Mid-City Communities Plan Area Historic Context Statement

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The City of SAN DIEGO

Contents

Executive Summary

The City of San Diego (City) undertook this Mid-City Communities Plan Area Historic Context Statement (referred to as the Mid-City Historic Context Statement or Mid-City HCS throughout this report) as part of the comprehensive update to the Mid-City Communities Plan, called Plan Mid-City. A goal of the citywide General Plan is integration of historic preservation planning into the larger planning process. Plan Mid-City will consider community conditions as well as General Plan goals and Climate Action Plan goals to form a community-specific vision and goals to guide future long-term development of the community. In January 2024, the City of San Diego (City) contracted with Page & Turnbull through Wallace Roberts & Todd (WRT) to prepare this historic context statement. This historic context statement focuses on built environment themes and excludes the evaluation of themes relevant to archaeological or tribal cultural resources.

Document Organization

This historic context statement is organized into the following sections:

- **Executive Summary** provides information regarding the commissioning of the historic context statement, the organization of the document, and a summary of its findings.
- **How to Use this Document** describes the purpose of a historic context statement, what it is and is not intended to do, and how the document will be used by the City in planning and implementation activities.
- **Process of Evaluating a Resource** describes the process by which a resource is identified, evaluated, and determined eligible or ineligible for listing on the National Register of Historic Places, the California Register of Historical Resources, and the San Diego Register of Historical Resources. The concept of integrity is also discussed.
- **Project Overview and Methods** describes the context in which the historic context statement was commissioned, the study area, and the methods used to prepare the historic context statement, including research design and public outreach.
- **Historic Context** provides a broad historical overview of the overarching forces that have shaped land use patterns and development of the built environment of the area under consideration through several themes. Each theme includes associated property types identified, and the eligibility standards that should guide evaluation and listing of specific properties as historical resources.

- **Preservation Goals and Priorities** outlines and prioritizes recommended preservation activities and methods for identifying, evaluating, and treating the property types identified as significant within each theme or context.

- **Selected Bibliography** lists the major sources of information for this historic context statement. Additional sources used for specific quotes or subjects are cited in the text using footnotes.

- **Appendix** includes a non-comprehensive study list of properties that *may* have a significant association with each theme, pending intensive survey evaluation.

Project Overview and Methods

Project Area and Scope

The Mid-City Historic Context Statement (HCS) is sponsored by the City of San Diego City Planning Department and is used as a foundation for the evaluation of historical sites and resources as well as the continued development of the City's heritage preservation program. Preparation of the HCS was undertaken to bring a greater level of consistency and clarity to the city's preservation planning efforts and the permit and environmental review process.

This document presents the history of the built environment in Mid-City from pre-history through 1990 to support and guide identification and evaluation of historic properties throughout the area, as well as to inform future planning decisions. The document outlines key periods, events, themes, and patterns of development within the history of the Mid-City area of San Diego, and provides a framework for evaluating which individual properties and neighborhoods qualify as historical resources based on the criteria set forth in the National Register of Historic Places (National Register), California Register of Historical Resources (California Register), and City of San Diego Historical Resources Regulations and Designation of Historical Resources Procedures (Municipal Code Section 143.0201 and 123.0201).[1] Historic property types associated with these periods and themes are identified and described in the HCS, and significance and integrity considerations are included for each.

It is important to note that while the HCS identifies key historical themes in the development of the Mid-City Communities Plan area, it is not a comprehensive history of the area or the City of San Diego, nor is it a definitive list of the area's significant properties. Instead, it provides a general discussion of the overarching forces that shaped the built environment

[1] San Diego Municipal Code, Chapter 14: General Regulations, accessed June 5, 2024, https://docs.sandiego.gov/municode/MuniCodeChapter14/Ch14Art03Division02.pdf; and San Diego Municipal Code, Chapter 12: Land Development Reviews, accessed June 5, 2024, https://docs.sandiego.gov/municode/MuniCodeChapter12/Ch12Art03Division02.pdf.

of Mid-City, why properties associated with that development are important, and the characteristics necessary to potentially qualify as a historic resource.

Note: The inclusion of a property in this HCS does not automatically or necessarily indicate that the property is eligible for designation in a local, state, or national register of historic resources, or that the property meets the definition of a historical resource for the purposes of the California Environmental Quality Act (CEQA).

Definition of the Geographical Area

The Mid-City Historic Context Statement addresses the geographical area within the corresponding Mid-City Communities Plan area, which measures approximately 8,052 acres, and includes the communities of Normal Heights, Kensington-Talmadge, City Heights, and Eastern Area (**Figure 1**). Centrally located within the San Diego metropolitan area, the Mid-City Communities lie to the northeast of downtown San Diego and to the west of the neighboring cities of La Mesa and Lemon Grove. The topography of the Mid-City area is mostly located on a central mesa, punctuated by a network of canyons. The steep hillsides of Mission Valley form a natural northern boundary to the north of the Normal Heights and Kensington-Talmadge communities, while the College Area is located at the north side of El Cajon Boulevard after 56th Street. The canyon system and other natural features coupled with the local freeway network comprise the boundaries of the Mid-City Communities Plan area.

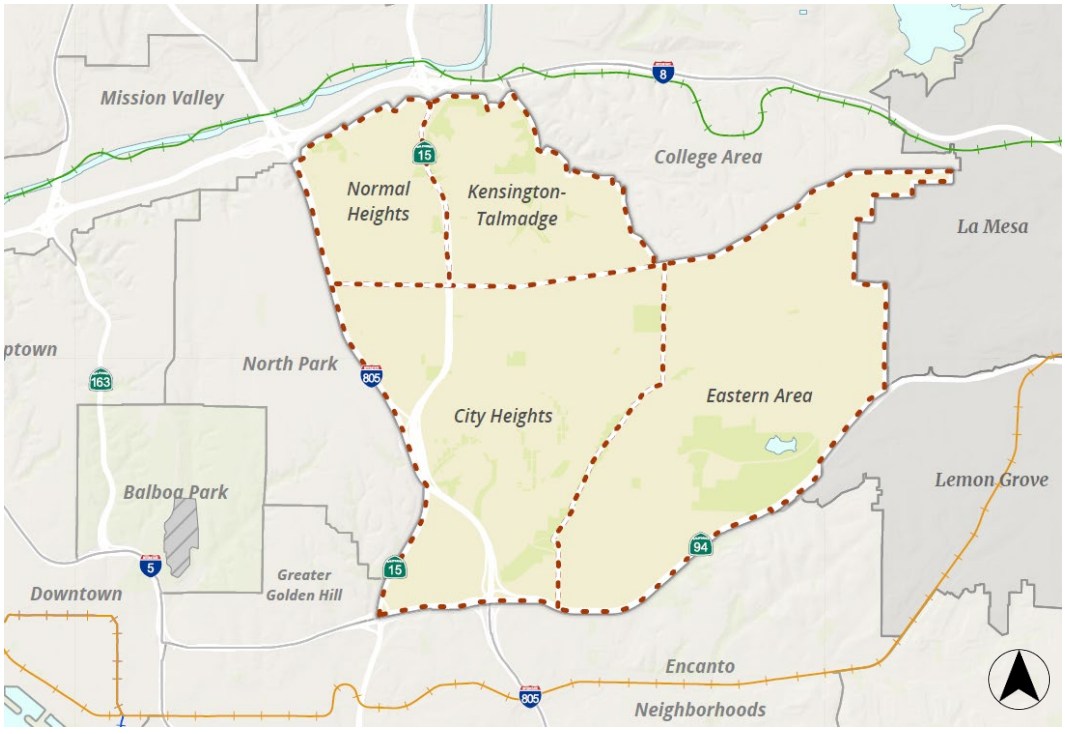


Figure 1: San Diego's community plan areas with the Mid-City communities outlined in dashed red.
Source: City of San Diego Map Atlas, April 2024.

The Normal Heights community is generally bounded by Interstate 805 to the west, Interstate 8 to the north, State Route 15 to the east, and El Cajon Boulevard to the south.[2] The Kensington-Talmadge community is bounded by State Route 15 to the west, Interstate 8 to the north, Fairmount Avenue and Montezuma Road to the northeast, Collwood Boulevard to the east, and El Cajon Boulevard to the south. City Heights is defined by the westernmost routes of State Route 15 and Interstate 805 to the west, El Cajon Boulevard to the north, 54th Street to the northeast, Chollas Parkway to 47th Street to the southeast, and State Route 94 to the south. The Eastern Area community is bounded by 47th Street, Chollas Parkway, and 54th Street to the west; El Cajon Boulevard to the north; a zigzagging eastern boundary from 73rd Street at the northeast to 69th Street at the southeast; and State Route 94 to the south. Each of these four communities are comprised of multiple neighborhoods, many with unique developmental histories of their own (**Figure 2 and Table 1**).

