

**Greater North Park Community Plan Area
Draft Historic Context Statement**



Historic Resources Group
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INTRODUCTION

Purpose

The following is a historic context statement for the Great North Park Community Plan Area (“North Park”). A historic context statement analyzes the historical development of a community according to guidelines written by the National Park Service and specified in *National Register Bulletin 16*. It contains information about historical trends and properties, organized by important themes during particular periods of development. A historic context statement is linked with tangible built resources through the concept of *property type*: a grouping of individual properties based on shared physical or associative characteristics. Because historic contexts are organized by theme, place, and time, they link historic properties to important historic trends, thereby providing a framework for understanding the potential significance of a property.¹

The purpose of the North Park historic context statement is to assist in the identification, evaluation, and preservation of significant historic buildings and districts that are important within the context of the development of North Park as well as the larger San Diego region. A historic context statement is not a comprehensive history of an area. Rather, it is intended to highlight broad historical trends that help to explain why the built environment evolved in the way that it did. It should be noted that some of the trends identified in North Park are discussed within the larger context of the San Diego region. These are often relevant as they reflect parallel trends that can be seen in North Park during the same period.

The historic context narrative is organized into chronological periods of development. Within each period, significant themes are identified and discussed. Following the narrative, there is a section which identifies relevant property types and establishes registration requirements, including integrity thresholds. Finally, architectural styles represented among North Park’s historic resources are described and illustrated.

General Description of the Survey Area

San Diego is a city of residential districts, business centers and suburban communities. The geography consists of seashore, canyons and mesas. The climate and its natural harbor are the city’s best natural amenities, attracting waves of human settlement from Native Americans to Spanish explorers in the 1500s to speculators, merchants and prospective residents from the East Coast in the 1800s. By the twentieth century, real estate, tourism, the United States Navy, and the fishing and aircraft industries were major contributors to the economy of San Diego.

North Park is located on a mesa, a high plateau with an overall flat top, punctuated by hills and numerous canyons. The sloping sides of the mesa define the north, east and south boundaries of North Park, while Balboa Park further defines the western boundary. North Park was first connected to the city center by the electric streetcar in 1890. This affordable, convenient mode of

¹ *National Register Bulletin 16A. How to Complete the National Register Form*. Washington D.C.: National Park Service, U.S. Department of the Interior, 1997. (4)

transportation, in combination with the city's substantial growth and installation of supporting utilities within the community, prompted the subdivision of land in the early twentieth century.

The North Park community is almost exclusively residential, with commercial centers located along major transportation corridors. Although the built environment in North Park represents all its periods of development, the majority of development in the area appears to have taken place between the 1920s and the early 1940s. Because North Park has so many resources from a fairly narrow development period, intact groupings of residential architecture that form cohesive districts stand out from other residential development in the area.

The Greater North Park Community Plan Area is composed of several historic neighborhoods, including the original North Park neighborhood, portions of University Heights, and Valle Vista, among others. This historic context statement considers the entirety of the Greater North Park Community Plan Area.

SAN DIEGO AND THE SPANISH, MEXICAN, and EARLY AMERICAN PERIODS²

Spanish Exploration and Settlement: 1542-1822

Juan Rodríguez Cabrillo was the first European to discover California by sea. He led the first European expedition to explore what is now the west coast of the United States, hoping to find the wealthy cities, known collectively as Cibola, believed to be somewhere on the Pacific coast beyond New Spain, as well as a route connecting the North Pacific to the North Atlantic. Cabrillo entered the bay of San Diego on September 28, 1542.

Sixty years later, Sebastian Vizcaino followed Cabrillo's path up the coast and renamed the places discovered and identified by Cabrillo. Vizcaino gave San Diego the name it bears today. He described San Diego in his journal as "a port which must be the best to be found in all the South Sea (the Pacific)...protected on all sides and having a good anchorage."³

No ship entered San Diego Bay for more than a century and a half. Not until Spain's absentee ownership of California, established by right of discovery, was challenged in the mid-eighteenth century, did settlement ensue. In 1768, the Mexico's Inspector General Jose de Galvez organized five expeditions to settle California. Don Gaspar de Portola, the newly appointed governor of Baja California, volunteered to lead the effort. On April 29, 1769, he sailed into San Diego Bay. One of two land expeditions was led by Portolá and included Father Junipero Serra. They arrived on June 27, 1769 and headquartered near what is now the Old Town area, thereby choosing the site of San Diego.

On July 16, 1796, Father Serra, after a solemn mass, dedicated the first mission in California. In the same ceremony he dedicated the first Presidio, or military settlement, whose walls were to surround and protect the mission. Both were named San Diego, in honor of the saint for whom Vizcaino had named the port. Earthworks for defense and huts for shelter were soon built to create the first foothold of European civilization in California on Presidio Hill.

The mission failed to prosper because of a lack of tillable land near the Presidio. It was relocated in 1774 to its present site further up the valley. It soon boasted flourishing vineyards, orchards, and herds of cattle, horses, and sheep. In 1810, the Mexican war of independence from Spain began in central Mexico. As a result, California became a Mexican dependency instead of a province of Spain. This ushered California into a new era, with the influence of the mission system waning, replaced by a focus on secular agricultural settlement.

² As there are no extant built resources from the Spanish or Mexican Periods in North Park, themes and property types were not defined for these periods. The information here is provided as a foundation for understanding the subsequent chronological periods and their associated themes.

³ Mills, James R. *San Diego: Where California Began*. <https://www.sandiegohistory.org/books/wcb/wcb.htm>. Accessed December 2009.

Mexican Period: 1822-1846

Mexico won its independence from Spain in 1821, thereby placing San Diego under Mexican rule. In San Diego several significant advancements occurred during the Mexican period, including the secularization of the missions, the development of the rancho system, the growth of the town outside the Presidio walls, and the granting of pueblo status. Settlers began to move down the hill from the Presidio to construct homes around 1824. This area became known as Old Town after the center of town shifted to present downtown San Diego. By 1829, San Diego was a collection of thirty houses.

The town of San Diego prospered in the 1830s. Port revenues increased as a result of the development of the hide trade. In 1834, San Diego began its period of civil, rather than military, rule. Also during this period, the California missions were secularized, and many families applied for land grants on former Mission lands. Soon private ranchos took the place of mission farm and grazing lands. Thirty-two land grants were made in San Diego County. The land grants were held without real title which would pose a problem when California was granted statehood. The population of the San Diego district began to grow once more. By 1845, there were approximately 350 Anglos, native-born and foreign, in the area of San Diego. There were approximately forty houses in the town.

On May 13, 1846, the United States declared war on Mexico and invaded from the east, reaching San Diego later that year. In November, Commodore Robert Stockton arrived to assure American control of the region and posted a garrison on the hill near the old Presidio, assigning the site the name of Fort Stockton.

American Period: 1846-Present

On February 2, 1848, the Treaty of Guadalupe Hidalgo was signed, ending the war between Mexico and the United States. California was admitted to the Union on September 9, 1850. By this time, population of San Diego was 650.

New arrivals in San Diego helped transform the Mexican community into a growing commercial center. The 1850s brought the first hope of a transcontinental railroad reaching the Pacific. The San Diego & Gila, Southern Pacific & Atlantic Railroad Company was organized by Old Town merchants to build a rail line from San Diego to Yuma. The outbreak of the Civil War ended any hope for a transcontinental railroad that would reach San Diego. As a result, the city continued to rely heavily on ships for transportation and communication.

New San Diego: Expansion of the City

Alonzo Erastus Horton, who would successfully elevate San Diego's status as a city, arrived from San Francisco in 1867. Although to that point, San Diegans placed little value on the harbor area, Horton acquired 800 acres of pueblo lands about two miles south of Old Town and adjacent to the bay of San Diego. This land became known as New San Diego. Horton added to his

holdings with a 160-acre parcel of land known as the Horton's Addition. This area encompasses portions of downtown San Diego and the Uptown Community Planning Area.

Horton was a tireless promoter who envisioned the metropolis that San Diego could one day become. He orchestrated the creation of the current downtown by relocating official city and country records, the city's first bank, and primary newspaper into new headquarters. Old Town was thus supplanted by this new city center promoted by Horton. In 1873, Old Town's largest hotel and several other buildings were destroyed by fire and it never recovered its former prominence.

City Park: A Pivotal Amenity

In 1868, San Diego became the first city west of the Mississippi River to set aside land for an urban park. The *San Diego Union* wrote that in order to ameliorate health and morale problems in an industrializing, urbanizing era, "every considerable city in Europe and the United States...has its vast tract of land reserved and beautified as a park."⁴ The City set aside 1,400 acres, or nine tracts of pueblo land, for protection as a public park. The land became known as City Park (now Balboa Park). Between 1872 and 1881, few improvements were made in City Park. The canyons and mesas were covered by dense chaparral and after winter rains the arid land bloomed in large patches of yellow, white and blue with the many small flowers of wild adenostema, sage brush, Spanish violets, shooting stars, mimulas and white popcorn.

Beginning in the early 1890s, San Diegans proposed projects for the large reserve, including funding for park beautification and a bond issue to create dams, lakes and boulevards. Civic leader Kate Sessions leased thirty-six acres in the northwest corner of City Park for a nursery, agreeing to plant one hundred trees each year in the park.⁵ City Park advocates convinced the local citizenry that a large, well-designed public park could improve not only the health and spirits of all classes of city residents, but also could boost local tourism and economic growth. City Park champions prized a large park for providing quietude, chances to reflect, romance, vast views of distant scenery and close observation of colorful, native wildflowers.⁶

One of the park's essential benefactors was George Marston, who was interested in park development and urban planning. Ultimately, he made his greatest contributions to San Diego in these two areas. Marston led a group of citizens to keep City Park out of the hands of land speculators and developers. In 1902, Marston began to develop a plan with one of the United States' most prominent landscape designers, Samuel Parsons, Jr., many aspects of which were implemented between 1902 and 1910. In 1910, the park site was selected as the site of the 1915 Panama-California Exposition.⁷ Marston served as chairman of the Building and Grounds Committee for the Exposition. This Exposition would ultimately transform the architecture of

⁴ "Our Public Park," *San Diego Union*, November 4, 1869.

⁵ City of San Diego, "Balboa Park History: San Diego's Urban Jewel."

⁶ Montes, Gregory E. "San Diego's City Park, 1868-1902: An Early Debate on Environment and Profit." *Journal of San Diego History*, vol. 23, no. 2, 1977.

⁷ *San Diego Modernism Historic Context Statement*. Prepared by the City of San Diego Planning Department, October 17, 2007.

San Diego, and would dramatically increase the prominence and desirability of the neighborhoods immediately surrounding the park.

Development of First-Ring Suburbs & Infrastructure

The railroad connection that linked San Diego with the East via the Atlantic & Pacific and Atchison, Topeka & Santa Fe was completed in 1885. It was the coming of this railroad which initiated San Diego's real estate boom of the 1880s. The resulting national railroad rate war started the westward land rush. By 1887, San Diego's population had spiked to 40,000. The areas of Golden Hill, Uptown, Banker's Hill and Sherman Heights, located on hills immediately adjacent to downtown, were developed during this period. Golden Hill was one of the first exclusive residential districts with wide streets and large lots with deep setbacks. For a time it was the most highly improved area of San Diego.⁸ These and other first-ring suburbs located on the periphery of downtown became San Diego's first streetcar suburbs.

In order to accommodate the growing population, the city required an improved public transportation system. In 1886, the city's first transit system was organized by the San Diego Street Car Company. Horse-drawn streetcars operated over a two-mile track on Broadway in downtown.⁹ Other streetcar lines were created by land developers seeking to connect their real estate to downtown. In 1892, the San Diego Street Car Company was acquired by A.B. Spreckels, who incorporated the line as the San Diego Electric Railway Company. Along with improvements in transportation, this period saw the creation of significant infrastructure, including the addition of public utilities -- gas, electricity, and telephone -- as well as street paving, sewer systems, and the electrification of the streetcars.¹⁰ The formation of public transportation and infrastructural systems was critical to the development of new suburbs surrounding downtown and City Park, including North Park.

Another important factor in the development of this area was the establishment of the San Diego State Normal School at El Cajon and Park Boulevards. Completed in 1890, the campus "served as the anchor of neighborhood development and land subdivision efforts in San Diego including the University Heights and Normal Heights subdivisions; both of which were developed as first-ring suburbs accessible from streetcar lines."¹¹

This period also saw steady economic growth that resulted in land investment and speculation frenzy throughout the county that created thirty new real estate tracts by 1888. New tracts in

⁸ The Golden Hill area first declined after 1915 when more distant areas became accessible by automobile. It declined again in the 1930s and 1940s when housing values dropped and left Golden Hill an ethnically-mixed area. Many of the Victorian-era houses have been restored. The area has survived boom and bust and become one of San Diego's most fashionable addresses.

⁹ In 1892, the entire San Diego Street Car Company passed into the hands of A.B. Spreckels. This purchase included all the electric tracks and the older lines in the city. To operate his lines, Spreckels immediately incorporated the San Diego Electric Railway Company. All the lines were transformed into electric power later that year.

¹⁰ *San Diego Modernism Historic Context Statement*.

¹¹ Becker, Wendy L. Tinsley. "San Diego Normal School / San Diego City Schools Historic Education Complex, State of California Department of Parks and Recreation 523 Forms." Urbana Preservation & Planning, December 2008.

North Park included University Heights, located roughly two miles outside of the downtown core and accessed by new streetcar lines running along Park Boulevard. Ultimately, North Park would be subdivided in a manner similar to those of the communities of Uptown and Golden Hill.

HISTORIC CONTEXT

A. EARLY SETTLEMENT OF GREATER NORTH PARK: 1893-1906¹²

Following the land boom of the early 1880s was an economic collapse in 1888. One of the earliest suburban communities to develop as San Diego recovered was North Park. Initially North Park developed as an agricultural community, with individual families settling in the area to cultivate the land. The introduction of water to the northeastern section of the city spurred the development of a small citrus industry in the years before the turn of the century. Water for farming was pumped up from the San Diego River in Mission Valley and ran down El Cajon Avenue¹³ in an open wooden trough to be collected by the residents in barrels. A drought in 1905 halted agricultural development, and changed the character of North Park. Resources from this early period are rare and settlement patterns shifted following the drought when developers started subdividing large tracts of land for residential and commercial development.

Theme: Early Settlement of North Park as an Agricultural Community

There are several families who settled in North Park during this period who would have a great impact on the area's development and built environment. The first of these was the Hartley family. James Monroe Hartley had a family homestead in Dehesa in the backcountry of San Diego County. In 1893, he purchased forty acres in Park Villas Addition at what was then the northeastern edge of the city.¹⁴ With a background in farming, Hartley planted a lemon orchard and named it Hartley's North Park due to its location north of and adjacent to City Park. In 1896, the Hartleys moved to a six-room house at their lemon orchard in at University Avenue and 31st Street. Because there was only one main water line to the area, water had to be hauled in barrels to irrigate the orchard. Citrus production on a dry mesa was difficult at best. Eventually, Hartley's son George took over the management of the lemon grove, which included the production and distribution of citrus.

During this same decade, several other families established residences in North Park. These included the Stiles family, who came to North Park in 1895 and cultivated orchards near present-day University Avenue and 32nd Street.¹⁵ Swiss immigrant Siegfried Michel purchased a home site on Alabama Street near University Avenue. August Storme, a naturalized citizen from Belgium, cultivated a citrus orchard on property near Polk and 30th streets. Jacob Lenz, a

¹² North Park is fortunate to have access to a substantial body of research about the community, as compiled in the Donald Covington book, *North Park: A San Diego Urban Village, 1896-1946*. This volume contains an exhaustive amount of primary research which has contributed substantially to an understanding of the role of North Park within the larger context of San Diego history. This research has been used extensively in the development of this historic context.

¹³ What is now El Cajon Boulevard was referred to as El Cajon Avenue until 1937.

¹⁴ Covington, Donald. *North Park: A San Diego Urban Village, 1896-1946*. San Diego: North Park Community Association, 2007. (11) The tract was bordered by University Avenue on the north, Dwight Street on the south, 32nd Street on the east, and Ray Street on the west.

¹⁵ Covington, *North Park*. (15)

German photographer, moved to the northeast corner of 30th and Myrtle Streets in 1896 and operated an art studio in downtown San Diego. Amos Richardson established a citrus ranch; the Richardson house still stands at 3425 31st Street, adjacent to the southern boundary of the original Hartley lemon grove.¹⁶ Two additional families arrived in 1899 and also planted citrus orchards: Thomas Works established his home and ranch near Adams Avenue and Idaho Street; John M. Highett came from Australia and purchased twenty acres in the vicinity of Landis and 32nd Streets on the eastern border of the Hartley property.¹⁷

By 1900, there were seven land owners and fifty-five residents between the City limits at Boundary Street on the east and Florida Canyon on the west, Adams Avenue on the north, and Switzer Canyon on the south, according to Federal Census records.¹⁸

A severe drought of 1903-1904 intensified the area's irrigation problems and decimated the citrus groves. James Hartley died in 1904 and the family decided to give up the orchard business. However, the family kept the land, which would later become the heart of North Park's commercial district. By 1905, most of the groves were gone and many of the other pioneer families had either moved on or found other sources of income. At the same time, the City continued to make improvements to the infrastructure in the area. These improvements, in conjunction with the decline of the citrus industry, resulted in the subdivision of the agricultural lands for residential development.

¹⁶ This building has been substantially altered.

¹⁷ Covington, North Park, (16)

¹⁸ Covington, North Park, (15)

C. DEVELOPMENT OF NORTH PARK: 1907-1929

The population of San Diego rose dramatically in the first decades of the twentieth century. The city saw an influx of primarily working and middle-class residents during this period, largely attributable to two events: the arrival of the United States Navy in San Diego, and the growth of tourism following the 1915 Panama-California Exposition. The growing presence of the Navy brought increasing numbers of military personnel and their families to San Diego. At the same time, San Diego experienced measurable increase in tourism. The 1915 Exposition brought over four million tourists to the city and extolled “the area’s climate, agricultural and water-borne resources.”¹⁹ Many of the Exposition visitors returned to San Diego to live, work, invest and retire.

The development of North Park during this period was influenced by the completion of the streetcar lines, which ran along Park Boulevard, Adams Avenue, University Avenue, and 30th Street. As the population of San Diego doubled from 1910 to 1920 (from 39,500 to 75,000), most of the new growth occurred in this area east of downtown.²⁰ According to the *San Diego Union*, in 1924 North Park was considered the fastest growing district in San Diego.²¹ Housing was constructed in the neighborhoods surrounding University Avenue and the Adams Avenue trolley line. Residential and commercial areas that were in tracts that had been subdivided previously began to be developed rapidly in order to accommodate the area’s growing population. Civic and institutional development in North Park was also prevalent during this period, as it grew from an agricultural area into a suburban community, influenced first by the development of the streetcar system, and later by the prevalence of the automobile.

