



THE CITY OF SAN DIEGO

MEMORANDUM

DATE: April 10, 2025

TO: Historical Resources Board and Interested Parties

FROM: Suzanne Segur, Senior Planner, Heritage Preservation, City Planning Department

SUBJECT: **ITEM 1 – 310 San Fernando Street**

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The property located at 310 San Fernando Street was previously docketed for review by the Historical Resources Board on February 27, 2025, at which time staff was not recommending designation under any adopted HRB Criteria due to a lack of significance under HRB Criteria A, B, D, E and F, and a lack of integrity under HRB Criterion C. The item was heard at the February 27, 2025 hearing and after public testimony and Board discussion, the HRB made a motion to continue the item to the April 24, 2025 meeting and "send the nomination report back to Landmark Historic Preservation for additional information under Criterion A to determine if the resource is the earliest remaining structure in the La Playa area and the rarity of the Prairie style in Point Loma; and under Criterion C for a more complete justification of the period of significance, an analysis of existing historic construction materials, including redwood and other difficult to obtain materials, and a discussion of the original tile roof as it relates to the Prairie style." The motion passed with a vote of 4-3-0.

On March 24, 2025, Landmark Historic Preservation submitted an addendum to their January 2025 Historical Resources Research Report to address the requests made in the motion. The addendum included information about other residential properties in the La Playa area and two tables extracted from the City of San Diego's online database, the California Historical Resources Inventory Database (CHRID). One table was entitled "Early La Playa Designations (Pre 1920)" the other was "Individually Designated Prairie Style Homes." The addendum concluded that the 310 San Fernando property was significant under Criterion A and asserted that "if designated would therefore be one of the earliest (1912) and most intact homes in La Playa but would also be the singular example of the Prairie style in the community." The addendum did not address the requested information under Criterion C.

Staff does not find that there is enough information in the addendum to recommend designation under Criterion A in relation to any aspect of development. The addendum bases its conclusions on information found on CHRID, and only includes properties that have previously been reviewed by the HRB and does not include a thorough survey of existing properties in La Playa. It is feasible that there are additional properties in La Playa that are older than the subject resource or other Prairie style residences that are not included on CHRID. In order to prove that the subject resource is the

earliest and most intact home in La Playa and the singular example of the Prairie style would require a more comprehensive survey of existing properties. Additionally, there is no new information to consider under Criterion C. Therefore, staff continues to not recommend designation of the 310 San Fernando property under any HRB Criteria.



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Suzanne Segur  
Senior Planner/ HRB Liaison  
City Planning Department

SS/ks

Attachments:           1. Staff Report HRB-25-005 dated February 27, 2025  
                                  2. The Applicants Addendum dated March 24, 2025



THE CITY OF SAN DIEGO

## Report to the Historical Resources Board

DATE ISSUED: February 21, 2025 REPORT NO. HRB-25-005

HEARING DATE: February 27, 2025

SUBJECT: **ITEM #1 – 310 San Fernando Street**

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

APPLICANT: Landmark Historic Preservation

OWNER: BG Consolidated, LLC represented by Nexus Planning and Research

LOCATION: 310 San Fernando Street, Peninsula Community, Council District 2  
APN 532-481-0500

DESCRIPTION: Consider the designation of the property located at 310 San Fernando Street as a historical resource.

### STAFF RECOMMENDATION

Do not designate the property located at 310 San Fernando Street under any adopted HRB Criteria.

### BACKGROUND

This item is being brought before the Historical Resources Board in accordance with SDMC Section 123.0202 and Section II of the Historical Resources Board Procedures because a nomination was submitted by Landmark Historic Preservation to designate the property, owned by BG Consolidated, LLC, located at 310 San Fernando as a historic resource. The property has not been identified in any historic surveys, as the subject area has not been previously surveyed.