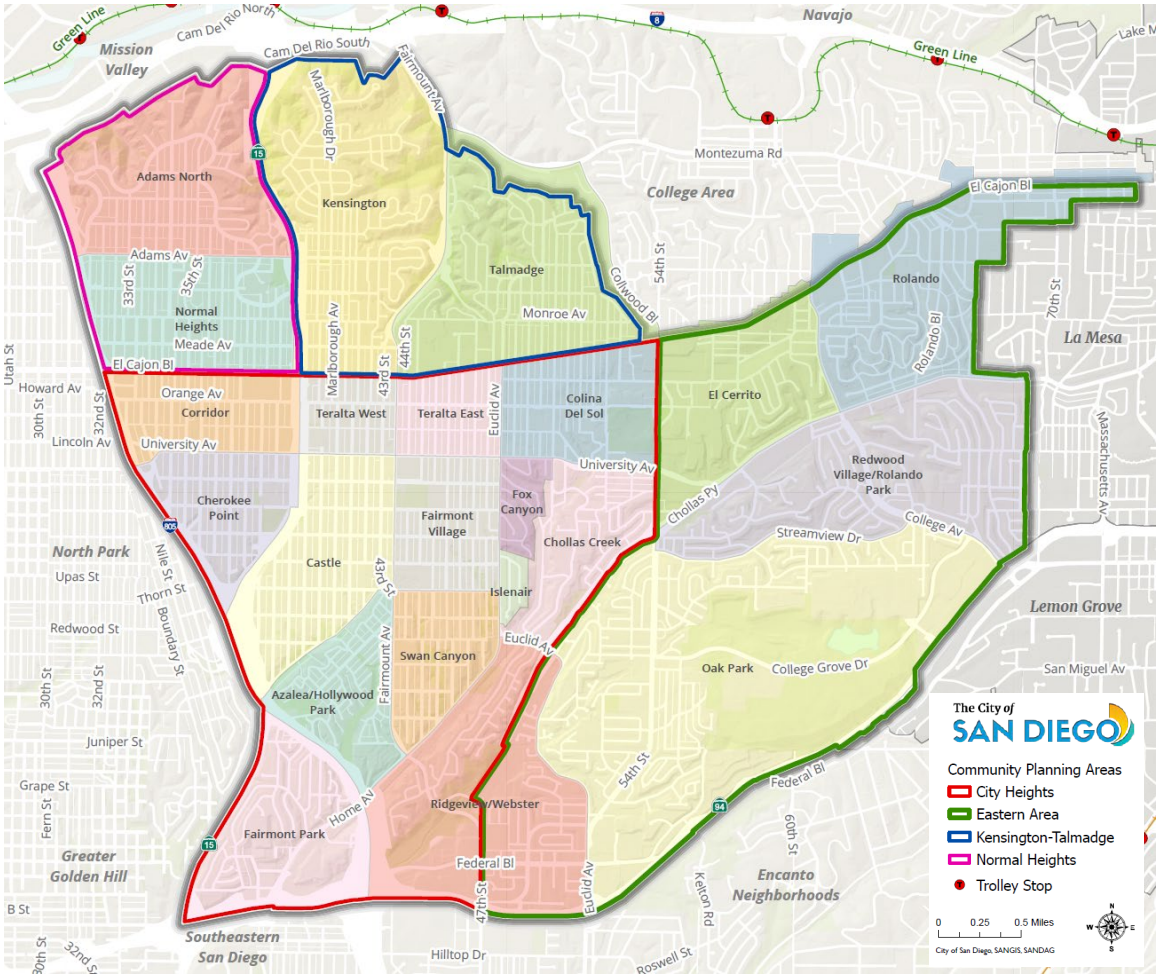


Figure 2: Neighborhoods within each Mid-City community. Source: City of San Diego Map Atlas, April 2024.

[2] State Route 15 becomes Interstate 15 just north of the subject area. Within the Mid-City communities, the highway is State Route 15, or CA-15.

Table 1: Neighborhoods by Community Plan Area	
Normal Heights	**Kensington-Talmadge**
• Adams North • Normal Heights	• Kensington • Talmadge
City Heights	**Eastern Area**
• Corridor • Cherokee Point • Teralta West • Teralta East • Castle • Fairmont Village • Fox Canyon • Colina Del Sol • Chollas Creek • Islenair • Swan Canyon • Azalea/Hollywood Park • Fairmont Park • Ridgeview/Webster	• El Cerrito • Rolando • Redwood Village/Rolando Park • Oak Park • Ridgeview/Webster

Scope of the Historic Context Statement

The Mid-City HCS addresses the development history, themes, and property types significant to the development of the four Mid-City communities from the earliest development through the 1990s. In accordance with the Secretary of the Interior's Standards and the State Office of Historic Preservation's Preferred Format for Historic Context Statements, the Mid-City HCS is intended to guide future survey work and provide context for future site-specific analysis. It shall be used in the identification and evaluation of historical resources in the built environment and is not intended as a comprehensive narrative of the area's history. The HCS will evaluate the built environment and will not specifically address pre-history or archaeological resources, except to provide an overarching historical background. This document will support the comprehensive update to the Mid-City Communities Plan (CPU) and its respective CEQA analysis and associated environmental document.

The eight themes follow the general outline of the area's change from largely undeveloped mesas to predominantly residential neighborhoods with bustling commercial thoroughfares. While the themes are arranged generally chronologically, there are overlaps, especially as related to the former independent City of East San Diego. The periods of significance for most of the themes end by 1984, when Mid-City was entirely developed, and the area was the subject of a new 1984 Community Plan that defined the area with nearly the same boundaries as used today. The theme "Immigration to Mid-City" extends through

the 1990s, in order to begin to understand how the arrival of recent immigrants in the last fifty years have been absorbed into Mid-City's built environment and has enriched the cultural life and intangible heritage of Mid-City.

The themes consist of:

- Early Development of Streetcar Suburbs (1885-1915)
- The Independent City of East San Diego (1912-1923)
- Residence Parks & Speculative Residential Development (1915-1945)
- Early Commercial & Transportation Development (1915-1945)
- Post-World War II Commercial & Automobile-Related Development (1945-1984)
- Post-World War II Residential Development (1945-1984)
- Civic & Institutional Development (1900-1984)
- Immigration to Mid-City (1975-1990)

Relationship to the 2024 Mid-City Focused Reconnaissance Survey

As a separate and subsequent scope of work, Page & Turnbull has been engaged by the City of San Diego to undertake a focused reconnaissance-level survey of Mid-City to identify areas of shared development history, including potential historic districts. This Mid-City Historic Context Statement provides the background and registration requirements which informed the survey fieldwork undertaken in August 2024. The full results and findings of the survey can be found in the Mid-City Focused Reconnaissance Survey Report.

Methods

The Mid-City Historic Context Statement is organized chronologically into sections that correspond to major development periods and themes of the various Mid-City neighborhoods within the City of San Diego from pre-history to the 1990s. The content and organization of the document follows the guidelines of *National Register Bulletin No. 15: How to Apply the National Register Criteria for Evaluation*; and *National Register Bulletin No. 16A: How to Complete the National Register Registration Form*.[3] Additional resources and guidelines published by the California Office of Historic Preservation were also consulted, including the state's official *Instructions for Recording Historical Resources* and a brief guide entitled "Writing Historic Context Statements."[4]

[3] National Register Bulletins can be found at: https://www.nps.gov/subjects/nationalregister/publications.htm.
[4] California Office of Historic Preservation, *Instructions for Recording Historical Resources* (Sacramento: California Office of State Publishing, March 1995), accessed June 5, 2024, http://ohp.parks.ca.gov/pages/1054/files/manual95.pdf; and Marie Nelson, "Writing Historic Context Statements," California Office of Historic Preservation (n.d.) accessed June 5, 2024, https://ohp.parks.ca.gov/pages/1054/files/WritingHistoricContexts.pdf.

Research and Literature Review

Research was collected from various local repositories and online sources, including the San Diego City Planning Department, San Diego City Clerk's Digital Archives Collection, San Diego History Center online archive of *The Journal of San Diego History* and other publications, *San Diego Union-Tribune* archive, UC Santa Barbara Library FrameFinder aerial photography collection (UCSB Geospatial Collection), Sanborn Map Company fire insurance maps, U.S. Geological Survey historic topographic map collection, subdivision maps from the San Diego County Survey Records System, and HistoricAerials.com. Page & Turnbull also conducted a virtual interview with Maria Cortez and Manny Rodriguez of the City Heights Community Development Corporation in May 2024, to discuss the history of City Heights. City Planning staff provided additional reference materials, including previous Mid-City community plans from 1965 and 1984, and a list of all subdivision maps filed within Mid-City. For consistency, many of the architectural styles referenced are based on definitions available in other City of San Diego historic context statements, including the *San Diego Modernism Historic Context Statement.*

Field Survey

Page & Turnbull staff conducted a desktop review survey using Google Maps and Street View, as well as a "windshield" driving survey of the Mid-City neighborhoods to orient the team's understanding of the broad patterns of development within the City of San Diego, including a general sense of the property types, architectural styles, age of construction, and integrity of extant (surviving) properties.[5] All photographs in this Historic Context Statement were taken by Page & Turnbull in August 2024, unless otherwise noted.