Theme: Early Residential Development in North Park

Streetcar Development

North Park, as a residential neighborhood, was envisioned as a streetcar suburb. The electric streetcar was to provide convenient and affordable transportation between the city and new residential subdivisions, where the price of land was often less expensive than in the city center. Streetcar expansion in San Diego began in 1881 and made its way to the northwest corner of present day North Park in 1890 and into the heart of the community in 1907. The expansion of the streetcar had a tremendous impact on the development of North Park.

Early real estate subdivisions closely followed the routes of the streetcar lines, and were generally located within short walking distance from the established routes. Although some homes were built directly along the trolley line, most were constructed a block away in

¹⁹ Gensler. *North Park Historical Survey*. San Diego: City of San Diego Planning Department, March 2004. (4-2)

²⁰ O’Connor-Ruth, Anne V. “Mercantile to McDonald’s: Commercial Strips in San Diego,” *Journal of San Diego History*, Vol. 38, No. 3, 1992.

²¹ Moomjian, Scott A. “Historical Assessment of the Joseph E. McFadden West End Residence.” San Diego: City of San Diego, December 2006. (2)

exclusively residential areas.²² The adjacent subdivisions perpetuated the street grid already established in older parts of the city, which in turn influenced the subdivision of individual parcels. The streetcar lines also delineated zones for commercial and residential development, as the majority of commercial lots were located directly adjacent to the lines. The first subdivisions were platted along the streetcar lines and subsequent development paralleled the expansion of the streetcar lines.²³ An example is Hartley's North Park, which was developed and advertised for its proximity to the streetcar lines.

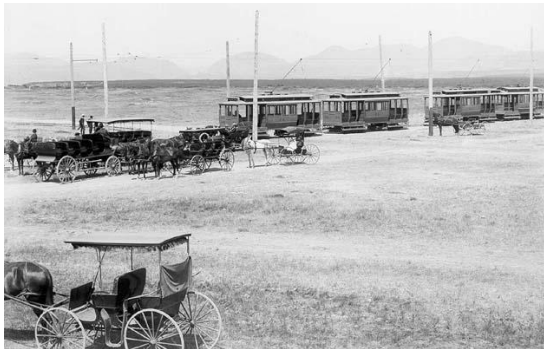


Figure 1: Opening Day of the Adams Avenue Line, 1907. Source: *Journal of San Diego History*.

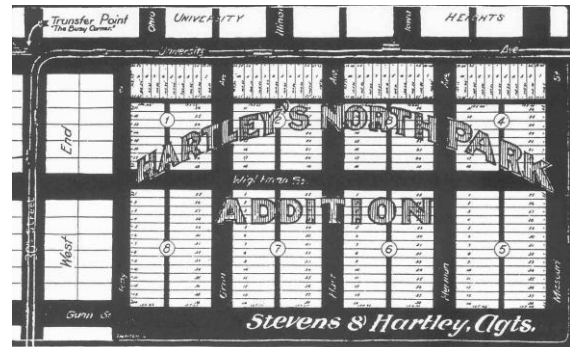


Figure 2: Hartley's North Park tract advertisement, 1912. Source: *North Park Historical Society*.

There were four streetcar lines into North Park (see Figure 5):

Park Boulevard – The Park Boulevard Line was the first streetcar line to reach North Park, in 1890. The line extended northward through Balboa Park on Park Boulevard to Adams Avenue. Its terminus overlooked Mission Valley, creating a destination spot for streetcar riders. At first, this area contained a pavilion known as The Bluffs, which was soon expanded into a recreational area known as Mission Cliff Gardens and Bentley's Ostrich Farm. This stop also provided access to the San Diego State Normal School at El Cajon and Park Boulevards. Commercial development at the intersection of Park Boulevard and Adams Avenue soon followed to support the influx of visitors. This area was also home to some of North Park's earliest residential development.

Adams Avenue – The Adams Avenue Line, completed in 1907, was the first electric streetcar in North Park. The stated purpose of the line was “to open up a new residential district to be known as Normal Heights.”²⁴ The line ran along the northern edge of North Park extending eastward from Mission Cliff Gardens. An electrical substation and a trolley barn were constructed to accompany the Adams Avenue Line. The Adams Avenue Trolley Barn was constructed in 1913, and was located at 1924 Adams Avenue. The trolley barn stored trolley cars and housed a series of switches that controlled the

²² O'Connor-Ruth.

²³ *North Park Historical Survey*, 2004. (4-3)

²⁴ Covington, *North Park*. (22)

trolleys entering and exiting Florida Street.²⁵ It was in operation until 1949 when the electric streetcar system was abandoned; it was demolished in 1979.²⁶

University Avenue – The University Avenue Line, begun in 1907 following the completion of the Georgia Street Bridge, extended eastward on University Avenue to 30th Street. This line went under the Georgia Street Bridge, a small wooden bridge that allowed street and pedestrian traffic to cross over the newly-excavated University Avenue Grade Separation Cut. The cut went through the ridge which paralleled the east side of Park Boulevard and allowed University Avenue to continue out to the communities of East San Diego, thereby opening-up a whole new area to development. The line was double-tracked in 1911 in response to the heavy demand generated by population growth. The expansion of the streetcar led to additional development in North Park. Due to increased traffic along the University Avenue corridor, the street was widened in 1914 and the original Georgia Street Bridge was replaced with the existing concrete structure.²⁷

30th Street – The 30th Street Line ran northward on 30th Street, terminating at University Avenue in North Park. The line initially terminated at Cedar Street in South Park in 1906 before being extended northward. The construction of a wooden trestle spanning Switzer Canyon enabled the line to extend north along 30th Street to Juniper Street in 1909 and to University Avenue in 1912.

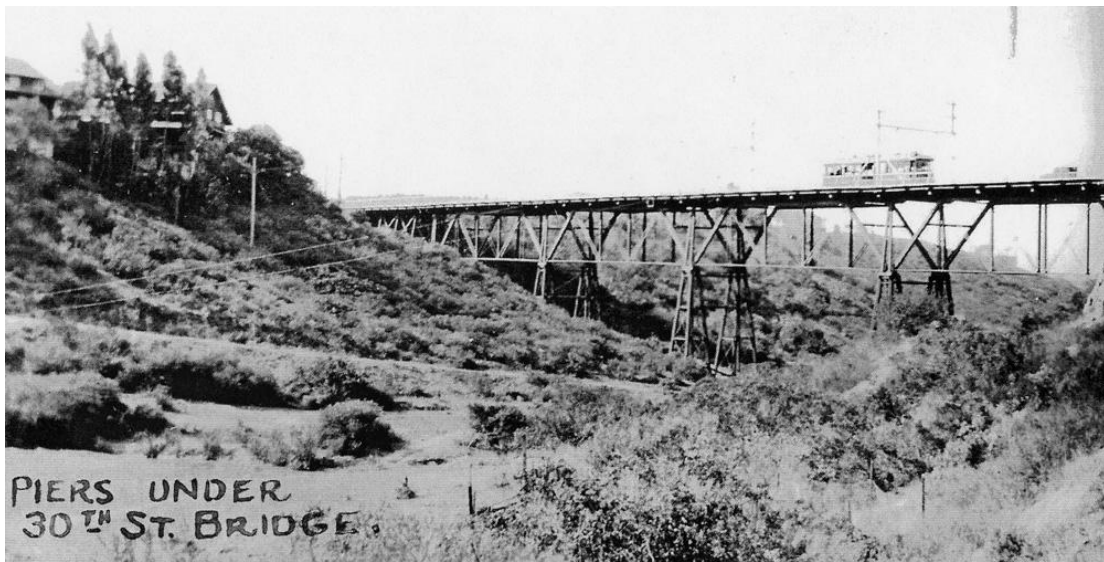


Figure 3: Georgia Street Bridge, c. 1929. Source: San Diego Historical Society.

²⁵ *North Park Historical Survey*, 2004. (4-4, 4-5)

²⁶ The site of the former trolley barn is now Old Trolley Barn Park.

²⁷ Today the Georgia Street Bridge serves as symbolic gateway between the communities of Uptown and North Park. It was listed in the National Register of Historic Places in 1999.

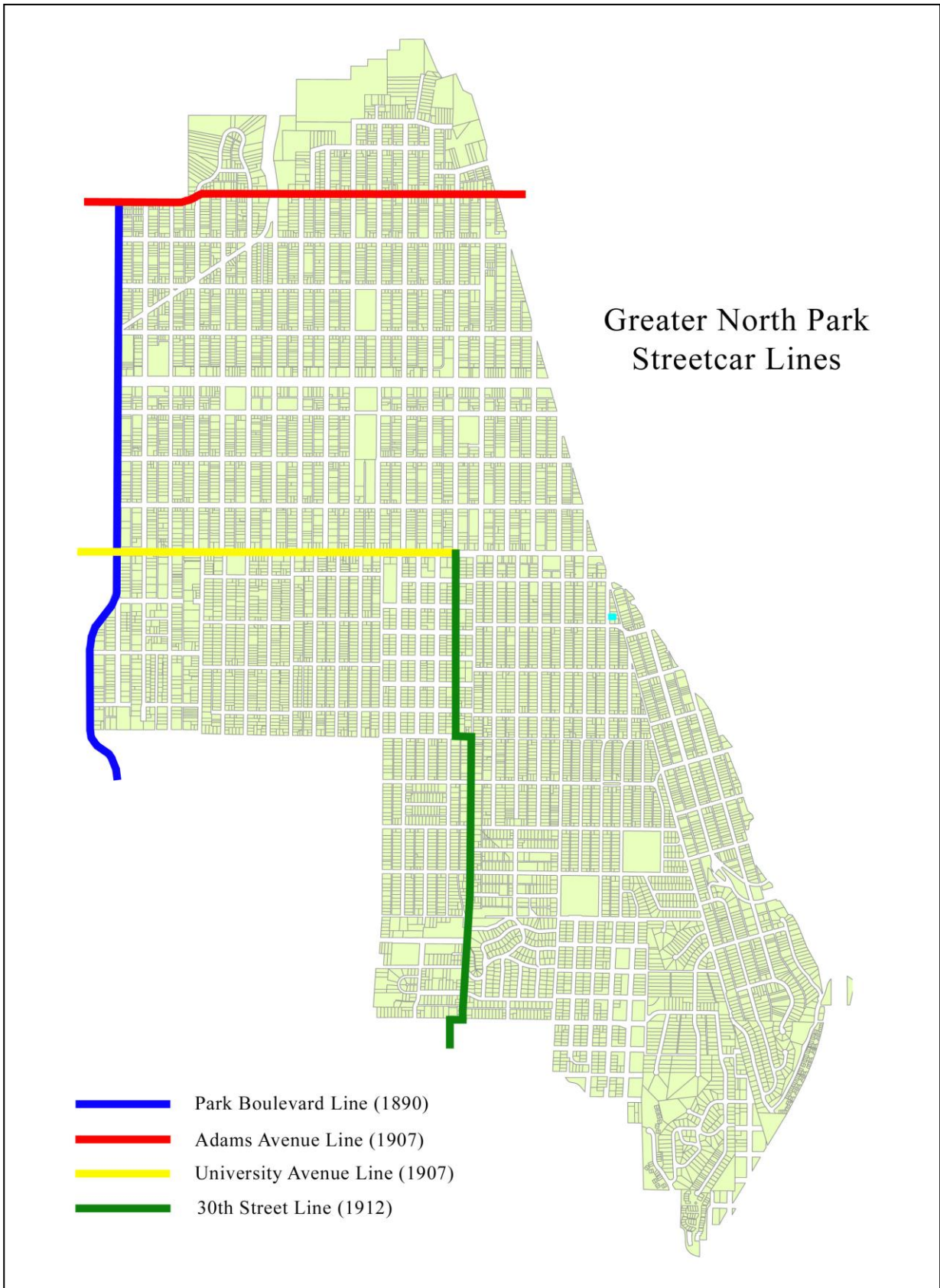


Figure 4: North Park Streetcar Lines.

By 1922, it became clear that an increase in streetcar service would be necessary due to the strain placed on the system by the growth of the population and the subsequent rise of residential and commercial construction around 30th Street and University Avenue. In response, John D. Spreckles, President of the San Diego Electric Railway Company, announced a major project to rehabilitate all the streetcar lines in the city. Construction began in late 1922 and was completed at the corner of 30th Street and University Avenue in 1924. The University Avenue and 30th Street streetcar lines serviced North Park until all streetcars were removed from the city in 1949.

North Park Subdivisions and Tract Development

In many instances in North Park, residential development post-dates the original tract subdivision, often by a decade or more. The early subdivisions were largely completed on paper only, but were not developed. Most were put on the market late in 1887, when the San Diego real estate boom was at its height. The railroad had just been completed through the area and many expected to get high returns on their investment. However, the boom ended early in 1888 and subdivisions in San Diego's outlying districts were liabilities. Property values were not realized until after the turn of the century.²⁸

Early in the twentieth century, the parcels along streetcar routes became valuable to real estate speculators, and these tracts were again purchased, subdivided and re-subdivided. Developers installed the subdivisions' infrastructure – water and sewer hook-ups, street lighting, shrubs, sidewalks, paving, street trees, etc. Several local real estate developers built several speculative houses on their tracts to boost sales. However, most developers were merely interested in selling lots, not homes.

It was up to the individual property owner to contract either an architect or a craftsman/builder to design and construct a home. Largely middle-class households moved into North Park and built modest, small-scale residences that make up the bulk of the community's built environment.²⁹ Appendix A is included to identify and provide general information about each subdivision within North Park.³⁰

During this period, architectural preferences shifted from Victorian styles of the late nineteenth and early twentieth centuries to the Craftsman style which originated with the Arts and Crafts movement in England and the work of Greene and Greene in Southern California. The mild climate in San Diego perfectly accommodated the large entry porches and sleeping porches that were common in Craftsman designs, and the trend toward indoor-outdoor living spaces introduced by earlier adobe buildings gained in popularity. Pattern books and catalogues featuring “pre-fabricated” Craftsman bungalows made this style widely available and affordable.

²⁸ “Times Gone By: A Taped Interview of Reminiscences with Rufus Choate,” *Journal of San Diego History*, Vol. 11, No. 3, June 1965.

²⁹ Bevil, Alexander D. “David Owen Dryden: Craftsman Bungalow District, Statement of Significance,” August 19, 1992.

³⁰ Appendix A includes basic information on the subdivisions and tracts that comprise Greater North Park. The residential tracts are divided into four sections, based upon the chronological periods in which they were originally subdivided (through 1916; 1917-1929; 1930-1945; and subdivision date unknown).

Examples of classic California Craftsman bungalows, both architect-designed and pattern-book, abound in San Diego's first ring subdivisions.³¹



Figure 5: George Carr House, 3553 28th Street, 1915. Source: *Journal of San Diego History*.

The largest subdivision in North Park is University Heights. It takes its name from plans for the development of a university in the late nineteenth century that were never realized. In the mid-1880s the Methodist Reverend Chase suggested that a large tract of land be acquired for a university in San Diego, similar to plans that were being laid by another Methodist for the founding of the University of Southern California in Los Angeles.³² The College Land Association was formed, which included several prominent developers in North Park – Douglas Gunn, C. C. Seaman, and Daniel Choate among them.³³ The shareholders owned 1,600 acres on the northern boundary of what was then known as City Park. They deeded a large portion of the land to the university, and sold the rest of the lots for residential development. The project was barely underway when the real estate market bust of 1888 hit San Diego and ended their plans. The name University Heights persisted, however, and the subdivision was developed for residential and commercial uses beginning in the first decades of the twentieth century.

The Burlingame tract is a prominent example of a neighborhood in North Park that retains its architectural character from its period of development.³⁴ The Burlingame tract was developed by prominent local realtors Joseph McFadden and George Buxton. The partnership between McFadden and Buxton lasted from approximately 1911 to 1913, during which time they developed several other tracts in North Park. The first lots of the Burlingame Tract were sold in 1912.³⁵ McFadden and Buxton promoted Burlingame as a “tract of character” and emphasized its

³¹ *San Diego Modernism Historic Context Statement*.

³² “Times Gone By.”

³³ Ledebor, Suzanne. “San Diego’s Normal Heights: The Growth of a Suburban Neighborhood, 1886-1926,” *Journal of San Diego History*, Vol. 52, Nos. 1-2, 2006. (23)

³⁴ Burlingame was designated a local historic district in 2002.

³⁵ History of Burlingame derived from Covington, Donald. “Burlingame: The Tract of Character, 1912-1914,” *Journal of San Diego History*, Vol. 39, No. 3, 1993.

sweeping views. The streets were contoured to follow the adjacent Switzer Canyon, and the sidewalks and curbs were tinted red. It features a highly intact collection of early twentieth century architecture, including Craftsman and Spanish Colonial Revival residences by prominent architects and builders of the period. The most notable architect to work in Burlingame was William Henry Wheeler, who worked for McFadden and Buxton as the supervisor of their firm's building and then architecture departments.

The Kalmia Place tract is composed of a single U-shaped street overlooking the Balboa Park Golf Course to the west. The tract was originally subdivided in 1923 by planning commissioner and realtor Louis P. Delano. In contrast with other tracts of the period which simply defined rectangular lots and installed infrastructure, Kalmia Place was envisioned as a “highly individual community of artistic houses.”³⁶ The tract had a comprehensive landscape plan, and its irregular street pattern created lots which took advantage of the natural topography and canyon views. While residences were developed individually by lot owners, Delano retained architectural supervisors to ensure a consistently high standard of design throughout the tract.

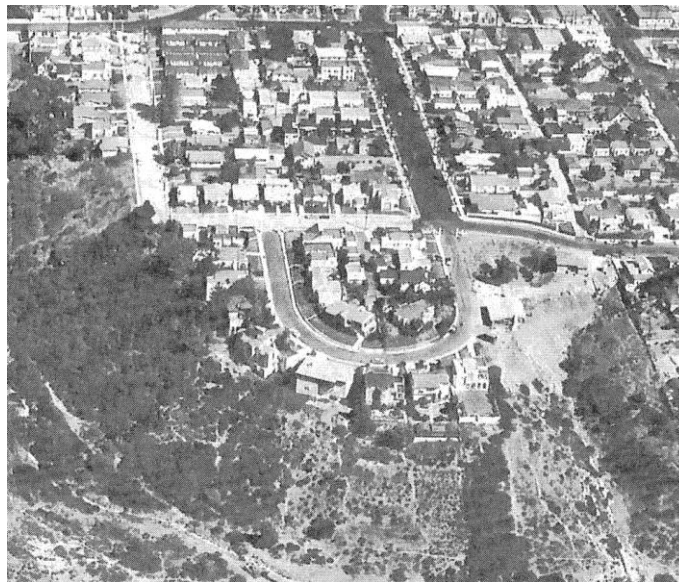


Figure 6: Aerial view the Kalmia Place Tract, 1957. Source: San Diego Historical Society.