Heritage Preservation staff has previously reviewed the subject property multiple times in conjunction with two separate preliminary review applications, a discretionary project and a historic designation nomination. The first preliminary review application was submitted by the property owner, BG Consolidated, in December of 2018 to determine whether or not the building is historically significant as part of a constraints analysis for future development. During this review, staff determined the property to be potentially historic and requested a Historical Resources Research Report (HRRR) be included with any future project submittals. In the next review cycle associated with the December 2018 preliminary review, a report prepared by Scott Moomjian was

submitted which concluded that the property was not significant under any HRB criteria. Staff could not deem the Moomjian report complete and requested more information under Criteria A, B, C and D. A revised report was not submitted and no further review occurred under the December 2018 preliminary review application.

In January of 2019 the property owner submitted a discretionary permit application to subdivide the existing parcel into three single-family lots with the existing structure proposed to remain. Heritage Preservation staff was initially not included as a reviewer on the project because the Municipal Code does not require a review if there are no impacts to the exterior of a non-designated structure over 45 years of age.

In June of 2019 Legacy 106, Inc. submitted an HRRR in conjunction with a designation nomination on behalf of Steven Untiedt and Laura Birkmeyer which concluded that the property was significant under HRB Criteria A and C. This report was also deemed incomplete by staff who requested more information under Criterion A. A revised, complete report was never submitted for this nomination. In January of 2021 Heritage Preservation staff was added to the discretionary permit review and the project applicant submitted an HRRR by Schwerdtfeger Law Group which determined that the property was not significant under any HRB Criteria. The Schwerdtfeger report was reviewed by staff and determined to be incomplete due to deficiencies in its application of the designation criteria and formatting that was inconsistent with the [Historical Resource Research Report Guidelines and Requirements](#). In lieu of revising the report, the project applicant chose to work with Heritage Preservation staff to retain the existing structure on site; however, the applicant ultimately decided on a different project approach.

In March of 2024, in conjunction with a second preliminary review, the property owner submitted an HRRR by Nexus Planning & Research that concluded that the property was not eligible for designation under any HRB criteria. After two rounds of review, the report was deemed complete and staff determined that the property was not eligible for designation on December 6, 2024. This conclusion was based on a lack of significance under HRB Criteria A, B, D, E and F, and a lack of integrity under HRB Criterion C. The property owner then submitted a Coastal Development Permit to demolish the subject resource and the application was deemed complete on December 13, 2024.

On December 23, 2024, Landmark Historic Preservation submitted a nomination to designate the property as a historical resource, which was ultimately deemed complete on February 5, 2025. As discussed in the analysis section below, the information provided in the nomination is not new and does not change staff's determination that the building is ineligible for historic designation. However, SDMC Section 123.0202 requires that nominations for historic designation be reviewed and considered by the Historical Resources Board. Additionally, under SDMC Section 143.0250(c), once a complete nomination has been submitted, the demolition permit cannot be issued for a time period of at least two scheduled Board meetings, but in no event more than 90 calendar days. The nomination was docketed for the first available HRB meeting following submittal of a complete nomination, and staff is recommending that HRB not designate the property.



In order to be eligible for designation and listing on the City's Register, a resource must meet one or more of the City's designation criteria as specified in the Historical Resources Guidelines of the Land Development Manual and retain integrity as it relates to the significance of the resource. Integrity is the ability of a property to convey its significance, which requires an understanding of the physical features and characteristics that existed during the resource's period of significance. The National, California, and City of San Diego Registers recognize location, design, setting, materials, workmanship, feeling, and association as the seven aspects of historical integrity.

Although not all seven aspects of integrity need to be present for a property to be eligible for designation, the record must demonstrate that the property retains enough physical and design characteristics to reflect and convey the significance of the property. Each resource depends on certain aspects of integrity, more than others, to express its historic significance. Determining which of the aspects are most important to a particular property requires an understanding of the property's significance and its essential physical features. The [\*Guidelines for the Application of Historical Resources Board Designation Criteria\*](#) provide information regarding the City's designation criteria, as well as guidance on their application and how to evaluate the integrity of a resource.

## ANALYSIS

The property located at 310 San Fernando is a two-story, single-family residential structure constructed circa 1913 in the La Playa neighborhood of the Point Loma Community Planning Area. There are currently no other buildings and structures present on site. The property is located on an interior lot situated between San Fernando and San Geronio Streets. The resource is in its original location.