Project Team

The historic context statement was completed under the guidance of San Diego City Planning Department Heritage Preservation planning staff, including Bernard Turgeon and Kelsey Kaline. Page & Turnbull staff who prepared this context statement meet the Secretary of the Interior's Professional Qualifications for Architectural History and/or Historic Architecture, including Ruth Todd as Principal, Hannah Simonson as Cultural Resources Planner and project manager, and Barrett Reiter and Maggie Nicholson as Cultural Resources Planners and primary authors.

[5] The term windshield survey is a reference to a type of informal survey wherein the researcher drives around the community/area they are researching, and records their observations.

How to Use This Document

The Mid-City Historic Context Statement identifies development patterns and property types within the Community Plan Area. It is intended to be used as a tool by the Mid-City communities to better understand and evaluate the area's potential historic resources.

Purpose

A historic context statement is a specialized document with specific content requirements that support the purpose of the document: to serve as the foundation for the identification, evaluation, designation, and future treatment of historical resources.[6]

> Historic context statements are intended to provide an analytical framework for identifying and evaluating resources by focusing on and concisely explaining what aspects of geography, history and culture significantly shaped the physical development of a community or region's land use patterns and built environment over time, what important property types were associated with those developments, why they are important, and what characteristics they need to have to be considered an important representation of their type and context.[7]

It is not uncommon for people to expect a historic context statement to thoroughly research and address every aspect of its subject matter in an all-encompassing narrative history. However, it is important to understand that historic context statements "are not intended to be a chronological recitation of a community's significant historical events or noteworthy citizens or a comprehensive community history."[8] Instead, historic context statements identify the historical themes important to the development of the existing built environment and the property types that represent those themes, and then provide guidance regarding the characteristics a particular property must have to represent an important theme and be a good example of a property type that may be eligible for designation. For more information on what a historic context statement is and is not in general, refer to "Writing Historic Contexts," by Marie Nelson of the State Office of Historic Preservation.

The overriding goal of this context statement is to distill much of what we know about the evolution and development of the Mid-City area, and to help establish why a particular place may be considered historically significant within one or more themes. It is intended to be

[6] National Park Service,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), 53.
[7] Nelson, "Writing Historic Contexts," 1–2.
[8] Nelson, "Writing Historic Contexts," 1.

used as a starting point for determining whether a specific property is eligible for designation as a historical resource under a national, state, or local designation program. It is important to note that this historic context statement is intended to be a living document that will change and evolve over time in response to information resulting from surveys, individual resource evaluations, and future research by others.

Use in City Planning and Implementation

The information in this historic context statement will guide the future identification, evaluation, designation, and treatment of historical resources associated with the themes identified herein. This document may be utilized by the City for the following planning and implementation activities:

- To inform short and long-term work program goals and priorities.
- To guide future surveys intended to identify the location of individual resources and concentrations of resources that may represent the themes and property types identified in this context statement.
- To guide land use planning efforts.
- To provide the foundation for environmental analysis of related resources under the California Environmental Quality Act (CEQA) when applicable.
- As a basis for a local Multiple Property Listing (MPL).
- To evaluate individual properties associated with the themes and property types identified in this context statement as part of:
    - a permit application impacting a building 45 years old or older; or
    - a nomination for individual historical resource designation.

In addition to providing guidance and an analytical framework for City staff, the City's Historical Resources Board, and historic preservation professionals and consultants, it is hoped that the information contained in this historic context statement will inspire property owners and members of the community to nominate places which they think are important for formal designation.

Process of Evaluating a Resource

This historic context statement will assist in the identification and evaluation of resources eligible for listing on the National Register of Historic Places (National Register or NRHP), the California Register of Historical Resources (California Register or CRHR), and the City of San

Diego's Historic Register of Historical Resources (San Diego Register or SDRHR). The criteria under which a historical resource may be designated for listing varies slightly across the NRHP, CRHR and SDRHR; however, the overall process by which a resource is evaluated and determined eligible or ineligible for listing on one of these registers is consistent.

This process includes categorizing the resource, determining which pre-historic or historic context the resource represents, determining whether the resource is significant within that context under the applicable designation criteria, determining whether any criteria considerations or other special considerations apply, and lastly determining whether the resource retains enough integrity to convey its significance.[9]

Categorizing the Resource

Historical resources are tangible, physical resources that are generally fixed in location and may be categorized either as buildings, structures, objects, sites, or districts.[10] Small groupings of resources are listed under a single category using the primary resource. For example, a house with a garage and fountain would be categorized by the house (building).

- **Buildings** are created principally to shelter any form of human activity. Examples of buildings include but are not limited to houses, apartment buildings, hotels, commercial and office buildings, theaters, churches, schools, post office, government buildings, garages, stables, and sheds.

- **Structures** are functional constructions made usually for purposes other than creating human shelter. Examples of structures include but are not limited to bridges, highways, dams, tunnels, earthwork, boats and ships, aircraft, automobiles, trolley cars, gazebos, and fences.

- **Objects** are constructions that are primarily artistic in nature or are relatively small in scale and simply constructed. Although it may be, by nature or design, movable, an object is associated with a specific setting or environment. Examples of objects

[9] National Park Service, "National Register Bulletin #15: How to Apply the National Register Criteria for Evaluation," 3.
[10] National Park Service, "National Register Bulletin #15: How to Apply the National Register Criteria for Evaluation," 4-5.

include but are not limited to fountains, sculptures, statuary, monuments, and mileposts.

- **Sites** are the location of a significant event, a prehistoric or historic occupation or activity, or a building or structure, whether standing, ruined, or vanished, where the location itself possesses historic, cultural, or archeological value regardless of the value of any existing structure. Examples of sites include but are not limited to designed landscapes, natural features (such as a rock formation) having cultural significance, trails, cemeteries, ruins of a building or structure, habitation sites, and village sites.

- **Districts** are a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically or aesthetically by plan or physical development. A district derives its importance from being a unified entity, even though it is often composed of a wide variety of resources that may represent different categories. Districts contain contributing resources that convey the significance of the district and non-contributing resources that do not, either due to lack of integrity or lack of association with the context and period of significance.

Determining the Historic Context

> *The significance of a historic property can be judged and explained only when it is evaluated within its historic context. Historic contexts are those patterns or trends in history by which a specific occurrence, property, or site is understood and its meaning (and ultimately its significance) within history or prehistory is made clear [.... A historic context's] core premise [is that resources, properties, or happenings in history do not occur in a vacuum but rather are part of larger trends or patterns.*[11]

There are five steps required to determine whether a property is significant within its historic context, which are described in detail in National Register Bulletin #15. In summary, the steps are as follows:

1. Determine the facet of history of the local area, State, or the nation that the property represents;

2. Determine whether that facet of history is significant;

[11] National Park Service, "National Register Bulletin #15: How to Apply the National Register Criteria for Evaluation," 7.

3. Determine whether it is a type of property that has relevance and importance in illustrating the historic context;

4. Determine how the property illustrates that history; and

5. Determine whether the property possesses the physical features necessary to convey the aspect of prehistory or history with which it is associated.

This historic context statement identifies the significant themes and property types associated with Mid-City and provides the framework with which to evaluate a property within this context and apply the applicable designation criteria.

Determining Significance Under Applicable Designation Criteria

A historical resource may be listed at the federal, state, or local level provided that it meets at least one designation criterion from the applicable registration program and retains integrity. A summary of each of the registration programs and their designation criteria is provided below. Although the criteria used by the different programs vary in their specifics, they focus on many of the same general themes. In general, a resource need only meet one criterion to be considered historically significant.

National Register of Historic Places (National Register)

The National Register is "an authoritative guide to be used by federal, state, and local governments, private groups, and citizens to identify the nation's cultural resources and to indicate what properties should be considered for protection from destruction or impairment."[12]

To be eligible for listing in the National Register, a property must be at least 50 years of age unless the property is of “exceptional importance” (see information on Criteria Considerations in the following section) and possess significance in American history and culture, architecture, or archaeology. A property of potential significance must meet one or more of the following four established criteria:

A. Associated with events that have made a significant contribution to the broad patterns of our history; or

B. Associated with the lives of persons significant in our past; or

C. Embody the distinctive characteristics of a type, period, or method of construction or that represent the work of a master, or that possess high artistic values, or that

[12] Title 36 Code of Federal Regulations Part 60.2.

represent a significant and distinguishable entity whose components may lack individual distinction; or

D. Yield, or may be likely to yield, information important in prehistory or history. [13]

California Register of Historical Resources (California Register)

The California Register is "the authoritative guide to the state's significant historical and archeological resources."[14]

To be eligible for listing in the California Register, a property must be at least 50 years of age (unless it meets the California Register Special Considerations elaborated below) and possess significance in American history and culture, architecture, or archaeology. A property of potential significance must meet one or more of the following four established criteria:

1. Associated with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States.

2. Associated with the lives of persons important to local, California or national history.

3. Embodies the distinctive characteristics of a type, period, region or method of construction or represents the work of a master or possesses high artistic values.