Influence of the Panama-California Exposition

As the streetcar lines were connecting North Park to greater San Diego, the city was making plans for the 1915 Panama-California Exposition. It was to be a celebration of the completion of the Panama Canal, but was in fact a national advertisement for the City of San Diego. The themes and activities of the Exposition were intended to educate the public about the cultures of the Southwest. The City enthusiastically supported and promoted the Exposition despite the fact that another exposition was being planned for the same time in San Francisco. San Diegans were

³⁶ Covington, *North Park*, (119)

aware that they could not compete with San Francisco in staging a “world’s fair.” For this reason, they characterized their endeavor as a regional exposition showcasing the history and culture of the Southwest and Southern California. The Panama-California Exposition opened January 1, 1915 and ran for two years. The Exposition attracted over 3.7 million visitors and would ultimately have a significant impact on not only the development of San Diego, but in city planning and the built environment throughout Southern California.³⁷

The Exposition was located in City Park, at the southwest border of the burgeoning North Park communities. A significant long-term benefit of the Exposition to North Park was the extensive new landscaping created for the event. A new roadway, called Park Boulevard, was created at this time to allow access to the attractions in the park.³⁸ The park was later renamed Balboa Park in honor of Spanish explorer Vasco Nunez de Balboa, believed to be the first European to cross the Isthmus of Panama and observe the Pacific Ocean. Inspired by this historical event, Exposition architect Bertram Goodhue chose an eclectic Spanish style for the buildings, setting it apart from the more formal European Renaissance and Neo-Classical styles popular at the time, which were being employed at the San Francisco World’s Fair. Goodhue’s architecture featured stylistic references to the Catholic missions and churches of Southern California and Mexico, as well as to grand palaces of Mexico, Spain, and Italy.

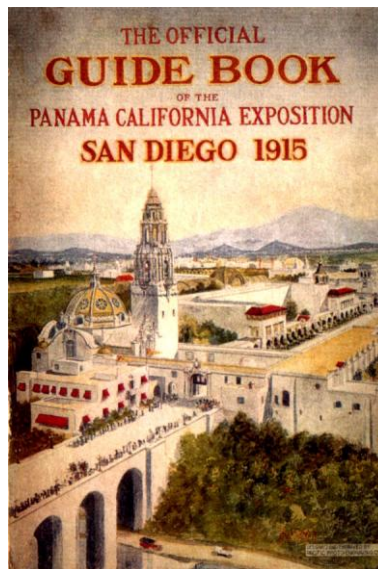


Figure 7: Panama-California Exposition Guide Book, 1915. Source: California State Library.

The success of the Exposition was largely attributed to its exotic architecture and beautifully landscaped gardens and park grounds. However, the Exposition had a practical, as well as a romantic, purpose. Beyond promoting a new architecture and the region’s temperate climate, the Exposition illustrated the great opportunities to be found in this burgeoning western metropolis.

³⁷ *San Diego Modernism Historic Context Statement*. (23)

³⁸ Donaldson, Milford Wayne, IS Architecture and RNP/Roesling Nakamura Architects. *Historical Greater Mid-City San Diego Preservation Strategy*. San Diego: City of San Diego, 1996. (9)

In addition, San Diego had invested approximately \$2 million in physical improvements in preparation for the Exposition -- buildings, landscaping, roadways, and infrastructure.³⁹

The success of the Exposition instigated one of the greatest local building booms in San Diego's history. Many visitors chose to relocate to San Diego during this period. Due to this steady stream of new residents, local realtors began to buy and subdivide numerous tracts of land neighboring the downtown area, particularly in North Park.

Influence of the Automobile

While streetcar use in the United States continued to be the predominant form of transportation into the 1920s, this period also saw a dramatic increase in individual automobile ownership. By 1926, there were an estimated 50,000 registered automobiles in San Diego County.⁴⁰ In the early twentieth century, automobiles and streetcars co-existed, often sharing the same rights-of-way. However, as cities continued to grow during the period between the First and Second World Wars, the automobile was adopted by increasing numbers of middle- to upper-middle class households, while streetcars primarily served the working class. By the 1940s streetcar ridership had declined substantially, as the automobile became more affordable and accessible to the working class. In San Diego, as in most American cities, the end of World War II brought the demise of the streetcar as the primary mode of transportation.⁴¹

As early as 1908, the San Diego City Council determined that automobiles were becoming a problem on the city's roadways, and in that year passed San Diego's first traffic ordinance. This action took place only a year after the 30th Street streetcar line reached the southern border of North Park, and a full four years before the 30th Street line was connected to the existing line along University Avenue. As shared rights-of-way became increasingly chaotic, the City's first traffic control signals were installed as a traffic calming measure in the increasingly crowded streets of downtown.

The rapid expansion of North Park and the increase in popularity of the automobile created a demand for better roads in the community, and roads were continually being improved and constructed throughout the North Park area between 1910 and 1940. One of the significant improvements to transportation in the neighborhood was a major renovation to the road that became known as Pershing Memorial Drive in 1923. This roadway, which runs through Balboa Park, was converted from a steep, narrow, and inefficient connection to downtown into a modern, twenty-five-foot wide boulevard that facilitated automobile travel to and from the community. This road, known as the "big grade," connected 18th Street downtown to North Park at 28th Street. The improvement project was spearheaded by a group of businessmen residing in North Park and was intended as a memorial to the San Diego servicemen who died in World War I.⁴² As a result of the construction of this roadway, residential development of the areas

³⁹ *San Diego Modernism Historic Context Statement*. (23)

⁴⁰ *San Diego Modernism Historic Context Statement*. (23)

⁴¹ Ames, David L. and Linda Flint McClelland. *National Register Bulletin, Historic Residential Suburbs*. Washington D.C.: U.S. Department of the Interior, National Park Service, 2002.

⁴² Covington, North Park. (96-99)

northeast of Balboa Park was possible.⁴³ During the 1920s and 1930s both single- and multiple-family development occurred in this area, many in Mediterranean Revival styles popularized by the Exposition.

Theme: Early Multi-Family Residential Development in North Park

Bungalow Courts

As with single-family residential development of the same period, multi-family housing was clustered in areas easily adjacent to streetcar lines. In North Park, the most common form of multi-family housing in the early 20th century was the bungalow court. The bungalow court was a unique compromise for high density housing, bringing together the amenities of privacy and open space usually reserved for single-family living with the convenience of an apartment.

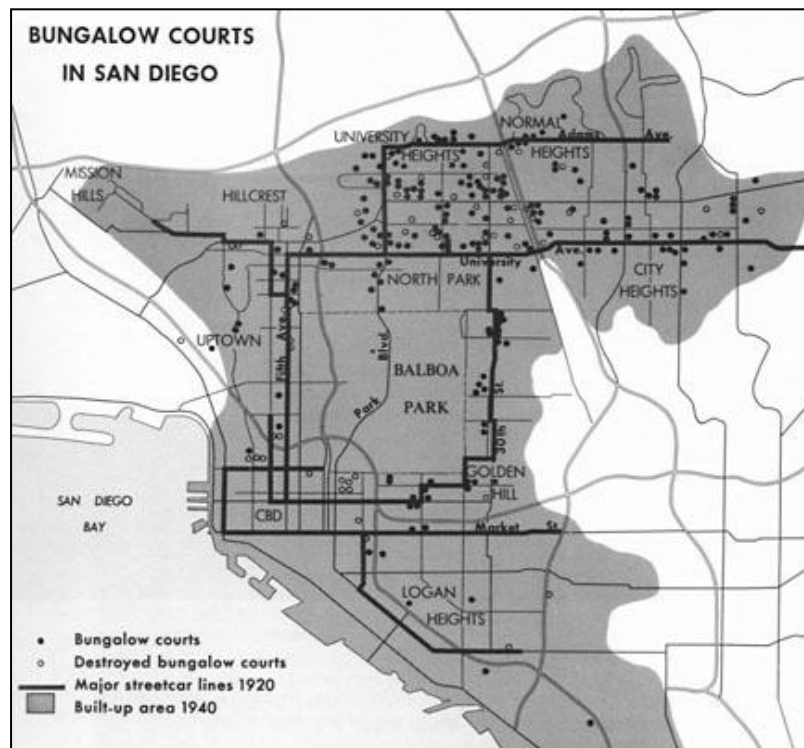


Figure 8: Map of Bungalow Courts, 1986. Source: Journal of San Diego History.

Bungalow courts generally consist of a grouping of individual houses on one or two parcels, typically in a U- or L-shaped configuration around a central, landscaped courtyard bisected by a walkway. Accommodations for deliveries, and later automobile traffic, were usually restricted to the periphery, creating an urban garden setting that shielded residents from the bustling city and

⁴³ Perry, Joey. "Once Upon a Time in North Park: The Mediterranean Style and North Park Development." San Diego: North Park Historical Society, May 2000.

created a sense of community. Common spaces and shared facilities, such as laundry rooms and teahouses, suggest a utopian, communal philosophy. The first bungalow court is credited to architect Sylvanus Marston, whose St. Francis Court in Pasadena was built in 1909. The low cost of land, coupled with the relatively inexpensive construction expenses for the small bungalows, made courts an attractive venture for small-scale developers, and the construction of bungalow courts quickly spread throughout Southern California.



Figure 9: 4367 30th Street, 2010.



Figure 10: 3009-3015 Suncrest Drive, 2010.

Outside of Los Angeles, more bungalow courts were constructed in San Diego than in any other city⁴⁴. In North Park, most bungalow courts were built between University and Adams avenues, and located along or very near the streetcar lines north of Balboa Park. Bungalow courts were not developed in geographic clusters. Rather, they were constructed as infill in neighborhoods primarily developed with single-family residences.

Park Boulevard Multi-Family Residential Development

Improvements in streetcar and automobile transportation led to the development of multi-family housing along both sides of Park Boulevard beginning in the 1920s, an area now known as “Park Boulevard Apartment Row.”⁴⁵ This area was specifically targeted for higher-density development in order to maximize residential units within a limited space. These apartment buildings were among the first to accommodate the privately-owned automobile in multi-car garages located along the back alleyway. This innovation was significant as “the area’s development as an apartment district was predicated on the opening of Park Boulevard as major automobile traffic corridor after World War I.”⁴⁶ These apartment buildings were designed to be compatible in scale with the surrounding single-family neighborhoods. Earlier examples were designed in the Spanish Colonial Revival or Renaissance Revival styles, reflecting the influence

⁴⁴ Curtis, James R. and Larry Ford. “Bungalow Courts in San Diego: Monitoring a Sense of Place.” *Journal of San Diego History*, Vol. 34, No. 2, 1988.

⁴⁵ Note that on the residences on the east side of Park Boulevard are located within the Greater North Park Community Plan Area. Properties on the west side of Park Boulevard are in Uptown.

⁴⁶ “Park Boulevard Apartment Row, Statement of Significance.” From *Historical Greater Mid-City San Diego Preservation Strategy*. (1)

of the 1915 Panama-California Exposition. One of the most prominent structures along Apartment Row is the Spanish-styled Embassy Hotel, at 3645 Park Boulevard, which originally opened in 1929 as “The Padre” hotel.



Figure 11: Embassy Hotel, 2010.

Theme: Early Commercial Development in North Park

North Park’s primary commercial thoroughfares are along University Avenue and El Cajon Boulevard. Each emerged with a different ambience, density, and architecture due to the influence of the predominant mode of transportation during their main period of development.

The streetcars lines provided four basic routes of travel along which both residential and commercial development first occurred. Important nodes of commercial development were located on University Avenue and 30th Street, and at Park Boulevard and Adams Avenue, as a result of the intersection of the streetcar lines. With the rise of private automobiles and the increased traffic along University Avenue, these commercial nodes were expanded, ultimately creating a linear commercial corridor.

El Cajon Avenue⁴⁷ became an important thoroughfare closely tied to the increasing automotive traffic that passed through North Park from communities to the east.⁴⁸ Many of the commercial businesses located on El Cajon were designed to accommodate the passing motorist. Unlike University Avenue, which developed with its primary focus on pedestrian activity, businesses on El Cajon Avenue catered to patrons arriving via automobile.

University Avenue and El Cajon Avenue are similar, however, in that they are both major commercial corridors, and not nodal commercial areas combined with residential development. This gives them a different character than other neighborhood commercial blocks in North Park.

⁴⁷ Today’s El Cajon Boulevard was referred to as El Cajon Avenue until 1937.

⁴⁸ Ledebor. (20)

University Avenue

Commercial clusters were established along two separate nodes of University Avenue.⁴⁹ The first, and most substantial, development occurred at the intersection of 30th Street and University Avenue, which was a transfer point of the streetcar lines. The second was established further east on University Avenue, at approximately the 4100 block.⁵⁰ This block is a smaller, “main street” type of commercial area which typically developed at the intersection of two trolley lines. Many service-related businesses opened here including attorneys, barbers, a dentist, insurance sales, a notary, a funeral parlor, a newspaper office, and, as always, real estate offices. Retail shops in this block included a hardware store, a grocery, a butcher shop, and a bakery.



Figure 12: University Avenue and 30th Street. Source: San Diego Historical Society.

The commercial center at 30th and University developed into the community’s primary commercial core. Some of the earliest commercial buildings were built by real estate developers and promoters. In 1909, the Stevens & Hartley real estate firm constructed a one-story wood-frame structure, the first building to be erected at the northwest corner of 30th and University.⁵¹ The Hartley and Stevens families were early residents of North Park and had citrus groves in the area. When the streetcar route was established at the edge of their holdings, they turned their attention to selling portions of their land for commercial and residential development.

⁴⁹ O’Connor-Ruth.

⁵⁰ O’Connor-Ruth.

⁵¹ Covington, North Park, (67) The original Stevens-Hartley Building does not appear to be extant.

In 1910, the population of North Park was still relatively small and commercial establishments at 30th and University primarily catered to the needs of local residents. This included the establishment of home-improvement retailers, grocery stores, pharmacies, and other neighborhood services. The first substantial commercial development at 30th and University began in 1912.⁵² Stevens & Hartley built a three-story multi-use structure, and relocated their offices from downtown San Diego to North Park.⁵³ The building also housed a drug store, a barber shop, and apartments on the second and third floors. A strip of one-story storefronts was also built here in 1912, and housed two plumbing shops, a hardware store, and a furniture store. Soon the neighborhood boasted grocers, butchers, bakers, laundries, and two auto garages. In 1913 the North Park lumber yard was established near University Avenue and Ohio Street. It was renamed the Dixie Lumber and Supply Company in 1915, which had grown into a significant North Park business by the 1920s.⁵⁴



Figure 13: Dixie Lumber & Supply Company building, 2010.



Figure 14: The Granada Building, c. 1922. Source: San Diego Historical Society.

Another major expansion of the commercial center at 30th and University began in 1921. An improvement in the economic conditions and an increase of population stimulated this growth, as many merchants saw potential for expansion of their businesses. By late 1922, there were approximately fifty businesses in the commercial center at 30th Street and University Avenue.⁵⁵ This period of expansion continued into the 1930s, at which point North Park's commercial center was second only to downtown San Diego.

Many resources from this period remain in North Park today. A prominent commercial building from this period is the Granada Building, located at the corner of University Avenue and Granada Street at 2875 University Avenue. It was constructed in 1921 and originally housed a plumbing shop on the ground floor and dentists and doctors on the second level. It has steel frame construction, which is exposed on the exterior of the ground floor as a decorative feature.

⁵² Covington, North Park. (69)

⁵³ The building at this location has been substantially altered.

⁵⁴ Covington, North Park. (72)

⁵⁵ Covington, North Park. (106)

The North Park Furniture Company at 2877 and 2879 University Avenue was constructed in 1921 and expanded in 1923.⁵⁶ In 1926 the business moved to 3829 Granada Avenue, a two-story brick and steel frame building.⁵⁷ The Swain & Poe Furniture Company opened in 1923 further down University Avenue.⁵⁸ In 1922, Jack Hartley expanded his commercial strip on the south side of University Avenue to include several grocery stores, a shoemaker, restaurant, poultry shop, billiard hall, and bakery. Piggly Wiggly, a chain store based in Memphis, Tennessee, brought the new concept of self service grocery shopping to North Park in 1922, opening a location on 30th Street. The Getz & Grant Realty office opened in 1922 a few doors down from the Stevens & Hartley block on University Avenue. The Ramona Theater was the first neighborhood movie house in North Park, built in 1922 at 3012 University Avenue.⁵⁹

The multi-use commercial structure, a precursor to the modern-day office building, was developed as a solution to the shortage of professional offices in North Park by 1926. A premier example of this type was the Nordberg Building, constructed in 1926 and located at 3043-3049 University Avenue.⁶⁰ The Nordberg Building housed offices and a second floor ballroom. The ballroom quickly became a significant community center, was used by business and citizens groups for meetings, celebrations, dances, and banquets.⁶¹

Many of the commercial structures along University Avenue were designed by renowned local architects, and are prominent examples of the architectural styles of the period. The First National Trust & Savings Bank was constructed in 1928 at University Avenue and 30th Street. Designed by Richard Requa, one of San Diego's leading architects, it was considered the most elegant building in the commercial district. It combined Spanish and Moorish architectural details with richly decorative features not commonly seen in North Park.⁶²

The Newman Building, built in 1929 at University Avenue and Kansas Street, housed two large retail spaces. Designed in the Spanish Colonial Revival style, it features a series of arched windows with corner towers and a red tile roof. The Mudd Department store, North Park's first department store, and the Maw Music Company shared the building.⁶³

⁵⁶ The original North Park Furniture Store was substantially remodeled in 1935 to become the Pekin Café.

⁵⁷ Covington, North Park, (139) In 1948, the second floor of the North Park Furniture Store became Stern's Gym. In 1961, the ground floor of the North Park Furniture Store on Granada Avenue became the New Life Chinese Laundry. Both businesses are still housed in the building today.

⁵⁸ Covington, North Park, (100-101)

⁵⁹ Covington, North Park, (104-108). The Ramona Theater has been substantially altered.

⁶⁰ The Nordberg building has been substantially altered.

⁶¹ Covington, North Park, (147)

⁶² The original First National Trust and Savings Bank does not appear to be extant.

⁶³ The building was sold to the Independent Order of Odd Fellows in 1932.



Figure 15: Newman Building, 2010.