Since its construction circa 1913 the subject resource has been modified over time as follows: between 1916 and 1928 a one-story projection and trellis were added to the south elevation. An exterior stair was added to the west elevation sometime between 1916 and 1964. According to historic aerial photos, the concrete stairs on the structure's west elevation originally continued from the driveway to the porch. The stairs accessing the east side of the porch were removed and replaced with shrubbery sometime between 1929 and 1964. The existing stairs on the north side of the porch were added prior to 1962. The first-floor window in the southern bay of the east façade was modified from a pair of double hung windows to a fixed lite, single pane window sometime between 1929 and 2018. According to the Assessor's Building Record and Sanborn maps, the structure originally had a tile roof which was replaced with composite shingles sometime between 1962 and 2007. In 2019, Heritage Preservation staff approved the demolition of the original circa 1913 garage and a rear patio shade structure, which was constructed prior to 1962. The demolition of the garage and rear patio shade structure were determined to be consistent with the Secretary of the Interior's Standards. Other modifications completed prior to 2018 include the conversion of a window on the west façade to a door, the replacement of three wood windows on the north façade with metal sliders, the enclosure of the roof eaves, and the restuccoing of the building with an elastomeric stucco. The Nexus HRRR asserts that the trellis on the north façade was not original to the structure; however, primary documentation is inconclusive about the date of the trellis's construction and it can be seen in 1928 aerial photos covered in foliage. Additionally, the parcel, which originally included the land between San Fernando and San Geronio Streets, was subdivided and a residential structure was constructed at 320 San Fernando Street circa 1949.

Landmark Historic Preservation prepared and submitted a Historical Resources Research Report (HRRR), which concludes that the resource is significant under HRB Criteria A and C. To assist in the Board's review and consideration of the significance of the property, all complete historic reports, namely the Landmark Historic Preservation report (Attachment 1) and the Nexus Planning and Research report (Attachment 2), have been provided for review. Staff has also provided a photo survey by Scott Moomjian submitted in the initial cycle of the 2018 preliminary review application for the Board's consideration as transitional photos (Attachment 3). Staff disagrees with the conclusions of the Landmark Historic Preservation report, and reaffirms the prior determination that the property is not eligible for designation due to a lack of significance under HRB Criteria A, B, D, E and F, and a lack of integrity under HRB Criterion C. Staff's determination is consistent with the [Guidelines for the Application of Historical Resources Board Designation Criteria](#), as follows.

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

The Landmark Historic Preservation nomination asserts that the resource is significant under HRB Criterion A as a special element of the historical, architectural, aesthetic and landscaping development of the La Playa neighborhood. Specifically, the Landmark HRRR asserts that the 310 San Fernando property "exemplifies the early 1900-1915 development period of La Playa's establishment as a residential community of San Diego" and that when it was completed it "exemplified and reflected a unique prairie style residential home" which "contributed to the La Playa community's development as a residential area." The Landmark HRRR provides some context regarding the history of the La Playa neighborhood, but it does not fully flesh out the significance and impact of the residential development of the area and does not explain how the 310 San Fernando property is related to this significance. While the residential development of the La Playa neighborhood is significant to the history of the Point Loma Community, the Landmark HRRR does not sufficiently substantiate this significance or provide enough information to explain how the 310 San Fernando property exemplifies or reflects that significance as it relates to the historical, architectural, aesthetic and landscaping aspects of development.

Furthermore, according to the [Guidelines for the Application of Historical Resources Board Designation Criteria](#), a special element of development refers to a resource that is distinct among others of its kind or that surpass the usual in significance. The Landmark HRRR does not explain how the 310 San Fernando property is distinct among other early residential properties or Prairie style structures in the La Playa neighborhood. Therefore, staff cannot support designation under HRB Criterion A. As the property is not significant under Criterion A, an evaluation of integrity as it relates to Criterion A is not relevant or required.