4. Has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation.

California Environmental Quality Act (CEQA)

As described further below, the following California Environmental Quality Act (CEQA) statutes and CEQA Guidelines are of relevance to the analysis of archaeological, historic, and tribal cultural resources:

- California Public Resources Code Section 21083.2(g) defines “unique archaeological resource.”
- California Public Resources Code Section 21084.1 and CEQA Guidelines Section 15064.5(a) define “historical resources.” In addition, CEQA Guidelines Section 15064.5(b) defines the phrase “substantial adverse change in the significance of an

[13] National Park Service, “National Register Bulletin #15: How to Apply the National Register Criteria for Evaluation,” 2.
[14] California Office of Historic Preservation, “California Register of Historical Resources,” accessed June 5, 2024, https://ohp.parks.ca.gov/?page_id=21238.

historical resource." It also defines the circumstances when a project would materially impair the significance of an historical resource.

- California Public Resources Code Section 21074(a) defines "tribal cultural resources."
- California Public Resources Code Section 5097.98 and CEQA Guidelines Section 15064.5(e) set forth standards and steps to be employed following the accidental discovery of human remains in any location other than a dedicated cemetery.
- California Public Resources Code Sections 21083.2(b)-(c) and CEQA Guidelines Section 15126.4 provide information regarding the mitigation framework for archaeological and historic resources, including examples of preservation-in-place mitigation measures; preservation-in-place is the preferred manner of mitigating impacts to significant archaeological sites because it maintains the relationship between artifacts and the archaeological context and may also help avoid conflict with religious or cultural values of groups associated with the archaeological site(s).

More specifically, under CEQA, a project may have a significant effect on the environment if it may cause "a substantial adverse change in the significance of an historical resource" (California Public Resources Code Section 21084.1; CEQA Guidelines Section 15064.5(b).) If a site is either listed or eligible for listing in the California Register, or if it is included in a local register of historic resources or identified as significant in a historical resources survey (meeting the requirements of California Public Resources Code Section 5024.1(q)), it is a "historical resource" and is presumed to be historically or culturally significant for purposes of CEQA (California Public Resources Code Section 21084.1; CEQA Guidelines Section 15064.5(a)). The lead agency is not precluded from determining that a resource is a historical resource even if it does not fall within this presumption (California Public Resources Code Section 21084.1; CEQA Guidelines Section 15064.5(a)).

1. A "substantial adverse change in the significance of an historical resource" reflecting a significant effect under CEQA means "physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of an historical resource would be materially impaired" (CEQA Guidelines Section 15064.5(b)(1); California Public Resources Code Section 5020.1(q)). In turn, CEQA Guidelines section 15064.5(b)(2) states the significance of an historical resource is materially impaired when a project: Demolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance and that justify its inclusion in, or eligibility for, inclusion in the California Register of Historical Resources; or
2. Demolishes or materially alters in an adverse manner those physical characteristics that account for its inclusion in a local register of historical resources pursuant to section 5020.1(k) of the Public Resources Code or its identification in an historical

resources survey meeting the requirements of section 5024.1(g) of the Public Resources Code, unless the public agency reviewing the effects of the project establishes by a preponderance of evidence that the resource is not historically or culturally significant; or

3. Demolishes or materially alters in an adverse manner those physical characteristics of a historical resource that convey its historical significance and that justify its eligibility for inclusion in the California Register of Historical Resources as determined by a lead agency for purposes of CEQA.

Pursuant to these sections, the CEQA inquiry begins with evaluating whether a project site contains any "historical resources," then evaluates whether that project will cause a substantial adverse change in the significance of a historical resource such that the resource's historical significance is materially impaired.

If it can be demonstrated that a project will cause damage to a unique archaeological resource, the lead agency may require reasonable efforts be made to permit any or all of these resources to be preserved in place or left in an undisturbed state. To the extent that they cannot be left undisturbed, mitigation measures are required (California Public Resources Code Section 21083.2(a), (b), and (c)).

California Public Resources Code Section 21083.2(g) defines a unique archaeological resource as an archaeological artifact, object, or site about which it can be clearly demonstrated that without merely adding to the current body of knowledge, there is a high probability that it meets any of the following criteria:

1. Contains information needed to answer important scientific research questions and that there is a demonstrable public interest in that information.
2. Has a special and particular quality such as being the oldest of its type or the best available example of its type.
3. Is directly associated with a scientifically recognized important prehistoric or historic event or person.

Impacts to non-unique archaeological resources are generally not considered a significant environmental impact (California Public Resources Code section 21083.2(a); CEQA Guidelines Section 15064.5(c)(4)). However, if a non-unique archaeological resource qualifies as tribal cultural resource (California Public Resources Code Section 21074(c), 21083.2(h)), further consideration of significant impacts is required. CEQA Guidelines Section 15064.5 assigns special importance to human remains and specifies procedures to be used when Native

American remains are discovered. As described below, these procedures are detailed in California Public Resources Code Section 5097.98.

San Diego Register of Historical Resources (SDRHR)

The San Diego Register of Historical Resources includes buildings, structures, objects, sites and districts important to the historical, architectural, cultural and archaeological history of San Diego. The first site designated as a historical resource by the City of San Diego was Balboa Park's El Prado in 1967. Since that date, over 1,000 individual resources and 25 historic districts encompassing several thousand more properties have been designated and listed on the City's Register.

The Historical Resources Guidelines of the City of San Diego's Land Development Manual (LDM) identifies the criteria under which a resource may be historically designated. It states that any improvement, building, structure, sign, interior element and fixture, site, place, district, area, or object may be designated a historical resource by the City of San Diego Historical Resources Board (HRB) if it meets one or more of the following designation criteria:

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. 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 or 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; or

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.[15]

Criteria Considerations and Special Considerations

Some resource types require additional evaluation to be eligible for listing on the National Register, California Register, and/or San Diego Register. This additional evaluation is known as "Criteria Considerations" when working with the National Register, and "Special Considerations" when working with the California Register or San Diego Register. The resources that require additional evaluation vary between the three registers.

National Register Criteria Considerations

Religious properties, moved properties, birthplaces and graves, cemeteries, reconstructed properties, commemorative properties, and properties achieving significance within the past fifty years are not usually considered for listing in the National Register.[16] National Register Bulletin #15 provides detailed guidance for applying Criteria Considerations for these resource types.

Of these resource types, the one most commonly encountered in San Diego is addressed in Criteria Consideration G: resources that have achieved significance within the past fifty years. Fifty years is generally recognized as a sufficient amount of time needed to develop historical perspective and to evaluate significance. A property less than 50 years of age can be eligible for listing, however, if it is of exceptional importance. Demonstrating exceptional importance requires the development of a historic context statement for the resource being evaluated, a comparative analysis with similar resources, and scholarly sources on the property type and historic context. The phrase "exceptional importance" is a measure of a property's importance within the appropriate historic context, whether the scale of that context is local, State, or national.[17]

California Register Special Considerations

The California Register provides special considerations for moved resources, resources achieving significance within the past fifty years, and reconstructed buildings.[18]

- A moved building, structure or object may be listed in the California Register if it was moved to prevent its demolition at its former location and if the new location is

[15] City of San Diego Planning Department, "Guidelines for the Application of Historical Resources Board Designation Criteria," 1.
[16] National Park Service, "National Register Bulletin #15: How to Apply the National Register Criteria for Evaluation," 25.
[17] National Park Service, "National Register Bulletin #15: How to Apply the National Register Criteria for Evaluation," 42.
[18] California Office of Historic Preservation, "California Office of Historic Preservation Technical Assistance Series #6 California Register and National Register: A Comparison (for Purposes of Determining Eligibility for the California Register)," 1–2.

compatible with the original character and use of the historical resource. A historical resource should retain its historic features and compatibility in orientation, setting, and general environment.

- A historical resource achieving significance within the past fifty years may be considered for listing in the California Register if it can be demonstrated that sufficient time has passed to understand its historical importance and gain a scholarly perspective on the events or individuals associated with the resource. Unlike the National Register, demonstrating exceptional importance is not required.

- A reconstructed building less than fifty years old may be eligible if it embodies traditional building methods and techniques that play an important role in a community's historically rooted beliefs, customs, and practices.

San Diego Register Special Considerations

The San Diego Register provides special considerations for moved resources and resources achieving significance within the past fifty years.[19]

- A moved building, structure or object, or assemblage of such resources, may be listed in the San Diego Register if it was moved prior to its period of significance. Additionally, moved buildings significant under HRB Criterion B may be designated if it is demonstrated to be the property most importantly associated with the historic event or person; and under HRB Criteria C or D if it retains enough historic features to convey its architectural values and retains integrity of design, materials, workmanship, feeling, and association. Lastly, moved resources must still have an orientation, setting, and general environment comparable to those of the historic location and compatible with the resource's significance.

- A historical resource achieving significance within the past fifty years may be considered for listing in the San Diego Register if it can be demonstrated that sufficient time has passed to understand its historical importance, similar to the California Register Special Considerations. Unlike the National Register, demonstrating exceptional importance is not required.