During this period many existing commercial buildings were remodeled and modernized. A popular form of modernization was organizing individual shops into one integrated unit with a cohesive architectural design.⁶⁴ This concept was applied to new buildings as well. An example is the six-unit Annex to the 1913 Stevens & Hartley Block, which was one of the earliest integrated multi-unit shopping centers in North Park. It was completed in 1926, and designed in the Spanish Colonial Revival style with an arcade and a tower at each end.⁶⁵

As automobile ownership increased following World War I, new businesses arrived in North Park in response to the needs of the motorist. In 1925, the Public Service Garage was erected at University Avenue and 28th Street. The garage shared space with other auto repair and maintenance services making it a one-stop-shop. Another garage of the all-purpose type was the North Park Garage at 3029 University Avenue purchased by Paul Hartley in 1927. The Miller Brothers Super Service, located at University Avenue and 32nd Street, was the largest and most advanced of all of the North Park service stations, offering cleaning, detail, and paint and body work in addition to gas and oil operations.⁶⁶

The University Motor In Market at University Avenue and Arizona Street was the most innovative of North Park's 1920s retail centers, and a significant example of commercial architecture that developed in response to the automobile. Serving as North Park's first drive-in shopping center, the V-shaped building was placed at the rear of a corner parcel in order to accommodate a surface parking lot in front of the shops.⁶⁷

In addition to substantial retail establishments, the neighborhood boasted amenities such as the North Park Theatre and North Park Golf Club, making 30th and University the first center of entertainment for the community in the early 1930s. The North Park Theatre opened in the Klicka Building at University Avenue and Kansas Street in 1929.⁶⁸ It was developed by local

⁶⁴ Covington, North Park. (136)

⁶⁵ The Stevens & Hartley Block Annex does not appear to be extant.

⁶⁶ Covington, North Park. (151) None of these buildings appear to be extant.

⁶⁷ Covington, North Park. (137-138) The University Motor In Market has been substantially altered or is no longer extant.

⁶⁸ Covington, North Park. (161) The North Park Theatre sign is a designated local historic landmark.

businessman Emil Klicka in association with William Fox's West Coast Theatres. The theater and building were designed by architects Charles and Edward Quayle in the Spanish Renaissance style with a prominent plaster frieze on the main façade. The theater exhibited vaudeville performances as well as the newly developed "talking pictures." It was designed specifically to project synchronized sound and motion pictures at a time when most theaters were still being designed to exhibit silent films.



Figure 16: North Park Theatre, c. 1930. Source: San Diego Historical Society.

El Cajon Avenue

A new type of commercial strip emerged as a result of the increasing popularity of the automobile. In the 1920s commercial centers began to move away from the streetcar routes, as developers were able to purchase cheaper land made newly accessible by automobile travel. The result was the development of new commercial corridors along automobile thoroughfares. In North Park, this shifted commercial development to El Cajon Avenue, just four blocks north of University Avenue.

El Cajon Avenue was originally a dirt road that served as the main wagon route connecting San Diego with the rural settlements east of the city, and as late as 1910 there were only three businesses along the street. During this period, a movement began to link local roads and create intercontinental highways to ease automobile travel. In 1912, San Diego and Los Angeles competed for designation as the western terminus of an interstate highway connected to Yuma,

Arizona. San Diego was proven the more direct route following a simultaneous race to Yuma that originated in each city, and as a result San Diego became the official western terminus of Interstate 80, which connected to the eastern end of El Cajon Avenue.⁶⁹

By 1920, commercial development had increased along the route, and it now included two contractors, two grocers, a storage center, and two repair garages.⁷⁰ During this period, El Cajon Boulevard became the main highway between San Diego and El Centro, which is located approximately 120 miles to the east. As a result, it became the best example of an auto-related commercial corridor in North Park, featuring numerous gas stations and restaurants that were developed to accommodate the traveling motorist.

Theme: Infrastructure Systems in North Park

In order for North Park subdivisions to be successfully marketed to the public, real estate developers had to provide sufficient amenities to entice potential buyers to purchase lots and build homes or commercial properties in the area. In addition to transportation systems, basic amenities included access to potable water, gas or electric power, and provision for sanitation (sewer or septic system).

The arid mesa north of Balboa Park had been used for citrus farming at the turn of the twentieth century, with fewer than thirty families in residence. The existing water supply system, which had consisted of pumping water up from wells in Mission Valley to a small reservoir on El Cajon Boulevard, needed to be improved if the area was going to be able to support an increase in the population. A private water company, Southern California Mountain Water, began improvements in 1908, building a new dam (Barrett Dam) east of the city limits.⁷¹ A filter plant and a reservoir were located at Chollas Heights; this facility was connected to another new plant (University Heights Reservoir) at Howard and Idaho Streets in North Park.⁷² The University Heights Reservoir was a concrete structure with a capacity of nineteen million gallons that covered an entire city block. It is now the North Park community park.

Original wooden water mains were replaced with a new twenty-four inch iron main that was extended down University Avenue toward Hillcrest. The new water main supplied many of the neighborhoods of North Park and was intended to prepare the area for additional development. However, the new system did not supply enough water pressure, and in 1910 a water tank was added above the reservoir. This provided enough pressure to satisfy the needs of the residents until the population boom of the 1920s. A new reservoir and water tower were built beginning in 1923, which met the increased demand until the late 1940s. The reservoir and water treatment plant were removed in the 1950s, but the original tank remains at the intersection of Howard and

⁶⁹ Covington, "Once Upon a Time in North Park."

⁷⁰ O'Connor-Ruth.

⁷¹ Covington, North Park, (33)

⁷² Covington, North Park, (33)

Idaho Streets.⁷³ The water tower is 124 feet high and an important visual landmark in North Park.

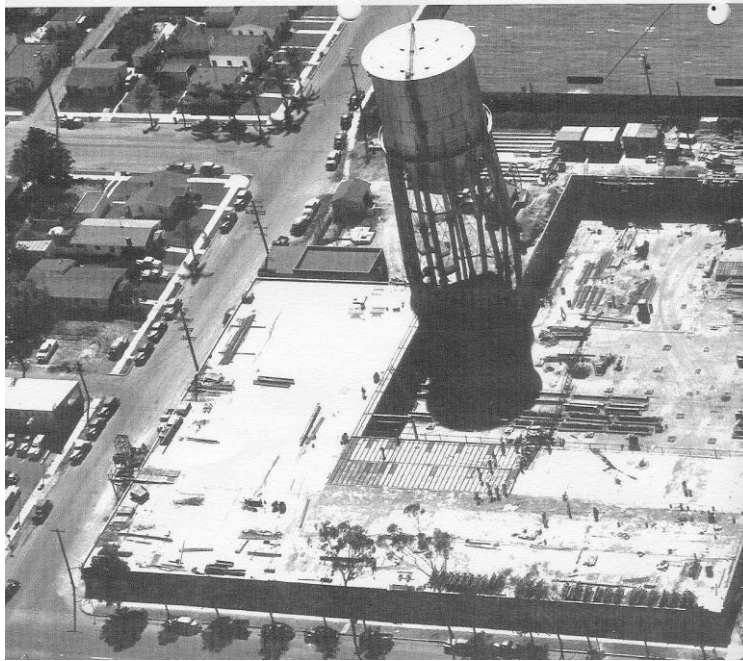


Figure 17: Water Tower, 1924. Source: North Park Historical Society.

At the turn of the twentieth century, city planners were influenced by Progressive governmental and social policy. The subject of cleanliness as a cure for disease became one of the growing factors of infrastructure improvement at the time. In many cities, homeowners were no longer allowed to maintain onsite septic systems, which were not as reliable as municipally-owned waste systems and plants. North Park subdivisions benefitted from this thinking when the Switzer Canyon Trunk Sewer construction was funded by the City in 1911. Only the second trunk sewer system in the city, it ran south along the east side of City Park in Golden Hill, to Pershing Avenue and B Street, joining the system downtown.

In addition to transportation, water, and sewers, other amenities were gas light and electricity. In the 1920s, the growing population put a strain on the city's power sources. The San Diego Gas Company was founded in 1881 to serve eighty-nine people along a three-mile stretch, grew rapidly over the next several decades.⁷⁴ In 1905 it was sold to a Chicago company and reincorporated as San Diego Consolidated Gas & Electric Company (SDCG&E).⁷⁵ The new owners quickly expanded their service and replaced outdated equipment. By the 1920s SDGC&E provided gas and electric service to all of San Diego, as well as the greater Southern California

⁷³ Covington, *North Park*. (36)

⁷⁴ JRP Historical Consulting. "Historic Resources Inventory and Evaluation Report: Carlsbad Energy Project." July 2007. (10)

⁷⁵ In 1941 the company was reorganized and renamed the San Diego Gas & Electric Company (SDG&E), which is the name it retains today.

region from Mexico to Orange County. During this decade they embarked on another massive expansion, starting with the construction of a high-voltage transmission line from San Diego to San Juan Capistrano, where it tied in with the Southern California Edison Company distribution system.⁷⁶ This expansion was the beginning of the company's extensive network of transmission and distribution lines and substations.⁷⁷ To serve the growing needs of North Park, in 1927 SDCG&E built Substation F at 3169 El Cajon Boulevard.⁷⁸ The two-story Spanish Eclectic building was designed to be compatible with other Spanish Revival style buildings in the neighborhood.



Figure 18: San Diego Gas & Electric Co. Substation F, 2010.

Theme: Civic & Institutional Development

Civic and institutional development in North Park included localized branches of public services such as fire stations and post offices, as well as schools, churches, and headquarters for social and fraternal organizations. Buildings and other facilities devoted to public safety, education, recreation, religious practice, and social affinity were an important part of the built environment.

Civic Improvements

The Playground Movement advocated the progressive concept that the urban community was responsible for the physical health and moral development of its youth. The Movement started on the east coast in the 1880s, and was prevalent on the west coast in the first decade of the twentieth century. San Diego was actively building playgrounds in the first decades of the

⁷⁶ “Carlsbad Energy Project.” (11)

⁷⁷ Dyke, Bill. “Seventy-Five Years of Light,” *San Diego Historical Society Quarterly*, Vol. 2, No. 3, July 1956.

⁷⁸ Covington, *North Park*. (142)

twentieth century, and the Normal School offered training courses for playground supervisors.⁷⁹ The first major suburban recreation center to be completed in San Diego as part of the Playground Movement was located in North Park. Located on a two-block area between Lincoln and Howard Avenues, and Oregon and Idaho Streets just below University Heights Reservoir, the University Heights Public Playground (now the North Park Recreation Center & Community Park) was completed in 1914. In 1924, tennis courts were added that were also used for community dances.



Figure 19: North Park Post Office, 2010.

During the first two decades of the twentieth century, other significant civic improvements in North Park included a fire station and post office. Mary Jane Hartley donated land facing University Avenue near Ray Street in the Hartley's North Park subdivision for a fire station in response to a petition circulated by residents expressing concern about fire protection in the community.⁸⁰ As a result, Fire Station #14 was moved to the land donated by Hartley. The structure was originally constructed for the Panama-California Exposition, but was relocated to 3035 University Avenue in 1917 after the Exposition closed.⁸¹ The Spanish Colonial Revival structure with its prominent campanile not only provided the community with increased fire protection, but became an important civic structure and community landmark. The fire station was relocated in 1943 to 32nd Street and the original structure was replaced in 1992.⁸²

In 1927, North Park received its own full service branch post office at 3830 Ray Street.⁸³ Prior to 1927, delivery of mail to the area came directly from the downtown post office and stamps could

⁷⁹ Ward, Daniel. "The Playground Movement." Thesis submitted in candidacy for the Degree of Master of Arts, State Teachers College of Colorado, July 1914. (8)

⁸⁰ Covington, *North Park*. (75)

⁸¹ San Diego Fire-Rescue Department. "About SDFD, Fire Station 14."

⁸² "About SDFD."

⁸³ Covington, *North Park*. (142)

only be purchased at local drugstores. In 1951 the post office moved to a new building at 3791 Grim Avenue where it is still located today.

Schools and Religious Institutions

Several schools were constructed in North Park in the early twentieth century. The first was the 1910 Park Villas Elementary School, a single schoolroom in a small bungalow located in the Park Villas Addition on Idaho Street.⁸⁴ In 1912, the Board of Education purchased an entire block in the West End tract directly across the street from the Park Villas Elementary School for a new elementary school. The new school, opened in 1913, was named Jefferson Elementary and was designed in the popular Spanish Colonial Revival style. The school expanded once in 1921 and again in 1929.⁸⁵



Figure 20: Saint Augustine School, 1923. Source: San Diego Historical Society.

In 1923, the Catholic Church opened the Saint Augustine School, a boys' high school, in the newly developed Carmel Heights tract at 3266 Nutmeg Street.⁸⁶ The San Diego architectural firm of Mead & Requa was hired to design the school complex in the Mission Revival style. Although the campus has been expanded and modified over time to allow for increased enrollment, remaining structures from 1923 include Austin and Vasey Halls.

During this same period, the Academy of Our Lady of Peace was established on property that was originally part of the Vandruff Estate. The campus includes some buildings that were formerly single-family residences, as well as those constructed in the 1920s in the Mediterranean Revival style. It is located at 4860 Oregon Street.

A number of religious institutions embarked on construction projects in North Park during this period. Particularly during the 1920s, increases in population and economic prosperity in the

⁸⁴ Covington, North Park. (79)

⁸⁵ Jefferson Elementary School is extant, but the original buildings have either been replaced or significantly altered.

⁸⁶ Covington, North Park. (132)

community spurred many religious institutions to construct new facilities, often designed by prominent architects of the period. Prior to this period, North Park residents often had to travel to downtown San Diego to attend church services.⁸⁷ Between 1922 and 1924 five congregations built new facilities in North Park.⁸⁸ The establishment of North Park's Trinity Methodist Church dates to the Panama-California Exposition. Reverend Walter Grant Smith wanted to settle permanently in San Diego following the Exposition, and saw the growing community around Upas and 30th Streets as an opportunity for a new congregation. The original church structure at Grim and Thorn Streets quickly proved inadequate, and in 1922 plans were made for the construction of a large new church at 3030 Thorn Street. The architect E. Tuttle designed the new structure, which was dedicated in 1924, and remains the home of the Trinity United Methodist Church today.

In 1922 St. Patrick's Catholic Church constructed a temporary parish hall at 3620 Ray Street. This was followed by a permanent replacement at 3585 30th Street, which was completed in 1929.⁸⁹ The church was the first major project by architect Frank Hope Jr. It was designed in the Renaissance Revival style and features a prominent rose window. The building remains the home of St. Patrick's Church today.



Figure 21: St. Luke's Chapel, 2010.



Figure 22: St. Patrick's Church, 2010.

Plymouth Congregational Church was established in North Park in 1908. At first the congregation met in the home of one of the members, and in 1912 a small church was constructed on 28th Street near Wightman. The congregation continued to grow, and in 1922 George Marston donated several lots on University Avenue for the construction of a new church.⁹⁰ In 1924, the Plymouth Congregational Church at the corner of University and Pershing

⁸⁷ Campbell, Joan. "Once Upon a Time in North Park: 75th Anniversary of Saint Patrick's Church." North Park Historical Society, August 1996.

⁸⁸ Covington, North Park. (123)

⁸⁹ "Once Upon a Time in North Park: 75th Anniversary of Saint Patrick's Church."

⁹⁰ Campbell, Joan. "Once Upon a Time in North Park: Plymouth Church." North Park Historical Society, January 2000.

Avenues was completed.⁹¹ The complex was designed by architect William H. Wheeler and included a parish house, meeting rooms, and an auditorium. The meeting rooms and auditorium were available to local organizations, and a large space was reserved for the first branch library in North Park.⁹²

The North Park Baptist Church dedicated new facilities in 1924 at University Avenue and 32nd Street.⁹³ Architect Erwin T. Banning designed the complex in an elaborate Mediterranean Baroque style. This structure burned down in 1930, and a new church was built the following year at Bancroft Street and North Park Way. The new facility was designed by architect J.S. Groves in the Streamline Moderne style and constructed of reinforced concrete. It still stands at 3810 Bancroft Street.

In 1923, Reverend Walter Grant Smith formed St. Luke's Episcopal Church as an outpost for All Saints' Episcopal Church in downtown San Diego.⁹⁴ The North Park congregation did not have a permanent home until 1924, when All Saints' Episcopal Church downtown built a new facility, and their original 1897 Mission Revival chapel designed by Hebbard and Gill was relocated to the corner of Gunn and 30th Streets for St. Luke's use. Architectural designer John Love reconstructed the Mission Revival chapel, which still stands at 3729 30th Street.⁹⁵

Fraternal and Social Organizations

In 1922 the North Park Business Club was established by Paul and Jack Hartley, with Jack serving as the first president. The purpose of the club was not only to improve and develop the growing business district, but to organize community events and foster a sense of civic pride. Another community association, the North Park Lions Club, was formed in 1926, and also named Jack Hartley as the first president.⁹⁶ The North Park Lions Club was a service-oriented organization that addressed issues for the betterment of the community. They met in several locations including the Nordberg Building, the Plymouth Center, and the Park Villas Congregational Church.⁹⁷ North Park also had a chapter of the Independent Order of Odd Fellows, an organization with a mission of providing aid to those in need. In 1932 the Independent Order of Odd Fellows purchased the Newman Building at 2906 University Avenue and converted the department store into their lodge facility.

⁹¹ In 1960 the congregation voted to tear down the 1924 church and build a new structure, which is what stands today at 2717 University Avenue.

⁹² Covington, North Park, (123)

⁹³ Covington, North Park, (125)

⁹⁴ Covington, North Park, (130)

⁹⁵ Covington, North Park, (123-130)

⁹⁶ Covington, North Park, (145)

⁹⁷ Covington, North Park, (145) In 1949 the North Park Lions Club constructed their own facility at 3927 Utah Street, funded by member donations.

