



THE CITY OF SAN DIEGO
Historical Resources Board

DATE ISSUED: June 20, 2013 REPORT NO. HRB-13-026

ATTENTION: Historical Resources Board
Agenda of June 27, 2013

SUBJECT: **ITEM #7 – The James Collumb Auto Sales and Service Building**

APPLICANT: Navarra Properties Broadway LP represented by Scott Moomjian

LOCATION: 1508-1544 E Street, Downtown Community, Council District 3

DESCRIPTION: Consider the designation of The James Collumb Auto Sales and Service Building located at 1508-1544 E Street as a historical resource.

STAFF RECOMMENDATION

Designate The James Collumb Auto Sales and Service Building located at 1508-1544 E Street as a historical resource with a period of significance of 1919-1956 under HRB Criterion A. This recommendation is based on the following finding:

The resource is a special element of the City's economic development, revealing the increasing importance of the automobile as America's favored method of private transportation from 1900-1956, and retains integrity to its 1919-1956 period of significance. Specifically, the resource, which was constructed in 1919 for auto sales and service uses, continues to convey the significant character defining features of automobile-related development as identified in the East Village Historical Context Statement, including a single story, warehouse-like massing; limited ornamentation often expressed in a simplified Mission Revival style with a curved or stepped parapet and stucco exterior; numerous garage doors; and large expanses of plate glass windows (the glass is not extant, but the openings remain).

BACKGROUND

This item is being brought before the Historical Resources Board in conjunction with a preliminary review application to determine whether or not the building is historically significant as part of a constraints analysis. Originally constructed in 1919, the building is located on E

Street between 15th Street and 16th Street, and spans parcels 534-352-02-00, 534-352-03-00 and the southwest corner of parcel 534-352-04-00.

The historic name of the resource, The James Collumb Auto Sales and Service Building, has been identified consistent with the Board's adopted naming policy and reflects the name of the owner who constructed the building for automobiles sales and service uses.

ANALYSIS

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

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

The subject property at 1508-1544 E Street was constructed in 1919 by James Collumb as an auto sales and service building. Although the applicant's report states that there are no City Directory listings for the addresses within the subject building for roughly the first five years of the building's existence, Directory research conducted by staff revealed auto-related uses at this site which were identified in the Classified listings. These listings included: Bowman & Starr (Auto Painters) at 1520 E Street, Eugene Tweed (Studebaker, White & Chevrolet Service Station) at 1532 E Street, and Atkins Motor Co (Automobile Sales) at 1544 E Street in 1920; Meyer Motor Truck Company (Truck Sales and Service) at 1508 E Street, Sanford Mfg Co (Automobile Manufacturers) at 1508 E Street, Bowman & Starr (Auto Painters) at 1520 E Street, and RM McGann (Automobile Sales) at 1544 E Street in 1921; and Kidd Motor Company (Automobile Sales) at 1508 E Street, Bowman & Starr (Auto Painters) at 1520 E Street, Eugene Tweed (Automobile Repair) at 1532 E Street, and RM McGann (Automobile Sales) at 1544 E Street in 1922. Directory listings provided in the applicant's report further illustrate the presence of auto-related uses at this site.

Additionally, Sanborn Maps from 1921 indicate the following uses: "Commercial Auto Body Building & Woodworking" and "Auto Sales" at 1508 E Street, "Auto Painting" at 1520 E Street, "Auto Repair Shop" at 1532 E Street and "General Motor Trucks Auto Sales and Service" at 1544 E Street. Sanborn Maps from 1950 confirm the continuation of auto-related uses through the 1950s: "Auto Repair" at 1508 E Street, "Auto Sales and Service" at 1532 E Street and "Auto Body Repair" and 1544 E Street. Enlarged copies of these maps are provided in Attachment 2.

The Historic Context Statement prepared in conjunction with the 2005 East Village Combined Historical Property Survey Report discusses commercial and industrial development in the East Village Community, and identifies automobile-related properties as a significant theme in the

development of East Village and the City of San Diego as a whole. Relevant excerpts of the Context is provided in Attachment 3 and summarized below.

During the first two decades of the twentieth century, middle class suburbanites became increasingly frustrated with the crowds, slow service and high fares of the streetcars. The automobile provided an excellent alternative. Before long, the automobile became the primary mode of transportation in the United States, rendering carriages and streetcars obsolete. By the 1920s, independent repair garages specifically serving the automobile had replaced earlier horse-based businesses. Buildings designed with the auto in mind started replacing older building forms. Gas stations, repair shops and auto dealerships – building types that didn't exist 20 years before - became increasingly common, especially along major arterial roadways. A review of the 1920-1921 Sanborn Fire Insurance maps shows a significant increase in auto-related industry in the East Village.

As the auto increased in popularity, changes were made in the way they were merchandised. By the 1920s, architects were being hired to create buildings specifically designed for the requirements of retail auto sales. Most buildings consisted of two or more levels housing the company's sales floor, inventory and service areas. Architectural styling and ornamentation was concentrated on the showroom portion, particularly around formal entrances. Large expanses of plate glass windows were the dominant feature of the primary facade. High ceilings, waiting rooms and decorative floors distinguished interior showroom spaces. The interiors of the services areas were characterized by bare concrete floors, exposed walls and roof trusses and skylights.

Independent garages offering service became common in the 1920s. These buildings were very simple affairs, often little more than a shell to protect the mechanics and vehicles from the elements. Typically single story buildings, they were constructed of inexpensive materials and had limited ornamentation. They are easily identified by the numerous garage doors and warehouse-like massing. Most had unfinished interiors exemplified by concrete floors, exposed interior walls and roof trusses. Most had electric lights to supplement skylights; however they usually didn't have power or heat. Exteriors were simple: decoration was limited to little more than a parapet to hide the gable roof. Most of the garages in East Village maintained a simple Mission Revival style, which was easily accomplished through the application of a curved or stepped parapet, a coat of stucco, and decorative tiling.

The features noted above are found in the subject building, which was designed by architect Eugene Hoffman for owner James Collumb to accommodate automobile sales and service. These features include a single story, warehouse-like massing; limited ornamentation; numerous garage doors; and large expanses of plate glass windows (the glass is not extant, but the openings remain). The building also reflects the simplified Mission Revival style noted in the context, with the use of a curved, stepped parapet and stucco over brick construction.

The Context Statement specifically refers to the block on which the subject property is located, stating, “A significant grouping of auto businesses, particularly showrooms, was located on the block bounded by 15th and 16th Streets, Broadway and E Street. Known as the McKnight Block for the original developer J. F. McKnight, the entire block was devoted to auto sales and

service.” It should be noted that water connection records indicate that the owner was in fact James Collumb, and that J.F. McKnight appears to have been the owner of one the auto dealerships that occupied the block.