Determining Whether a Resource Retains Integrity

The concept of integrity is established by the National Register, as detailed in National Register Bulletin #15, and is utilized by the California Register and San Diego Register. Simply

[19] City of San Diego Planning Department, "Guidelines for the Application of Historical Resources Board Designation Criteria," 4–5.

put, integrity is the ability of a resource to convey its significance.[20] All properties change over time, and it is not necessary or expected that a resource will be unaltered. However, the resource must retain the essential physical features that enable it to convey its historic identity. The essential physical features are those features that define both why a property is significant and when it was significant.[21]

The National, California, and San Diego registers recognize seven aspects or qualities that, in various combinations relevant to the significance of the resource, define integrity.[22] The seven aspects of integrity are:

- **Location** is the place where a historic resource was constructed or where the historic event occurred.
- **Design** is the combination of elements that create the form, plan, space, structure, and style of a resource.
- **Setting** is the physical environment of a property. Setting refers to the character of a resource's location and a resource's relationship to the surrounding area.
- **Materials** are 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 resource.
- **Workmanship** is the physical evidence of the crafts of a particular culture or people during any given period in history or pre-history. Workmanship includes traditional, vernacular, and high styles.
- **Feeling** is a property's expression of the aesthetic or historic sense of a particular time.
- **Association** is the direct link between an important historic event or person and a historic resource. Association requires the presence of physical features to convey the resource's historic character.

National Register Bulletin #15 states, "To retain historic integrity a property will always possess several, and usually most, of the aspects. [...] Determining *which* of these aspects are most important to a particular property requires knowing why, where, and when the

[20] National Park Service, "National Register Bulletin #15: How to Apply the National Register Criteria for Evaluation," 44–49.
[21] National Park Service, "National Register Bulletin #15: How to Apply the National Register Criteria for Evaluation, 46.
[22] National Park Service, "National Register Bulletin #15: How to Apply the National Register Criteria for Evaluation, 44-49.

property is significant. [...] Only after significance is fully established can you proceed to the issue of integrity."[23] To assess the integrity of a resource, the following steps must be taken:

1. Define the essential physical features that must be present for a property to represent its significance.

2. Determine whether the essential physical features are visible enough to convey their significance.

3. Determine whether the property needs to be compared with similar properties.

4. Determine, based on the significance and essential features, which aspects of integrity are particularly vital to the property being nominated and if they are present.

[23] National Park Service, "National Register Bulletin #15: How to Apply the National Register Criteria for Evaluation, 44-45.

Historic Context

Pre-History and Early San Diego History (8500BC-1885)

Pre-History (8500 BC-AD 1769)

The present-day boundaries of the City of San Diego, including Mid-City, are part of the ancestral homeland and unceded territory of the Yuman-speaking Kumeyaay, which stretched approximately from the Pacific Ocean to the west, El Centro to the east, Escondido to the north, and the northern part of Baja California to the south.[24] Tribal cultural history is reflected in the history, beliefs and legends retained in songs and stories passed down through generations within Native American tribes. There is also an ethnohistoric period of events, traditional cultural practices and spiritual beliefs of indigenous peoples recorded from the post-European contact era. The traditional origin belief of the Yuman-speaking peoples in Southern California reflects a cosmology that includes aspects of a mother earth and father sky, and religious rituals were tied to specific sacred locations. A pre-historic material culture ~~of local indigenous peoples~~ is contained in the archaeological record and reflects subsistence practices and settlement patterns over several prehistoric periods spanning over 10,000 years. It is important to note that Native American aboriginal lifeways did not cease at European contact.

The Kumeyaay lived in small semi-permanent camping spots or villages, often located near local springs and water sources. While rabbits and shellfish were staples of their diet, the Kumeyaay migrated to the mountains during certain seasons of the year to harvest acorns and grain grasses, as well as to trade with neighboring tribes to the east.[25] The general route of today's Kumeyaay Highway (Interstate 8), which forms a portion of the northern boundary of present-day Mid-City (at Normal Heights and Kensington-Talmadge), follows the route of historic waterways through Alvarado Canyon and was one route used by the Kumeyaay to travel between the coast and the interior. The path of Chollas Creek was also a route that was important to the Kumeyaay, and they had seasonal encampments along the path of Chollas Creek from Lemon Grove to the Bay.[26]Estimates for the population of the Kumeyaay vary substantially. Scholars speculate anywhere from 3,000 to 19,000 people lived in the region prior to the establishment of the Spanish missions in 1769.[27] However, by the mid-nineteenth century, the Kumeyaay population had dwindled to a few thousand, with many living on reservation lands.[28] Today, Kumeyaay tribal members within the United States are

[24] "The Sycuan Band of the Kumeyaay Nation," *The Journal of San Diego History*, 148. Note that early sources use the name *Diegueños* which was the name applied to the Kumeyaay by Spanish missionaries.
[25] San Diego State University, "San Diego Mexican & Chicano History," November 8, 2011, accessed June 5, 2024, https://chicanohistory.sdsu.edu/chapter01/c01s03.html.
[26] "Lemon Grove Timeline," Lemon Grove Historical Society, accessed May 29, 2024, https://lghistorical.org/historic-lemon-grove/lemon-grove-timeline/.
[27] Page & Turnbull, *Southeastern San Diego Community Plan Update*, 22.
[28] Page & Turnbull, *Southeastern San Diego Community Plan Update*, 22.

divided into twelve federally recognized bands: Barona, Campo, Ewiiaapaayp, Inaja-Cosmit, Jamul, La Posta, Manzanita, Mesa Grande, San Pasqual, Santa Ysabel, Sycuan, and Viejas. An additional San Diego County band, the Kwaaymii Laguna Band of Indians, is not currently federally recognized. Several more Kumeyaay communities are present in Mexico.

Spanish Period (1769-1821)

Spanish explorer Juan Cabrillo first landed at Point Loma in 1542. However, Spanish colonization of the San Diego area did not truly begin for over two centuries. In 1769, Spain sent an expedition of soldiers, settlers, and missionaries to Alta California to secure the northwestern border of New Spain from Russian and English interests. The members of the Spanish expedition initially camped at a location now known as Spanish Landing in present-day Point Loma before moving to a site closer to the San Diego River, near the Kumeyaay village of Cosoy (Kosaai or Kosa'aay). There, they constructed a presidio (military fort) and the first iteration of Mission San Diego de Alcalá on a small hill overlooking the river.

Mission San Diego de Alcalá was the first of 21 missions that the Spanish would eventually establish in California. In 1774, Mission San Diego de Alcalá was relocated to its present site six miles up the San Diego River Valley (present-day Mission Valley) near the Kumeyaay village of Nipaguay. The building was destroyed during the Kumeyaay uprising the following year. The chapel and existing church were reconstructed between 1776 and 1777, respectively. Mission San Diego de Alcalá, like all California missions, relied on the enslaved labor of "neophytes," Native Americans who were forcibly converted to Catholicism. Mission lands were extensive, and in San Diego, neophytes participated in a large ranching endeavor where herds of cattle moved west through today's Mission Valley as they grazed. Grazing lands consisted of over 58,000 acres, including the present-day area of Mid-City.[29]

Mexican Period (1821-1846)

The mission and presidio systems declined after Mexico gained independence from Spain in 1821. In the 1830s, the Mexican government began to redistribute church lands under the rancho system. The Mexican government granted 29 ranchos in San Diego County to loyal soldiers, politicians, and powerful landowning families.

One of the largest ranchos granted in San Diego was the Ex-Mission Rancho de San Diego de Alcalá, with 58,875 acres granted to Santiago Argüello by Governor Pio Pico in 1845.[30] The original extent of the Ex-Mission rancho encompasses much of eastern San Diego and

[29] William Ellsworth Smythe, "Part Two, Chapter 2: Beginnings of Agriculture and Commerce," in *History of San Diego, 1542-1908*.
[30] Richard Pourade, "Chapter Fifteen: The Toll of Time, 1769-1835," in *History of San Diego: v.2 Time of the Bells, 1769-1835* (San Diego: Copley Press, 1960-1977), accessed June 13, 2024, https://sandiegohistory.org/archives/books/bells/ch15/; San Diego State University, "San Diego Mexican & Chicano History," November 8, 2011, accessed June 13, 2024, https://chicanohistory.sdsu.edu/maps/c03map1.html#map5.

includes several modern neighborhoods and cities including Mid-City, College Area, Miramar, Kearny Mesa, Serra Mesa, La Mesa, Lemon Grove, and Encanto, among others (**Figure 3**).[31] Santiago Argüello was also in possession of earlier land grants including the Tiajuana rancho (granted in 1829) and the Trabujo rancho (granted in 1841), and did not live within the boundaries of the Ex-Mission rancho, instead making his home at his Tiajuana rancho.[32] While the area that is now present-day Mid-City likely continued to be used for cattle ranching in this period, few built resources were known to have been erected on the land, and none are known to be extant.

