properties from this period are most likely to be significant for their high-quality architectural design. For example, the Logan Heights Branch Library (<i>pictured above</i>) is a good example of the Spanish Eclectic style as applied to a 1920s municipal building. They may also represent the work of master architects or prominent builders. Resources qualified under this criterion should be good examples of types and/or styles and retain most of their original features. 	
<p>Minimum Integrity Threshold</p> <p><i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must retain sufficient integrity to convey its significance. The minimum features required to retain integrity are as follows.</i></p>	
<ul style="list-style-type: none"> ▪ Clear example of institutional architecture from this period ▪ Retains original form and roofline ▪ Retains the hallmarks of its architectural style, including most of its original ornamentation (The retention of entry, window and/or roofline ornamentation should be considered most important) ▪ Retains original wood or stucco cladding ▪ Retains original windows and doors (or match in location, pattern, size, and materials) 	

Additional Integrity Considerations

Additional items to consider when evaluating the integrity of a property of this type and from this period include the following.

- **Additions:** Rear additions that have respected the scale of the original building are generally acceptable. However, additions that compromise a building's form and scale are not acceptable.
- **Landscaping:** The presence of original site or landscape features is not essential, but could enhance a property's significance and integrity. Properties that retain elements such as walls, fences, steps, paths, and heritage trees are more likely to qualify for listing.

Cultural Landscapes: Cemeteries

Typical Example(s)	Character-Defining Features
 <p data-bbox="207 747 779 814">Holy Cross Cemetery (1919) is the only extant cemetery from this period within the plan area.</p>	<ul style="list-style-type: none"> ▪ Use as a cemetery ▪ Location on the edge of the Pueblo Lands boundary (original city limits) ▪ Elements that contribute to the design of the cemetery may include: <ul style="list-style-type: none"> - Topography - Vegetation - Circulation (e.g. roads, paths, steps, walls) - Site features and objects (e.g. gravestones, fences, benches, lights, flag poles, fountains)
Significance Statement	
<p><i>A cemetery is eligible for listing in the national, state, or local register if it derives its primary significance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events.</i></p>	
<ul style="list-style-type: none"> ▪ NRHP A/CRHR 1/HRB A&B (Events/Age): Cemeteries can be eligible for their relative great age in a particular geographic or cultural context, or may illustrate broad development patterns. Holy Cross Cemetery is not likely to be significant under this criterion because of its relatively recent founding. ▪ NRHP B/CRHR 2/HRB B (Persons of Transcendent Importance): Cemeteries containing the graves of persons of transcendent importance may be considered significant. Because Holy Cross Cemetery does not have the same concentration of prominent San Diegans as Mt. Hope or Greenwood Memorial Park, the cemetery is unlikely to be eligible under this criterion. ▪ NRHP C/CRHR 3/HRB C&D (Design): Holy Cross Cemetery may qualify on the basis of its distinctive design values if research can demonstrate that the cemetery expresses the aesthetic principles of landscape or funerary design during the early twentieth century. A comparison to other Southern California cemeteries from this period should be conducted in order to make this determination. The mausoleums at Holy Cross Cemetery and Mt. Hope Cemetery that date from this period may be evaluated for their architectural merit, and may be found significant independent of the cemetery landscape. 	
Integrity Considerations	
<p><i>Items to consider when evaluating the integrity of a cemetery from this period include the following.</i></p>	
<ul style="list-style-type: none"> ▪ The integrity of a cemetery should be evaluated as a cultural landscape. It should be noted that more change over time is expected in landscapes than in buildings. ▪ Character-defining features listed above must be largely intact ▪ Areas of a cemetery that contain large numbers of new grave markers will not qualify, and should be excluded from the eligible historic areas 	

D. Freeway Era (1940 – 1967)

The “Freeway Era” period from 1940 to 1967 spans World War II and the postwar housing boom. This period was punctuated by the construction of the freeways that define the boundaries of the plan area, which dramatically changed the form of the built environment in Southeastern San Diego. The dominant historical themes of this period are:

- Onset of World War II, including the expansion of Naval Station San Diego and the buildup of civilian defense industries
- Growth of residential suburbs in the postwar era
- Declining socioeconomic conditions, especially in the western half of the plan area
- Connections between race and settlement patterns, including both housing discrimination and racial integration
- Construction of highways
- Municipal and educational improvements, especially in response to the postwar baby boom

Extant properties capable of representing these themes include primarily residences and schools. Suburban development patterns are typically better represented by groups of residences because the street grid, landscaping, and homogeneous building types can combine to clearly illustrate the theme of suburbanization. Cohesive districts such as the collection of Cinderella Ranch style houses in Emerald Hills are thus much more likely to be significant than individual properties. Schools from this period may be significant as a reflection of the postwar baby boom and subsequent educational improvements.

WORLD WAR II

San Diego has long had a military presence, but its place as a major military hub was solidified when the United States entered World War II in 1941. The Army, Navy, and Marines all had bases and training facilities in the area: Camp Pendleton was one of the Marines’ most important expeditionary training facilities, and Naval Station San Diego was the largest Navy base on the West Coast and the home port of the U.S. Pacific Fleet.¹⁰⁴ Naval Station San Diego sits at the foot of 32nd Street just south of the Southeastern San Diego Community Plan area. The base was first formed in 1922 as a U.S. Destroyer Base, and was expanded considerably during World War II to include floating dry docks and fleet training schools. The base was officially designated as a U.S. Repair Base in 1942, and performed repairs to more than 5,117 ships during the war. The repair base earned its current title of Naval Station San Diego in 1946.¹⁰⁵ The naval base was integral to the development of the Southeastern San Diego Community Plan area because the plan area’s proximity to such a major employment center made it a desirable place to live during and after the war.

Wartime Housing

The influx of military personnel and defense workers created an immense housing shortage in San Diego. Fifty thousand workers arrived in the city in 1940 alone. The city was reluctant to build subsidized housing projects, but the federal government responded by constructing housing in undeveloped parts of the city. The Linda Vista Housing Project was the most important housing project in the city. Constructed in 1940-41 in the hills north of the plan area, it was the largest single defense housing project in the country.¹⁰⁶

In Southeastern San Diego, “Dells” was a defense housing project at the northwest corner of Market and 33rd streets. According to historic aerial photographs, the project included 50 barracks-style buildings arranged along two curvilinear streets. The project was completed circa 1945 and demolished in 1955.¹⁰⁷ Aerial photos from 1946 also reveal a large housing complex just north of Greenwood Memorial Park (south of Market Street at 43rd Street) labeled as “Market Street Extension Housing” (**Figure 31**). A majority of this development appears to have been demolished during construction of the I-805 Freeway in the 1970s, but about four blocks of the development are still extant today between 43rd Street and I-805.



