

HISTORIC PRESERVATION 10



- 10.1 Prehistoric and Historic Context
- 10.2 Identification and Preservation of Historical Resources
- 10.3 Educational Opportunities and Incentives Related to Historical Resources



INTRODUCTION

The purpose of the City of San Diego General Plan Historic Preservation Element is to preserve, protect, restore and rehabilitate historical and cultural resources throughout the City of San Diego. It is also the intent of the element to improve the quality of the built environment, encourage appreciation for the City's history and culture, maintain the character and identity of communities, and contribute to the City's economic vitality through historic preservation. The element's goals for achieving this include identifying and preserving historical resources, and educating citizens about the benefits of, and incentives for, historic preservation.

The Midway - Pacific Highway Historic Preservation Element contains specific goals and recommendations to address the history and cultural resources unique to Midway - Pacific Highway, in order to encourage appreciation of the community's history and culture. These policies along with the General Plan policies provide a comprehensive historic preservation strategy for Midway - Pacific Highway. The Midway - Pacific Highway Historic Preservation Element was developed utilizing technical studies prepared by qualified experts, as well as extensive outreach and collaboration with Native American Tribes, community planning groups and preservation groups.

HISTORIC PRESERVATION GOALS

- Identify and preserve significant historical resources in the Midway - Pacific Highway community.
- Create commemorative, interpretive and educational opportunities related to historical resources in the Midway - Pacific Highway community and pursue incentives for historic preservation and adaptive reuse.

A Prehistoric Cultural Resources Study and a Historic Resources Survey Report were prepared in conjunction with the Community Plan. The *Prehistoric Cultural Resources Study for the Midway-Pacific Highway Community Plan Update* (Prehistoric Cultural Resources Survey) describes the pre-history of the Midway - Pacific Highway area; identifies known significant archaeological resources; provides guidance on the identification of possible new resources; and includes recommendations for proper treatment. The *City of San Diego Midway-Pacific Highway Community Plan Area Historic Resources Survey: Historic Context and Reconnaissance Survey* (Historic Survey Report) provides information regarding the significant historical themes in the development of Midway - Pacific Highway, the property types associated with those themes, and the location of potential historic resources which may be eligible for designation pending further evaluation. These documents have been used to inform not only the policies and recommendations of the Historic Preservation Element, but also the land use policies and recommendations throughout the Community Plan.



10.1 PREHISTORIC AND HISTORIC CONTEXT

The community of Midway - Pacific Highway is located on the flatlands south of the channelized portion of the San Diego River. Originally, a large portion of the community was estuarine. Prehistorically, the San Diego River served as a reliable source of food and water for the Kumeyaay inhabitants and their ancestors, and some evidence suggests that the Kumeyaay village of village of Kosti/Cosoy/Kosaii/Kosa'aay may have been located within the community. The forces that ultimately shaped the development of the Midway - Pacific Highway community during the late 19th and early 20th centuries were transportation improvements and early industries, as well as the presence of the airport and military. Yet large sections of the area remained undeveloped through the Great Depression. During World War II, areas along Pacific Highway were used for numerous defense industries. The post-war development of the area mainly consisted of small warehouses and commercial buildings that sprang up in a rather haphazard fashion. Today, the area consists primarily of commercial, industrial and military uses bound by major transportation routes and a major airport corridor.

The following is a summation of the pre-historic and historic development of the Midway - Pacific Highway Community. A complete discussion of the community's Prehistory and History can be found in the Prehistoric Cultural Resources Study and the Historic Survey Report, respectively.

PREHISTORY

The prehistory of the San Diego region is evidenced through archaeological remains representing more than 10,500 years of Native American occupation, locally characterized by the San Dieguito complex, the Archaic La Jolla and Pauma complexes, and the Late Prehistoric period. Based on ethnographic research and archaeological evaluations, Late Prehistoric materials in southern San Diego County are believed to represent the ancestral Kumeyaay.

The Ethnohistoric Period, sometimes referred to as the ethnographic present, commenced with the earliest European arrival in San Diego and continued through the Spanish and Mexican periods and into the American period. The founding of Mission San Diego de Alcalá in 1769 brought about profound changes in the lives of the Kumeyaay. The coastal Kumeyaay were quickly brought into the mission and many died from introduced diseases. Earliest accounts of Native American life in San Diego were recorded as a means to salvage scientific knowledge of native lifeways. These accounts were often based on limited interviews or biased data collection techniques. Later researchers and local Native Americans began to uncover, and make public, significant contributions in the understanding of native culture and language. These studies have continued to the present day and involve archaeologists and ethnographers working in conjunction with Native Americans to address the continued cultural significance of sites and landscapes across the County. The legends and history that is repeated by the local Native American groups now and at the time of earlier ethnographic research indicate both their presence here since the time of creation and, in some cases, migration from other areas. The Kumeyaay are the identified Most Likely Descendants for all Native American human remains found in the City of San Diego.

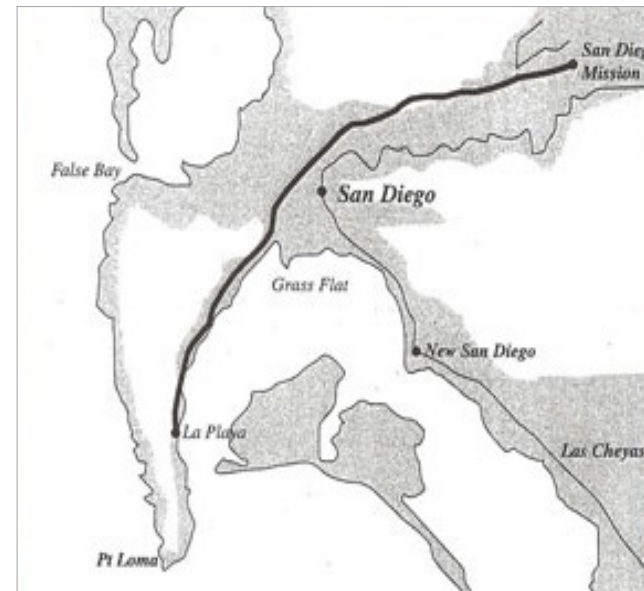


Examples of Kumeyaay apparel and objects of daily use: baskets, willow bark skirt, basket hat, agave fiber sandals, seed beater. Courtesy of the Barona Cultural Center & Museum, photo by Tim Stahl.