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

The resource is a two-story, single-family residence originally constructed in the Prairie style with Mission Revival influences. The residence is located in the central portion of a large parcel that is accessed from San Fernando Street by a winding driveway. The primary (east) façade of the residence faces San Fernando Street and the San Diego Bay. The rear (west) façade is easily visible from San Geronio Street. A curvilinear asphalt driveway, which follows the path of the historic

driveway, begins on San Fernando Street and loops around the north side of the residential structure to the rear and the former location of the garage. The residence sits at the crest of a hill that slopes towards the San Diego Bay and the majority of the east side of the parcel is lawn. A concrete staircase leads to the base of the porch from the driveway where it meets a concrete path that circles around both sides of the residence to the rear façade. The western portion of the lot contains a concrete patio surrounded by a low masonry wall.

The residential structure is two stories with a box-like massing and a low-pitched, hipped roof. The roof features overhanging, enclosed eaves and is currently covered in a brown asphalt shingle. The exterior stucco cladding is inconsistent but generally has a heavy textured finish. The three bay, primary (east) façade is generally symmetrical and features a central one-story porch with arched openings. Above the porch is a balcony with a picket railing which is accessed from the second floor. The central bay features doors on both the first and second floors which have sidelight windows with diagonal panes. On the south façade is located a one-story projection and trellis. Another trellis is featured at the northeast corner of the house. The rear (west) façade features a one-story projection with a half-walled balcony, which is accessed by either a set of exterior wooden stairs or a second-floor door. Fenestration includes wood, double hung windows and wood paneled doors.

The Prairie style originated in Chicago and was popular primarily in the Midwest for the early part of the 20<sup>th</sup> century. An indigenous American style, the Prairie School shared the ideals of the British Arts and Crafts movement and was popularized by architects including Frank Lloyd Wright, George Maher and others. Character defining features of Prairie style architecture include low-pitched, usually hipped roofs, wide overhanging eaves, cornices and façade detailing emphasizing horizontal lines. Prairie style houses are typically two stories and often feature casement windows, one-story wings, porches, porte cocheres and inconspicuous entries. Pattern books and popular magazines spread vernacular examples widely to suburbs throughout the country, with most being built between 1905 and 1915.

California was the birthplace of the Mission Revival Style and a high concentration of landmark examples are located within the state. The style mimics the appearance of Spanish Colonial mission buildings and is considered the California counterpart to Georgian inspired Colonial Revival in the northeast. Architects began to advocate the style in the late 1880's and 1890's. By 1900 houses in this style were spreading eastward from California under the influence of fashionable architects and national builders' magazines. Commonly found features of the Mission Revival style include: Mission-shaped dormer or roof parapet, red tile roof covering; widely overhanging eaves, porch roofs supported by large square piers and smooth stucco wall finishes. Decorative detailing is generally absent although arches, quatrefoil windows, carved stonework and patterned tiles are occasionally used. Trends began to shift away from the Mission style to the Spanish Colonial Revival with its debut at the Panama California Exposition of 1915.

As originally constructed, the subject resource featured several of the character defining features of the Prairie style including a two-story massing, low-pitched hipped roof, overhanging eaves, one-story porch and wood windows. The Mission Revival influence was exhibited in the tile roof, stucco exterior and arched openings of the porch. However, significant modifications and the cumulative impacts of smaller alterations have resulted in a loss of architectural integrity as described below.

Of the seven aspects of integrity, design, materials, and workmanship are the most critical to the property's ability to convey significance under HRB Criterion C as a resource that embodies the distinctive characteristics of the Prairie style with Mission Revival influence. The property, which has been modified as detailed in the beginning of the analysis section of this report, has been altered to the extent that it no longer retains integrity of design, materials and workmanship as it relates to Criterion C. Major modifications such as the replacement of the tile roof with composition shingles, removal of the original front porch stairs, replacement of a pair of windows on the primary façade with a single window and the construction of a bay on the south façade severely detract from the property's integrity of design and materials. Additionally, the impacts of smaller modifications such as the enclosure of the roof eaves, the conversion of a window to a door on the rear façade, the replacement of three wood windows with metal sliders and the restuccoing of the structure contribute to a loss of integrity of materials and workmanship. Therefore, the property does not retain integrity to its circa 1913 period of significance and staff does not support designation under HRB Criterion C.