Figure 31. Aerial photograph showing Greenwood Memorial Park and “Market Street Extension Housing” project (1946) (San Diego History Center Photo Archive, #79:741-802)

SUBURBANIZATION

The postwar era saw the rapid expansion of San Diego: over 2,500 new subdivisions were recorded city wide between 1940 and 1967. These new subdivisions were designed for the car. Curvilinear streets ended in cul-de-sacs, and every house had a garage or carport. New architectural structures such as drive-in movie theatres and carwashes proliferated in the city’s new suburbs.

Settling the Chollas Valley

After World War II, development continued in Southeastern San Diego’s original subdivisions much as it had in previous periods. By the end of the postwar era, the area west of the I-805 had been entirely built out predominantly with small-scale single-family residences. However, the older housing stock was deteriorating, commercial areas were struggling, and services for lower-income residents were lacking.

Construction in the Encanto neighborhood also continued. In 1940, a dairy at 65th and Wunderlin streets was asked to leave because it was in the middle of a built-up area. The city acquired the property, which is now the Encanto Recreation Center. The closure of the dairy signaled a departure from Encanto's rural and agricultural origins and a distinct shift towards typical suburban residential development.

The biggest changes to the Southeastern San Diego Community Plan area occurred in the Chollas Valley, east of I-805 (**Figures 32-34**). With large tracts of rural land available so close to the center city, postwar developers quickly saw the potential to create new suburbs in the valley. A study of San Diego County Assessor's records revealed that many large subdivisions were recorded in the 1950s and 1960s in what had previously been Ex-Mission Rancho lots. While not a complete history, the following list highlights the largest postwar subdivisions in the plan area:

- Ocean View Terrace, south side of Ocean View Boulevard, between Pueblo Lands boundary and San Pasqual Street (1950)
- Donna Estates, east side of Euclid Avenue between Logan Avenue and National City (1952)
- Glenclift, east of 47th Street between Hilltop and Market streets (1953)
- Bonnie View, west side of Euclid Avenue between Ocean View Boulevard and National City (1956)
- El Rey Gardens, mobile home park on west side of 47th Street between Market and Imperial (1957)
- Emerald Hills Estates, east of Euclid Avenue between Market Street and Highway 94 (1957)
- Chollas View, west of 47th Street between Hilltop and Market streets (1958)
- Broadway Heights, north of Mallard between 69th Street and Federal Boulevard (circa 1960)
- Casa Bonita, Skyline Drive and 61st Street (circa 1965)
- Rancho Cerro Estates, between Division Street and National City (1967)



Figure 32. Aerial view of Chollas Valley, showing postwar subdivisions (September 14, 1957).
(San Diego History Center Photo Archive, Kazikowski Collection)

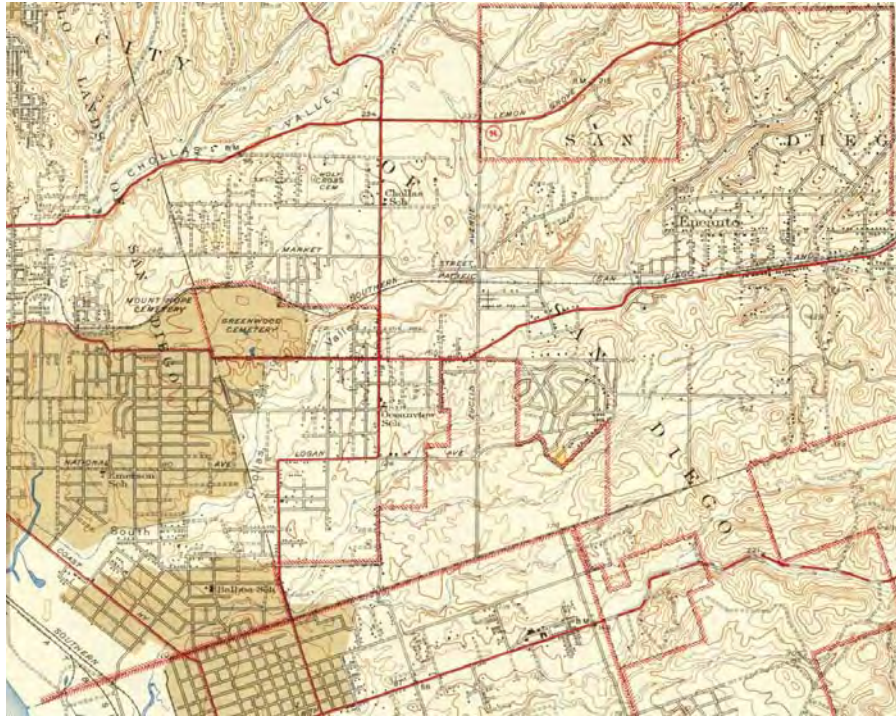


Figure 33. USGS “National City” 7.5-Minute Quadrangle Map, 1944.
This map shows settlement in the Chollas Valley at the end of World War II.
The shaded areas are completely urbanized, and were largely built out at this time.



Figure 34. USGS “National City” 7.5-Minute Quadrangle Map, 1953.
This map shows settlement in the Chollas Valley during the postwar era. The shaded areas are completely urbanized, and were largely built out at this time—greatly increased since the previous map.