By the time Spanish colonists began to settle in Alta California in 1769, the Midway - Pacific Highway community planning area was within the territory of the Kumeyaay people, who spoke a Yuman language of the Hoka linguistic stock. The Kumeyaay had a hunting and gathering economy based primarily on various plant resources. Grass seeds were probably the primary food, supplemented by various other seeds such as sage, sagebrush, lamb's quarters, and pine nuts. Small game was a major source of protein, but deer were hunted as well. Coastal bands ate a great deal of fish, taking them with lines, nets, and bows and arrows. Balsas or reed boats were used. Shellfish and other littoral resources were important to coastal people, too. Settlements were moved seasonally to areas where wild foods were in season.

Villages and campsites were generally placed in areas where water was readily available, preferably on a year-round basis. The San Diego River provided an important resource not only as a reliable source of water, but as a major transportation corridor through the region.

The village of Kosti/Cosoy/Kosaii/Kosa'aay was described as near the mouth of the San Diego River. While the actual location of the village is unknown, Bancroft reported in 1884 that a site called Cosoy/Kosaii/Kosa'aay by the Native Americans was in the vicinity of Presidio Hill and Old Town, located approximately 0.5 mile east of the community of Midway-Pacific Highway. Several investigations have identified possible locations for the village of Cosoy/Kosaii/Kosa'aay, but the actual site has never been found. One possible location for Kosti/Cosoy/Kosaii/Kosa'aay has been mapped by the South Coastal Information Center (SCIC) as within the community of Midway-Pacific Highway, based on information listed on site forms as recorded by Malcolm Rogers in 1912.



Map of the La Playa Trail between San Diego's first port, Old Town, and Mission San Diego de Alcalá, through what is now the Midway-Pacific Highway community.



SPANISH PERIOD (1769-1822)

In spite of Juan Cabrillo's earlier landfall on Point Loma in 1542, the Spanish colonization of Alta California did not begin until 1769. Concerns over Russian and English interests in California motivated the Spanish government to send an expedition of soldiers, settlers, and missionaries to occupy and secure the northwestern borderlands of New Spain. This was to be accomplished through the establishment and cooperative inter-relationship of three institutions: the presidio, mission, and pueblo. In 1769 a land expedition led by Gaspár de Portola reached San Diego Bay, where they met those who had survived the trip by sea on the ships San Antonio and San Carlos. Initially camp was made on the shore of the bay in the area that is now downtown San Diego. Lack of water at this location, however, led to moving the camp in May to a small hill closer to the San Diego River and near the Kumeyaay village of Kosti/Cosoy/Kosaii/Kosa'aay, where the Spanish built a primitive mission and presidio structure. The La Playa Trail served as the main link between Old Town San Diego, the mission, and La Playa, which served as the town's port until the founding New Town San Diego in 1869. Although it is considered the oldest European trail on the Pacific Coast, La Playa Trail is also known to have been an ancient Kumeyaay path.

Just four months after the colonial project was initiated, the Kumeyaay staged an uprising. The Kumeyaay seized some of the Spaniards' possessions; however, the Spaniards themselves were not taken. While the mission attracted a few converts, friction between the Kumeyaay and Spanish lingered. In August 1774, the Spanish missionaries moved the Mission San Diego de Alcalá to its present location six miles up the San Diego River valley (modern Mission Valley) near the Kumeyaay village of Nipaguay. The presidio remained at its location on Presidio Hill. Sometime after 1800 soldiers and their families began to move down from Presidio Hill and settle near the San Diego River.

MEXICAN PERIOD (1822-1846)

In 1822 the political situation changed as Mexico won its independence from Spain and San Diego became part of the Mexican Republic. The Mexican government opened California to foreign trade; began issuing private land grants in the early 1820s, creating the rancho system of large agricultural estates; began secularizing the Spanish missions in 1833; and oversaw the rise of the civilian pueblo. By 1827, as many as 30 homes existed around the central plaza in Old Town and in 1835, Mexico granted San Diego official pueblo status. At this time the town had a population of nearly 500 residents, later reaching a peak of roughly 600. But the location several miles away from navigable water was less than ideal. Imports and exports had to be carried over the La Playa Trail to anchorages in Point Loma.

In 1834 the Mexican government secularized the San Diego and San Luis Rey missions. The secularization in San Diego County had the effect of triggering increased Native American hostilities against the Californios during the late 1830s. The attacks on outlying ranchos, along with unstable political and economic factors, helped San Diego's population decline to around 150 permanent residents by 1840. San Diego's official pueblo status was removed by 1838, and it was made a sub-prefecture of the Los Angeles pueblo. The town and the ship landing area at La Playa (present-day Point Loma) were now the centers of activity in Mexican San Diego. When the United States took control of the region after 1846, the situation in San Diego had stabilized somewhat, and the population had increased to roughly 350 non-Native American residents.