In regard to the significance of the automobile-related properties theme to the development of East Village and the City as a whole, the Context Statement concludes, “although auto-related properties were once widespread, relatively few remain. Many have been demolished to make way for new development while others suffer from years of neglect. The two remaining showrooms demonstrate both an early example (McKnight Block) and a mature form (City Ford) of the indoor auto dealerships. This property type offers insight into the introduction of what was a new mode of transportation in the early Twentieth Century. It also serves as evidence of the important role retail automobile sales businesses played in the economic development of San Diego. Independent garages supplied the maintenance and repair needs of motorists and represent a new business type that grew out of the introduction of the automobile. Both property types are significant in revealing the increasing importance of the automobile as America's favored method of private transportation from 1900 to 1956. Those remaining auto-related buildings are the remnants of a commercial landscape reflective of the City of San Diego in the first decades of the Twentieth Century and are worthy of designation under HRB Criterion A.”

The Context Statement narrative identified five buildings that are eligible for designation under this theme, including “three auto showrooms (J. F. McKnight Cadillac & Studebaker, G. M. Truck Sales & Service and the Ford Motor Building) and two garages (Maryland Hotel Garage and the Southern California Telephone Company Garage).” G.M. Truck Sales and Service was located in a portion of the subject building, as documented in the 1921 Sanborn Map. This narrative is inconsistent with the survey form prepared by the survey consultant, which assigned a Status Code of 6Z to the subject building. Staff disagreed at the time of the Survey preparation, and assigned a separate Status Code of 5S2 (Attachment 4).

Additionally, the number of eligible resources that reflect this significant theme has diminished since the Survey was prepared in 2005. Of the five buildings listed above, only two remain – the subject building and the Southern California Telephone Company Garage located at 660 10th Avenue. The J.F. McKnight Cadillac & Studebaker Building, located on the subject block at 1531-1541 Broadway, was destroyed by fire several years ago; the Ford Motor Building located at 1015-1025 12th Avenue was demolished in 2010; and the designation of the Maryland Hotel Garage located at 741 F Street was overturned by the City Council in 2012.

Although the subject building has undergone several modifications (as detailed in the discussion of Criterion C below) and suffered fire damage that destroyed the eastern-most bay addressed as 1544 E Street, the building continues to convey the key characteristics of automobile-related development in East Village as identified in the East Village Survey, specifically a single story, warehouse-like massing; limited ornamentation, often expressed in a simplified Mission Revival style with a curved or stepped parapet and stucco exterior; numerous garage doors; and large expanses of plate glass windows (the glass is not extant, but the openings remain).

Therefore, as the East Village Historical Context Statement has identified automobile-related development between 1900 and 1956 as a significant theme in the economic development of East Village and the City of San Diego as a whole; and as the building continues to convey the significant character defining features of automobile-related development as identified in the Context, staff recommends designation of the property at 1508-1544 E Street under HRB Criterion A with a period of significance of 1919-1956, as a resource that reflects special elements of the City's economic development, revealing the increasing importance of the automobile as America's favored method of private transportation from 1900-1956.

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

There is no information available to suggest that the subject property located at 1508-1544 E Street is identified with persons or events significant in local, state or national history. Therefore, staff does not recommend designation under HRB Criterion B.

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

The subject building located at 1508-1544 E Street was constructed in 1919 as an auto sales and service building with Mission Revival stylistic influences. The building originally occupied roughly the southern half of the block bounded by 15th Street, Broadway, 16th Street and E Street. The building fronts onto E Street and features a flat roof with a simple curved and stepped parapet; stucco over brick construction; and fenestration consisting of 9-over-9 wood frame and sash windows and large storefront windows on the west façade, and large storefront windows and garage entrances on the south façade. Modifications made to the building are limited, and include enlargement of the storefront windows on the west façade; removal of the glazing at the storefront windows on the south façade; replacement of the original roll-up doors on the south façade within the original openings; possible alteration of original storefront windows to include access doors on the south façade; alteration of doors and windows within the original openings on the north façade; and addition of a shade structure at the north façade of the building. Most of these modifications occurred within original openings; and some of the modifications, such as replacement of the roll-up doors, are to be expected in a building of this age.

Several years ago, the building suffered fire damage which destroyed the eastern-most bay of the building, addressed as 1544 E Street. The interior hollow clay tile wall that separated the two eastern tenant spaces is now exposed to the exterior.

While the East Village Historical Context Statement identifies auto-related properties as a significant theme in the development of East Village and the City as a whole, the Context Statement concludes that such properties are eligible for designation under HRB Criterion A for their historical significance related to the economic development of the City, as opposed to HRB Criterion C for their architectural significance. Therefore, finds that the significance of the building as an auto-related property type is best reflected in HRB Criterion A, as addressed in the Context Statement, and staff does not recommend designation under HRB Criterion C.

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

The subject building located at 1508-1544 E Street was designed by established Master Architect Eugene Hoffman for owner James Collumb, for whom he designed other buildings including the Barcelona Apartments. Hoffman moved to San Diego in 1910 after establishing himself as a notable architect in New York. His first project when he arrived was to build power plants and boiler rooms for San Diego's electric railway as commissioned by well known Spreckels enterprise. Hoffman began his own practice in San Diego while still working on projects for Spreckles. 1912 was a big year for Hoffman with the design of the Oxford Hotel, also known as the William Penn Hotel and the classic revival style SDG&E substation B building; an important addition to San Diego's industrial history. Other Spreckles projects include a remodel of the Coronado Hotel, the Mission Cliff Gardens, and the San Diego Electric Machine shop. Eugene Hoffman is best known for his work on the John D. Spreckles Building in 1913. Later in his career, Hoffman partnered with fellow architect George S. Walker working on hotel remodeling and individual residences. Hoffman's list of clients grew as he designed and supervised construction of a warehouse for the Thum Brothers, the Knickerbocker and Belmont Hotels, the remodeling of the Waldorf Hotel, and the Savage Tire Plant.

As detailed in the discussion of Criterion C, the building has experienced several modifications and suffered fire damage that destroyed the eastern-most bay of the building. While these impacts to the building do not significantly impair the building's ability to convey its significance as an auto-related use, they do significantly impair the building's original design and association with Hoffman. Therefore, staff does not recommend designation under HRB Criterion D.

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

The subject building at 1508-1544 E Street has not been listed on or formally determined eligible for listing on the State or National Register. Therefore, the property is not eligible for designation under HRB Criterion E.

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

The subject building at 1508-1544 E Street is not located within a designated historic district. Therefore, the property is not eligible for designation under HRB Criterion F.

OTHER CONSIDERATIONS

If the property is designated by the HRB, conditions related to restoration or rehabilitation of the resource may be identified by staff during the Mills Act application process, and included in any future Mills Act contract.