D. INFLUENCE OF THE GREAT DEPRESSION & WORLD WAR II IN NORTH PARK: 1930-1945

In the 1920s, North Park was one of the fastest growing residential and commercial centers in San Diego. However, like other communities that experienced rapid growth in the 1920s, development in North Park was substantially and immediately impacted at the outset of the Great Depression. Construction would remain slow through the 1930s and into the early 1940s. However, government economic stimulus programs resulted in a number of infrastructure projects, civic improvements, and homebuilding initiatives during this period. In addition, the 1935 California Pacific International Exposition further assisted with economic recovery in North Park. The Exposition was meant to showcase a brighter future in the midst of the Depression, and displayed among its exhibits options for minimalist, low-cost housing which would become the standard for development in San Diego from the Depression through World War II.⁹⁸

Theme: Residential Development in North Park

Impacts of the Great Depression

The Great Depression had an immediate impact on residential development in North Park. Only fourteen building permits were issued in the first quarter of 1930, compared with thirty-six in the first quarter of 1929.⁹⁹ Real estate sales continued to decrease and new development largely ceased through the mid-1930s. In the third quarter of 1934, only four residences and one small commercial building were constructed.¹⁰⁰

The dramatic decline in construction activity created a surplus in materials and skilled labor, resulting in a reduction in building costs. A new home could be built for just two-thirds the cost before the Depression, and existing homes were also offered at a greatly reduced price. Reduced prices did mean opportunity for some developers during this period. For example, in 1931 prominent local real estate developer Martin J. Healy sold his own house at 2711 28th Street in order to raise the necessary capital to embark on another building project.¹⁰¹

One of the few local construction companies able to survive the Depression was the Dennstedt Company. The Dennstedt brothers (Albert, Chester and Edward) came to San Diego from Davenport, Iowa in 1926 following a report about the booming local economy in the *San Diego Union-Tribune*. Their first office was 2861 University Avenue, and by 1930, they had built twenty houses in North Park.¹⁰² In 1930 the *San Diego Union-Tribune* highlighted the company's success:

⁹⁸ *San Diego Modernism Historic Context Statement*.

⁹⁹ Covington, *North Park*. (173)

¹⁰⁰ Covington, *North Park*. (173)

¹⁰¹ Covington, *North Park*. (178)

¹⁰² Covington, *North Park*. (173)

*Practical assurance that 1930 will be a home building year is offered by the Dennstedt company which continues to announce the beginning of the construction of new homes...The success of the company is said to be due to its insistence on friendly personal service and the fact that the brothers are actively engaged in its work, devoting their full time to the business.*¹⁰³

Due to their personal productivity, the Dennstedt Company foresaw the signs of economic recovery that would begin in the mid-1930s. At this time, the government-funded stimulus programs began to have a positive impact on the economy. In 1934, Congress passed the National Housing Act in order to relieve unemployment and stimulate the release of private credit for home repairs and construction.¹⁰⁴ The National Housing Act was meant to encourage home ownership by making residential mortgages more affordable. The Federal Housing Administration was created to administer the program, which offered long-term loans with regular monthly payments in order to reduce the size of loan. The residents and merchants of North Park joined together to form a committee in support of the establishing the National Housing Act in their community thereby connecting this major government initiative directly to the stimulation of housing construction in North Park.

California Pacific International Exposition

The California Pacific International Exposition of 1935 was touted by organizers as a way for the city to emerge from the economic downturn caused by the Depression. The Exposition would provide an influx of tourism dollars into the local economy, and would help create jobs. The Exposition was held in Balboa Park and reused many of the buildings from the 1915 Exposition. There was mature landscaping and ample space to build a new section in the park's Palisades area. San Diego architect Richard Requa was the Director of Architecture for the Exposition. Requa integrated the refurbished Spanish-style buildings of the 1915 Exposition with structures that were quickly constructed in the Palisades area of Balboa Park. Building styles ranged from American Southwest Pueblo to Central American Mayan and Aztec to Industrial Modern.¹⁰⁵



Figure 23:
*California Pacific
International
Exposition Guide
Book, 1935.*
Source: California
State Library.

¹⁰³ Covington, North Park. (174-175)

¹⁰⁴ United States Department of Housing and Urban Development. "HUD Historical Background."

¹⁰⁵ Booth, Larry and Jane Booth. "Do You Want an Exposition? San Diego's 1935 Fair in Photographs," *Journal of San Diego History*, Vol. 31, No. 4, 1985.

Although not as successful or widely influential as the 1915 Panama-California Exposition, the 1935 Exposition influenced residential development in San Diego. The combination of architectural styles found in the 1935 Exposition buildings in Balboa Park represented a period of transition in the architectural styles in San Diego. The exposition marked a shift from the romanticized Spanish Revival buildings which still graced the grounds of Balboa Park and surrounding communities, to the Art Deco and Moderne buildings along the Plaza de America.

Economic Recovery

By the spring of 1935 signs of a turn-around in the local real estate market were evident. North Park was leading all other San Diego communities in new residential construction, with one hundred thirty-six new residences underway by the end of the year.¹⁰⁶ This revival in home building can be attributed to the economic stimulus of the National Housing Act, as well as the impact of years of little or no construction in the early 1930s which created an extreme housing shortage.¹⁰⁷ By the end of the 1930s, local real estate activity reflected a renewed confidence in the economy. Construction continued throughout various North Park tracts.

One North Park business that benefitted greatly from the recovery of the real estate market was the Klicka Lumber Company. As demand for building materials returned, George Klicka embarked upon a new venture of “pre-fab” or “kit” houses. Like many builders and developers around the country, Klicka realized that by simplifying the construction techniques and architectural styles prevalent during the 1920s, the cost of building a new house could be reduced substantially. Patented as the Klicka *Studio Bungalow*, this kit house consisted of plasterless wood frame-and-panel construction. It was first introduced at the California Pacific International Exposition in Balboa Park in 1936. The Klicka house kit house was approved by the Federal Housing Administration, making the *Studio Bungalow* eligible for guaranteed low-cost loans and thereby ensuring its tremendous proliferation. An example of the Klicka kit house is the five-unit bungalow court located at 3988 Kansas Street.

The result of these efforts to stimulate the home construction industry resulted in entire neighborhoods of small bungalows with few individual features.¹⁰⁸ The more elaborate Spanish Colonial Revival house gave way to the simplified “California Colonials” which got their name from the combination of modern details (such as simple rooflines, fewer decorative details, and the absence of porches) with stucco and wood cladding.¹⁰⁹ Both the Dennstadt Company and Klicka Lumber Company were highly successful at building these new style tract homes in the post-Depression period. Between 1936 and 1941, 1,125 minimal houses were constructed in San Diego County, 100 of which were built in North Park.¹¹⁰

¹⁰⁶ Covington, *North Park*. (193)

¹⁰⁷ Covington, *North Park*. (193)

¹⁰⁸ Covington, *North Park*. (215)

¹⁰⁹ Covington, *North Park*. (199)

¹¹⁰ North Park Historical Society, “Once Upon a Time in North Park” brochure, nd.

World War II

The United States' entrance into World War II effectively ended the Great Depression in California and boosted the regional economy. California received almost 12% of the government war contracts and produced 17% of all war supplies.¹¹¹ California also acquired more military installations than any other state by a wide margin, and military bases were opened throughout the state. Aircraft, shipbuilding, and numerous other industries were booming due to the war effort, and unemployment was virtually eliminated.

This was particularly true in San Diego, which received thirty-five percent of California's aircraft contracts and had the highest per capita share of war contracts in the state.¹¹² The U.S. Navy already had a significant presence in the city. By this time San Diego claimed the Navy's largest air base and the city's harbor housed the repair and operations base for many of the Navy's major aircraft carriers. U.S. Army and Marine Corps camps sprang up throughout the county to train the large numbers of incoming soldiers.

In addition, San Diego was home to substantial manufacturing operations. In particular, Consolidated Aircraft received one of its largest and most important contracts from the Navy during this period. By 1941 the company boasted 25,000 workers on its payroll, making the aircraft industry as significant a part of San Diego's economy as the military.¹¹³ Advertisements nationwide brought thousands of workers into the city to staff the defense plants. The influx of civilian and military personnel caused the San Diego's population to soar. By the summer of 1941, the population had increased from 203,000 to more than 300,000, surpassing in little more than a year the projected growth for the next two decades.¹¹⁴

Like other large cities with military or manufacturing facilities now devoted to the defense industry, San Diego's population growth far outpaced its ability to provide sufficient services for the many thousands of war industry workers. The Federal government soon realized the tremendous strain that such massive and sudden increases in population were having on municipal transportation systems, local schools, and housing. In response to the need for housing in particular, the government turned to the Federal Housing Administration.

The Federal Housing Administration (FHA) was created under the National Housing Act of 1934. The FHA was established to help reignite the construction of single family homes by creating mortgage terms that were conducive to the average American family. The agency also regulated interest rates which had risen dramatically in the aftermath of the stock market crash. While the FHA first rose to prominence due to these financial incentives, it would largely influence the design and planning of single-family residential development for the next two decades.

¹¹¹ California State Military Department. "California Military History: California and the Second World War."

¹¹² *San Diego Modernism Historic Context Statement*.(31)

¹¹³ *San Diego Modernism Historic Context Statement*. (31)

¹¹⁴ Eddy, Lucinda. "War Comes to San Diego," *Journal of San Diego History*, Vol. 39, No. 1-2, 1993.

In particular, FHA guidelines promoted a 624-square-foot dwelling type termed the basic plan or *minimum house*. The minimum house was a modest, low-cost single-family dwelling developed on the principles of efficient construction methods, economic use of materials, and practical arrangement of interior spaces:

*To satisfy functional and spatial requirements, FHA design staff organized the house in a side-by-side arrangement. A small hall served as the pivot for this plan type. The private spaces, two bedrooms and a bath, opened off the hall. Opposite this was a public zone with living room and kitchen. These contained a major and minor entry respectively...The kitchens were small, planned for efficiency, and stocked with up-to-date appliances. A utility room with an integrated mechanical system replaced the basement heating plant and coal storage.*¹¹⁵

In addition to expanding existing programs, the FHA established new initiatives specifically directed at assisting military personnel and defense workers. During the 1940s, FHA programs helped finance military housing and homes needed for returning veterans. In 1944, the Servicemen's Readjustment Act, more commonly known as the GI Bill, created programs which helped military families attain the dream of home ownership. However, many of the Federal programs first established in the 1930s and 1940s would not have a substantial impact on the built environment until after the conclusion of the War.



Figure 24: 2204 33rd Street.



Figure 25: 4366-4378 Illinois Street.

Like other communities, North Park felt the impact of the city's intense growth during World War II. In response, unimproved lots in established subdivisions were largely infilled with modest single-family residences and residential courts inspired by FHA minimum house designs. In contrast to earlier bungalow courts, residential courts of the 1930s and 1940s were more often composed of single-story L- or U-shaped buildings, rather than detached "bungalows," and were quite restrained in their detailing. While large-scale tract development began to appear elsewhere during this period, these kinds of comprehensive planned communities did not occur in North Park.

¹¹⁵ Hise, Greg. Magnetic Los Angeles. Baltimore: The Johns Hopkins University Press, 1997. (68-69)

Theme: Commercial Development in North Park

North Park's commercial corridors were transformed during this period, largely due to two factors: the Great Depression, and the shift from streetcars to automobiles as the primary form of transportation. The economic depression had a devastating impact on established commercial thoroughfares such as University Avenue, as many business ventures failed.¹¹⁶ As the economy slowly began to rebound in the late 1930s, new businesses occupied existing storefronts, often renovating their facades with more contemporary details. At the same time, increased reliance on the automobile and local road improvements led the development of new building forms, as well as new business which catered to motorists.¹¹⁷ This was particularly true along El Cajon Boulevard, where the number of businesses more than doubled between 1930 and 1940.¹¹⁸

By 1937, what was then called El Cajon Avenue was in need of substantial improvement. Recognized as an important entrance to San Diego from the east, the roadway was widened by one hundred feet, partially repaved, and lined with trees. At this time, the name was changed from El Cajon Avenue to El Cajon Boulevard, to reflect its new size and status.¹¹⁹ Upon completion of these improvements, automobile travel along El Cajon Boulevard increased dramatically. In response to this rise in vehicular traffic, new businesses that catered specifically to the needs of the motorist opened along this and other routes, including service stations and garages. Two service stations from this period remain in North Park, at 3036 and 3040 Upas Street.



Figure 26: West Coast Paint & Body, 2010.



Figure 27: Skelley's Garage, 2010.

El Cajon Boulevard also featured several automobile camps, roadside facilities that sprang up to accommodate tourists. In 1938, a large billboard was erected at the intersection of 30th Street and El Cajon Boulevard to welcome visitors. Commercial development continued to expand along the El Cajon Boulevard through the 1940s, providing North Park with a new commercial district.

¹¹⁶ Covington, North Park. (173, 181)

¹¹⁷ Local road improvements included the 1941 opening of San Diego's first freeway, Highway 395 (later renumbered 163).

¹¹⁸ Covington, North Park. (184)

¹¹⁹ Covington, North Park. (224-225)

Along University Avenue, new commercial properties were constructed and existing storefronts were renovated, as this area began to shift from a neighborhood retail area to a regional shopping district. Auto-related businesses – gas stations, car lots, and auto parts stores – start to appear alongside new and existing grocery stores, meat markets, pharmacies, and clothing shops.

In 1937 a two-story Streamline Moderne commercial building was constructed at 2835 University Avenue. Situated prominently on the corner of University Avenue and Utah Street, it housed a grocery store on the first floor and apartments above.¹²⁰ It has operated as Glenn’s Market since the early 1960s, making it the longest continuously-operational grocery store in North Park.¹²¹

That same year, the 3800 block of Ray Street was converted from residential to mixed-use residential and commercial. Three mixed-use projects were built within a year. The first was completed at 3823-3827 Ray Street for plumbing contractor Juda Howell. The ground floor was the plumbing shop while the upper floor had an apartment and lease space that was occupied by the North Park branch of the San Diego Library. The second project was completed at 3809-3815 Ray Street for attorney Ovid E. Mark. Constructed in an Art Deco style, offices were on the ground floor and apartments were added on the second floor two years later. The third project was a duplex building at 3820-3824 Ray Street built in 1938 for George B. Wittman, a grocer, whose market was originally located two doors down at 3804 Ray Street.¹²² All three projects still stand and continue to be used for residential and commercial purposes.

In 1938, the commercial buildings along the 3000 block of University Avenue, known as the Hartley Block, were substantially remodeled during an early redevelopment project managed by local real estate developer Fred Mitchell.¹²³ Mitchell wanted to change the local focus of the commercial district and make it a more regional shopping center to take advantage of pedestrian and automobile traffic along University Avenue. Architectural elements were altered during this period to change the appearance from individual storefronts into unified structures with a continuous façade of display windows and recessed storefronts.¹²⁴



Figure 28:
Pekin Café,
2010.

¹²⁰ Covington, North Park. (222)

¹²¹ North Park Historical Society. “North Park Historical Business District Walking Tour,” n.d. (8)

¹²² Covington, North Park. (221-222)

¹²³ Covington, North Park. (223)

¹²⁴ Covington, North Park. (224)

This period of rapid change along North Park’s commercial corridors coincided with the popularity of neon signage. The sign at the Pekin Café is one of the best examples of neon signage remaining in North Park. Established in 1935 in the former North Park Furniture Company building at 2877 University Avenue, the Pekin Café is one of the oldest continuously operating restaurants in North Park.

In the early 1940s, new construction on University Avenue helped to solidify earlier efforts to create a regional commercial center in this area. The most significant new commercial building from this period was the 1942 J.C. Penney Store, located at 3029 University Avenue. J.C. Penney was one of the few retailers that continued to construct new stores during World War II. The original North Park Garage was demolished to make way for this new Late Moderne-style retail store, which remains a prominent visual presence along University Avenue.



Figure 29: J.C. Penney Building, 2010.

Theme: Civic & Institutional Development

While civic and institutional development in North Park continued during this period, but did so at a much slower pace. Notable improvements included substantial upgrades to park and recreational facilities, particularly in the northeast section of Balboa Park.

Civic Improvements

In 1931, as a way to provide unemployment relief, the City proposed a municipal golf course for Balboa Park. A nine-hole course was designed by notable golf architect William Bell. It was designed so it could be expanded to eighteen holes in the future. The course was set in the east side of the park at 28th Street. At the same time, Pershing Drive, which goes around Balboa Park, was widened from thirty to fifty feet to accommodate the increased traffic from the course.

In 1932, the City sponsored the development of a recreation center in the northeast region of Balboa Park. The plans included a swimming pool, clubhouse, two baseball diamonds, tennis courts, shuffleboard courts, and children's wading pool and sand boxes. It had been the plan of park superintendent, John Morley, since 1914 to put a recreation area in the northeast corner of the park. The Morley Field Recreation Center opened to the public in January 1933. The landscaped recreation center and municipal golf course turned the former undeveloped northeast section of Balboa Park into North Park's backyard playground.



Figure 30: North Park Sign, 1953. Source: Hartley Family, as published in Covington, *North Park: A San Diego Urban Village*.

North Park solidified its community identity during this period as well. In 1935, the North Park Business Men's Association and Women's Auxiliary raised funds to install a sign with the community name across the intersection of 30th Street and University Avenue.¹²⁵ It was originally suspended over the intersection of University Avenue and 30th Street, and featured neon letters outlined with neon tubes. The sign was dedicated in July 1935. Neon lighting had become a popular form for commercial signage in the 1930s, and most sign permits along 30th Street and University Avenue during this period were for neon signage. The sign was redesigned and lowered when the streetcar lines were removed in 1949. In 1967 it was removed for repairs but was not returned.¹²⁶ The current sign was installed in 1993.

Fraternal and Social Organizations

In the 1930s, civic and fraternal organizations continued to come to North Park and construct facilities for their use. A prominent example is the Silver Gate Masonic Lodge, which was built

¹²⁵ Covington, *North Park*. (201-202)

¹²⁶ Franck, George. "Once Upon a Time in North Park: Neon Signs." North Park Historical Society, January 2008.

in 1931 at Wightman and Utah Streets. The location was selected for its convenient location in the heart of the commercial district and one block south of the University Avenue streetcar line.¹²⁷ The building was designed in the Art Deco style by the architectural firm of Edward and Charles Quayle. The members of the Masonic Lodge wanted a building that resembled King Solomon's Temple in Jerusalem.¹²⁸ The Quayle Brothers used this as inspiration, and added Art Deco details such as zigzags, chevrons, and other stylized decorative features. The Silver Gate Masonic Lodge was one of the most significant buildings constructed in North Park during this period, and it remains one of San Diego's best examples of Art Deco architecture.¹²⁹



Figure 31: Silver Gate Masonic Lodge, 1931. Source: San Diego Historical Society.

¹²⁷ Bevil, Alexander D. "Once Upon a Time in North Park: The Silvergate Masonic Temple." North Park Historical Society, April 1992.

¹²⁸ "Once Upon a Time in North Park: The Silvergate Masonic Temple."

¹²⁹ In 1989 the Art Deco Society of California recognized this building as one of the state's most outstanding examples of Art Deco architecture.

E. POST-WORLD WAR II DEVELOPMENT IN NORTH PARK: 1946-1970

In the years immediately following World War II, the population of Southern California grew exponentially, with veterans returning from the war to settle in the area, and those already stationed at West Coast military bases staying permanently. This was particularly true throughout San Diego, given its proximity to military installations and its significance in the defense and aviation industries. Development in North Park during this period was primarily infill in previously established neighborhoods; however, there were some previously undeveloped tracts, particularly along North Park's eastern edge. It was also during this period that the FHA's "minimum house" would proliferate in the form of the Minimal Traditional-style tract house.