Many of these developers constructed speculative housing in their new subdivisions, typically using identical models with a few floor plan variations. Emerald Hills Estates is the best example of this type of housing tract constructed during the postwar period in the plan area (**Figure 35**). Developed by Walter Bollenbacher and Louis L. Kelton in 1957, Emerald Hills was a huge success. The pair had just finished developing Allied Gardens, a large housing tract in northern San Diego constructed in 1955. A June 1957 article in the *San Diego Union* announced the opening of the Emerald Hills subdivision, touting the modern qualities of its Cinderella Ranch style homes: “New styles with exterior architectural frills are offered in the Emerald Hills subdivision. Some of the houses have low sweeping eave overhangs with scalloped trim, ornate shutters, and other such features...The new models range in size from two to four bedrooms, including models with two bedrooms and a den and another with three bedrooms and an all-purpose room.”¹⁰⁸



Figure 35. Aerial view of Emerald Hills Subdivision (July 31, 1957), shortly after construction. (San Diego History Center Photo Archive, Kazikowski Collection)

Re-Zoning Logan Heights & Declining Socioeconomic Conditions

In the 1950s, the City of San Diego rezoned the greater Logan Heights area—especially in present-day Barrio Logan—from primarily residential to an industrial or mixed-use classification. This zoning change resulted in major changes to the land use and character of the neighborhood: commercial and industrial businesses were now located adjacent to residences, and noisy, unsightly automotive scrap yards proliferated.¹⁰⁹

This zoning change combined with municipal transportation decisions and post-war migration patterns to created conditions of blight in the Southeastern San Diego Community Plan Area, especially in greater Logan Heights. By the mid-1960s, housing and environmental conditions had deteriorated badly enough to gain the attention of the Planning Department. The neighborhood was described in 1971 as:

[...] relatively isolated from the rest of the City and bisected by freeways. Many streets and alleys are unimproved and an outdated street pattern permits heavy and frequent vehicular traffic through residential streets [...] characterized by illogical zoning, nonconforming uses, lack of development controls, and a high percentage of substandard dwellings.¹¹⁰

As a result, Southeast San Diego (roughly equivalent to the greater Logan Heights area) was one of two neighborhoods in San Diego officially designated as “Model Cities Neighborhoods” (Figure 36). A comprehensive profile of Southeast San Diego was prepared for the Model Cities Program in 1968,¹¹¹ and an action plan for fixing the decay was developed in 1972.¹¹² The Model Cities Program was created under the Demonstration Cities and Metropolitan Development Act of 1966, which was an ambitious federal urban aid program that operated nationwide from 1966 to 1974.¹¹³

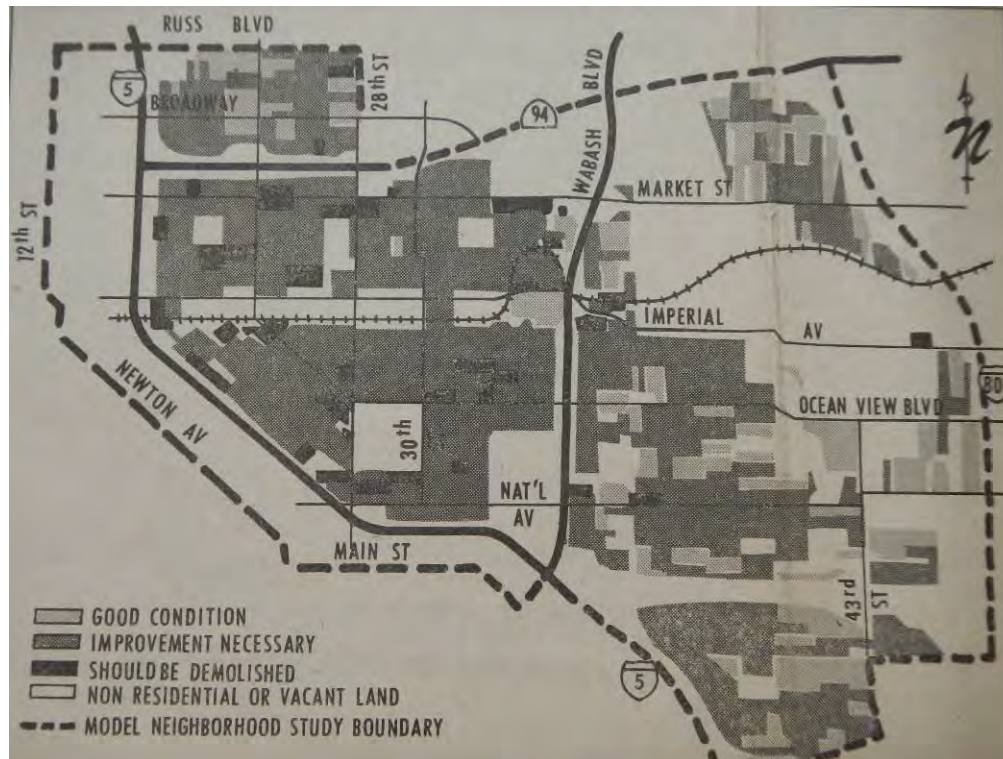


Figure 36. A circa 1972 newspaper article about the Model Neighborhoods project presents and describes this map: “The shadows of blight, decay and disrepair are shown in this map survey of housing conditions in near-Southeast San Diego. Only the lightly shaded areas have housing in good condition. The darkest shading signifies that the structures are past renovation and must be torn down.” (San Diego Public Library, Vertical Files)

Housing Discrimination & Racial Politics

Restrictive zoning and discriminatory covenants in other parts of the city reinforced the segregated living conditions that had begun in the 1920s, and the Southeastern San Diego Community Plan Area became home to a majority of San Diego’s poor and non-white residents during the postwar era.

During the war, the federal policy of “no discrimination based on race, color or creed” meant that defense housing projects offered an opportunity, albeit limited, for racial minorities to move out of the increasingly blighted neighborhoods in Southeastern San Diego. Housing projects such as Linda Vista (in the hills north of the plan area) and Midway (near the airport) were the only places outside of Southeastern San Diego with notable concentrations of blacks and Hispanics. However, this practice did not last long after the war, and minority newcomers were again forced to live in Southeastern San Diego, especially Logan Heights and Memorial Park.¹¹⁴

A few opportunities for racial integration did exist in portions of the plan area, especially near Encanto. Many African-Americans moved to Encanto and Valencia Park from Logan Heights in the 1950s and 1960s, taking advantage of the first opportunity they had to own homes.¹¹⁵ One of the first non-segregated residential subdivisions in the city was located just south of Encanto in 1955:

Plans for the proposed “non-segregated” residential development of 300-400 homes in a 110-acre tract south of Encanto were announced yesterday by Fred I. Gray, real estate agent, who said building may be started in the spring. Gray said the proposed tract at Skyline and 69th Street...will include frame and stucco homes with two, three and four bedrooms and two bathrooms. The developers plan to apply for FHA and GI financing.¹¹⁶

This new subdivision was located just outside the plan area, but the presence of the first actively racially integrated subdivision likely encouraged others to move to Encanto proper. Some racial tensions existed and many long-term white residents moved to wealthier, segregated sections of the city when African-Americans moved into the neighborhood, but Encanto was generally praised in the press for its peaceful and inclusive qualities at a time when tensions were rising in the western half of the plan area.