AMERICAN PERIOD (1846-1970)

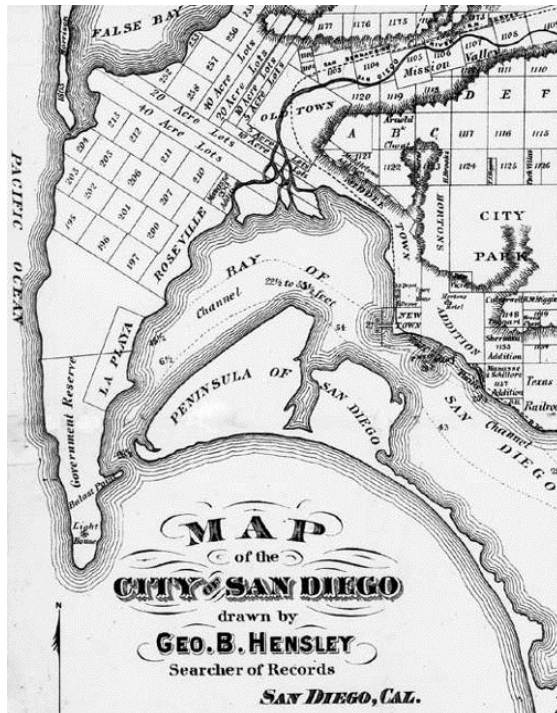
When United States military forces occupied San Diego in July 1846, the town's residents split on their course of action. Many of the town's leaders sided with the United States, while other prominent families opposed the invasion. The United States assumed formal control of California with the Treaty of Guadalupe-Hidalgo in 1848 and introduced Anglo culture and society, American political institutions, and American-style entrepreneurial commerce.

On February 18, 1850, the California State Legislature formally organized San Diego County. The first elections were held at San Diego and La Playa on April 1, 1850, for county officers. San Diego grew slowly during the next decade. Old Town remained the largest development

within San Diego, occupying a total of 48,557 acres of former pueblo land, and consisted of approximately 65 buildings of which many were constructed of adobe. A small portion of the Midway-Pacific Highway area, northeast of present-day Kurtz Street and northwest of present-day Witherby Street, was historically part of Old Town.

In the 1850s when the first attempt was made to build a city on the present area of Downtown, a group of Old Town citizens bought the land to the south of Old Town and established a rival subdivision closer to the bay. The portion of the land that was subdivided and laid out into streets, squares, blocks, and lots was designated Middletown. The Pacific Highway corridor occupies the other, undivided portions, which were referred to as the reservations and the tidelands. The development of Middletown, as well as Old Town, was stymied by a severe drought, followed by the onset of the Civil War. The troubles led to an actual drop in the town's population from 650 in 1850, to 539 in 1860. Not until land speculator and developer Alonzo Horton arrived in 1867 did San Diego began to develop fully into an active town. As the community focus shifted from Old Town to New Town (present-day Downtown), the county seat was moved to New Town in 1871 and Old Town rapidly declined in importance.

Although it would appear that the Midway-Pacific Highway area was conveniently located between Old Town and New Town, attempts at development floundered because of the swamp-like conditions. Historically, the Midway area was part of the San Diego River delta, comprising the flat land between the hill of the San Diego Presidio and the hills of Point Loma. The San Diego River switched back and forth between emptying into Mission Bay and emptying through the Midway area into the San Diego Bay. The silt it carried built sand bars and eventually blocked channels. To protect the main harbor from these deposits, the U.S. Army Corps of Engineers decided to make the Mission Bay route of the river permanent. In 1853 George Derby, an army land surveyor, engineered the construction of a dike just south



Hensley's Map of San Diego, 1873.



of the present flood channel, extending northeasterly from what is now the junction of Midway Drive and Sports Arena Boulevard. The building of this dike decided the supremacy of San Diego Bay. Later known as Derby's Dike, it was rebuilt in 1877. Now gone, the Derby Dike Site at the foot of Presidio Hill is designated San Diego Historical Resources Board (HRB) Site #28.

One of the early settlers to the area was Louis Rose, the first Jewish resident of San Diego. He arrived in 1850 and began to purchase land between Old Town and La Playa, an area eventually known as Roseville. He aimed to establish a new town site in this location, but failed to attract settlers. Rose deeded five acres on present-day Kenyon Street for use as a Jewish cemetery, but the failure of the Roseville development led the Jewish community to find a new burial ground in 1892. In 1937, they reinterred those buried at the old cemetery, but retained



Louis Rose, first Jewish resident of San Diego.

ownership of the land. The site is known as the Hebrew Cemetery and is designated San Diego HRB Site #48. By the late 19th century Midway-Pacific Highway remained almost entirely undeveloped. The forces that ultimately shaped the development of the Midway - Pacific Highway community as we know it today can be grouped generally into three main themes: Transportation Improvements and Early Industrial Development (1882-1914); Military, Aerospace and Related Industrial Development (1901-1953); and Post-War Commercial and Residential Development (1945-1970), as summarized below.

Transportation Improvements and Early Industrial Development (1882 - 1914)

The fact that the Pacific Highway corridor was bypassed for residential development at the start of the 20th century allowed it to emerge as a transportation corridor for railroads, streetcars, and automobiles. However, it mainly functioned as a place one passed through rather than as a destination. Since the 1830s, the citizens of San Diego had attempted to establish a direct rail link to the east. A rail link was an integral component to the vision some held of San Diego as a major seaport. Many efforts were undertaken, but they all ended in failure. The first section of the California Southern Railroad opened in 1882 and connected National City to Oceanside, passing through the Midway - Pacific Highway area at the bottom of and along the bluff that separates the community from Old Town. Without a stop in the area, however, the railroad line failed to ignite development.