CONCLUSION

Based on the information submitted and staff's field check, it is recommended that The James Collumb Auto Sales and Service Building located at 1508-1544 E Street be designated with a period of significance of 1919-1956 under HRB Criterion A as a resource that reflects special elements of the City's economic development, revealing the increasing importance of the automobile as America's favored method of private transportation from 1900-1956. Designation brings with it the responsibility of maintaining the building in accordance with the Secretary of the Interior's Standards. The benefits of designation include the availability of the Mills Act Program for reduced property tax; the use of the more flexible Historical Building Code; flexibility in the application of other regulatory requirements; the use of the Historical Conditional Use Permit which allows flexibility of use; and other programs which vary depending on the specific site conditions and owner objectives.



Kelley Stanco
Senior Planner



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Assistant Deputy Director/HRB Liaison

KS/cw

Attachments:

1. Draft Resolution
2. Sanborn Maps for the Subject Parcel Dated 1921 and 1950
3. Excerpt of the Context Prepared for the 2005 East Village Combined Historical Survey
4. Partial Tabular Listing of East Village Survey Results
5. Applicant's Historical Report under separate cover

RESOLUTION NUMBER N/A
ADOPTED ON 6/27/2013

WHEREAS, the Historical Resources Board of the City of San Diego held a noticed public hearing on 6/27/2013, to consider the historical designation of **The James Collumb Auto Sales and Service Building** (owned by Navarra Properties Broadway LP, 16960 Mesamint Street, San Diego, CA 92127) located at **1508-1544 E Street, San Diego, CA 92101**, APN: **534-352-02-00, 534-352-03-00 and the southwest corner of 534-352-04-00** further described as BLK 4 LOTS 5, 6, 7, 8 & 9 and a portion of LOT 4 in Culverwell's Addition (Map 143) in the City of San Diego, County of San Diego, State of California; and

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

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

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

NOW, THEREFORE,

BE IT RESOLVED, the Historical Resources Board based its designation of The James Collumb Auto Sales and Service Building on the following finding:

(1) The property is historically significant under CRITERION A as a resource that reflects a special element of the City's economic development, revealing the increasing importance of the automobile as America's favored method of private transportation from 1900-1956, and retains integrity to its 1919-1956 period of significance. Specifically, the resource, which was constructed in 1919 for auto sales and service uses, continues to convey the significant character defining features of automobile-related development as identified in the East Village Historical Context Statement, including a single story, warehouse-like massing; limited ornamentation often expressed in a simplified Mission Revival style with a curved or stepped parapet and stucco exterior; numerous garage doors; and large expanses of plate glass windows (the glass is not extant, but the openings remain.) This finding is further supported by the staff report, the historical research report, and written and oral evidence presented at the designation hearing.

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

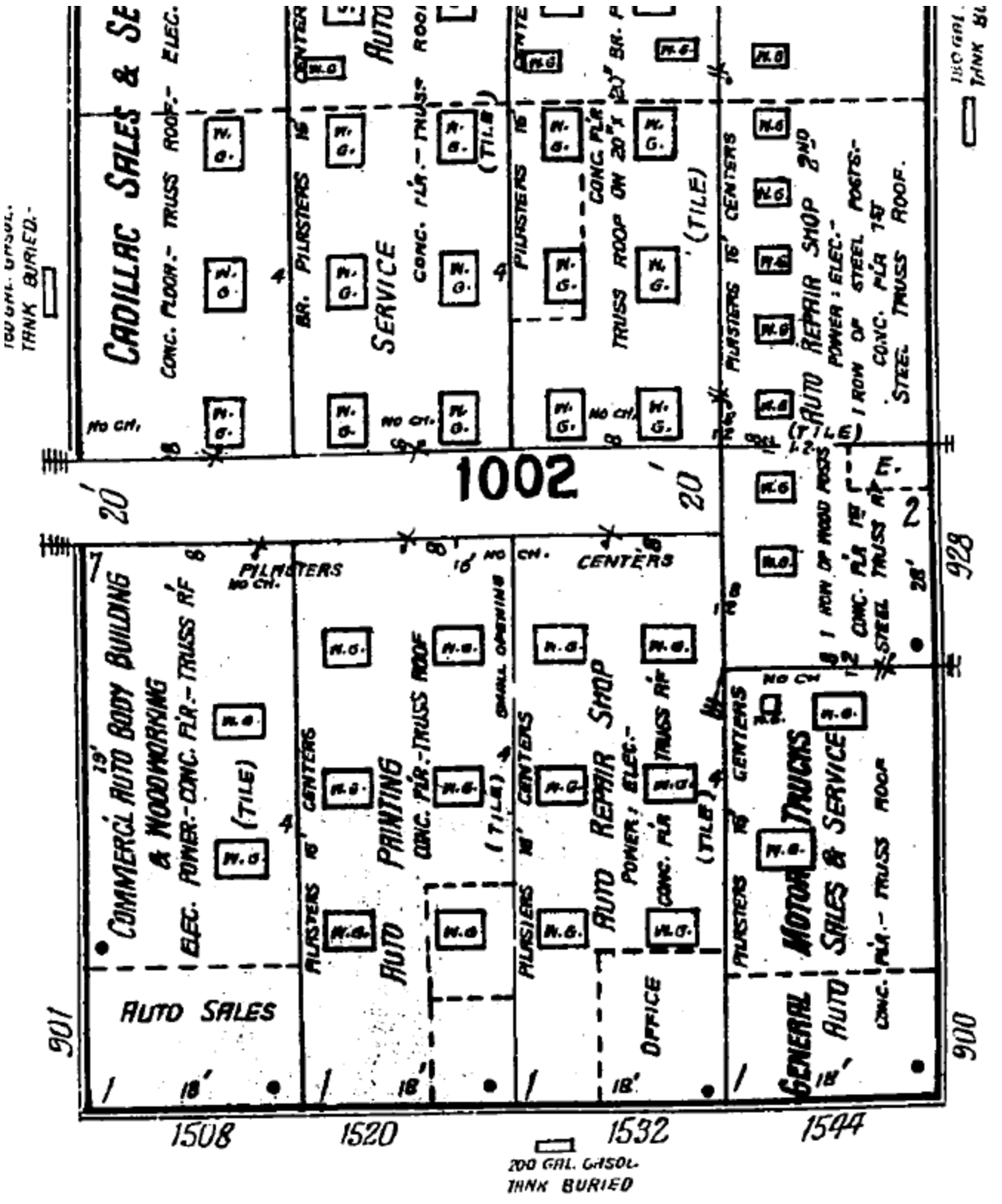
BE IT FURTHER RESOLVED, the Secretary to the Historical Resources Board shall cause this resolution to be recorded in the office of the San Diego County Recorder at no fee, for the benefit of the City of San Diego, and with no documentary tax due.