Emerald Hills Estates, a 1957 subdivision, was technically open to all, although that was not always evident in practice. According to a 1961 newspaper article, a plan was developed under which white residents of the mixed-race subdivision could trade their homes for other residences in housing developments elsewhere. The plan was devised by Irvin J. Kahn, but was criticized by the NAACP as well as by residents of the area. A minimum of 200 homes was needed to put the plan into effect, but only 17 applications were received.¹¹⁷

Passage of the Civil Rights Act of 1964 and the Fair Housing Act of 1968 formally put an end to discriminatory housing practices, but Southeastern San Diego never fully recovered from the declining socioeconomic conditions that had been exacerbated by years of segregated living.

Commercial Development

In the postwar era, “car culture” pervaded Southern California, and commercial development catered to the increasing number of car owners. New property types such as car washes, drive-in restaurants, and drive-in movie theatres were built, and new avant-garde roadside architectural styles were developed to catch the eye of drivers. For example, a large drive-in theatre was constructed at the corner of Euclid Avenue and Federal Boulevard in 1948. It was located just north of the plan area, on the north side of Highway 94 (no longer extant). Though not in the plan area, it represents mid-century commercial types that used the Art Moderne architectural style. Another example within the plan area is the Johnson Wilshire Gas Station at 4689 Market Street (HRB site #954). Built in 1962, the gas station embodies the features of the futurist Googie style with a canopy that covers three rows of fueling pumps. The canopy is pierced by three diagonal metal supports, much like car wash designs of the period.

Another architectural type exhibited in World War II-era and post-war commercial and light industrial buildings is the Quonset hut. Quonset huts were developed during World War II when the U.S. military needed a prefabricated shelter that could be easily assembled. After the war, the corrugated metal buildings were adapted to non-military uses such as commercial buildings and warehouses.¹¹⁸ Examples exist at two auto parts stores at 2828 and 2855 Market Street (primary façades altered).

In general, though, the long-standing business districts in Southeastern San Diego reached their height of prosperity at earlier times, so concentrations of mid-century commercial buildings do not appear common. For instance, the business district in Logan Heights, located on Logan and National avenues, was most prosperous during the 1920s.¹¹⁹ Relatively few examples of postwar commercial properties were observed within the plan area today, but those that exemplify postwar styles and trends may be considered significant.

FREEWAY CONSTRUCTION

As the population in Southern California continued to expand after World War II, increasing traffic congestion led city engineers to create a new transportation system to move large volumes of cars quickly without having to pass through congested business districts. In San Diego, master planning for the new freeways began in the early 1950s, and the Southeastern San Diego Community Plan Area was heavily affected by these plans. Large swaths of the neighborhood were razed in the 1950s and 1960s to make way for the six- and eight-lane freeways, effectively eliminating the once-fluid edges of the neighborhood. The freeways not only demolished some of the area's oldest buildings, but also displaced families and businesses and exacerbated social issues. Socioeconomic consequences caused by the freeway construction included segregation of lower-income and ethnic minorities; reduction in existing affordable housing stock; and separation of communities from services such as stores, churches, and schools.

- **Highway 15 (originally Wabash Freeway, now Escondido Freeway):** Construction of the Wabash Freeway began in 1954, and was completed by 1955.¹²⁰ The new freeway was essentially a southern extension of Wabash Avenue, which was a parkway north of the plan area in the 1930s. Through the plan area, the freeway ran roughly along 34th Street. Although some buildings were demolished to accommodate the roadway, not as many were removed because this area was still not fully built out.
- **Highway 94 (Martin Luther King, Jr. Freeway):** Highway 94 was designed to connect San Diego to Lemon Grove, La Mesa, and El Cajon to the east, and was completed in three stages between 1956 and 1958 (**Figures 37, 39 & 41**). The eastern section (Euclid Avenue to College Avenue) was the first to be completed in January 1957. At the same time, the second section (Wabash Freeway to Euclid Avenue) was under construction, opening to traffic in April 1957; this section ran roughly parallel to Federal Boulevard, which was already a main thoroughfare at the time. The final section was a three-mile stretch at the west end of the eight-lane highway that ran from 18th and F streets to the Wabash Freeway. The land was cleared in 1957—everything on the blocks between F and G streets was demolished between 17th and 30th streets—and construction was finished in 1958. Highway 94 was designed to connect to the Crosstown Freeway at 18th and F streets, which occurred in the 1960s.¹²¹ Highway 94 now forms the northern edge of the plan area.
- **Interstate 5 (Crosstown Freeway, originally US-101):** The Crosstown Freeway was planned by the state Division of Highways in 1955 as a southern extension of U.S. 101 from Los Angeles.¹²² The freeway was completed in five stages between 1959 and 1964; the section of the freeway running through the project area was completed in 1963 during the third and fourth stages of the project.¹²³ The freeway ran through the heart of Logan Heights, and split the neighborhood in half (**Figures 38 & 40**). An entire block between Kearny and Logan Avenues was razed to make way for the road. The northern half of Logan Heights was cut off from the commercial center on Logan Avenue, while residents of Barrio Logan were separated from the churches and schools to the north.¹²⁴ Similarly, Sherman Heights was divorced from downtown when residences and businesses on both

sides of 18th Street were demolished from Market to Commercial streets. I-5 now forms the hard western edge of the plan area.