Theme: Post-World War II Residential Development in North Park

The high demand for new homes in San Diego produced large suburban tracts of repetitive, quickly-erected houses on the periphery of the city. However, because North Park was primarily developed in the 1920s and 1930s, by the postwar period there was little land that remained undeveloped. One exception to this pattern was the area located between Boundary and the 805 Freeway, on the eastern edge of North Park. This area contains development from the 1940s through the 1970s, alongside earlier residences.

More characteristic of residential development in North Park during this period was the construction of small clusters of modest tract houses in and around previously established neighborhoods. The Pamela Park tract was developed during the 1940s and 1950s, and therefore post-dates the surrounding neighborhoods, in some cases by several decades. This tract consists primarily of Minimal Traditional single-family residences which are consistent in scale, setting, and basic architectural detailing.

When multi-family residential development resumed after World War II, few developers continued North Park's tradition of the residential court. Instead, most favored higher densities which also necessitated more space for parking. The result was the proliferation of the two-story stucco box apartment building, designed in order to maximize the number of units on a single residential lot. Located primarily between University and Adams avenues, these buildings are characterized by their simple rectangular forms, inexpensive building materials, and minimal exterior detailing. Typically they present a plain, flat façade to the street, with entrances located along the side of the building. The structure is set back from the street to accommodate a series of parking spaces along the front of the property. These apartment buildings continue to be constructed through the 1960s.

Another reason for increased density during this period is the construction of additional residential units behind existing single-family homes. New construction included detached houses, as well as multi-unit structures, primarily in the area north of University Avenue. There is little other residential development in North Park during the 1960s.

Theme: Post-World War II Commercial Development in North Park

The automobile continued to have a profound impact on commercial development in the years after World War II. Between 1945 and 1955, the number of cars on American roads doubled. By 1958, about seventy percent of all American families owned an automobile, up almost twenty percent from the beginning of the decade.¹³⁰ Highway 395 became San Diego's first freeway when it was constructed in 1941.¹³¹ This seven-mile state highway through Cabrillo Canyon served as a new cross-town artery and provided easier access between downtown and the harbor.¹³² The construction of this and other freeways would hasten the decline of the streetcar system, which was dismantled throughout the city in the 1940s. The University Avenue Line was the last streetcar in the city to be discontinued; the track was removed in 1949.¹³³

Increasingly, the commercial built environment was being designed with the motorist in mind, rather than the pedestrian. Commercial activity along North Park's primary thoroughfares increased substantially between 1940 and 1950. During this decade, approximately 100 new businesses opened along University Avenue, and nearly 300 new businesses opened along El Cajon Boulevard.¹³⁴ In addition to the construction of new commercial buildings, many existing structures remodeled with more modern facades. The modernization of storefronts occurred along Main Streets and commercial corridors throughout California, and included new large display windows which allowed merchandise to be visible to passing motorists. Such changes reflect the evolution of a thriving commercial core.



Figure 32: Rudford's Restaurant, 2010.



Figure 33: Mathews Cleaners, 2010.

Automobile-oriented businesses dominated both University Avenue and El Cajon Boulevard, and included numerous automobile sales and repair business, motels, and drive-ins. The success of businesses along any automobile corridor during this period was predicated on their ability to capture the attention of the passing motorist, which resulted in a proliferation of eye-catching

¹³⁰ *San Diego Modernism Historic Context Statement*. (41)

¹³¹ Highway 395 was later renumbered 163.

¹³² *San Diego Modernism Historic Context Statement*. (41)

¹³³ O'Connor-Ruth.

¹³⁴ O'Connor-Ruth.

signage. Two prominent examples are the 1949 Rudford's Restaurant at 2900 El Cajon Boulevard, and 1959 Mathews Cleaners at 3935 Ohio Street.¹³⁵

In other instances, it was the building form itself that made the strongest visual statement along the roadside. This was achieved through the use of abstract shapes and expressive rooflines. These designs were often termed "Googie," named for John Lautner's Los Angeles restaurant. This style was widely employed in Southern California's roadside commercial architecture of the 1950s, including coffee shops, bowling alleys, and car washes. Other feature of these buildings included the use of large windows to create transparent facades, and freestanding pole signs which rose above the building to serve as a beacon in large parking areas.¹³⁶ North Park has several prominent examples of this style, including the Denny's Restaurant at 2445 El Cajon Boulevard, designed by prominent Modernist architects Armét & Davis, and the supermarket building at 4175 Park Boulevard, now Henry's Farmers Market.



Figure 34: Henry's Farmers Market, 2010.



Figure 35: Denny's Restaurant, 2010.

The most substantial structure developed in North Park during this period is Imig Manor at 2223 El Cajon Boulevard. Completed in 1946 by entrepreneur Larry Imig, this grand hotel was touted as a "city within a city," with shops, dining rooms, terraces, and an Olympic-sized pool. Today it is the Lafayette Hotel.

By the early 1960s, commercial activity along University Avenue and El Cajon Boulevard began to decline. This was due in part to the construction of Interstate 8, which drew vehicular traffic away from El Cajon Boulevard. In addition, the opening of nearby shopping centers – such as College Grove, Mission Valley Shopping Center, and Grossmont Center – provided new competition for retail outlets along University Avenue.¹³⁷

In the 1970s the commercial areas along University Avenue and El Cajon Boulevard were transformed by new demographics in the area, as people of Chinese, Filipino, and Vietnamese descent moved into the adjacent residential areas. The area saw a return to neighborhood-oriented business, replacing the automobile commercial strip of the immediate postwar period.

¹³⁵ This building was originally constructed in 1938. It became Rudford's in 1949.

¹³⁶ *San Diego Modernism Historic Context Statement*. (43)

¹³⁷ *San Diego Modernism Historic Context Statement*. (44-45)

Theme: Civic & Institutional Development

There was limited civic and institutional development in North Park during this period. Projects included the 1949 North Park Lions Club building at 3927 Utah Street, funded by member donations, and the Modern-style University Heights Branch Library, constructed in 1966 at 4193 Park Boulevard.



Figure 36: University Heights Branch Library, 2010.

PROPERTY TYPES & REGISTRATION REQUIREMENTS

In order for a property to be eligible for historic designation, it must possess two factors: significance and integrity. Historic significance is the importance of a property to the history, architecture, archaeology, engineering, or culture of a community. For example, a property may be significant for its association with an event, person, or development trend important in North Park, or as a notable example of particular building type or architectural style.

In San Diego, a property may be designated a historical resource if it meets one or more of the following designation criteria:¹³⁸

- 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.
- B. Is identified with persons or events significant in local, state or national history.
- 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.
- D. Is representative of the notable work of a master builder, designer, architect, engineer, landscape architect, interior designer, artist or craftsman.
- 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.
- 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.

In addition to meeting at least one of the designation criteria, a property must retain sufficient integrity to convey its significance. Integrity is the authenticity of a property's historic identity as evidenced by the survival of physical characteristics that existed during the property's historic period.

The National Park Service has defined the following seven aspects of integrity:¹³⁹

- Location: The place where the historic property was constructed or the place where the historic event occurred.

¹³⁸ City of San Diego Planning Department. "Designation Criteria for City of San Diego Historical Sites."

¹³⁹ *National Register Bulletin #15: How to Apply the National Register Criteria for Evaluation*. Washington D.C.: U.S. Department of the Interior, National Park Service, 1995.

- Design: The combination of elements that create the form, plan, space, structure, and style of a property.
- Setting: The physical environment of a historic property.
- Materials: The physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.
- Workmanship: The physical evidence of the crafts of a particular culture of people during any given period in history or prehistory.
- Feeling: A property's expression of the aesthetic or historic sense of a particular period of time.
- Association: The direct link between an important historic event or person and a historic property.

The following property types and registration requirements have been developed in order to aid in the City's ongoing efforts to identify historic in North Park. Each property type is associated with a historic period of development in North Park. Descriptions include relative rarity of the type in North Park; potential historic significance; required aspects of integrity; and associated architectural styles.¹⁴⁰

EARLY SETTLEMENT OF GREATER NORTH PARK: 1893-1906

Property Type: *Single-Family Residence*

Single-family residences constructed in the last decade of the 19th century and the first years of the 20th century represent North Park's earliest development. Little was built during this period and extant examples are rare. For this reason, integrity thresholds are lower than they might be for other resource types. Examples with moderate to high integrity may be eligible for individual designation.

A single-family residence from this period may be significant:

- As a rare example of turn-of-the-20th century residential development (Criterion A)
- For its association with a significant person or event (Criterion B)
- As an example of a particular architectural style associated with the period (Criterion C)
- As the work of a significant architect or designer (Criterion D)

Properties that are significant under Criteria A, C, or D must retain integrity of Location, Design, and Materials. Properties that are significant under Criterion B must retain integrity of Location and Association.

¹⁴⁰ Identified architectural styles are described in detail in the following section.

Associated Architectural Styles from the Period

Architectural styles associated with this period of development in North Park include Stick/Eastlake, Folk Victorian, and Queen Anne.

DEVELOPMENT OF NORTH PARK: 1907-1929

Property Type: *Single-Family Residence*

Single-family residences constructed in the first three decades of the 20th century are abundant in North Park. For this reason, integrity thresholds have been set relatively high for this property type. Only those examples with high integrity should be considered for individual designation. A substantial geographic concentration of such properties with sufficient integrity would qualify as a historic district. A historic district composed of single-family residences from this period must contain a substantial concentration of properties with high integrity; however, properties with moderate integrity would also be contributors to the district.

A single-family residence from this period may be significant:

- As an example of early-20th century residential development (Criterion A)
- For its association with a significant person or event (Criterion B)
- As an example of a particular architectural style associated with the period (Criterion C)
- As the work of a significant architect or designer (Criterion D)

Properties that are significant under Criteria A, C, or D must retain integrity of Location, Design, and Materials. Properties that are significant under Criterion B must retain integrity of Location and Association.

Property Type: *Multi-Family Residence – Bungalow Court*

The most common multi-family residential building type in North Park from this period is the bungalow court. A bungalow court is typically one story, and composed of multiple detached or semi-detached buildings on a single or double residential lot. Units are oriented around a central common area, typically a landscaped courtyard, which is a primary feature of the design. Examples from this period have little or no accommodation for the automobile. Because the bungalow court is a low-density housing type, examples are increasingly threatened. For this reason, integrity thresholds have been set relatively low. There are no substantial geographic concentrations of such properties in North Park. However, there is a population of these resources located throughout North Park which qualifies as a non-contiguous or thematic (multiple property listing) historic district.

A bungalow court from this period may be significant:

- As an example of an early-20th century bungalow court (Criterion A)
- For its association with a significant person or event (Criterion B)
- As an example of a particular architectural style associated with the period (Criterion C)
- As the work of a significant architect or designer (Criterion D)

Properties that are significant under Criteria A, C, or D must retain integrity of Location, Design, Materials, and Setting. Properties that are significant under Criterion B must retain integrity of Location and Association.

Property Type: *Multi-Family Residence – Apartment House*

Apartment houses constructed in the first three decades of the 20th century are not common in North Park. An apartment house is two or more stories in height, and typically four or more units. Often rectangular in plan, these buildings are designed to maximize lot coverage. They are oriented toward the street with architectural detailing on the street-facing façade, and often have a single common building entrance. Examples with high integrity may be eligible for individual designation. A substantial geographic concentration of such properties with sufficient integrity would qualify as a historic district. A historic district composed of multi-family residences from this period must contain a substantial concentration of properties with high integrity; however, properties with moderate integrity would also be contributors to the district.

An apartment house from this period may be significant:

- As an example of early-20th century multi-family residential development (Criterion A)
- For its association with a significant person or event (Criterion B)
- As an example of a particular architectural style associated with the period (Criterion C)
- As the work of a significant architect or designer (Criterion D)

Properties that are significant under Criteria A, C, or D must retain integrity of Location, Design, and Materials. Properties that are significant under Criterion B must retain integrity of Location and Association.

Property Type: *Commercial Building*

North Park contains a large number of commercial properties from the first three decades of the 20th century. These include commercial blocks, storefronts, and auto-related properties. Examples with high integrity may be eligible for individual designation. A substantial concentration of such properties would also qualify as a historic district. A substantial geographic concentration of such properties with moderate to high integrity, particularly located along historic streetcar lines, would qualify as a historic district.

A commercial property from this period may be significant:

- As an example of early-20th century commercial development (Criterion A)
- As an example of early auto-related development (Criterion A)
- For its association with a significant person or event (Criterion B)
- As an example of a particular architectural style associated with the period (Criterion C)
- As the work of a significant architect or designer (Criterion D)

Properties that are significant under Criteria A, C, or D must retain integrity of Location, Design, and Materials. Properties that are significant under Criterion B must retain integrity of Location and Association.

Property Type: *Infrastructural Facility – Water & Power*

Infrastructural facilities from the first three decades of the 20th century are rare in North Park. These include a high water storage tank and an electrical and gas substation. Examples with moderate to high integrity may be eligible for individual designation.

An infrastructural facility from this period may be significant:

- As an example of early-20th century infrastructural development (Criterion A)
- As an example of a particular architectural style associated with the period (Criterion C)
- As the work of a significant architect or designer (Criterion D)

Properties that are significant under Criteria A, C, or D must retain integrity of Location, Design, and Materials.

Property Type: *Civic & Institutional Facility*

North Park contains a number of civic and institutional properties from the first three decades of the 20th century. These include schools, churches, fraternal and social clubs, and park facilities. Examples with high integrity may be eligible for individual designation.

A civic or institutional facility from this period may be significant:

- As an example of early-20th century civic or institutional development (Criterion A)
- For its association with a significant person or event (Criterion B)
- As an example of a particular architectural style associated with the period (Criterion C)
- As the work of a significant architect or designer (Criterion D)

Properties that are significant under Criteria A, C, or D must retain integrity of Location, Design, and Materials. Properties that are significant under Criterion B must retain integrity of Location and Association.

Associated Architectural Styles from the Period

Architectural styles associated with this period of development in North Park include Craftsman/California Bungalow, Prairie, Renaissance Revival, American Colonial Revival, Pueblo Revival, Spanish Colonial Revival, Tudor Revival, Egyptian Revival, French Eclectic, and Commercial Vernacular.

INFLUENCE OF THE GREAT DEPRESSION & WORLD WAR II IN NORTH PARK: 1930-1945

Property Type: *Single-Family Residence*

Single-family residences constructed between the onset of the Depression and World War II are fairly common in North Park. Examples that are architect-designed or custom-built for a specific client, and retain high integrity may be eligible for individual designation. Tract housing from this period is not likely to be eligible for individual designation. However, a substantial geographic concentration of such properties with sufficient integrity would qualify as a historic district. A historic district composed of single-family residences from this period must contain a substantial concentration of properties with high integrity; however, properties with moderate integrity would also be contributors to the district.

A single-family residence from this period may be significant:

- As an example of mid-20th century residential development (Criterion A)
- For its association with a significant person or event (Criterion B)
- As an example of a particular architectural style associated with the period (Criterion C)
- As the work of a significant architect or designer (Criterion D)

Properties that are significant under Criteria A, C, or D must retain integrity of Location, Design, and Materials. Properties that are significant under Criterion B must retain integrity of Location and Association.

Property Type: *Multi-Family Residence – Residential Court*

North Park contains a number of residential courts from the period between the onset of the Depression and World War II. A residential court is a later iteration of the bungalow court housing type of an earlier period. In this period, residential courts are typically one story, and composed of multiple attached buildings on a single or double residential lot. Units may be oriented around a landscaped central courtyard, or arranged in a linear configuration facing a minimal side courtyard. These later examples typically include detached garage(s) at the rear. Because the residential court is a low-density housing type, examples are increasingly threatened. For this reason, integrity thresholds have been set relatively low. There are no substantial geographic concentrations of such properties in North Park. However, there is a

population of bungalow and residential courts located throughout North Park which may qualify as a non-contiguous or thematic (multiple-property listing) historic district.

A residential court from this period may be significant:

- As an example of a mid-20th century residential court (Criterion A)
- For its association with a significant person or event (Criterion B)
- As an example of a particular architectural style associated with the period (Criterion C)
- As the work of a significant architect or designer (Criterion D)

Properties that are significant under Criteria A, C, or D must retain integrity of Location, Design, Materials, and Setting. Properties that are significant under Criterion B must retain integrity of Location and Association.

Property Type: *Multi-Family Residence, Apartment House*

Apartment houses constructed between the onset of the Depression and World War II are not common in North Park. An apartment house is two or more stories in height, and typically four or more units. Often rectangular in plan, these buildings are designed to maximize lot coverage. Examples with high integrity may be eligible for individual designation. A substantial geographic concentration of such properties with sufficient integrity would qualify as a historic district. A historic district composed of multi-family residences from this period must contain a substantial concentration of properties with high integrity; however, properties with moderate integrity would also be contributors to the district.

An apartment house from this period may be significant:

- As an example of mid-20th century multi-family residential development (Criterion A)
- For its association with a significant person or event (Criterion B)
- As an example of a particular architectural style associated with the period (Criterion C)
- As the work of a significant architect or designer (Criterion D)

Properties that are significant under Criteria A, C, or D must retain integrity of Location, Design, and Materials. Properties that are significant under Criterion B must retain integrity of Location and Association.

Property Type: *Commercial Building*

North Park contains a number of commercial properties constructed between the onset of the Depression and World War II. These include storefronts, auto-related properties, and mixed-use buildings. Examples with high integrity may be eligible for individual designation. A substantial concentration of such properties would also qualify as a historic district. A substantial geographic concentration of such properties with moderate to high integrity, particularly located along historic streetcar lines, would qualify as a historic district.

A commercial property from this period may be significant:

- As an of mid-20th century commercial development (Criterion A)
- As an example of early auto-related development (Criterion A)
- For its association with a significant person or event (Criterion B)
- As an example of a particular architectural style associated with the period (Criterion C)
- As the work of a significant architect or designer (Criterion D)

Properties that are significant under Criteria A, C, or D must retain integrity of Location, Design, and Materials. Properties that are significant under Criterion B must retain integrity of Location and Association.

Property Type: *Civic & Institutional*

North Park contains a small number of civic and institutional properties from the period between the onset of the Depression and World War II, including some recreational facilities and a fraternal organization building. Examples with high integrity may be eligible for individual designation.

A civic or institutional facility from this period may be significant:

- As an example of mid-20th century civic or institutional development (Criterion A)
- For its association with a significant person or event (Criterion B)
- As an example of a particular architectural style associated with the period (Criterion C)
- As the work of a significant architect or designer (Criterion D)

Properties that are significant under Criteria A, C, or D must retain integrity of Location, Design, and Materials. Properties that are significant under Criterion B must retain integrity of Location and Association.