Vote: N/A

BY: _____
JOHN LEMMO, Chair
Historical Resources Board

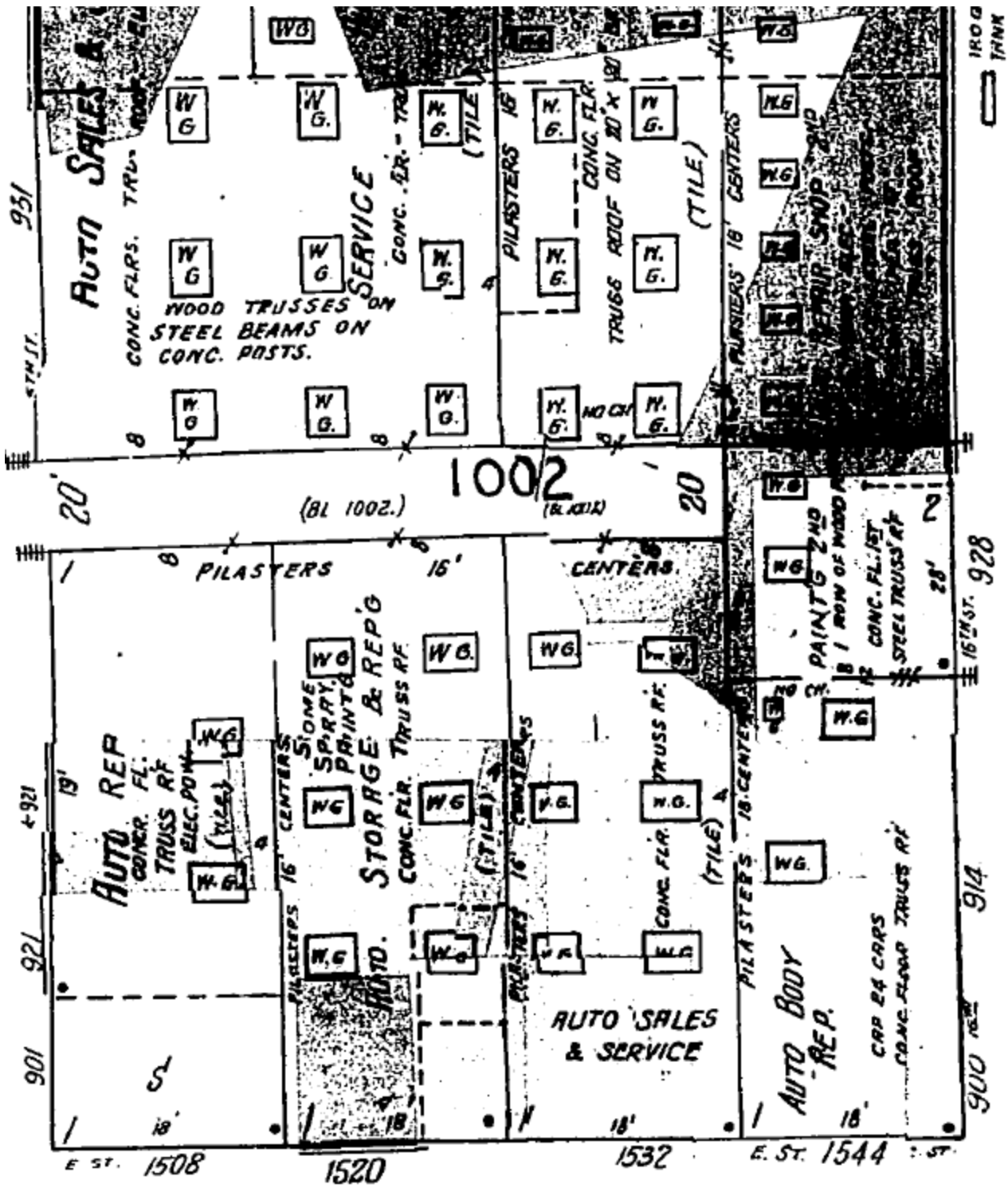
APPROVED AS TO FORM AND
LEGALITY: JAN I. GOLDSMITH,
CITY ATTORNEY

BY: _____
CORRINE NEUFFER,
Deputy City Attorney



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2. Commercial & Industrial Development

The Industrial Revolution profoundly affected the shape of the city. Changing roles in employment created an expanded middle-class that no longer wanted to live within the confines of the city. Suburbanization followed suit. The expansion of the city was seen as a natural evolution. In 1929, Earnest Burgess compared the progression of the city to a biological organism growing by subdivision, becoming more complex and specialized. As the population grew, it was thought the natural place for development was at the periphery. Transportation systems, first railroads, horse cars and electric streetcars and later the automobile, allowed people to move further out while giving them the ability to continue their employment in the city. Rail lines stretched across the metropolitan landscape converging on the central city. They encouraged and reinforced the center's dominance over its hinterland and at the same time facilitated decentralization of certain land uses from the central city, particularly housing. They started a pattern of suburbanization that was enhanced with the advent of the automobile. While rail lines and automobile pushed into the suburbs, the central business district continued to dominate the industrial and consumer economies; however, speculators eager to cash in, realized that small stores constructed along transportation routes could serve the burgeoning residential market by selling convenience items while saving the suburbanite a trip downtown.

A. Taxpayer Blocks

The speculator's building type of choice was the one-part commercial block, or taxpayer block, as it was known in many parts of the country. Taxpayers were widespread in the early twentieth century urban landscape. Typically located along streetcar routes and later auto boulevards, they were inexpensive to construct and their flexible design allowed them to be built with little consideration for the ultimate tenant. It was assumed that more dense urban development would naturally spread from the urban core along major arterial streets, making the land much more valuable in the future. Taxpayers were seen as interim investments; owners wanting to hold a desirable piece of land, rather than leave the property vacant, built taxpayers to produce an income sufficient to pay the property taxes and sometimes to produce a small profit.

As a building type they are distinguished by their flexibility. Typically they are distinguished by a one-story row of storefronts lining the street, although a common variant includes an additional story housing offices or apartments. Designed as a shell, they are easily adapted to a wide variety of commercial uses. Their modular plan was vital to their success; essentially rectangular boxes, or bays, additional units could be appended in any number needed in order to take full advantage of a parcel. Most were built in two and three unit configurations, although they were frequently made up of six units, and in rare cases, as many as ten bays could make up a single building. As they were built on speculation and the ultimate tenants were unclear, the flexibility of design made finding tenants easier than a building designed for a specific occupant.

The system of street facing bays is essential to the form of a taxpayer block. The flexibility of the bay system allowed a single business to occupy multiple bays, or several businesses to occupy one section each. The interior could be reconfigured with little effort. On the exterior, each bay is filled with large display windows and, in most cases, a door in the center. Doors can also be situated to either side of a bay, leaving the remainder for an even larger display. In some cases,

when a business occupied multiple sections, a bay may not have a door at all. A solid kick plate is located below the windows, often covered with decorative tile. Transom windows are typically positioned above the door and display windows. On corner lots, the bay system often continues around the side of the building with a doorway located at the corner, set on a forty-five degree angle. Many times a canopy is added to shade the storefront and shelter patrons from the elements.