A real estate boom in the spring of 1887 brought thousands of people to Southern California, many of them traveling on the Santa Fe Railroad to San Diego. During the boom, developers realized the need for convenient public transportation. In 1887, San Diego's Electric Rapid Transit Company introduced the first electric street railway system in the western U.S., the San Diego & Old Town Railway. It traversed the Pacific Highway corridor from D Street (now Broadway) in downtown to



Old Town along Arctic Street (now Kettner Boulevard), then continued to Hancock and the Five Points area, servicing the Marine Corps Recruit Depot. Even during the 1930s, streetcar passengers traveling through the area described it as a salt marsh with open meadows. During the early 1940s, the line was discontinued and the tracks were paved over in an effort to improve the roadway for automobiles.

Pacific Highway was one of the first paved roads through the area. At one time, it was part of Highway 101. While the southern terminus of Highway 101 is now Los Angeles, it used to travel all the way south through San Diego to the Mexican border in San Ysidro. However, this part was decommissioned and replaced in the late 1960s by Interstate 5. Significant portions of Highway 101 were historically part of El Camino Real, the route that connected Alta California's missions,



The Mission Brewery, located at 1751 Hancock Street, is listed on the local register and the National Register of Historic Places.

presidios, and pueblos. It served as the main north-south road in California until the 1920s. Highway 101 was one of the first highways designated by the Bureau of Public Roads in 1925. Existing sections of roadway were designated as routes and marked by signs so that motorists could find their way from one town to the next. Long distance automobile runs became a popular form of amusement, and soon auto camps were developed to provide overnight accommodations.

During the late 19th and early 20th centuries, development in the area remained limited. There were a few isolated residential and commercial buildings. One of the earliest businesses in the area was the Mission Brewery, located at 1751 Hancock Street. August Lang, a German immigrant, purchased block 183 of the Middletown Addition in 1912 for the purposes of building a brewery. The quality of the local water was noted as an important reason for locating in San Diego. Lang hired another German immigrant as his architect, Richard Griesser, who designed the building in the Mission Revival style. A detached bottling plant was constructed across Washington Street. With the impending passage of the National Prohibition Act, the brewery closed in 1918. The property was sold to the American Agar Company in 1923. The Mission Brewery is designated San Diego HRB Site #232 and is also listed in the National Register of Historic Places.

Military, Aerospace, and Related Industrial Development (1901 - 1953)

As early as 1900, San Diegans initiated efforts to attract the attention of the Navy in hopes that officials would choose it for naval bases and other shore activities. William Kettner, credited with the expansion of the military presence during the 1920s, immediately recognized the benefit of a military presence in San Diego, which would bring federal resources and national attention to the City. San Diego's harbor required immediate attention. Dredging was urgently needed to enable large ships to enter. It seemed a logical sequence would then follow:



goods, trade, employment, and the development of a respectable commercial center. Upon his election to Congress in 1912, Kettner eventually convinced the Admiral of the Navy that the dredging of San Diego Bay was not only feasible, but also advantageous to the Navy. During the 1915 Exposition, Kettner caught the attention of Major General George Barnett and convinced him of his idea for the location of a new Marine base in Dutch Flats south of present-day Barnett Avenue and Pacific Highway. Both the Naval Training Center and the Marine Corps Recruit Depot (MCRD) were built in the early 1920s. Construction of MCRD on the low-lying Dutch Flats area was accomplished only after a massive dredging and filling operation. These installations had a profound influence over the development of the area.

The development of the aerospace industry in San Diego also began in Dutch Flats. In 1922, T. Claude Ryan opened up a flying school in the area, which led to the opening of an aircraft manufacturing plant. Ryan Airlines developed some of the most creative designs

in aviation history, including a custom M 1 monoplane for Charles Lindbergh. Lindbergh tested the plane, called the Spirit of St. Louis, at Ryan Field before his 1927 nonstop solo flight from New York to Paris. The first regularly scheduled airline in the United States, the San Diego – Los Angeles Airline, operated out of this field beginning in 1925. In 1934 Ryan formed the Ryan Aeronautical Company, and the school eventually became a subsidiary. During World War II, the school trained thousands of Army pilots, and had contracts with the Navy to build aircraft. Now gone, Ryan Field was located near the intersection of Midway Drive and Barnett Avenue. The Dutch Flats/Ryan Field site was designated as HRB Site #249 in 1990.

Inspired by Lindbergh's historic flight, the City of San Diego passed a bond issue in 1928 for construction of a two-runway municipal airport. Dedicated on August 16, 1928, it was called San Diego Municipal Airport – Lindbergh Field. The airport was the first federally certified airport to serve all types of aircraft, including seaplanes. The original terminal was located on the northeastern side of the field, along Pacific



The Marine Corps Recruit Depot under construction.



Ryan Field was located in the Dutch Flats area near the present-day intersection of Midway Drive and Barnett Avenue.



Consolidated Aircraft, 1940s, looking southwest.



Frontier Housing Project, 1946, looking northwest along Midway Drive. Fordham Street crosses Midway Drive in the foreground.

Highway. World War II brought significant change to the airfield when the Army Air Corps took it over in 1942 to support the war effort. The infrastructure of the airport was improved to handle the heavy bombers being manufactured in the region during the war. This transformation, including the 8,750-foot runway, made the airport jet ready long before jet passenger plans came into widespread service. After the war, commercial air service at Lindbergh Field expanded rapidly, and in 1960, Lindbergh Field gained its first jet service.

The greatest impact to San Diego's aerospace industry was the arrival of Consolidated Aircraft. The company was founded in 1923 by Reuben H. Fleet in Buffalo, New York. He served as a pilot in the U.S. Army during World War I and organized the first airmail service in 1918. In 1935, Fleet moved the company to San Diego because the weather in Buffalo was not suitable for test flights much of the year. Consolidated Aircraft constructed a new plant on the northeast side of Lindbergh Field and was the giant among San Diego manufacturing companies, bringing about the establishment of smaller firms all designed to produce aircraft tooling, parts, and sub-assemblies. During the war years, San Diego's population soared due to a massive influx of military personnel and defense workers. The population of San Diego County grew from 289,348 in 1940 to over 400,000 in 1945. The impact of the population growth affected housing, transportation, and schools.