- **Interstate 805:** I-805 was a late addition to the freeway system in San Diego, designed to connect the Sorrento Valley with San Ysidro to the south. The first few sections were completed in the early 1970s, with the road's southern terminus at Highway 94 in 1972. By 1975, USGS Quadrangle maps show the completed I-805 segment through the Southeastern San Diego Community Plan Area.¹²⁵ I-805 now bisects the Southeast and Encanto portions of the plan area.
- **Highway 252 (never built):** California Highway 252 was a planned 1.2-mile, 6 lane connector road between I-5 and I-805 that was scheduled to run along what was once Alpha Street, just north of the National City border. In the late 1960s, the California Department of Transportation bought the land and demolished 280 houses along the 33-acre corridor to make way for the freeway, which was never built. In the early 1990s, the corridor was developed with single-family homes, a senior citizens' complex, and commercial space.¹²⁶

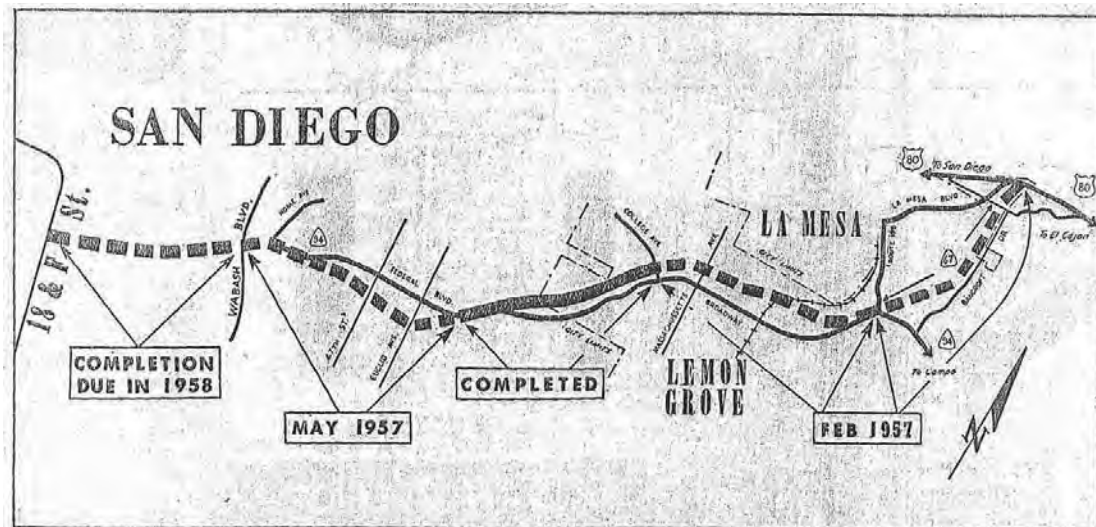


Figure 37. 1956 plans for Highway 94
 San Diego Union (13 May 1956)

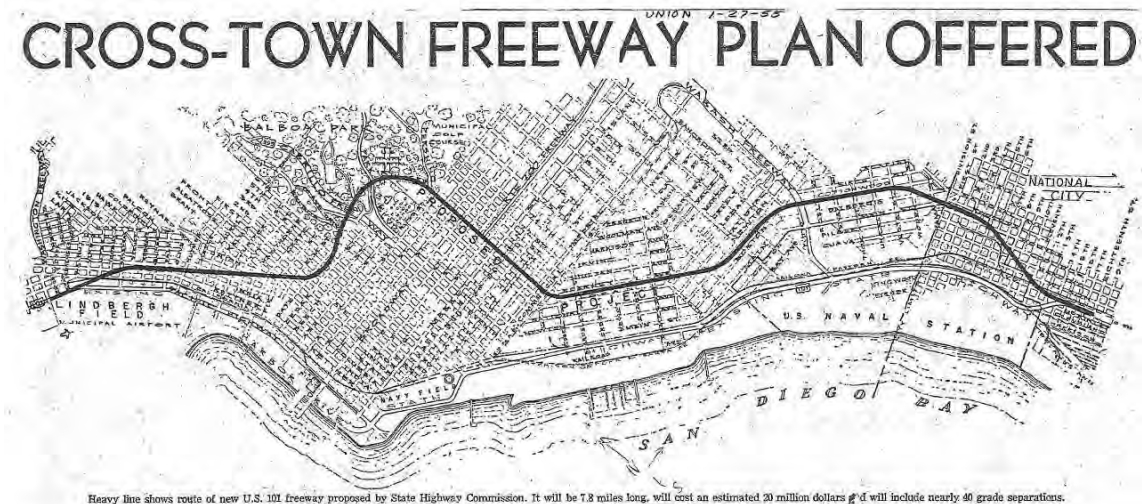


Figure 38. 1955 plans for "Crosstown Freeway" (originally US-101, now I-5)
 San Diego Union (27 January 1955)



Figure 39. Demolition for Highway 94, through Sherman Heights
(San Diego Tribune, 4 January 1957)

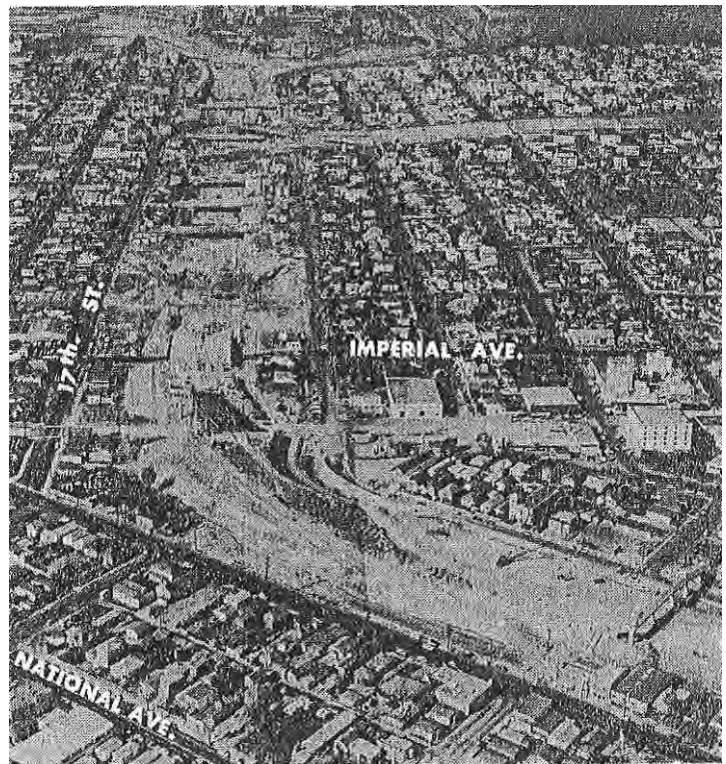


Figure 40. Demolition for I-5, through Logan Heights
(San Diego Union, 17 October 1962)