These utilitarian buildings were constructed of inexpensive materials, often wood-frame, brick or clay tile and sheathed in clapboards or stucco. Most have flat roofs sloping to the rear of the building. Ornamentation is infrequent and not limited to any particular architectural style. If decoration was applied, it is typically limited to tiles below display windows, or an ornamental parapet. Although attractive, parapets also function as the ideal location for a sign. In most cases, taxpayer blocks are humble; however, in certain circumstances, additional detailing may have been added. This is particularly true for those found downtown, as well as in more upscale suburban areas. In these cases, taxpayers are dressed-up with the addition of cast stone elements, ornamental ironwork, decorative window treatments such as leaded glass, patterned brick and decorative stuccowork.

Taxpayer blocks were once a common part of the San Diego commercial landscape, especially in the downtown area along streetcar lines and major arterials. Today only a handful of this property type remains. Those that do persist are expected to have had alterations within the bay systems. The series of pilasters that create the bay system, as well as the decorative elements above the bays, are the primary features of the property type and it is important that they are recognizable. The window and door system configuration within the bays are a less important feature. Seven taxpayer blocks were identified within the East Village survey areas that retain sufficient integrity and condition to be proposed for designation under HRB Criteria C as representatives of a distinctive type, period and method of construction (see Table 4). One taxpayer block (109-113 C Street, College Inn) identified in the Centre City Core survey is also included here. All eight examples retain the bay systems and their ornamentation, and some, like 801-921 F Street, still maintain most of the original window and door configuration within the bays. Others, like the MacMarr Grocery Store (705 6th Avenue), Schiller Book Bindery (760-770 11th Avenue) and College Inn (109-113 C Street) have had changes that have been found to be consistent with the Secretary of the Interior's Standards for Rehabilitation.

B. Auto-related Properties

The purpose of this historic context is to identify early commercial and industrial patterns associated with automobile in San Diego's East Village area prior to 1956. Included in the study are buildings used as auto maintenance and repair garages, storage garages, car painters, auto wreckers and car showrooms. The context was developed by examining and comparing Sanborn Maps for East Village from 1888, 1906, 1921 and 1956 for auto-related development patterns over the 70 year period of the study. Where possible, maps were cross-referenced or augmented with historical photographs, published and archival materials noted in the bibliography. Properties discussed in this section are listed in Table 2 and charted on Map 13 in Appendix A. They have been included in one or more East Village survey(s) in order to provide a robust picture of San Diego's adoption of the automobile and its impact on local commercial activities;

TABLE 2. East Village Combined Historical Surveys 2005
 Criterion A: Auto-related Properties

Auto No.	Survey Name	Survey No.	Cleared By Staff	Street No.	Street Name	Property Name	Use
1	East Village	1	N	1531-1541	Broadway	J.F. McKnight Block	auto sales & service
2	East Village	14	N	1508-1544	E Street	Jerome's Furniture Store Buildings	auto sales & service
3	East Village	14	N	934-940	16th Street	Jerome's Furniture Store Buildings	auto sales & service
4	East Village	16	N	741	F St	Maryland Hotel Garage	garage
5	East Village	46	N	660	10th Ave	Southern California Telephone Company Garage	garage
6	East Village	35	N	906-922	Market St	Federal Motor Truck Company	truck company
7	Over 45	N/A	Y	1635-1647	C St	Yates Tire Company Building	tires
8	Over 45	56	N	1015-1025	12th Avenue	Ford Apartments/ Ford Motor Building	auto sales & service
9	Over 45	N/A	Y	843	10th Ave	Tenth Street Garage	garage
10	Over 45	N/A	Y	751	7th Ave	H.J. Goodman Garage	garage
11	Over 45	N/A	Y	753	13th St	Auto Exhibit & Wrecking Company	auto wrecking company
12	Over 45	N/A	Y	731	9th Ave	United States Post Office Garage	garage
13	Over 45	N/A	Y	640	10th Ave	J.V. Caldwell Auto Repair Building	auto repair
14	Over 45	N/A	Y	410	10th Ave	Kidd & Krone Auto Painters Building	auto painting
15	Warehouse	N/A	N/A - DEMO	837	Market St	Lawton's Car Hop Restaurant	car hop restaurant
16	Warehouse	N/A	N	452	8th Ave	San Diego Auto & Carriage Works	auto & carriage co.; auto-painting
17	Warehouse	N/A	N	415	14th St	San Diego Truck Company's Corral	truck company, corral, stables & garage
18	Warehouse	N/A	N	1205	J St	Auto Parts Warehouse	auto parts warehouse
19	Warehouse	N/A	N	340-344	7th Ave	Julian Warner Springs Trucking Line Depot	truck line depot
20	Warehouse	N/A	N	335	6th Ave	J.O. Hosman Garage/Marriott and Drummond Garage	garage
21	Warehouse	N/A	N/A - DEMO	301	10th Ave	Auto/Truck Paint & Metal Booth	auto repair & painting
22	Warehouse	N/A	N/A - DEMO	312	11th Ave	Desert Express, Inc Building	truck line depot
23	Warehouse	N/A	N/A - DEMO	304	11th Ave	Borderland Express/W.H. Gibson Express	Truck depot/express & garage

BACK SIDE OF TABLE 2

however, due to severely compromised integrity of this property type, only a handful of the properties mentioned in this section are actually recommended for potential designation.

The internal combustion engine automobile had a tremendous impact on American culture, the spatial organization of American cities and the shape of individual buildings. The creation of mass auto ownership required major changes in infrastructure such as road improvements, construction of bridges, and later, the development of highway networks. The car caused changes in the built environment too, both through the introduction of new building types as well as the modification of existing forms. The relationship between buildings and the street also demanded changes.

Prior to the advent of Henry Ford's Model T in 1908, the automobile was a toy of the wealthy. Only a few American manufacturers attempted to build an inexpensive car for common man; most were satisfied competing with European imports for the urban luxury market. The relatively restricted availability of gasoline, as well as its high price and the need for mechanics knowledgeable in their repair, kept cars out of reach of most Americans. Geographically, the lack of good roads outside cities limited most early autos to urban areas, particularly larger cities of the East.

During the first two decades of the twentieth century, middle class suburbanites became increasingly frustrated with the crowds, slow service and high fares of the streetcars. The automobile provided an excellent alternative. Motorist could go anywhere they wanted at any time. And they could go farther and get to their destination faster. The increased popularity was furthered through higher wages and the lower costs that came with Ford's revolutionary technological advancement: the assembly line. The efficiency of the assembly line allowed Ford to cut the cost of the Model T from \$950 in 1910 to \$290 in 1924. Before long, the automobile became the primary mode of transportation in the United States, rendering carriages and streetcars obsolete.