Associated Architectural Styles from the Period

Architectural styles associated with this period of development in North Park include Art Deco, Streamline Moderne, Late Moderne, and Minimal Traditional.

POST-WORLD WAR II DEVELOPMENT IN NORTH PARK: 1946-1970

Property Type: *Single-Family Residence*

In North Park, single-family residences constructed during the post-war period are far less common than those from earlier periods. Examples that are architect-designed or custom-built for a specific client, and retain high integrity may be eligible for individual designation. Tract housing from this period is not likely to be eligible for individual designation. However, a

substantial geographic concentration of such properties with sufficient integrity would qualify as a historic district. A historic district composed of single-family residences from this period must contain a substantial concentration of properties with high integrity; however, properties with moderate integrity would also be contributors to the district.

A single-family residence from this period may be significant:

- As an example of mid- to late-20th century residential development (Criterion A)
- For its association with a significant person or event (Criterion B)
- As an example of a particular architectural style associated with the period (Criterion C)
- As the work of a significant architect or designer (Criterion D)

Properties that are significant under Criteria A, C, or D must retain integrity of Location, Design, and Materials. Properties that are significant under Criterion B must retain integrity of Location and Association.

Property Type: *Multi-Family Residence – Residential Court*

North Park contains a number of residential courts from the postwar period. A residential court is a later iteration of the bungalow court housing type of an earlier period. In this period, residential courts are typically one story, and composed of multiple attached buildings on a single or double residential lot. Units may be oriented around a landscaped central courtyard, or arranged in a linear configuration facing a minimal side courtyard. These later examples typically include detached garage(s) at the rear. Because the residential court is a low-density housing type, examples are increasingly threatened. For this reason, integrity thresholds have been set relatively low. There are no substantial geographic concentrations of such properties in North Park. However, there is a population of bungalow and residential courts located throughout North Park which qualifies as a non-contiguous or thematic (multiple property listing) historic district.

A residential court from this period may be significant:

- As an example of a mid- to late-20th century residential court (Criterion A)
- For its association with a significant person or event (Criterion B)
- As an example of a particular architectural style associated with the period (Criterion C)
- As the work of a significant architect or designer (Criterion D)

Properties that are significant under Criteria A, C, or D must retain integrity of Location, Design, Materials, and Setting. Properties that are significant under Criterion B must retain integrity of Location and Association.

Property Type: *Multi-Family Residence – Courtyard Apartment*

North Park has a number of courtyard apartments from the postwar period. These are typically two-stories in height, and arranged around a common central patio or landscaped courtyard. Units are accessed via exterior stairways and corridors. Parking is typically provided at the rear of the lot. Only those examples with high integrity should be considered for individual designation.

A courtyard apartment from this period may be significant:

- As an example of a mid- to late-20th century courtyard apartment (Criterion A)
- For its association with a significant person or event (Criterion B)
- As an example of a particular architectural style associated with the period (Criterion C)
- As the work of a significant architect or designer (Criterion D)

Properties that are significant under Criteria A, C, or D must retain integrity of Location, Design, Materials, and Setting. Properties that are significant under Criterion B must retain integrity of Location and Association.

Property Type: *Multi-Family Residence – Stucco Box*

The stucco box apartment building is the most common multi-family housing type in North Park from the postwar period. Designed to maximize the number of units on a single residential lot, these buildings are characterized by their simple rectangular forms, inexpensive building materials, and minimal exterior detailing. Typically they present a plain, flat façade to the street, with entrances located along the side of the building. The structure is set back from the street to accommodate a series of parking spaces along the front of the property. These buildings are unlikely to be eligible for individual designation.

A stucco box apartment from this period may be significant:

- For its association with a significant person or event (Criterion B)

Properties that are significant under Criterion B must retain integrity of Location and Association.

Property Type: *Multi-Family Residence – Apartment Tower*

There are a small number of apartment towers from the postwar period in North Park. A function of higher zoning, the apartment tower is typically five or more stories in height and characterized by its vertical massing. These buildings are rectangular in plan, often with a flat roof and flat facades, although facades may be articulated with projecting or recessed balconies. Only those examples with high integrity should be considered for individual designation.

An apartment tower from this period may be significant:

- As an example of a mid- to late-20th century apartment tower (Criterion A)
- For its association with a significant person or event (Criterion B)
- As an example of a particular architectural style associated with the period (Criterion C)
- As the work of a significant architect or designer (Criterion D)

Properties that are significant under Criteria A, C, or D must retain integrity of Location, Design, and Materials. Properties that are significant under Criterion B must retain integrity of Location and Association.

Property Type: *Commercial Building*

North Park contains a wide range of commercial properties constructed during the postwar period. These include storefronts, service stations, banks, grocery stores, drive-ins, coffee shops, retail strips, and office buildings, located along North Park's automobile corridors. Examples that are architect-designed or custom-built for a specific client, and retain high integrity may be eligible for individual designation. A substantial geographic concentration of such properties constructed within a narrow period of development with sufficient integrity may qualify as a historic district. Contributing properties to such a historic district may include earlier storefront buildings which reflect a broad trend of façade modernization in the 1950s.

A commercial property from this period may be significant:

- As an example of mid- to late-20th century commercial development (Criterion A)
- As an example of auto-related development (Criterion A)
- For its association with a significant person or event (Criterion B)
- As an example of a particular architectural style associated with the period (Criterion C)
- As the work of a significant architect or designer (Criterion D)

Properties that are significant under Criteria A, C, or D must retain integrity of Location, Design, and Materials. Properties that are significant under Criterion B must retain integrity of Location and Association.

Property Type: *Civic & Institutional Building*

North Park contains a small number of civic and institutional properties from the postwar period, including a post office, branch library, and a fraternal organization building. Examples with high integrity may be eligible for individual designation.

A civic or institutional facility from this period may be significant:

- As an example of mid- to late-20th century civic or institutional development (Criterion A)

- For its association with a significant person or event (Criterion B)
- As an example of a particular architectural style associated with the period (Criterion C)
- As the work of a significant architect or designer (Criterion D)

Properties that are significant under Criteria A, C, or D must retain integrity of Location, Design, and Materials. Properties that are significant under Criterion B must retain integrity of Location and Association.

Associated Architectural Styles from the Period

Architectural styles associated with this period of development in North Park include Minimal Traditional, Ranch, Modern, and Googie.

ARCHITECTURAL STYLES

The diverse architectural character of North Park reflects changes in popular tastes over time. These include Victorian-era styles of the late 19th-century (Stick/Eastlake, Queen Anne, Folk Victorian); the Craftsman/California Bungalow style, a distinctly regional style that enjoyed widespread popularity in the first two decades of the 20th century; Period Revival styles of the 1920s and 1930s which made explicit references to their European predecessors (Spanish Colonial Revival, Renaissance Revival, Tudor Revival, American Colonial Revival); and the more minimalist Modern styles of the late 1930s through the 1960s (Streamline Moderne, Minimal Traditional, Modern, Googie).¹⁴¹

The styles discussed below are those currently represented among identified historic resources in North Park. These include those styles that are prevalent in this area, or are represented by prominent examples. This typology does not establish historic significance. Rather, it describes the existing population of historic buildings in this portion of the city.

¹⁴¹ Note that other architectural styles are represented in North Park, including the Mission Revival and Ranch styles. However, no significant examples of these styles were identified.

Stick/Eastlake

The Stick style is an architectural link between the earlier Gothic Revival and later Queen Anne style, all of which were adapted from Medieval buildings traditions. Widely used in residential architecture in the late 19th century, the Stick style is defined primarily by its decorative detailing, where the wall surface is treated as a decorative element, frequently with visible stick work. The term “Eastlake” refers to the decorative ornamentation found on Victorian-era residences, including those designed in the Stick style. Examples of this style are very rare in North Park.

Character-defining features include:

- Steeply-pitched gabled roof with decorative trusses at the gable apex
- May have a flat roof with a decorative cornice
- Overhanging eaves with exposed rafters
- Wood exterior wall cladding
- Projecting squared bay windows
- Entry or full-width porches with diagonal or curved braces
- Eastlake detailing, such as with applied decorative stick work



3727 Park Boulevard.

Folk Victorian

The Folk Victorian style is characterized by Victorian decorative detailing applied to simple folk house forms. A common residential style during the late 19th century, it displays its decoration primarily around the porch and cornice line. Details may include turned spindles and flat jigsaw-cut spandrels. This style is differentiated from the more elaborate Queen Anne by a lack of textured and varied wall surfaces. In North Park, identified examples tended to be more restrained in their ornamentation. Examples of this style are rare in North Park.

Character-defining features include:

- Moderate to steeply-pitched front-gable roof
- Simple Folk house forms
- Restrained use of exterior ornamentation
- Porches with spindle work detailing
- Flat jigsaw-cut trim
- Simple windows surrounds



2324 29th Street.

Queen Anne

The Queen Anne style was one of the most popular Victorian-era styles for residential buildings in California. Like the Stick style that it quickly replaced, Queen Anne uses exterior wall surfaces as a primary decorative element. Projecting bays, towers, overhangs, and varied wall materials are used to avoid plain flat wall surfaces. Examples of this style are rare in North Park.

Character-defining features include:

- Asymmetrical façade
- Steeply-pitched roof, usually with a dominate front-facing gable
- Wood exterior wall cladding with patterned shingles
- Projecting partial-, full-width or wrap-around front porch, usually one story in height
- Cut-away bays
- Wood double-hung sash windows
- Tall decorative brick chimneys
- Ornamentation may include decorative brackets, bargeboards, pendants and spindle work



1919 Howard Avenue.

Commercial Vernacular

Although not an officially recognized style, “Commercial Vernacular” describes simple commercial structures with little decorative ornamentation, common in American cities and towns in the early 20th century. These buildings are typically brick in construction, with decorative detailing confined to the cornice line. North Park retains several examples of this style.

Character-defining features include:

- Simple square or rectangular forms
- Flat roof, sometimes with a parapet
- Brick exterior wall surfaces
- Ground-story storefronts, often with transom windows above
- Wood double-hung sash upper-story windows, often in pairs
- Segmental arch window and door openings on side and rear elevations
- Decorative detailing, if any, may include cornices, friezes, quoins, or stringcourses



2525-2543 University Avenue.



2867-2875 University Avenue.

Craftsman/California Bungalow

Craftsman architecture in America grew out of the late-19th century English Arts and Crafts movement. It stressed simplicity of design, hand-craftsmanship, extensive use of natural materials, and the relationship to the climate and landscape. First developed in California, it became the dominant residential style in Southern California during the first two decades of the 20th century. Craftsman designs were widely published in architectural journals and pattern books, popularizing the style throughout the country. The larger, two-story residences are typically referred to as “Craftsman” in style. However, it was the more modest one- to one and one-half story “California bungalow” that became the most prevalent middle-class residential building type through the 1920s. In North Park, Craftsman/California Bungalow residences were constructed into the 1930s. Extant examples of this style remain ubiquitous in North Park today.

Character-defining features include:

- Horizontal massing
- Low-pitched gabled roof
- Widely overhanging eaves with exposed rafters, beams, or braces
- Wood exterior wall cladding (shingle, shake, or clapboard)
- Projecting partial- or full-width front porch
- Heavy porch piers, often of river stone or masonry
- Wood-frame windows, often grouped in multiples
- Widely-proportioned front doors
- Wide window and door surrounds, often with extended lintels



3121 Thorn Street.



3574 Louisiana Street.



3505 Texas Street.

Prairie

One of the few indigenous American architectural styles, the Prairie style originated in Chicago in the first decade of the 20th century. The style was widely published in pattern books and popular magazines, and became common in early 20th century suburbs throughout the country. A primary characteristic was a horizontal emphasis that recalled the plains of the Midwest. The style was most typically applied to two-story residences, and quickly faded from fashion after World War I. The style is not common in North Park.

Character-defining features include:

- Low-pitched roof, usually hipped
- Widely overhanging boxed eaves
- Two stories with one-story wings or porches
- Eaves, cornices, and façade detailing emphasizing horizontal lines
- Wooden casement windows, often in bands
- Massive square porch supports
- Upper-story balconies, often with capped balcony railings



2829 28th Street.

Renaissance Revival

Popular in the early decades of the 20th century, the Renaissance Revival style was often a fairly literal interpretation of Italian precedents. In contrast to the earlier Shingle or Queen Anne styles, it features formal, symmetrical facades and incorporates Classical or Beaux Arts details. The Renaissance Revival style was used in residential architecture, but more typically applied to civic and institutional buildings. This style is uncommon in North Park.

Character-defining features include:

- Symmetrical facades
- Tiled low-pitched hip roof, sometimes flat roof
- Boxed eaves with decorative brackets
- Stucco or masonry exterior wall cladding
- Arched window and door openings on the first story
- Wood divided-light windows in the upper stories
- Front entry accentuated with slender classical columns or pilasters
- Classical or Beaux Arts details may include quoins, roofline balustrades, pedimented windows, molded cornices and belt courses



San Diego Gas & Electric Co. Substation F, 3169 El Cajon Boulevard.

American Colonial Revival

The American Colonial Revival style proliferated during the first half of the 20th century. This style incorporates traditions from the Georgian, Adam and early Classical Revival styles that were prevalent during the English colonial period. Earlier examples were rarely accurate recreations but were instead free interpretations with details inspired by colonial precedents, while later examples shifted to more historically correct proportions and details. In North Park, this style is typically applied to modest, one-story residences.

Character-defining features include:

- Side-gable or hipped roofs
- Horizontal wood exterior wall cladding
- Accentuated front entry or portico, featuring decorative pediments supported by pilasters or slender columns
- Wood double-hung sash windows with multi-pane glazing
- Front doors flanked by sidelights with fanlights above
- Fixed wooden shutters



4549 Louisiana Street.



2925-2927 33rd Street.

Pueblo Revival

The Pueblo Revival style combines influences of both Spanish Colonial buildings and Native American pueblos. The style imitates the hand-fishes of their Native American prototypes, including textures wall surfaced and rough-hewn wooden structural and decorative details. More popular elsewhere in the Southwest during the 1920s and 1930s, the style was never common in California. This style is not common in North Park.

Character-defining features include:

- Flat roofs with parapets, often stepped back
- Stucco exterior cladding with irregular textures, usually earth colored
- Blunted or rounded corners and parapets
- Rough-hewn projecting wooden roof beams (vigas), window lintels and porch supports



2454-2474 Adams Avenue.

Spanish Colonial Revival

Enormously popular in Southern California from the late 1910s through the late 1930s, the Spanish Colonial Revival style emerged from a conscious effort by architects to emulate older Spanish architectural traditions, and break with Eastern colonial influences. The style attained widespread popularity throughout Southern California following the 1915 Panama-California Exposition in San Diego, designed by chief architect Bertram Grosvenor Goodhue. At the peak of its popularity, design features of other regions of the Mediterranean were often creatively incorporated, including those of Italy, France, and North Africa. This style is prevalent among residential buildings in North Park.

Character-defining features include:

- Asymmetrical facade
- Red clay tile hip or side-gable roof, or flat roof with a tile-clad parapet
- Stucco exterior cladding, forming uninterrupted wall planes
- Wood-frame casement or double-hung windows, typically with divided lights
- Arched colonnades, window or door openings
- Decorative grilles of wood, wrought iron, or plaster
- Decorative terra cotta or tile work
- More elaborate versions may display balconies, patios or towers



2114 Upas Street.



Alta Cañada Apartments, 2448 Adams Avenue.



3544 Mississippi Street.



3526 Arizona Street.

Tudor Revival

The Tudor Revival style is loosely based on a variety of Medieval English building traditions. In the United States, these traditions are combined freely, but retain the steeply-pitched front-facing gable which is almost universally present as a dominant façade element. The style's popularity expanded dramatically in the 1920s and early 1930s, when masonry veneering techniques allowed even the most modest examples to mimic closely the brick and stone exteriors seen on English prototypes. North Park retains a number of good examples of this style.

Character-defining features include:

- Asymmetrical facade
- Steeply-pitched gabled roof with a prominent front-facing gable
- Stucco or brick exterior wall cladding, typically with half-timbering
- Tall, narrow divided-light windows, often arranged in multiples
- May display picture windows with leaded diamond panes
- Small gabled entry porch, often with arched openings
- Details may include stone or brick accents or faux quoining



3520 Mississippi Street.



4711 Panorama Drive.

Egyptian Revival

The Egyptian Revival style was never a common exotic revival style in the United States. However, it did achieve some popularity due to a renewed interest in Egyptian antiquities following the 1922 discovery of King Tutankhamun's tomb. The style typically features Egyptian-inspired detailing applied to traditional building forms. In Southern California, the style was most often adapted for commercial and multi-family residential buildings. This style is not common in North Park.

Character-defining features include:

- Heavy sculpted columns or pilasters, often flared at the top
- Plaster reliefs or painted ornamentation depicting ancient Egyptians motifs
- Incised hieroglyphics



3783 Park Boulevard.

French Eclectic

Never common in the United States, the French Eclectic style enjoyed its greatest popularity in the decades following World War I. The style shares a number of characteristics with the contemporary Tudor Revival style, both of which were based on a variety of Medieval English building traditions. The French Eclectic style drew from the simple farm houses of rural France, and incorporated steeply-pitched roofs and round towers. North Park has several good examples of this style.

Character-defining features include:

- Asymmetrical facade
- Steeply-pitched gabled or hipped roof
- Prominent round tower with high conical roof
- Stucco or brick exterior wall cladding
- Tall, narrow divided-light windows, often arranged in multiples
- Small entry porch, often contained within a tower



2411 32nd Street.



2435 32nd Street.

Art Deco

The Art Deco architectural style emerged from the designs exhibited at the 1905 Paris *Exposition des Arts Décoratifs*. Most common during the 1920s and 1930s, the style was typically applied to civic buildings, commercial structures, and apartment buildings. In contrast to the Streamline Moderne style of the same period, the equally stylized Art Deco emphasizes verticality, and features elaborate detailing including geometric or floral motifs. North Park has several prominent examples of the style.

Character-defining features include:

- Flat roofs, often with towers and other vertical projections above the roofline
- Vertical emphasis
- Smooth wall surfaces, usually of stucco
- Elaborate detailing, including zig-zags, chevrons, reeding and fluting, sunrise patterns, and other stylized motifs



Silver Gate Masonic Temple, 3795 Utah Street.



Korean Church of Seventh-Day Adventists, 3076-3090 Polk Avenue.