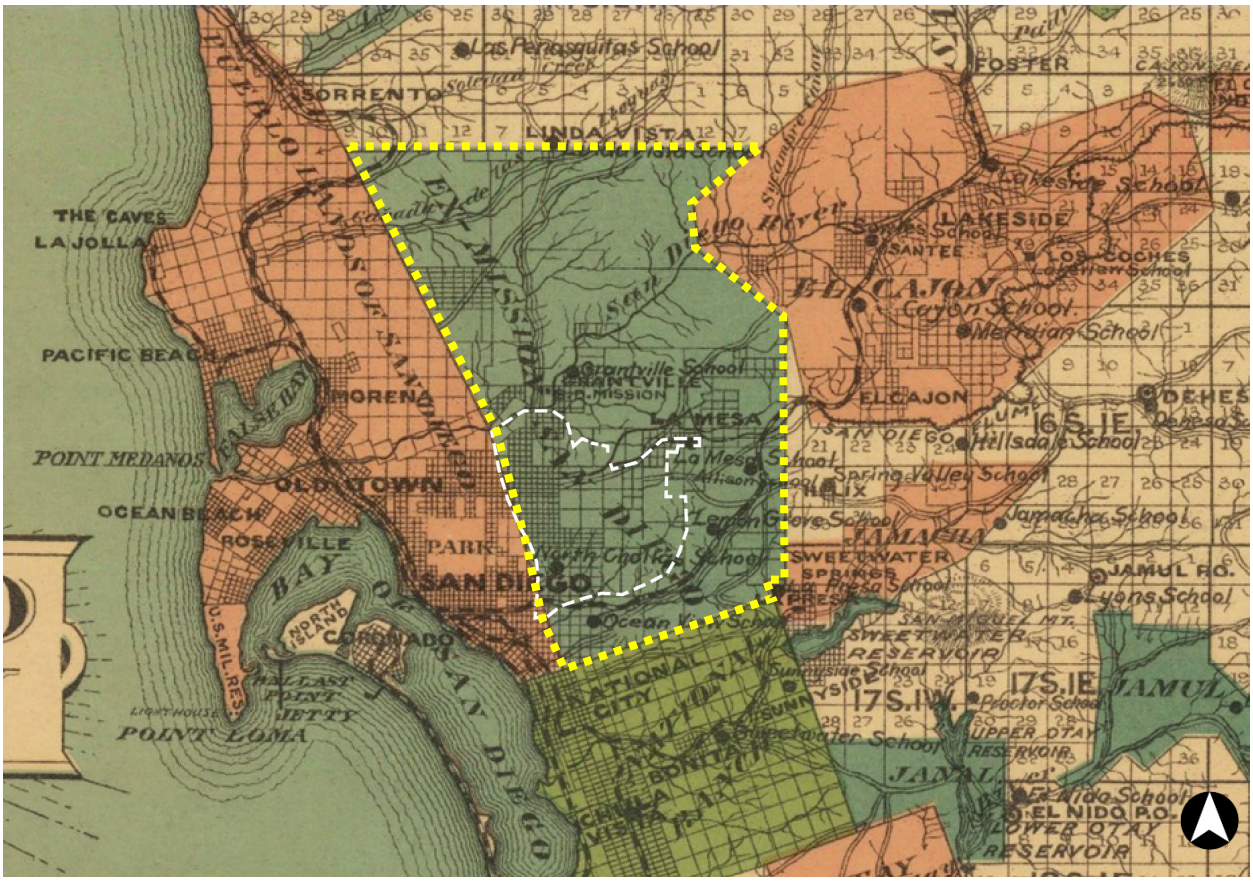


Figure 3: "Official Map of San Diego County California Compiled from Official Records and Private Sources by Irving A. Hubon. Correct to date by E.E. Knight," circa 1900. The Ex-Mission rancho is shown in blue with a dotted yellow outline at center. The approximate location of Mid-City is shown with white dashed line. Source: RareMaps.com. Edited by Page & Turnbull.

This redistribution of land also resulted in the creation of a civilian pueblo in San Diego. In 1834, a group of San Diego residents living near present-day Old Town successfully

[31] Robert W. Brackett, *The History of San Diego Ranchos: The Spanish, Mexican, and American occupation of San Diego County and the story of the ownership of land grants therein,* Fourth Edition (San Diego, California: Union Title Insurance and Trust Co., 1951), 61.
[32] Smythe, "Part Two, Chapter 6: Prominent Spanish Families." in *History of San Diego, 1542-1908.*

petitioned the governor to formally declare their settlement as a pueblo.[33] The dividing line between Pueblo lands and Ex-Mission lands runs at a diagonal following present-day Boundary Street and the eastern edge of Mt. Hope Cemetery.[34] Boundary Street remained the eastern edge of the City of San Diego into the early twentieth century.

Early American Period (1846-1885)

United States forces first occupied San Diego in July 1846 during the Mexican American War. San Diego formally became part of the United States with the signing of the Treaty of Guadalupe Hidalgo in 1848, which ended the war and ceded California to the United States. San Diego grew slowly and remained a frontier town until the 1860s. In 1867, land speculator Alonzo Erastus Horton acquired 800 acres, known as Horton's Addition, approximately two miles south of Old Town San Diego with the intention of developing it into a new city center.[35] The success of Horton's Addition and subsequent subdivisions surrounding it shifted San Diego's commercial center from Old Town and the presidio to Horton's Addition, which encompasses present-day downtown San Diego.[36]

The Ex-Mission rancho, a portion of which would become present-day Mid-City, was located well east of where the early City of San Diego was developing. The Argüello estate retained title to the Ex-Mission rancho lands following Santiago Argüello's death in 1862, and their ownership was confirmed through a court determination in 1876. This legal confirmation of their ownership allowed for the easier sale of portions of the rancho's vast acreage and, in the late 1800s, the first sales of the land initiated the early development of Mid-City for a use beyond grazing and ranching.[37]

Beginnings of Mid-City (1885-1915)

Theme: Early Development of Streetcar Suburbs (1885-1915)

The following section focuses on the earliest development patterns in Mid-City that were located at the northwestern edge of the area in present-day Normal Heights, City Heights, the earliest subdivision in Kensington-Talmadge, and at the far northeast corner of Eastern Area, which was part of the La Mesa Colony subdivision.

Early Water and Transportation Infrastructure

Transportation improvements to and within San Diego contributed to the city's growth in the late nineteenth and early twentieth centuries. In 1885, the Atlantic & Pacific Railroad and the Atchison, Topeka & Santa Fe Railroad were completed to San Diego, linking the city to the

[33] Clare B. Crane, "The Pueblo Lands: San Diego's Hispanic Heritage," *The Journal of San Diego History,* vol. 37, no. 2 (Spring 1991), accessed June 13, 2024, https://sandiegohistory.org/journal/1991/april/pueblo-2/.
[34] San Diego State University, "San Diego Mexican & Chicano History."
[35] Historic Resources Group, *North Park Community Plan Area Historic Resources Survey* (2011), 13.
[36] City of San Diego, *San Diego Modernism: Historic Context Statement* (October 2007), 17.
[37] Crane, "The Pueblo Lands."

eastern United States via rail transit. Prior to this time, most new residents, as well as freight and supplies, arrived by ship in San Diego Bay, consolidating urban development to the waterfront and immediately adjacent areas. The arrival of the transcontinental railroad spurred a period of rapid population growth and land speculation in the 1880s. By 1887, San Diego's population had skyrocketed from its previous total of 650 in the mid-nineteenth century to roughly 40,000.[38] This was accompanied by the establishment of the city's first streetcar system, the San Diego Street Car Company in 1886. Additional streetcar lines were constructed by developers to attract homebuyers to newly platted subdivisions.[39]

As the streetcar system expanded outside the downtown core, additional tracts—such as Hillcrest, University Heights, and Logan Heights—were subdivided, although many remained largely undeveloped for a decade or more.[40] Development was also stirring on the eastern periphery of San Diego's city limits—in the region that would become Mid-City—as water supply lines were installed across the barren mesas. The first water supplier to the east of the city was the San Diego Flume Company, in operation from 1886 to 1910. Established by entrepreneurs Theodore S. Van Dyke and William E. Robinson with the intention of selling water to the City of San Diego, their water conveyance system delivered water from Lake Cuyamaca in the Cuyamaca Mountains northeast of San Diego via a 37-mile-long open wooden flume (**Figure 4**). Completed in 1888, the flume dispensed water to backcountry ranchers along its path to Grossmont, where it transitioned to a piping system that pumped water into the water company's subdivision at La Mesa Colony.[41] La Mesa Colony was established in 1887 and its present-day location is divided between what is now the College Area and Eastern Area (**Figure 5**). The subdivision included 5- and 10-acre irregularly shaped parcels for agricultural use, encircling a planned townsite with a regular street grid and planned residential parcels.

[38] Historic Resources Group, *North Park Community Plan Area* (2016), 18.
[39] Historic Resources Group, *North Park Community Plan Area* (2016), A-6.
[40] Historic Resources Group, *North Park Community Plan Area* (2016), 18.
[41] Eldonna Lay, "Flume Brought Water and Recreation to El Cajon Valley," *San Diego Union-Tribune*, February 28, 2008, accessed March 28, 2024, http://lakesidehistory.org/wp-content/uploads/2018/06/FlumeBroughtWater.pdf.

Figure 4: An example of the open flume at an unknown location in 1905 as built by the San Diego Flume Company. Since demolished. Source: San Diego City Clerk Archives.