The first automobiles appeared in San Diego around the turn of the century. John U. Widrin, owner of a bicycle repair shop, sold the first car in San Diego. By 1903 there were enough cars in town for the City Council to adopt ordinance 1269, limiting the maximum speed of an automobile in downtown to eight miles an hour. In 1905, the secretary of state was empowered to register and license motor vehicles, which provided a uniform statewide registration system. The first vehicle license issued in San Diego was to Clyde Adair, for the operation of a Rambler. Amusingly, the 1905 *City Directory* listed his occupation as a machinist and the next year as an "automobile operator."

Due to the rarity of automobiles, especially in the West, few businesses catered specifically to the car at the turn of the century. Early on, cars were maintained and repaired either by a chauffeur in a private garage, or at a blacksmith, a carriage works, or other business catering to the horse and buggy trade. Few, if any, of these structures remain. By the 1920s, independent repair garages specifically serving the automobile had replaced earlier horse-based businesses. Buildings designed with the auto in mind started replacing older building forms. Gas stations, repair shops and auto dealerships--building types that didn't exist 20 years before--became increasingly common, especially along major arterial roadways.

As would be expected for such an early date, the 1888 Sanborn Fire Insurance Company maps do not reveal automobile related land uses in the East Village area. There were however a number of uses related to the maintenance and storage of horses and horse carriages. The majority of these uses were clustered in the two blocks bounded by Sixth and Eighth Streets and I and H Streets (now Island and Market respectively), a block east of the city's major commercial street. The two blocks housed five blacksmiths, two carpenters, three painters (two of which were described specifically as carriage painters), a trim shop, an upholstery shop, wagon parts storage, two buggy sheds, a carriage repository and two carriage warehouses. Interspersed throughout were liverys, corrals and feed yards. Significantly, the San Diego Electric Rapid Transit rail line ran on H Street, past the area. Additionally, the public horse auction market was located immediately south of the site. A number of lodging houses and hotels were located nearby including the American, Commercial and Garibaldi Hotels. Scattered throughout the remainder of the East Village, there were at least thirteen other businesses (either described as liverys, stables or corrals) identified as related to the care and maintenance of horses.

By 1906, the East Village district supported at least four automobile-related businesses including two automobile repair shops and two stores selling feed as well as fuel (Appendix A: Maps 10A & 10B, forthcoming). The area also supported five bicycle shops. The number of carriage and horse-related businesses within the East Village increased substantially from what was noted in 1888. The maps also depict the San Diego Truck Company and Pioneer Truck Company, the latter owned by Roscoe Hazard. Although not specifically listed as catering to the car, many of the carriage-related businesses, as well as the bicycle shops, probably offered automobile maintenance and repair in addition their normal services. As seen in 1888, horse and carriage-oriented concerns continued to cluster in the two blocks bounded by Sixth and Eighth Streets and I and H Streets; this was also the case for the bicycle and automobile businesses in 1906.

By the 1910s, the automobile was in general use throughout Southern California. For the year of 1913, the Automobile Club of Southern California listed 4,811 cars registered within the County or one automobile for every 16.5 persons. Automobile ownership only continued to increase as time progressed. Throughout the 1910s, Colonel Ed Fletcher pushed for a link between San Diego and the new national highway system, even donating the wood to build the plank-road through the sand dunes in Imperial County. A review of the 1920-1921 Sanborn Fire Insurance maps shows a significant increase in auto-related industry in the East Village (Appendix A: Maps 11A & 11B, forthcoming). The most predominant feature was the number of auto-storage buildings associated with single and multi family units. In 1906 no such building existed and by the 1920s there were at least 60, many capable of housing multiple vehicles. These outbuildings were scattered throughout the East Village in no discernable pattern and appear mostly to have been added to rear yards of existent buildings.

In terms of businesses serving motorists, garages, either for service and repair or for storage, were numerous. Easily identified by the numerous garage doors and warehouse-like massing, they were typically single story buildings constructed of inexpensive materials with limited ornamentation (much like a taxpayer block). A number of storage garages were developed in East Village many in the vicinity of luxury hotels north of Market Street. Garages such as J. McInyre's and the Elite (both holding a maximum of 50 cars) and the Maryland Hotel Garage (holding 90 cars) were all located near the Maryland Hotel. Other garages devoted to vehicle

storage were found scattered throughout East Village like White's Garage, J.W. Freidan's Garage, Boylan and Gulick, Tanley Garage as well as Broadway and American Garages. Garages dedicated to maintenance and repair were also found throughout the region.

A significant grouping of auto businesses, particularly showrooms, was located on the block bounded by 15th and 16th Streets, Broadway and E Street. Known as the McKnight Block for the original developer J. F. McKnight, the entire block was devoted to auto sales and service. Three major automobile brands were represented on the block including Cadillac, General Motors and Studebaker and White Trucks. Each of these maintained a sales floor and service department. Davis-Overland and Chevrolet were also located nearby. The surrounding blocks hosted many other businesses offering services to motorists, especially auto repair shops, auto painters, tire sales and battery sales and reconditioning. The location of these auto-oriented businesses along Broadway and 16th was not accidental. By the 1920s there had been a shift in the commercial retail and banking industries moving to Broadway from Fifth Street (now Avenue). What was originally the northern boundary of the business district was now at the heart. Broadway had developed into a major east-west corridor that connected downtown with the mesa top suburbs to the north and the east of Balboa Park. From Fifth Street east, parcels that once supported residential uses were replaced by commercial speculation. A once contiguous neighborhood was divided by commercial uses. This was also the case to the south where commercial and industrial buildings encroached on residential parcels.

As the area transitioned from residential to commercial, auto-related businesses, which needed large parcels, took advantage of the burgeoning arterial, the proximity to the central business district and lower land costs found in the East Village. As a result, a significant portion of San Diego's auto industry located in the area, particularly east of 10th Street. Other auto-related businesses devoted to more offensive uses such as junkyards, auto wrecking, trucking companies, blacksmithing and paint shops were located south of Market Street. While the automobile had become the dominant mode of individual transportation by 1920, a few businesses in East Village still catered to dwindling modes of horse-related transportation. Sanborn maps show ten horse-related businesses, all located south of Market Street, including liveries, carriage works, feed yards and hay storage areas. Even before the advent of zoning in San Diego in 1923, industry was separating itself into concentrated districts.

Throughout the 1920s, downtown retailers continued to dominate the metropolitan scene; however newer shopping districts were beginning to emerge along Fifth Avenue in Hillcrest, University and 30th in North Park and Adams Avenue in Normal Heights. These smaller districts took some of the strain off the mounting parking dilemma in the downtown; however, by 1928, traffic congestion in the central business district could no longer be ignored. In April, the City Council adopted a new traffic ordinance (Ordinance 11650), which defined the central traffic district (essentially an area surrounding the business district) and outlined specific traffic rules for the district. The most significant aspect of the ordinance was the regulation of parking within the central traffic district. Following the ordinance, parking was limited to one hour between 8:00 AM and 6:00 PM and to two hours in the area surrounding the district. The hope was to decrease congestion by encouraging parking space turnover by limiting the allowable time shoppers, who arrived predominantly by car, could park on the street.