Figure 41. Aerial view over Euclid Avenue and Highway 94, showing drive-in movie theatre on Federal Boulevard (1958)
(San Diego History Center Photo Archive, #92:18835-407)

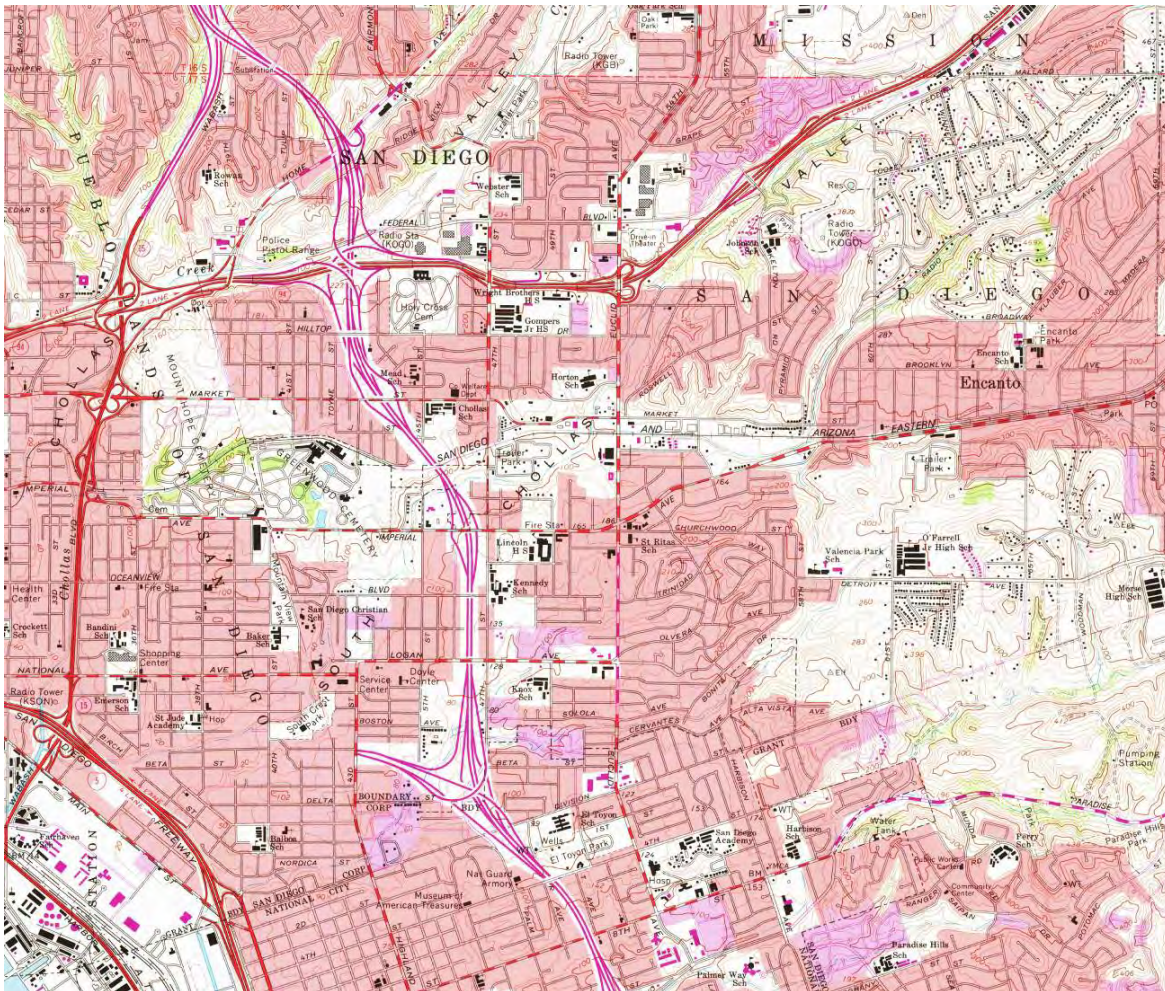


Figure 42. USGS “National City” 7.5-Minute Quadrangle Map, 1967, photo revised 1975.

This map shows settlement in the Chollas Valley at the end of the postwar period, including freeways. The pink shaded areas were completely urbanized by 1967, while the purple shaded areas were settled between 1967 and 1975.

EDUCATION & SOCIAL SERVICES

Schools

Homes in Southeastern San Diego were built so fast during the postwar period that schools struggled to keep up with the demand of the “baby boom.” Many schools were first opened in portable buildings, and were replaced later with more permanent construction. Unlike schools from previous periods, these postwar schools are still extant and in good condition today. All were designed in the Modern style:

- **Valencia Park Elementary School** opened in 1951 at Skyline Drive and Valencia Parkway, and was the fifth new school in San Diego opened that year alone. The school was intended to relieve overcrowding at Ocean View School, which had been holding double sessions to accommodate a high volume of students.¹²⁷
- **Gompers Junior High School** opened in 1955 at 47th Street and Hilltop Drive to serve the Chollas View neighborhood, and was named for labor union leader Samuel Gompers. The school was designed with long classroom wings linked together by covered pathways and open courtyards

(Figure 43). Today the school is run as Gompers Preparatory Academy, a charter school that serves grades 6 through 12.¹²⁸

- **Johnson Elementary School** opened in 1957 at 1355 Kelton Road to teach children in the popular new Emerald Hills Estates subdivision.¹²⁹
- **Horton Elementary School** opened circa 1958 on Guymon Street (near Market Street and Euclid Avenue) to serve the Chollas View and Lincoln Park neighborhoods.¹³⁰
- **Knox Elementary School** opened in 1957 at S. 49th Street and Logan Avenue. The school was built at a cost of \$338,764 and was named in honor of Harley E. Knox, former Mayor of San Diego. The school now operates as Knox Middle School, and serves preschool to 8th grade students in the Lincoln Park neighborhood.¹³¹
- **O'Farrell Middle School** opened in 1959 as Mabel E. O'Farrell Junior High on Skyline Drive at S. 61st Street to serve Valencia Park and Encanto.¹³²