The City attempted to assist in the search for homes by developing a Defense Housing Commission, which listed available vacancies within the area. The City also lifted ordinances against rooming houses in residential zones, but nothing could meet the continuous immigration of defense workers. Finally, in 1940, the federal government passed the Lanham Act, which appropriated \$150 million to the Federal Works Agency to provide massive amounts of housing in congested defense industry centers. The Frontier Housing Project was one of the largest such housing developments, located at the intersection of Midway and



Rosecrans. In 1943, the Federal Public Housing Agency took bids for the construction of 3,500 temporary dwelling units. By May of 1944, 1,100 units were ready for occupancy. Although the buildings were only intended to last for two years, some remained for 20.

Post-War Commercial and Residential Development (1945-1970)

After World War II, small warehouses and industrial buildings began to fill in the undeveloped areas along the Pacific Highway corridor. The Consolidated Aircraft plant continued to be a strong visual element and economic force in the area. The Midway area gave way to commercial strip and shopping center development that mainly catered to nearby residential and visitor populations. Streets were widened, removed, and renamed to facilitate the movement of automobiles. Interstate 5 and 8 were constructed, which formed rigid barriers between the neighborhoods on the north and east.

Prior to World War II, the commercial and residential development of the area was random and sparse. A few homesteaders constructed small houses, but the earth was too sandy or salty for agriculture. Commercial businesses were largely related to the airport, aircraft plants, and military bases. The city directory for 1941 lists one house and one business on Midway south of Rosecrans. The few other businesses in the area were mostly gas stations and drive-in restaurants like Topsy's and the Bali. The Loma Theater, designed by the renowned theater architect S. Charles Lee, opened in 1944 just before the end of war; however, it is more closely associated with the post-war history of the area. The Sound of Music opened in the theater in 1965 and played for an astounding 133 weeks. The theater closed in 1988 and is now a bookstore.

During the 1950s, several of the large parcels occupied by the Frontier Housing Project were purchased by the City of San Diego and later sold for development. According to an article in the San Diego Union, the population of the area declined by 10,000, which caused a major drop

in sales at local retail establishments. A master plan was developed for 500 acres, but failed to attract interest. Instead, commercial business continued to be oriented toward the automobile and mainly consisted of freestanding buildings surrounded by large surface parking lots. Consequently, buildings in the Midway-Pacific Highway area tend to be physically and architecturally disconnected from each other. The 1956 Sanborn map documents the presence of several motels and auto camps in the area interspersed with single-family residences, commercial buildings, and vacant lots. Businesses that required large flat parcels such as lumberyards, drive-in theaters, and nurseries also began to locate in the area.

The character of the area that exists today began to take shape during the 1960s. Modern commercial buildings were constructed on vacant lots or replaced older commercial and residential buildings. Automobile-related businesses such as showrooms, service stations



The Loma Theater opened in 1944.



and garages were also attracted to the Pacific Highway area. This can be attributed to the car culture that blossomed after World War II as well as the development of two freeways in the area, Interstate 5 and 8. Multi-family residential complexes also began appearing in the Midway area during the 1960s.

The greatest change to the area in the 1960s was the construction of the International Sports Arena. It was constructed by Trepte Construction Company and designed by Victor Meyer, an architect who was vice president of development and design. As early as the 1950s, San Diego had been seeking to attract professional sports franchises. In 1966 Robert Breitbard established the San Diego Gulls, then a member of the Western Hockey League, and laid plans for the construction of an indoor arena. The land on which the arena was located was formerly part of the Frontier Housing Project and owned by the City of San Diego; however, the \$6,500,000 for construction was privately financed. The arena opened in November of 1966. It was designed for seating 13,500 spectators for hockey and 16,000 spectators for other sporting and public events. Within a year a professional basketball team, the San Diego Rockets, was added to the arena. A variety of restaurants cropped up in the area to feed hungry sports fans before or after games.



San Diego International Sports Arena, artist's rendering.

10.2 IDENTIFICATION AND PRESERVATION OF HISTORICAL RESOURCES

Cultural sensitivity levels and the likelihood of encountering prehistoric archaeological resources within the Midway - Pacific Highway community planning area are rated low, moderate, or high based on the results of records searches, Native American Heritage Commission (NAHC) Sacred Lands File checks, and regional environmental factors. Sensitivity levels may be adjusted based on amount of disturbance that has occurred on sites that may have previously impacted cultural resources.

Based on the results of the records search, the NAHC Sacred Lands File check, and regional environmental factors, within the community of Midway - Pacific Highway there are two cultural sensitivity levels. Because the majority of the community is developed and there is virtually no undeveloped land within the area, the cultural sensitivity for the majority of the community planning area would be considered low. One section south of Loma Portal and bounded by I-5 to the east, Pacific Highway to the west, and Laurel Street to the south has moderate sensitivity. This portion of the Midway - Pacific Highway community planning area is located along the former periodic shoreline of the San Diego River and at the base of hills, making it attractive for prehistoric activities. Several prehistoric campsites, as well as a possible location for the ethnographic village of Kosti/Cosoy/Kosaii/Kosa'aay, have been mapped by the SCIC in this area. Although this area has been subject to extensive development, and fill may be present, the cultural sensitivity for this area is still considered moderate. Sensitivity levels may also be adjusted based on ongoing input from the Native American community.