#### OTHER CONSIDERATIONS

Although the property is not recommended for designation, it should be noted that if designated, designation brings with it the responsibility of maintaining the building in accordance with the Secretary of the Interior's Standards.

#### CONCLUSION

Staff has reviewed the HRRR nomination prepared by Landmark Historic Preservation and the HRRR prepared by Nexus Planning and Research as part of the prior preliminary review application. Based on all of the information submitted and staff's field check and analysis, it is recommended that the property located at 310 San Fernando Street should not be designated under any adopted HRB Criteria due to a lack of significance under HRB Criteria A, B, D, E and F, and a lack of integrity under HRB Criterion C.



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Suzanne Segur  
Senior Planner/ HRB Liaison  
City Planning Department

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Attachment(s):

1. Applicant's Historical Report prepared by Landmark Historic Preservation under separate cover
2. Historical Report prepared by Nexus Planning and Research under separate cover
3. Photo Survey prepared by Scott Moomjian in conjunction with 2018 preliminary review application



## Photographic Survey & Photographic Survey Key





# 310 San Fernando Street

**Photograph #1**

**West Elevation; View Facing East**



**Photograph #2**

**West Elevation; View Facing North**

**Note Awkward Placement Of One-Story Projecting Section With Balcony,  
Partially Obscuring Full-Length Wood, Double-Hung Windows**