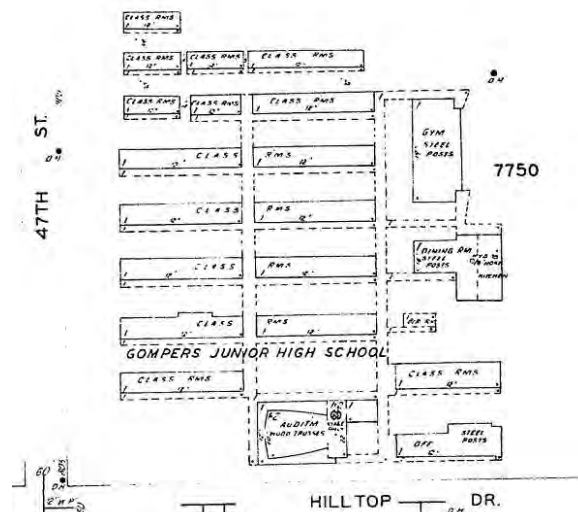


Figure 43. Sanborn Fire Insurance Map (1956), detail of Gompers Junior High School

In addition to the new schools, existing schools were remodeled and expanded. Schools that still retain their Mid-Century Modern designs from this period include: Chollas/Mead Elementary, Balboa Elementary, Stockton Elementary, Emerson/Bandini Elementary, and Encanto Elementary.

Parks



Many of the neighborhoods had their own parks developed in previous periods, but a few notable parks were built during the postwar era:

- Land for the **Encanto Recreation Center** was acquired by the City in 1940 and the facility was built in 1964. The senior center was added in 1966 and the fields were completed in 1986.¹³³ [
- In 1949, land at the 41st Street between Newton and Keeler avenues, and at 40th and Alpha streets, was acquired to build **Southcrest Community Park**. The Southcrest Civic Club built the original building at this site for a cost of \$30,000, then donated it to the City of San Diego. Materials and labor were donated by local merchants, residents and labor unions. The center was dedicated in 1950.¹³⁴ ¹³⁵ In 1965, it the Southcrest Recreation Center was remodeled to include a gym, three conference rooms, a craft room, an office, dressing rooms, storerooms, and a kitchen.¹³⁶
- **Emerald Hills Park** was established circa 1960 on land that had been used as a golf course prior to World War II (described in previous chapter).

ASSOCIATED PROPERTY TYPES & REGISTRATION REQUIREMENTS (1940 – 1967)



This section discusses the property types associated with the significant themes of the “Freeway Era” development period, and can be used as a guide for evaluating the significance of potentially eligible properties within the Southeastern San Diego Community Plan. Please refer to **Chapter III. Guidelines for Evaluation** (pages 10-19) for additional information about how to evaluate historic properties. This includes the definition of the significance criteria and the detailed discussion of the various aspects of integrity.

Residential: Residential Subdivisions

Typical Example(s)	Character-Defining Features
 <p>43rd Street between J and Market streets</p>  <p>811 Bollenbacher Street</p>	<ul style="list-style-type: none"> ▪ Location in an postwar subdivision, typically in the Chollas Valley or Encanto ▪ Architectural style and form from this period, including Minimal Traditional, Streamline Moderne, and Ranch (Traditional, Contemporary or Cinderella varieties) ▪ One story in height ▪ Integral garage or carport on primary façade ▪ Flat or shallow gable or hipped roofs ▪ Wood or stucco cladding
<p>Significance Statement</p> <p><i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must be significant under at least one of the following criteria.</i></p>	
<ul style="list-style-type: none"> ▪ NRHP A/CRHR 1/HRB A&B (Events): Residences from this period may be significant for their association with the theme of large-scale residential tract development in the postwar era. Suburban development patterns are typically better represented by groups of residences because the street grid, landscaping, and homogeneous building types can combine to clearly illustrate the theme of suburbanization. Historic districts are thus much more likely to be significant under this criterion than individual properties. In Southeastern San Diego, subdivisions being considered under this criterion should be compared to the larger regional, state, and national context in order to distinguish exceptional examples of postwar planning trends. Additionally, residential subdivisions may be significant under this criterion for their association with minority migration and racial integration in an era when discriminatory housing practices prevailed. This is especially likely in Encanto and Valencia Park; focused census or city directory research may help identify properties associated with postwar minority settlement patterns. ▪ NRHP B/CRHR 2/HRB B (Persons): Residences from this period may be significant for their association with persons important to San Diego history. If an association with a significant person is discovered, the residence should be compared to other associated properties (such as a residence or place of business) to identify which property(s) best represent that person’s achievements or reasons for being significant. ▪ NRHP C/CRHR 3/HRB C&D (Architecture): Residences from this period may be significant for their architecture as an example of the suburban housing building type. Again, the theme of suburban development is best exemplified by homogenous housing tracts, and thus historic districts 	

<p>are more likely to be significant than individual properties. For both individual properties and districts, the ubiquity of this building type means that architectural significance is best reserved for buildings that demonstrate particularly strong artistic merit or that clearly demonstrate the influence of a particular architect or builder. For example, the collection of Cinderella Ranch style houses in Emerald Hills (<i>pictured above</i>) stands out among similar subdivisions for the unique, cohesive design of its buildings and streets. Resources qualified under this criterion must be excellent examples of types and/or styles and retain most of their original features.</p>
<p>Minimum Integrity Threshold</p>
<p><i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must retain sufficient integrity to convey its significance. The minimum features required to retain integrity are as follows.</i></p>
<ul style="list-style-type: none"> ▪ Exceptional example of residential architecture from this period ▪ Retains original form and roofline ▪ Retains original entry, window, and/or roofline ornamentation ▪ Retains original cladding ▪ Retains original windows and doors (or match in location, pattern, size, and materials) ▪ In historic districts, at least two-thirds of the properties must qualify as contributors in order for the district to retain integrity
<p>Additional Integrity Considerations</p>
<p><i>Additional items to consider when evaluating the integrity of a property of this type and from this period include the following.</i></p> <ul style="list-style-type: none"> ▪ Security: It is common for residences in Southeastern San Diego to have metal security grates on their doors and windows. These grates are acceptable as long as the original windows are still in place underneath the grates. ▪ Stairs & Porches: It is generally acceptable for entry stairs and porch features to have been replaced, as these are subject to greater deterioration from weathering and use. However, replacement porches should substantially conform to the original configuration. Incompatible porch replacement would likely jeopardize a residence’s eligibility for listing. ▪ Additions: Rear additions that have respected the scale of the original building are generally acceptable. However, additions that compromise a building’s form and scale are not acceptable. ▪ Landscaping: The presence of original site or landscape features is not essential, but could enhance a property’s significance and integrity. Properties that retain elements such as walls, fences, steps, paths, and heritage trees are more likely to qualify for listing.