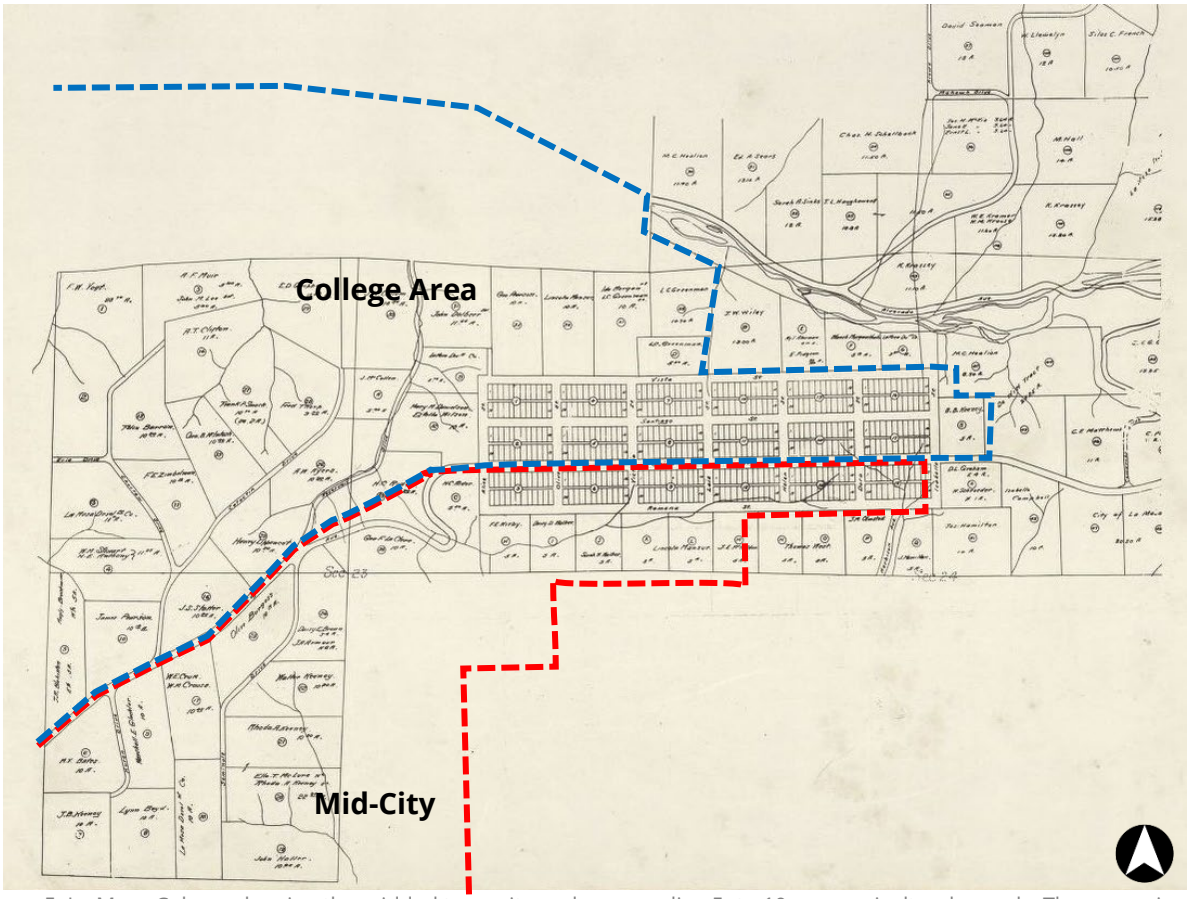


Figure 5. La Mesa Colony, showing the gridded town site and surrounding 5- to 10-acre agricultural parcels. The approximate present-day boundary of Mid-City is shown with dashed red line and the present-day boundary of College Area is shown with a dashed blue line. Source: William E. Alexander, Plat book of San Diego County, California. (Los Angeles: Pacific Plat Book Co., [circa 1912]) in the collection of the Library of Congress, Geography and Map Division. Edited by Page & Turnbull.

As described in *The College Area Community Plan Area Historic Context Statement*:

> While a booming citrus industry developed in the adjacent areas of La Mesa and Lemon Grove [located further east], it appears that agricultural development at the eastern end of the today's College Area [and Mid-City], namely within La Mesa Colony, remained less successful. While farms and orchards were present, La Mesa Colony did not experience adequate population growth and economic success to support the development of the planned town center and did not compete agriculturally with nearby La Mesa or Lemon Grove.
>
> Some of the challenge for La Mesa Colony was likely the unreliable water resources of the area, as there were no natural springs and, while all agricultural parcels were sold with water rights from the Flume Company, the Flume Company was unreliable in supplying the promised water resources.[42] By 1898, litigation around the Flume Company's inability to meet its contractual obligations listed several of La Mesa Colony's "ranchers and citrus growers" among the litigants.[43]

A prolonged drought from 1895 to 1905 signaled the beginning of the end of the San Diego Flume Company, which was sold to Colonel Ed Fletcher and Montana businessman James Murray in June 1910.[44] Fletcher and Murray's purchase included all of the assets of the Flume Company, such as its water rights and the properties that it owned and managed. Fletcher and Murray renamed the company the Cuyamaca Water Company.[45] Fletcher, who was also involved in real estate, hoped the company would aid in his development schemes in the east-laying areas of San Diego.[46]

Speculative schemes to supply water to the sparsely populated and drought-riddled lands of San Diego's eastern periphery gradually enticed development, though most of these private water ventures failed. The mid-1880s through the early years of the 1900s saw the filing of various subdivision maps and speculative investment in the area that would become present-day Mid-City, but very minimal construction activity. Subdivision maps for areas east of Boundary Street and south of Mission Valley included Teralta (1887), City Heights (1893,

[42] "La Mesa Lands: Special Prices on Lands with Water," advertisement, *San Diego Evening Tribune,* December 25, 1895; and "Flume's Condition: Unable to Supply Water to its Patrons," *San Diego Union,* June 12, 1898.
[43] Page & Turnbull, *College Area Community Plan Area Historic Context Statement*. Draft (July 2023), 28-29.
[44] Darrell Beck, "The San Diego Flume," *Ramona Home Journal*, December 9, 2019, accessed March 29, 2024, https://ramonajournal.com/the-san-diego-flume-p642-101.htm.
[45] University of California, San Diego. "Cuyamaca Water Company Records." Special Collections. Online Archive of California, accessed March 29, 2024, https://oac.cdlib.org/findaid/ark:/13030/kt967nb3sk/.
[46] Fletcher hoped to put pressure on existing large farms through monopolizing the water supply and setting high irrigation rates, forcing them to sell parcels of land to offset rising costs. Fletcher wanted to acquire this available land and create suburban communities on the mesas. University of California, San Diego. "Cuyamaca Water Company Records."

also called the Steiner, Klauber, Choate & Castle Addition), Normal Heights (1906), and Montecello (1905, now within the Talmadge neighborhood).[47]

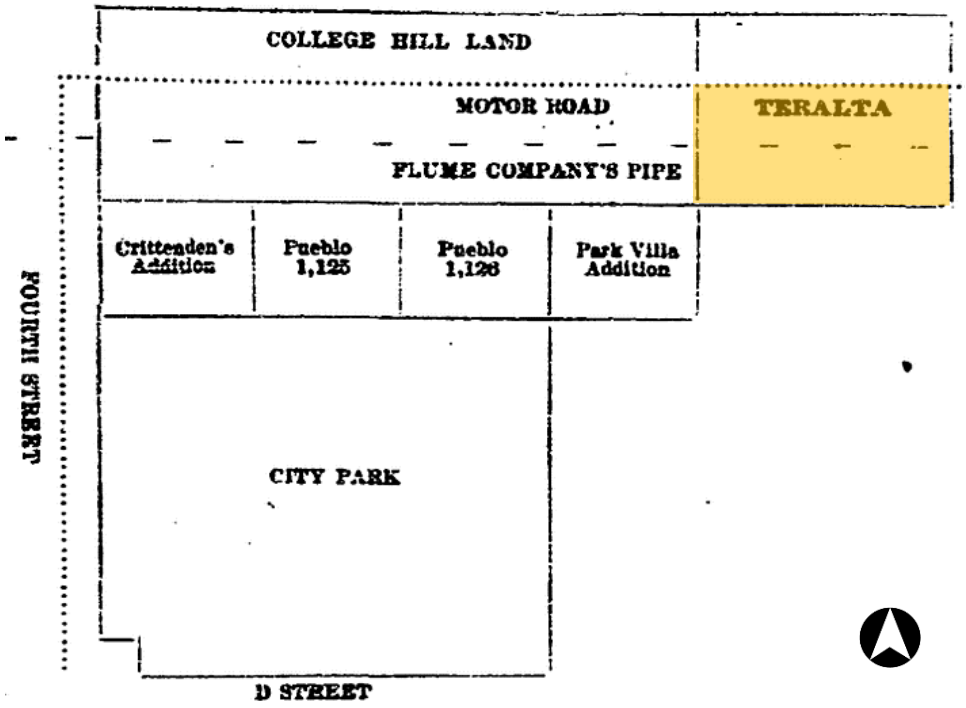


Figure 6: Location of Teralta, shaded in yellow. Source: *San Diego Union*, 1887. Edited by Page & Turnbull.