In regard to the built environment, in addition to the three main themes significant to the development of Midway-Pacific Highway, the Historic Context Statement included in the Historic Survey Report also identified property types that are associated with those themes in historically significant ways. The associated property types, characteristics and significance thresholds are summarized as follows:

Transportation Improvements and Early Industrial Development (1882 – 1914)

While the early transportation improvements during the late 19th and early 20th centuries influenced the later development of the plan area, there are no directly related property types remaining. The research indicated that industrial buildings were constructed in the plan area during this period; however, the only one remaining is the Mission Brewery, which is already listed. According to the reconnaissance survey, the other buildings remaining from this period are isolated single-family residences. Most can be described as vernacular turn of the century cottages or Craftsman bungalows. They are one-story in height, sheathed in wood clapboard or shingles, and covered by gabled roofs. Some have been converted to commercial uses. These associated property types are likely to be eligible under HRB Criteria A, B and C.

Military, Aerospace, and Related Industrial Development (1901 - 1953)

Property types associated with this theme include industrial buildings, which can be categorized by type relating to their specific function. The two most common types of industrial buildings present in the plan area are multi-use warehouses, such as the building at 1929 Hancock Street, and light manufacturing buildings. They are mostly concentrated in two areas: the Pacific Highway corridor and the northeast portion of the Midway area. The residential buildings specifically constructed to house defense workers have been demolished. Warehouses used for

industrial or commercial purposes generally have the same physical characteristics. More often than not, these buildings were designed without the benefit of an architect. Light manufacturing buildings tend to be more substantial in size and construction than warehouses. In terms of architectural treatment, they fall into two categories: those clothed in the popular styles of the day and those purely functional and utilitarian in design. These associated property types are likely to be eligible under HRB Criteria A and C.

Post-War Commercial and Residential Development (1945-1970)

Property types associated with this theme in the community planning area include residential and commercial buildings. Residential buildings are almost exclusively apartment buildings, while commercial buildings are represented by a wide variety of types including restaurants, retail buildings, shopping centers, motels, gas stations, branch banks,



A few buildings from Midway-Pacific Highway's early development remain in the community, including this cottage built circa 1915.



grocery stores, and automobile dealerships. Residential buildings are concentrated in the Midway area, northwest of Rosecrans Street. Post-war commercial buildings are found throughout the community. Those in the Pacific Highway corridor tend to be oriented toward the airport, such as rental car businesses. The few single-family residences are mostly one-story in height and have no particular style. The two most common multi-family housing types in the area are “dingbats” and apartment complexes, typically containing at least 6 units. There are numerous restaurants and retail buildings in the plan area, most of which are located in one-story freestanding buildings surrounded by surface parking lots. The motel developed as a property type in the 1920s as a hybrid between auto camps and conventional hotels. The earliest motels in the plan area were one-story buildings organized in rows or U-shapes. Motels constructed in the 1960s are typically two-story buildings. These associated property types are likely to be eligible under HRB Criterion C.



This commercial building on Hancock Street features Streamline Moderne architectural influences and is representative of the Post-War Commercial and Residential Development theme.

DESIGNATED HISTORICAL RESOURCES

Midway - Pacific Highway is home to two (2) National Register properties. These include the Marine Corps Recruit Depot National Register Historic District, listed in 1991, and the Mission Brewery, listed in 1989:

- Marine Corps Recruit Depot Historic District:** The San Diego Marine Corps Recruit Depot Historic District comprises thirty-seven structures situated within the San Diego Marine Corps Recruit Depot, twenty-five of which contribute to the District's significance under National Register Criteria A and C in the areas of military and architectural history. The period of significance is generally from 1921 to 1940, with a primary period of significance from 1921 to 1926. In United States military history, the district is strongly associated with the nations' emergence as a world power, and with the Marine Corps coming of age as a distinctive branch of the military in the early decades of the 20th century. In architectural history, the district is significant in several respects: as an example of the work of master architect Bertram Goodhue; as a distinguished example of site planning; as a distinguished example of Spanish Colonial Revival architecture; and as an important example of military base architecture.
- Mission Brewery:** The Mission Brewery was one of the earliest businesses in the community. August Lang constructed the brewery at Hancock Street and Washington Street in 1913 and a bottling plant across Washington Street. The brewery operations ceased in 1918 as consequence of the passage of the Prohibition Act. Significant in the areas of health and medicine, industry, and architecture, the building was listed on the National Register under Criterion A both for its role in the tragic nationwide influenza epidemic of 1918-1919 when it served as an isolation hospital, and for its use in the beer and cigar industries; as well as Criterion C as the only example of an application of the Mission Revival style to a purely industrial building design in San Diego (and also one of a few such applications across the country). The Mission Brewery is also designated on the City's local register as HRB Site No. 232.



As of September 2016, the Midway - Pacific Highway community is home to four individually designated historic resources listed on the City's register by the Historical Resources Board. These include the aforementioned Mission Brewery, as well as the Mission Brewery Bottling Plant, the Hebrew Cemetery Site, and Dutch Flats/Ryan Airfield. Additionally, Derby Dike, which originated at the foot of Presidio Hill in Old Town, extended into the Midway - Pacific Highway community.

- **Mission Brewery Bottling Plant:** Constructed concurrently with the main Mission Brewery building across Washington Street in 1913, the bottling plant had a 200 barrel per day capacity, although only half of the intended amount was bottled. The bottling plant has a direct relationship to the brewery in terms of use and design, and was designated as HRB Site #1040 under Criterion A in 2012.
- **Hebrew Cemetery:** Louis Rose, one of the early settlers of the area who purchased land between Old Town and La Playa (known as Roseville) to establish a new town site, dedicated five acres of land on present-day Kenyon Street to develop a Jewish cemetery. The Jewish community discontinued use of the cemetery after a new Jewish burial ground in Mount Hope was established in 1892, where they reinterred those buried at the old cemetery. The site is designated as HRB Site #48.
- **Dutch Flats/Ryan Field:** In 1922, T. Claude Ryan started a flying school and later a manufacturing plant at Dutch Flats. Beginning in 1925, the first regularly scheduled airline in the U.S. operated out of Ryan Field. The manufacturing plant was the birthplace of the San Diego aviation industry. Bounded roughly by Barnett Avenue, Midway Drive, Rosecrans Street and Sports Arena Boulevard, Dutch Flats/Ryan Field was commemoratively designated as HRB Site #249 for its association with Charles Lindbergh, Claude T. Ryan, Ryan Aircraft Co. and the beginnings of commercial aviation in the United States.