At the same time the city's engineers were trying to figure out what to do with the cars already in the city, other agents were working to encourage more motorists to visit the Silver Gate. In April of 1928, the Automobile Club of Southern California, in coordination with the San Diego Chamber of Commerce and other organizations, sponsored a motorcade from San Diego to Memphis, Tennessee. Part of the good-roads movement, the motorcade traveled what was coined the "Broadway of America Highway," with the purpose promoting the development of a transcontinental highway system and to publicize the Pacific Coast as tourist destination accessible to the motorist. Many of San Diego's most prominent businessmen participated in the motorcade, including Colonel Fletcher, J. S. McKean (rear admiral of the 11th Naval District) and Harry C. Clark (mayor of San Diego from 1927 to 1931). Ford dealer Walter M. Casey even donated a new Tudor Ford sedan to the Chamber of Commerce for the trip.

The new ordinance regulating parking in the central traffic district had little result. Midway through 1929 the five-story Adair Garage opened at "A" and Seventh Streets, next to the Fox Theater. The 300-car capacity facility couldn't have opened at a worse time. As with the rest of the nation, the market crash of October 1929 had an enormous effect on the economy of San Diego. The rapid growth of the prior decade dropped significantly with the onset of the Depression. Business failure and unemployment was extensive. With tenants hard to find and rents dropping rapidly, property owners looked for a way to secure the maximum return with only modest improvements. The answer: scrape the existing building and replace it with a parking lot. The downturn in San Diego reached its lowest point in 1934 and by 1935, the economy started to turn around.

East Village, by 1956, had been completely transformed into a commercial and industrial landscape (Appendix A: Maps 12A & 12B, forthcoming). Only remnants remained of the area's residential past. It had also been changed into environment wholly subservient to the automobile. Maps reveal Broadway now completely lined with commercial structures. And most importantly, there was plenty of room for the auto in off-street surface parking lots. Most lots were located immediately adjacent to businesses, either to the rear or the side. This was the result of tactics used by property owners during the Depression, as well as enlarged demand brought on by increased automobile use among the expanding middle class. Parking lots were scattered throughout East Village in no apparent pattern. In most cases, whole parcels were cleared and covered with asphalt, replacing mostly housing. In total, more than ten city blocks were given over to parking by 1956. The design of buildings was also changed to accommodate the car. Buildings were pushed back from the street to leave as much room as possible between the road and the front door for parking. Large signs were added to draw customers who arrived solely by auto. Streamline forms, mimicking those of cars themselves, further added to the auto-centered landscape. Within the East Village Study Area, the E. Harris Grocery Store (1925), Todd's Market (1947) and the Davidson Furniture Store (1940) exhibit streamline design characteristics influenced by the automobile. These include long horizontal lines, window walls of plate glass protected by cantilevered horizontal canopies, and blade or fin signs oriented toward the motorist.

The node of automobile dealerships noted earlier at Broadway and 16th Street was expanded to include most parcels fronting Broadway from 16th to 12th Avenue. There were at least fourteen businesses selling cars, including Chevrolet and Ford, as well as a number of used car

dealerships. Most of the new dealers along the strip employed an updated design in dealerships; service bays, parts storage and office space were kept to the rear of the lot, leaving the frontage free for cars to be shown in a lot that lined the street.

Other patterns previously noted had changed by the 1950s. While in the 1920s maintenance and repair garages were found throughout East Village, by 1956 most were located near the Broadway auto-strip. The number of gas and service stations increased to at least 20. While Broadway had become the principal commercial thoroughfare, Market Street emerged as a major industrial arterial. With the City's industrial sector expanding south of the Market, the roadway became the boundary between the commercial area to the north and the industrial uses to the south. In 1956, the road supported a carhop restaurant, five tire shops and no less than nine gas stations. Businesses devoted to more offensive uses, such as junkyards, auto wrecking, trucking companies and paint shops, continued to locate south of Market Street.

a) *Property Type: Automobile Showrooms*

Early showrooms were basic affairs, often simply a corner in a hardware store. As the auto increased in popularity, changes were made in the way they were merchandised. By the 1920s, architects were being hired to create buildings specifically designed for the requirements of retail auto sales. Most buildings consisted of two or more levels housing the company's sales floor, inventory and service areas. Architectural styling and ornamentation was concentrated on the showroom portion, particularly around formal entrances. Large expanses of plate glass windows were the dominant feature of the primary façade. High ceilings, waiting rooms and decorative floors distinguished interior showroom spaces. The interiors of the services areas were characterized by bare concrete floors, exposed walls and roof trusses and skylights.

The J.F. McKnight Block is a good representative example of an early auto showroom. The building featured a showroom fronting Broadway with a service department, accessed via 16th Street, located behind the sales floor. Designed by the San Diego architect Eugene M. Hoffmann for Studebaker and White Trucks, the building featured a stucco façade with large plate glass windows along the Broadway and 16th Street. These elevations allowed passersby to view cars in the most up-to-date showroom. A cantilevered marquee highlighted the entrance. Above this, the second floor sported three bays of multi-light windows. Ornamentation was modest with a simplified geometric Mission Revival parapet and decorative tile work bands.

A few blocks west of the McKnight Block is a later Streamline Modern version of the auto showroom. Walter D. Teague, the noted industrial designer responsible for the Ford Building in Balboa Park, as well as the famous porcelain-enameled metal-clad Texaco box gas stations, is believed to have designed this building. Located on the corner of Broadway and 12th Avenue, suburbanites returning home from the central business district were offered views of the newest Ford models through the glass expanses of the corner rotunda. The building's surface was covered in smooth stucco and cool black tile. Large display windows on Broadway continued around the corner onto the 12th Street façade. The entry on 12th Avenue seemed to float within the black vitrolite glass. The ribbon windows of the second story were accentuated with flow-lines suggesting motion. The northern portion on of the 12th Avenue façade housed the service department.

b) *Property Type: Automobile Garages*

Early on, gasoline, routine maintenance and major repair, as well as sales, occurred in a variety of buildings. Blacksmiths, livery stables and carriage works typically provided repairs for motorists. Gas was sold through hardware stores and feed suppliers. Independent garages offering service became common in the 1920s. These buildings were very simple affairs, often little more than a shell to protect the mechanics and vehicles from the elements. Typically single story buildings, they were constructed of inexpensive materials and had limited ornamentation. They are easily identified by the numerous garage doors and warehouse-like massing. Most had unfinished interiors exemplified by concrete floors, exposed interior walls and roof trusses. Most had electric lights to supplement skylights; however they usually didn't have power or heat. Exteriors were simple: decoration was limited to little more than a parapet to hide the gable roof. Most of the garages in East Village maintained a simple Mission Revival style, which was easily accomplished through the application of a curved or stepped parapet, a coat of stucco, and decorative tiling. The J.O. Hosman/ Marriott and Drummond Garage (c. 1920), the Tenth Street Garage (c. 1925-1926), the Kidd & Krone Auto Painter Building (1925) and the H.J. Goodman Garage (c. 1925) are all good representative examples of this trend.