Social/Community: Schools

Typical Example(s)	Character-Defining Features
 <p>Stockton Elementary School (now King/Chavez Primary Academy), 415 31st Street</p>  <p>Grompers Jr. High School (now Gompers Preparatory Academy), 1005 47th Street</p>	<ul style="list-style-type: none"> ▪ Use as a school ▪ Location in an postwar subdivision, typically in the Chollas Valley or Encanto ▪ Architectural style and form from this period, including International and Modern styles ▪ Long, low forms, often with interconnected classroom wings ▪ One to two stories in height ▪ Flat or shallow gable or hipped roofs ▪ Stucco cladding ▪ Steel or aluminum windows
Significance Statement	
<i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must be significant under at least one of the following criteria.</i>	
<ul style="list-style-type: none"> ▪ NRHP A/CRHR 1/HRB A&B (Events): Schools from this period may be significant for their association with educational improvements in response to the postwar baby boom. School construction during this period was extensive, and illustrates the city’s response to the rapid influx of people and construction of housing after the war. ▪ NRHP B/CRHR 2/HRB B (Persons): Schools from this period may be significant for their association with persons important to San Diego history. If an association with a significant person is discovered, the school should be compared to other associated properties (such as a residence or place of business) to identify which property(s) best represent that person’s achievements or reasons for being significant. Please note that properties named to commemorate the life of an important person, as most schools are, cannot be considered significant for the value of the person being memorialized. ▪ NRHP C/CRHR 3/HRB C&D (Architecture): Schools from this period may be significant for their architecture as an example of a Mid-Century Modern architectural style, or the postwar school building type. For example, Gompers Middle School (<i>pictured above</i>) stands out among similar buildings as an exceptionally intact example of the type of indoor-outdoor school environment that was developed in Southern California in the postwar era. Resources qualified under this criterion must be excellent examples of types and/or styles and retain most of their original features. 	
Minimum Integrity Threshold	
<i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must retain sufficient integrity to convey its significance. The minimum features required to retain integrity are as follows.</i>	
<ul style="list-style-type: none"> ▪ Exceptional example of institutional architecture from this period ▪ Retains original form and roofline ▪ Retains original entry, window, and/or roofline ornamentation ▪ Retains original cladding 	



- Retains original windows and doors (or match in location, pattern, size, and materials)

Additional Integrity Considerations

Additional items to consider when evaluating the integrity of a property of this type and from this period include the following.

- **Additions:** Most schools in San Diego have undergone changes since their original construction, most commonly the addition of new classroom space to increase the school's capacity. Additions on the campus that have respected the scale and configuration of the original building(s) are generally acceptable.

Commercial

Typical Example(s)	Character-Defining Features
 <p>Johnson Wilshire Gas Station at 4689 Market Street (HRB site #954) at 4689 Market Street</p>  <p>2828 Market Street</p>	<ul style="list-style-type: none"> ▪ Commercial use, often associated with car culture ▪ Location along a commercial corridor such as Imperial Avenue, National Avenue, Logan Avenue, Market Street, or Ocean View Boulevard ▪ Architectural style and form from this period, including Art Moderne, Googie, Quonset Hut, and Modern styles ▪ Built to front property line or set back behind paved parking lot ▪ Flat, shed, gable, or barrel roof ▪ Concrete, stucco, brick veneer, or metal cladding ▪ Metal storefront systems
Significance Statement	
<i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must be significant under at least one of the following criteria.</i>	
<ul style="list-style-type: none"> ▪ NRHP A/CRHR 1/HRB A&B (Events): Commercial properties from this period may be significant for their association with the theme of automobile-related development. Garages and gas stations are especially good at representing the physical changes caused by the increasing popularity of the private automobile. Commercial properties may also contribute to historic districts because they help illustrate the economic forces shaping development during this period. ▪ NRHP B/CRHR 2/HRB B (Persons): Commercial properties from this period may be significant for their association with persons important to San Diego history, such as a prominent merchant or professional. If an association with a significant person is discovered, the building should be compared to other associated properties (such as a residence or other place of business) to identify which property(s) best represent that person’s achievements or reasons for being significant. ▪ NRHP C/CRHR 3/HRB C&D (Architecture): Commercial properties from this period may be significant for their architecture as an example of this type and period of construction, particularly because commercial properties from this era in Southeastern San Diego appear rare. They are not likely to represent the work of master architects or prominent builders. Resources qualified under this criterion should be good examples of types and/or styles and retain most of their original features. 	
Minimum Integrity Threshold	
<i>In order to be eligible for listing in the local, state or national historical register, a property of this type and from this period must retain sufficient integrity to convey its significance. The minimum features required to retain integrity are as follows.</i>	
<ul style="list-style-type: none"> ▪ Clear example of commercial architecture from this period ▪ Retains original form and roofline ▪ Retains nearly all of the original storefront configuration ▪ Retains a substantial portion of its original ornamentation, if applicable 	

- Retains original concrete, stucco, brick veneer and/or metal cladding
- In historic districts, at least two-thirds of the properties must qualify as contributors in order for the district to retain integrity

Additional Integrity Considerations

Additional items to consider when evaluating the integrity of a property of this type and from this period include the following.

- **Storefronts:** It is common for commercial properties from this era to have had their storefronts replaced since the original construction of the building. Buildings with replacement storefronts may be eligible if the general shape and configuration is similar to the original.
- **Additions:** Rear additions that have respected the scale of the original building are generally acceptable. However, additions that compromise a building's form and scale are not acceptable.

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