- **Derby Dike:** Designed by Lt. George Horatio Derby of the US Army Corps of Topographical Engineers, the dike was constructed in 1853 to prevent the San Diego River from flowing into San Diego Bay and silting up the harbor. Now gone, the site at the foot of Presidio Hill is designated HRB Site #28. Although the marker for the Derby Dike site is located in Old Town San Diego, the dike extended northeasterly from the present-day junction of Midway Drive and Frontier Street (Sports Arena Boulevard) and allowed the opportunity for development within Midway - Pacific Highway.

These designated historical resources, shown in Figure 10.1, are protected and preserved through existing General Plan policies, the historical resources regulations and guidelines of the Municipal Code, and established City practices. These protections require historic review of all projects impacting these resources. Projects that do not comply with the U.S. Secretary of the Interior Standards are required to process a discretionary action that is subject to review under the California Environmental Quality Act (CEQA).



A plaque marks the site of the Hebrew Cemetery in Midway-Pacific Highway.



IDENTIFICATION OF NEW HISTORICAL RESOURCES

As detailed in the Historic Survey Report, a Historical Resource Reconnaissance Survey was undertaken based on the information provided in the Historic Context Statement to identify new historical resources within Midway - Pacific Highway which may be eligible for designation pending evaluation. The purpose of the Historic Resource Reconnaissance Survey is to inform land use decisions in the Community Plan, guide the development of the policies in the Historic Preservation Element, and raise public awareness regarding the possible significance these resources may have. However, additional property-specific research and analysis will be required to determine if in fact these properties are significant and eligible for designation. This review and analysis may occur through historic designation nominations or applications for permits or preliminary review, in accordance with the Municipal Code. The field work and analysis was completed by a qualified historic consultant and overseen by City staff.

The survey identified 43 properties, including residential properties, commercial buildings, industrial buildings and civic and institutional buildings. Most of the properties identified relate to the theme Post-War Commercial and Residential Development (1945-1970), with a number of others related to the theme Military, Aerospace and Related Industrial Development (1901-1953), and only a few related to the earliest theme of Transportation Improvements and Early Industrial Development (1882-1914). No potential historic districts were identified during the survey. A detailed listing of all identified properties can be found in the *City of San Diego Midway-Pacific Highway Community Plan Area Historic Resources Survey Report: Historic Context & Reconnaissance Survey*.

The properties identified by the Historic Resource Reconnaissance Survey are protected and preserved to some degree through existing General Plan policies and the historical resources regulations and guidelines of the Municipal Code. Additional policies that address the identification and preservation of new historical resources of the Midway - Pacific Highway community follow.

POLICIES

- HP-2.1** Preserve designated historical resources and promote the continued use and new, adaptive reuse of these resources consistent with the U.S. Secretary of the Interior's Standards.
- HP-2.2** Evaluate properties which may be eligible for designation as historic resources.
- HP-2.3** Encourage the preservation of other notable buildings, structures, objects and community features that provide continuity with the past.
- HP-2.4** Provide support and guidance to community members and groups who wish to prepare and submit individual resource nominations and historic district nominations to the City, consistent with adopted Guidelines.
- HP-2.5** Work with members of the community to identify and evaluate additional properties that possess historic significance for social or cultural reasons (such as an association with an important person or event) for potential historic designation.
- HP-2.6** Evaluate the possibility of a multi-community or Citywide historic context statement and Multiple Property Listing related to the aerospace industry in San Diego.
- HP-2.7** Conduct project-specific Native American consultation early in the development review process to ensure culturally appropriate and adequate treatment and mitigation for significant archaeological sites or sites with



cultural and religious significance to the Native American community in accordance with all applicable local, state and federal regulations and guidelines.

- HP-2.8** Consider eligible for listing on the City's Historical Resources Register any significant archaeological or Native American cultural sites that may be identified as part of future development within Midway-Pacific Highway, and refer site to the Historical Resources Board for designation, as appropriate.

10.3 EDUCATIONAL OPPORTUNITIES AND INCENTIVES RELATED TO HISTORICAL RESOURCES

Revitalization and adaptive reuse of historic buildings and districts conserves resources, uses existing infrastructure, generates local jobs and purchasing, supports small business development and heritage tourism, and enhances quality of life and community character. The successful implementation of a historic preservation program requires widespread community support. In order to better inform and educate the public on the merits of historic preservation, information on the resources themselves, as well as the purpose and objectives of the preservation program, must be developed and widely distributed.

There are a number of incentives available to owners of historic resources to assist with the revitalization and adaptive reuse of historic buildings and districts. The California State Historic Building Code provides flexibility in meeting building code requirements for historically designated buildings. Conditional Use Permits are available to allow adaptive reuse of historic structures consistent with the U.S. Secretary of the Interior's Standards and the character of the community.

The Mills Act, which is a highly successful incentive, provides property tax relief to owners to help rehabilitate and maintain designated historical resources. Additional incentives recommended in the General Plan, including an architectural assistance program, are being developed and may become available in the future.