# 310 San Fernando Street

**Photograph #3**

**South Elevation; View Facing Northeast**



**Photograph #4**

**South Elevation; View Facing North**





# 310 San Fernando Street

**Photograph #5**

**South & East Elevations; View Facing Northwest**



**Photograph #6**

**East Elevation; View Facing North**

**Note Missing Balusters**





# 310 San Fernando Street

**Photograph #7**

**East Elevation; View Facing West**



**Photograph #8**

**East & North Elevations; View Facing Southwest**





# 310 San Fernando Street

**Photograph #9**

**North Elevation; View Facing South**



**Photograph #10**

**North Elevation; View Facing South**

**Porch Detail—Note Deteriorated Porch Roof Condition**





# 310 San Fernando Street

**Photograph #11**

**North Elevation; View Facing South  
Non-Original Metal Sliding Windows**



**Photograph #12**

**West Elevation; View Facing Southeast**





# 310 San Fernando Street

**Photograph #13**

**Detached Garage**

**North & West Elevations; View Facing Southeast**



**Photograph #14**

**Detached Garage**

**West Elevation; View Facing East**

**Note Shed Addition (Right)**





# 310 San Fernando Street

**Photograph #15**

**Detached Garage**

**West & South Elevations; View Facing Northeast**



**Photograph #16**

**Detached Garage**

**South Elevation; View Facing North**





# 310 San Fernando Street

**Photograph #17**

**Detached Garage**

**East Elevation; View Facing West**

**Note Shed Addition (Left)**



**Photograph #18**

**Detached Garage**

**East Elevation; View Facing West**





# 310 San Fernando Street

**Photograph #19**

**“Patio”/Shed**

**North & West Elevations; View Facing Southeast**



**Photograph #20**

**“Patio”/Shed**

**South & East Elevations (Open/Unenclosed); View Facing North**



# 310 San Fernando Street

**Photograph #21**

**“Patio”/Shed**

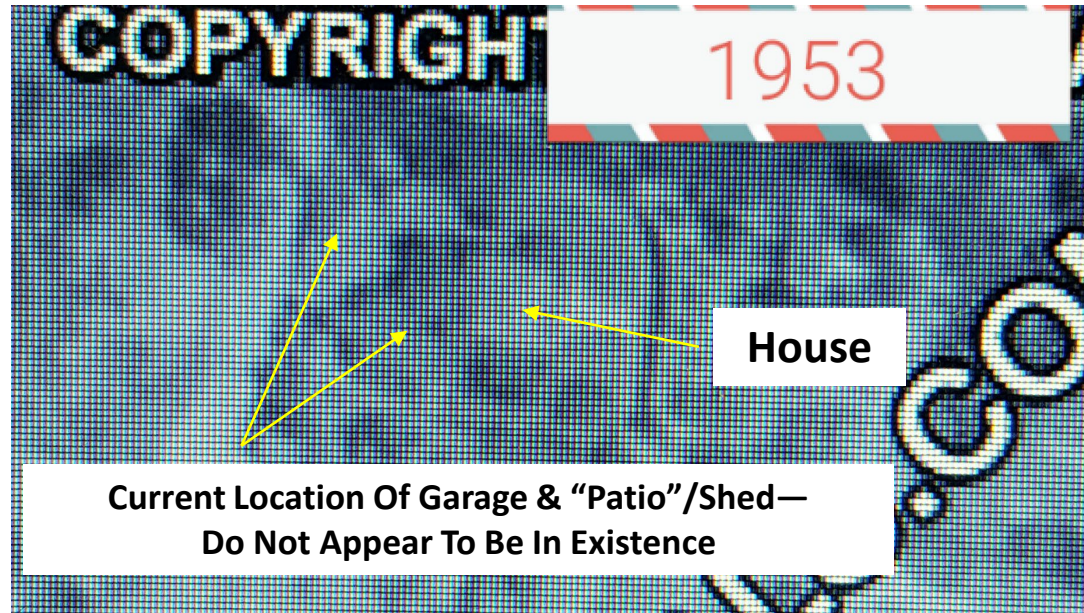
**West & South Elevations; View Facing East (Residence Foreground)**



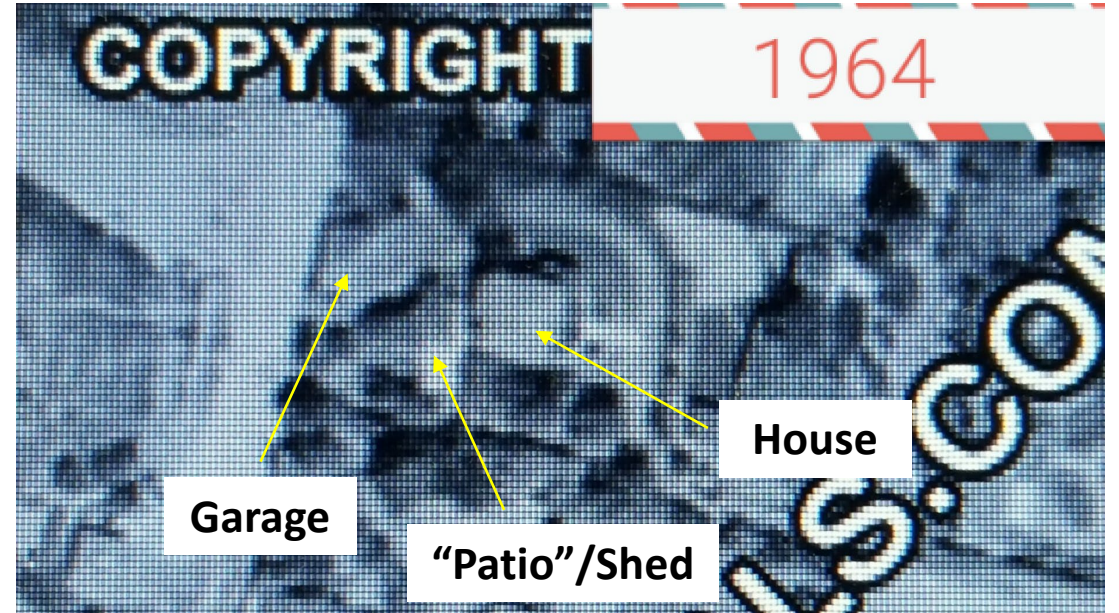


# 310 San Fernando Street Historic Aerial Photographs

**Photograph #1**  
**1953**



**Photograph #2**  
**1964**



310 San Fernando Street  
Historic Aerial Photographs

**Photograph #3**  
**1966**