Streamline Moderne

Characterized by smooth surfaces, curved corners, and sweeping horizontal lines, Streamline Moderne is considered to be the first thoroughly Modern architectural style to achieve wide acceptance among the American public. Inspired by the industrial designs of the period, it was popular throughout the United States in the late 1930s. Unlike the highly-ornamental Art Deco style of the late 1920s, Streamline Moderne expressed an austerity that was perceived as more appropriate for Depression-era architecture.¹⁴² In Southern California, the style was adapted for every use, from industrial buildings to single-family homes and apartment buildings. North Park has several prominent residential examples of the style. Among North Park's many bungalow courts, Streamline Moderne features, such as rounded corners and glass block, are freely incorporated into Spanish Colonial Revival and Minimal Traditional examples.

Character-defining features include:

- Horizontal massing
- Asymmetrical façade
- Flat roof with coping
- Smooth wall surfaces, typically clad in stucco
- Curved corners
- Glass block and porthole windows
- Flat canopy over entrances
- Horizontal grooves or stringcourses
- Pipe railings along exterior staircases and balconies



1910 Robinson Avenue.



3037 28th Street.



2848 Kalmia Place.

¹⁴² Gleye, Paul. The Architecture of Los Angeles. Los Angeles: Rosebud Books, 1981. (129-130)

Late Moderne

The Late Moderne style incorporates elements of both the Streamline Moderne and the International styles. While the earliest examples appeared in the late 1930s, the style achieved its greatest popularity in large-scale commercial and civic buildings of the late 1940s and 1950s. The Late Moderne style is most easily identified by the use of the bezeled windows, where horizontal groupings of windows are outlined in a protruding, bezel-like flange, often in a material and color that contrasts with the exterior wall.¹⁴³ This style is not common in North Park; however, it boasts one prominent example.

Character-defining features include:

- Horizontal emphasis
- Exposed concrete or stucco cladding
- Flat rooflines
- Horizontal bands of bezeled windows, often with aluminum fin sunshades
- Operable steel-sash windows (casement, awning, hopper)
- Projecting window frames



J.C. Penney Co. Building, 3029 University Avenue.

¹⁴³ Gleye. (151)

Minimal Traditional

The Minimal Traditional style is defined by a single-story configuration, simple exterior forms, and a restrained use of traditional architectural detailing. The Minimal Traditional house was immensely popular in large suburban residential developments throughout the United States during the 1940s and early 1950s. The style had its origins in the principles of the Modern movement and the requirements of the FHA and other Federal programs of the 1930s. In Southern California, the style is closely associated with large-scale residential developments of the World War II and postwar periods. Primarily associated with the detached single family house, Minimal Traditional detailing may also be applied to apartment buildings of the same period. In North Park, the style was a popular choice for both single-family residences and bungalow courts through the 1940s.

Character-defining features include:

- One-story configuration
- Simple rectangular plan
- Medium or low-pitched hip or side-gable roof with shallow eaves
- Smooth stucco wall cladding, often with wood lap or stone veneer accents
- Wood multi-light windows (picture, double-hung sash, casement)
- Projecting three-sided oriel
- Shallow entry porch with slender wood supports
- Fixed wooden shutters
- Minimal decorative exterior detailing



2204 33rd Street.



4366-4378 Illinois Street.

Ranch

The Ranch style enjoyed enormous popularity throughout the United States during the late 1950s and 1960s. This style emerged from the 1930s designs of Southern California architect Cliff May, combined with the mid-century ideal of indoor-outdoor living. The Ranch style is characterized by a low horizontal emphasis and sprawling interior plan. The style was also among the first to directly address the growing importance of the automobile, with attached garages or carports incorporated into the design. This style is not common in North Park.

Character-defining features include:

- One-story configuration
- Sprawling plan, often with radiating wings (L-shaped, U-shaped)
- Low horizontal massing with wide street facade
- Flat or low-pitched hip or gable roof with overhanging eaves
- Wood lap, board-and-batten, or stucco exterior cladding
- Large wood or metal-frame windows
- Recessed entry
- Attached two-stall garage



3139 Olive Street.



4779 Panorama Drive.

Modern

The term “Modern” describes postwar-era architecture influenced by the European Modernist movement of the 1920s. European Modernism advocated an architectural philosophy that stressed rationality, logic, and a break from past traditions, embracing an industrial aesthetic characterized by clean lines, pure geometric forms and materials such as metal, glass, and concrete. Modern buildings represented the adaptation of these elements to the local climate and topography, as well as to the postwar need for efficiently-built, moderately-priced structures. In North Park, the Modern style is most commonly applied to commercial buildings which feature smooth wall surfaces and large expanses of glass.

Character-defining features include:

- Simple geometric forms
- May have expressed post-and-beam construction, in wood or steel
- Flat roof with wide overhanging eaves and cantilevered canopies
- Unadorned wall surfaces of wood, stucco, brick or stone
- Exterior panels of wood, stucco, brick or stone
- Flush-mounted metal frame full-height and clerestory windows



University Heights Branch Library, 4193 Park Boulevard.



Thrift Trader, 3939 Iowa Street.



2110 El Cajon Boulevard.

Googie

Googie has been described as Modernism for the masses. With its swooping lines and organic shapes, the style attempted to capture the playful exuberance of postwar America. Named for the John Lautner-designed Googie's Restaurant in Los Angeles, the style was widely employed in Southern California's roadside commercial architecture of the 1950s, including coffee shops, bowling alleys, and car washes. North Park has several prominent examples of this style.

Character-defining features include:

- Expressive rooflines, including butterfly, folded-plate, barrel vault, and cantilevers
- Organic, abstract, and parabolic shapes
- Clear expression of materials, including concrete, steel, asbestos, cement, glass block, plastic, and plywood
- Large expanses of plate glass
- Primacy of signage, including the pervasive use of neon



Denny's Restaurant, 2445 El Cajon Boulevard.



Henry's Farmers Market, 4175 Park Boulevard.

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APPENDIX A: Residential Tracts in North Park

Residential Tracts Subdivided through 1916.

Tract Name	Owner/ Developer	Subdivision Date	Major Period of Development	Associated Architectural Styles	Boundaries	Notes
Arizona Street		1912	1910s-1920s			One block between Arnold, Arizona, Myrtle and Dwight; portion of the Park Villas tract
Aurora Heights	Edward Fletcher, William B. Gross	1912			Palm St, Dale St, 30 th St, Nutmeg St	Subdivision of A.O. Wallace's Subdivision
Blair's Highland Addition	Robert Blair	1905/1906	1910s-1920s	Craftsman/ California Bungalow; Spanish Colonial Revival	Redwood St, 30 th St, Palm St, Dale St, Nutmeg St, 28 th St (2004 NP Survey); Edgar St, 30 th St, Woodroof Ave, 28 th St (Tract Map)	Subdivision of A.O. Wallace's Subdivision
Burlingame	McFadden & Buxton	1912	1910s-1920s		30 th St, 32 nd St, Burlingame St, Kalmia St	
Frary Heights	Frank P. Frary	1904	1910s-1920s	Craftsman/ California Bungalow; Mission Revival	Upas St, 32 nd St, Palm St, Herman St, Olive St, 31 st St, Thorn St, 30 th St (2004 NP Survey); Generally: 32 nd St, Upas St, 30 th St, Woodroof Ave (Tract Map)	In 1905 the first house is built for Mayor Frary at 3227 Grim Ave.
Hartley's North Park	Mary J. Hartley	910 Covington); 911/1912 Tract Map)	1910s-1920s	Craftsman/ California Bungalow; Mission Revival	University Ave, 32 nd St, Landis St, 31 st St, Dwight St, Ray St (2004 NP Survey); Generally: University Ave, Ray St, Missouri St, Landis St (Tract Map)	Subdivision of Park Villas
Lynhurst	A. Johnson Jr. & A.S. Arcole	1910	1910s-1920s	Craftsman/ California Bungalow; Spanish Colonial Revival	Upas St, 30 th St, Thorn St, 29 th St	

Tract Name	Owner/ Developer	Subdivision Date	Major Period of Development	Associated Architectural Styles	Boundaries	Notes
McFadden & Buxton's North Park			1910s-1920s	Craftsman/ California Bungalow; Spanish Colonial Revival	Landis St, 32 nd St, Dwight St, 31 st St	
O'Neill Terrace			1920s-1930s	Craftsman/ California Bungalow; Spanish Colonial Revival	Upas St, Granada Ave, Thorn St, 28 th St	
Pacific Building Co. Tract 3: Idaho and Lincoln	Pacific Building Co.	1907-1909				The 1910 Federal census records 28 working-class households in this tract with 75 households in the greater University & 30 th area.
Park Villas			1920s-1930s	Craftsman/ California Bungalow; Mission Revival	University Ave, 28 th St, Upas St, Arizona St	Dryden and Bryan residences in this tract; commercial development along University Ave.; early residences at 3630 28 th St., 3644 28 th St., 3574 28 th St., 3432 Oregon, 2738 Upas, etc.
Park Villas		1887			Western Portion, Generally: Arizona St (formerly Choate Ave), Wightman St, Upas St, Pemberton Ave; Eastern Portion, Generally: Robinson Ave, Wightman St, Upas St, Boundary St	
Park Villas, Resubdivision of Block 80	Southern Trust & Savings Bank	1912			Dwight St, Arizona St, Arnold St, Myrtle St	
Pauly's Addition		1879	1910s-1930s	Craftsman/ California Bungalow; Spanish Colonial Revival	University Ave, Arizona St, Upas St, Alabama St (2004 NP Survey); Alabama St, Wightman St, Upas St, Arizona St (formerly Choate Ave)	Early cottages on Arizona between Dwight and Landis; frame cottage at 3545 Mississippi (1922)

Tract Name	Owner/ Developer	Subdivision Date	Major Period of Development	Associated Architectural Styles	Boundaries	Notes
S. Gurwell Heights	S. Gurwell	1905/1906	1910s-1920s	Craftsman/ California Bungalow; Spanish Colonial Revival	Redwood St, 31 st St, Olive St, 30 th St (2004 NP Survey); Generally: 30 th St, Woodroof Ave, Alaska Ave (Tract Map)	First building is built for Mrs. Orendorff on Quince near 30 th ; two Dryden houses in this tract at 3039 and 3049 Palm; other Dryden cottages are built along Olive and 30 th from 1924
St. Louis Heights/ Maynard Subdivision	O.M. Schmidt	1904	1910s-1930s	Craftsman/ California Bungalow; Spanish Colonial Revival	Upas St, 29 th St, Thorn St (formerly Crane St), 28 th St	Subdivision of A.O. Wallace's Addition
University Heights	College Hill Land Association	1888	1920s-1930s	Craftsman/ California Bungalow; Mission Revival	Mission Valley, 805 Freeway, University Ave, Arizona St, Upas St, Georgia St, Robinson Ave, Park Blvd, Adams Ave (2004 NP Survey); Generally: Adams Ave, Main St, Fillmore Ave, Boundary St (Tract Map)	Block pattern is rectangular block with length oriented east-west
Valle Vista Terrace	College Hill Land	1907	1910s-1920s	Craftsman/ California Bungalow; Mission Revival	Mission Valley, Texas St, Adams Ave, Panorama Dr	Created on the premise of a University being established in the area; the first residence is the Hawley Residence on Panorama Drive, designed by Hebbard and Gill
Wallace Heights	Herbert L. Emery	1903-1904	1910s-1920s	Craftsman/ California Bungalow; Mission Revival; Spanish Colonial Revival	Thorn St (formerly Crane St), Dale St (formerly Dunkin St), Redwood St (formerly Edgar St), Granada Ave (formerly Wescott St)	Block pattern is rectangular block with length oriented east-west; subdivision of A.O. Wallace's Addition
West End		1873	1910s-1930s	Craftsman/ California Bungalow; Spanish Colonial Revival	University Ave, Ray St, Upas St, 28 th St	Block pattern is square without central alleys

Residential Tracts Subdivided 1917-1929.

Tract Name	Owner/ Developer	Subdivision Date	Major Period of Development	Associated Architectural Styles	Boundaries	Notes
Alta Dena	Union Trust Company of San Diego			Craftsman/ California Bungalow; Mission Revival	Upas St, Boundary St, 32 nd St, Redwood St	A subdivision of the Pacific Build Co. tract
Balboa Square						
Burlingame Manor		1925		Craftsman/ California Bungalow and Spanish Colonial Revival (Forest Heights); Minimal Traditional and Spanish Colonial Revival (New San Diego)		Bounded by Juniper, Felton, 32 nd and Maple; encompasses all of Forest Heights and part of New San Diego; block patterns is square without central alleys
Carmel Heights	Union Trust Company of San Diego; Southern Trust & Commerce Bank	1922	1920s-1930s	Spanish Colonial Revival; Craftsman/ California Bungalow	Redwood St, Boundary St, Nutmeg St, 32 nd St (2004 NP Survey); Nutmeg St, Felton St, Palm St, McKinley St, Redwood St, Boundary St (Tract Map)	Subdivision of the Pacific Building Co. tract; block pattern is rectangular block with length oriented east/west
Kalmia Place						
M. Gurwell's Subdivion/ Wallace Addition	Martin Gurwell & The San Diego Savings Bank	1920/1921	1920s-1950s	Craftsman/ California Bungalow; Mission Revival	Thorn St, 30 th St, Redwood St, Dale St	Subdivision of A.O. Wallace Subdivision
Montclair					Generally: Franklin Ave, Boundary St, Thorn St (formerly Kearney St), Nelson Ave, Wabash Ave	

Residential Tracts Subdivided 1930-1945.

Name	Developer	Subdivision Date	Major Period of Development	Associated Architectural Styles	Boundaries	Notes
Burlingame Knolls		1938			32 nd St, 33 rd St, Nutmeg St, Maple St	Subdivided from the northern-most section of the Eastern Addition tract; one block; many houses designed by local master architect Richard Requa; the first Requa house erected at 2636 33 rd St; others in the 2600 block of 33 rd St.
Wilshire Terrace		1938				Subdivided from the Eastern Addition tract; near Balboa Park on the ridge above Florida Canyon; block pattern is alleys with residential development

Residential Tracts Subdivision Date Unknown.

Name	Owner/ Developer	Subdivision Date	Major Period of Development	Associated Architectural Styles	Boundaries	Notes
Bancroft Terrace/ New San Diego			1920s-1940s	Minimal Traditional; Craftsman/ California Bungalow	Juniper St, 33 rd St, Ivy St, Bancroft St	Block pattern is square without central alleys
Crestwood Place						Block pattern is alleys with residential development
Eastern Addition			1930s-1940s	Minimal Traditional; Spanish Colonial Revival	Nutmeg St, Teresita St, Maple St, 32 nd St	
Forest Heights			1920s-1930s	Craftsman/ California Bungalow; Spanish Colonial Revival	Kalmia St, 33 rd St, Ivy St, Bancroft St, Hawthorne St, 32 nd St	
Gurwell Heights/ Frary Heights			1910s-1920s	Craftsman/ California Bungalow; Mission Revival	Thorn St, 31 st St, Redwood St, 30 th St	
New San Diego			1920s-1940s	Minimal Traditional; Spanish Colonial Revival	Maple St, Hawthorne St, 33 rd St, Kalmia St, 32 nd St	
Pamela Park			1940s-1950s	Minimal Traditional; Ranchette/Ranch	Palm St, 32 nd St, Nutmeg St, Nutmeg Pl	
Park Addition						Block pattern is rectangular block with length oriented east/west
Park Villa Drive						Block pattern is alleys with residential development
Seaman & Choates Addition			1920s-1930s	Mission Revival; Craftsman/Californ ia Bungalow; Minimal Traditional; Spanish Colonial Revival	Alley N of Juniper St, 30 th St, Juniper St, 28 th St	
Shirley Ann						Block pattern is alleys with residential development

Name	Owner/ Developer	Subdivision Date	Major Period of Development	Associated Architectural Styles	Boundaries	Notes
Spalding Place						Block pattern is alleys with residential development
University Heights/ Higgins Addition			1920s-1930s	Craftsman/Californ ia Bungalow; Spanish Colonial Revival	Robinson Ave, Georgia St, Myrtle Ave, Indiana St	Block pattern is rectangular block with length oriented east/west
University Heights/ Kimmel Heights			1920s-1940s	Craftsman/Californ ia Bungalow; Mission Revival	Copley Ave, 30 th St, Suncrest Dr, Kansas St, Collier Ave, Utah St	Block pattern is rectangular block with length oriented east/west
University Heights/ Parkcrest			1900s-1910s	Craftsman/Californ ia Bungalow; Minimal Traditional	Adams Ave, Georgia St, Madison Ave, Park Blvd	Block pattern is rectangular block with length oriented east/west
Unknown			1910s-1920s	Craftsman/Californ ia Bungalow; Mission Revival	Alley N of Juniper St, 32 nd St, Juniper St, 30 th St	
Wright Subdivision/ Delano Tract			1920s-1930s	Spanish Colonial Revival; Mission Revival; Minimal Traditional	Kalmia Pl, 29 th St, 28 th St	

APPENDIX B: Master Architects and Builders in North Park¹⁴⁴

Architects

Banning, Erwin T.
Brenk, Earl Josef
Calland & Eden
Delawie, Homer
Farr, Harry
Gibb, William E.
Gill, Irving
Groves, J.S.
Haufbauer, Clyde
Hebbard, William Sterling
Hope, Frank, Jr.
Hurlburt, Ralph
Keller, Walter
Love, John
Mead & Requa
Norbeck, J. E.
Quayle Brothers (Charles and Edward)
Requa, Richard S.
Ruocco, Lloyd Pietrantonio
Salyers, Charles
Stephenson, Frank W.
Tuttle, E.
Veitzer, Leonard
Wheeler, William Henry
Wheeler, Richard George
Winslow, Carleton Monroe

Builders

Anderson, L.C.
Brock Building Co.
Bryans, Edward F.
Dennstedt Co.
Dryden, David Owen
F. E. Young Company (Francis Young)
Golden, H.M.
Hawkins, William
Hayes & Jackson

Hurlburt & Tifal Company
Kelley, Joseph C.
Keyes, Arthur E.
Klicka Lumber Company
Larsen, Bernard O.
Lovett, John H.
Lowerison & Wolstencroft
Melhorn, Martin V.
Newman, Edward W.
Norris, Erwin D.
Pacific Building Co.
Pearson, Pear
Radford Building Co.
Ruplinger, R.P.
Schreiber, Alexander
Siguard G. Nordberg & Co.
Swift, Charles C.
Thomas Carter Construction Co.
Torgerson, Ben
West, Robert
Williams, Charles M.

Other Building Tradesmen

Ray Anderson, master plasterer
William Bell, golf architect

¹⁴⁴ For biographical information on these practitioners, see City of San Diego Historical Resources Board, "Biographies of Established Masters," City of San Diego, May 12, 2008.