In addition to direct incentives to owners of designated historical resources, all members of the community enjoy the benefits of historic preservation through reinvestment of individual property tax savings into historical properties and an increased historic tourism economy. There is great opportunity to build on the existing local patronage and tourism base drawn to the community's neighborhoods and shopping districts by highlighting and celebrating the rich history of the Midway - Pacific Highway community.

In addition to the General Plan Historic Preservation Element Policies, the following recommendations are specific to Midway - Pacific Highway for implementation of educational opportunities and incentives for preservation of the community's historical resources.



Incentives are available to assist with the preservation, revitalization, and adaptive reuse of historic buildings and districts.



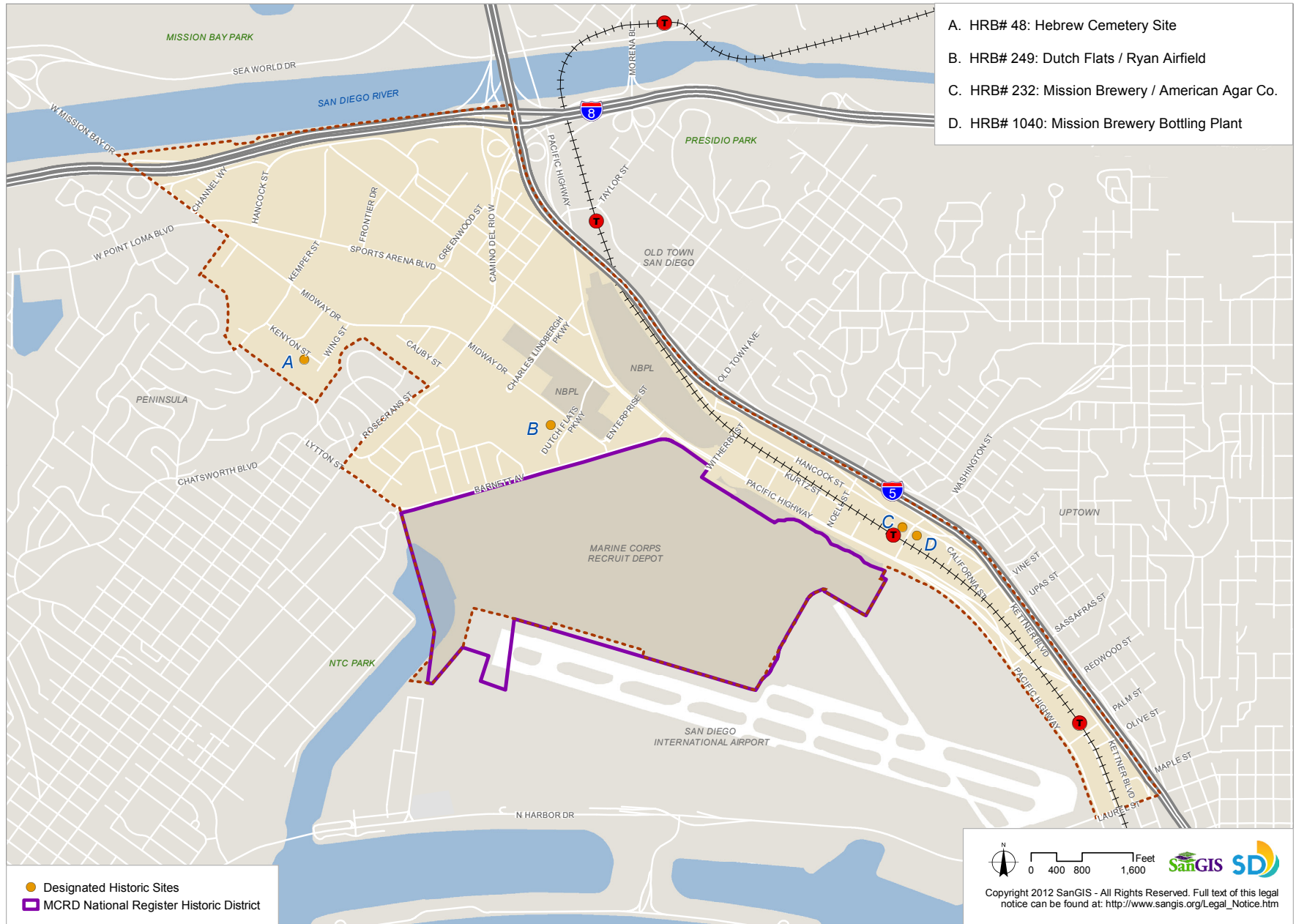
POLICIES

- HP-3.1** Promote opportunities for education and interpretation of the Midway - Pacific Highway community's unique history and historic resources through mobile technology (such as phone apps); printed brochures; walking tours; interpretative signs, markers, displays, and exhibits; and public art. Encourage the inclusion of both extant and non-extant resources, as well as the retention of existing commemorative and interpretive markers, as appropriate.
- HP-3.2** Partner with local community and historic organizations, including the La Playa Trail Association; the Marine Corps Recruit Depot Museum and Museum Foundation; the San Diego Air and Space Museum; the Jewish Historical Society of San Diego; and the San Diego History Center to better inform and educate the public on the unique history of the Midway - Pacific Highway community, as well as the purpose, objectives, merits and benefits of historic preservation.
- HP-3.3** Explore options to better demarcate, either physically or visually, the La Playa Trail and inform the public of its location and history.

- HP-3.4** Outreach to local businesses and other organizations operating within the various individually significant designated and potential resources to provide information on the benefits and responsibilities of historic resource stewardship.
- HP-3.5** Promote the maintenance, restoration, rehabilitation and continued private ownership and utilization of historical resources through existing incentive programs and develop new approaches, such as architectural assistance and relief from development requirements through a City permit process, as needed.



FIGURE 10-1: MIDWAY - PACIFIC HIGHWAY DESIGNATED HISTORIC RESOURCES





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