Within the East Village survey area, six properties related to automobile sales, service or storage are being brought before the Board; however only five are noted as potentially eligible for designation. The sixth property (Federal Motor Truck Company) has had significant alterations, compromising its integrity and is therefore recommended for Note and File. Potentially significant properties include three auto showrooms (J. F. McKnight Cadillac & Studebaker, G. M. Truck Sales & Service and the Ford Motor Building) and two garages (Maryland Hotel Garage and the Southern California Telephone Company Garage). Other properties discussed in this context statement have either been cleared by staff due to severely compromised integrity, or are part of the Warehouse Thematic District and will be brought to the HRB shortly.

In conclusion, although auto-related properties were once widespread, relatively few remain. Many have been demolished to make way for new development while others suffer from years of neglect. The two remaining showrooms demonstrate both an early example (McKnight Block) and a mature form (City Ford) of the indoor auto dealerships. This property type offers insight into the introduction of what was a new mode of transportation in the early Twentieth Century. It also serves as evidence of the important role retail automobile sales businesses played in the economic development of San Diego. Independent garages supplied the maintenance and repair needs of motorists and represent a new business type that grew out of the introduction of the automobile. Both property types are significant in revealing the increasing importance of the automobile as America's favored method of private transportation from 1900 to 1956. Those remaining auto-related buildings are the remnants of a commercial landscape reflective of the City of San Diego in the first decades of the Twentieth Century and are worthy of designation under HRB Criterion A.

TABLE 4. East Village Combined Historical Surveys 2005
Staff Recommendation

Form No.	Survey	Street No.	Street Name	APN	Lia Rec.	Staff Rec.	HRB Criteria	Building Name	Architectural Style	Date	Architect or Builder	Comments
1	East Village	1531-1541	Broadway	5343520400	7	5S2	A, C, D	J.F. McKnight Cadillac & Studebaker	Utilitarian	1918	Eugene Hoffman (Architect)	Auto-related resource; windows boarded
2	East Village	1640	Broadway	5342240400	5S1	5S2	A, C	St. Anthony Apartment Hotel	High Style Italian Renaissance	1912	Carter Construction Company (Builder)	East Village residential cultural landscape; windows replaced
3	Core	109-113	C Street	5335161000	5S2	5S2	C	College Inn	Art Deco (Taxpayer)	c. 1928	Unknown	Taxpayer; conversion to restaurant meets Secretary of the Interior's Standards for Rehabilitation
4	East Village	1317	C Street	5342050200	5S1	5S2	A, C	R.S. Smith Residence	Pyramidal Folk National	1887	R.S. Smith (Builder)	East Village residential cultural landscape
5	East Village	1321	C Street	5342050200	5S1	5S2	A, C	1321 C Street	Folk Victorian	c. 1887	Unknown	East Village residential cultural landscape
6	East Village	1333	C Street	5342050300	5S1	5S2	A, C	Porter Long House	Folk Victorian	1894	Unknown	East Village residential cultural landscape
7	East Village	1343-1345	C Street	5342051200	6Z	6Z	Note & File	S.R. Williams House	Victorian/ Enframed Window Wall	c. 1887/ pre-1921	Unknown	First floor modifications on both buildings; 1345 stuccoed
8	East Village	1425 - 1431	C Street	5342040600	5S1	5S2	A, B, C	1425 C Street	Prairie	1908	C.J. Jones (Builder)	East Village residential cultural landscape; associated with William E. Smythe
9	East Village	901-923	E Street	5343360100	7	5S2	C	Bidwell Block	One Part Commercial Block (Taxpayer)	1927	Unknown	Taxpayer
10	East Village	1035	E Street	5343350900	5S1	6Z	Note & File	Custer Apartments	Italianate vernacular	1886	L.D. Burbeck (Architect/ Builder)	Building significantly modified on three sides
11	East Village	1045	E Street	5343350900	5S1	5S2	A, C	Carper Apartments	Italian Renaissance vernacular	1913	L.D. Burbeck (Architect/ Builder)	East Village residential cultural landscape; balcony rebuilt per code
12	East Village	1327 & 1329 - 1335	E Street	5343451000	7	(1327) 6Z/ (1329 - 1335) 3S	A, C	Menke Residence	Italian Renaissance Revival	c. 1915	Unknown	East Village residential cultural landscape
13	East Village	1401	E Street	5343440100	6Z	5S2	C	United States Naval Reserve Headquarters	One Part Commercial Block (Taxpayer)	1923	Unknown	Taxpayer; first floor modifications
14	Over 45	1508-1544/ 934-940	E Street/ 16th Street	5343520200/ 5343520300	6Z/ 6Z	5S2/ 5S2	A, C	GM Truck Sales & Service	Spanish Eclectic	1906 - 1921	Unknown	Auto-related resource; windows boarded
15	East Village	612-650	F Street	5343260300	3S	3S	C, D	The Maryland Hotel	Brick Commercial with Italian Renaissance Revival Elements	1914	Hebbard & Allen (Architects) W.E. Kier (Builder)	First floor modifications; building undergoing rehabilitation per Secretary of the Interior's Standards
16	East Village	741	F Street	5351021000	7	3S	A, C	Maryland Hotel Garage	One Part Commercial Block (Taxpayer)	1907 - 1909	The Haverty Co. & F.O. Engstrum Co. (Builder)	Auto-related resource
17	East Village	801-821	F Street	5351030100	7	5S2	C	Rossi Business Block	One Part Commercial Block (Taxpayer)	1924	Unknown	Taxpayer
18	East Village	1111	F Street	5351330100	6Z	6Z	Note & File	Hotel Yale	Commercial Block Lodging House with Spanish Eclectic influence	1927	Consaul Construction (Builder)	Extensive alterations when converted to lofts; does not meet Secretary of the Interior's Standards for Rehabilitation
19	East Village	1328-1344	F Street	5343451200	7	3S	C	Mission Public Market	Two Part Commercial Block (Taxpayer)	1925	Unknown	Taxpayer; first floor modified
20	East Village	1451-1453	F Street	5351710100	6Z	6Z	Note & File	1451 - 1453 F Street	False Front Italian vernacular	1889 - 1890	Unknown	Undistinguished architecture
21	East Village	1455	F Street	5351710900	6Z	5S2	A, C	Judson Property	Folk Victorian vernacular	c. 1900	Unknown	East Village residential cultural landscape
22	East Village	1610-1620	F Street	5343601200	5S1	5S2	A, C	Kreiss/ Wilcox Residence	Vernacular Hipped Roof Free Classic Queen Anne Victorian	1906	Unknown	East Village residential cultural landscape