One of the first-platted subdivisions intending to initiate development in the mesas east of the city limits was Teralta, meaning "high ground" in Spanish, which is now located within the City Heights community. Subdivided in 1887 at the height of the land boom by the Teralta Land & Water Company, the modestly sized rectangular area was immediately under contract to be supplied with an electric streetcar line and water utilities (**Figure 6**).[48] The subdivision's 462 acres were parceled into one-acre and 2.5-acre lots and El Cajon Boulevard (originally called El Cajon Avenue prior to 1937, this will be referred to as El Cajon Boulevard for consistency) served as its spine. The San Diego Flume Company's water pipes ran along this central corridor, and the proposed Fourth Street Electric Motor Road (or streetcar line) was also to follow this east-west thoroughfare, though the line never materialized. Teralta, which stretched from Boundary Street on its west to Fairmount Avenue on its east, was touted as a "warm, frostless belt on the mesa" above the fog line, ideal for olive and citrus fruit cultivation, and "free from all city taxation."[49] The Teralta Land & Water Company was one of very few real estate companies to weather the impending real estate collapse of the

[47] San Diego County Recorder, "Map of Teralta" (1887); "Map of City Heights" (1893, amended 1906); "Map of Montecello" (1905); and "Map of Normal Heights" (1906).
[48] "Teralta," *San Diego Union*, July 23, 1887, 8.
[49] "Teralta," *San Diego Union*, July 23, 1887, 8; and "Combination Land Company Successor to Howard & Lyons," *San Diego Union,* November 27, 1887.

late 1880s, though not without some legal struggles.[50] While Teralta was well-positioned for the next wave of development of the areas east of the City of San Diego's existing boundaries, it was still too early to see significant development. 1903 and 1904 U.S. Geological Survey topographic maps of the area that would become Mid-City show that by the early years of the twentieth century, only a handful of buildings, likely farmhouses and related agricultural outbuildings, were scattered throughout all of Mid-City (**Figure 7**). The area of Teralta, even with its close distance to the eastern edge of San Diego, and with its placement along El Cajon Boulevard, had only a few buildings and a very limited network of existing roads.

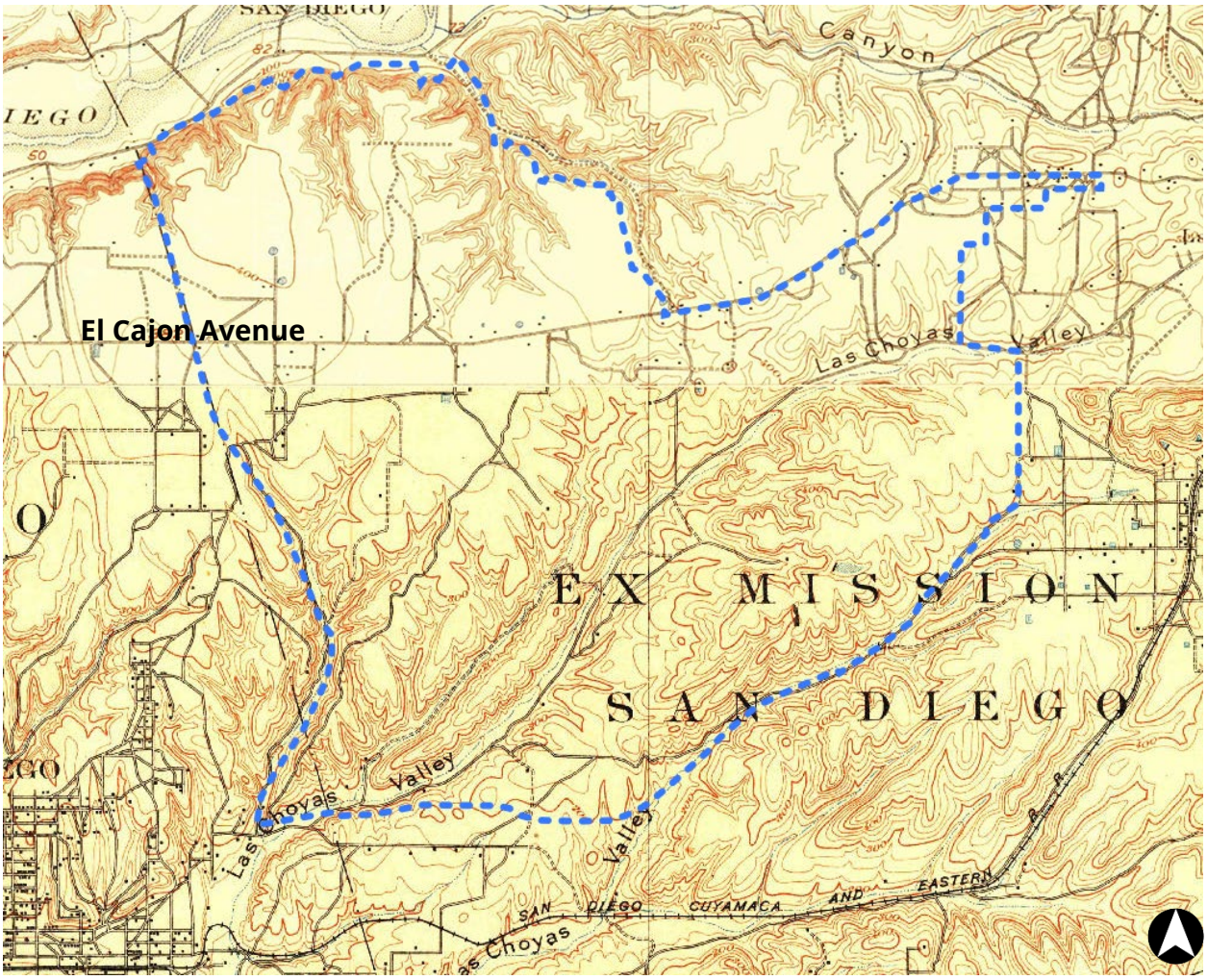


Figure 7: Overall view of the future area of Mid-City and El Cajon Avenue in 1903-1904. Each black dot represents a building. Approximate Mid-City CPU boundary in dashed blue outline. Source: La Jolla, CA 1903 map (upper) and San Diego, CA 1904 map (lower), USGS TopoViewer. Maps combined and edited by Page & Turnbull.

[50] Suzanne Ledeboer, "San Diego's Normal Heights: The Growth of a Suburban Neighborhood, 1886-1926," *The Journal of San Diego History* (2006), 19-20.

The Electric Rapid Transit Company, which debuted the city's first electric streetcar in November 1887, oriented itself to provide transit to the burgeoning eastern areas beyond the city's limits, hoping to benefit from the city's projected growth and also to create demand for an expanded rail system.[51] The Electric Rapid Transit Company installed streetcar lines along University Avenue in the University Heights neighborhood, located just west of today's Mid-City, and expanded east of Boundary Street into the Teralta subdivision (now located within Normal Heights and City Heights) over the next year.[52] The infrastructure for electric streetcars remained expensive, however, and they operated at a deficit, halting operation in June 1889 and replacing service with horsecars and steam trains.

The relationship between public transportation and real estate development was inextricable in this era before the personal automobile became commonplace. Transit and services had to either be in place or proposed for imminent installation in order to spur real estate development in previously undeveloped areas. Potential future residents needed to know that the city was at least within reach via streetcar, and that they would not be cut off from goods and services that they would require.

The Park Belt Motor Line was another short-lived speculative endeavor that was built to "lure buyers to real estate developments" at the eastern edge of San Diego.[53] The route took the Park Belt Motor Line's steam-propelled streetcars on a meandering path through City Park, Switzer Canyon, and the City Heights subdivision (also called the Steiner, Klauber, Choate & Castle Addition) before circling back west (**Figure 8**).[54] This line was intended to simulate construction of new residential areas in this yet-undeveloped region along the eastern mesas. Service began in July 1888 with three trains daily.[55] The looping 10-mile line became known as the City & University Heights Railroad, and later the University Heights Motor Road, before shutting down in 1889 due to low ridership and financial insolvency.[56] Despite this failed transit venture, many parcels within the 1,500-acre Steiner, Klauber, Choate & Castle Addition were sold under the promise of imminent public transit, "the very best and purest of water," and the choicest soil for the growing of "fruits and flowers."[57]

[51] Gena Holle, "Transit in San Diego: ASCE Anniversary Project," *The Journal of San Diego History* 48, no. 1 (Winter 2002).
[52] Holle, "Transit in San Diego: ASCE Anniversary Project."
[53] Holle, "Transit in San Diego: ASCE Anniversary Project."
[54] Herbert C. Hensley, "Steam Trains to East San Diego," *The Journal of San Diego History,* vol. 2, no. 1 (January 1956), accessed June 4, 2024, https://sandiegohistory.org/journal/1956/january/steamtrains/.
[55] Hensley, "Steam Trains to East San Diego"; and "Railroad Work," *San Diego Union*, February 22, 1888.
[56] Holle, "Transit in San Diego: ASCE Anniversary Project," *The Journal of San Diego History*.
[57] "Hammond & Castle, Real-Estate Agents," *The San Francisco Daily Examiner*, December 18, 1887, 13.

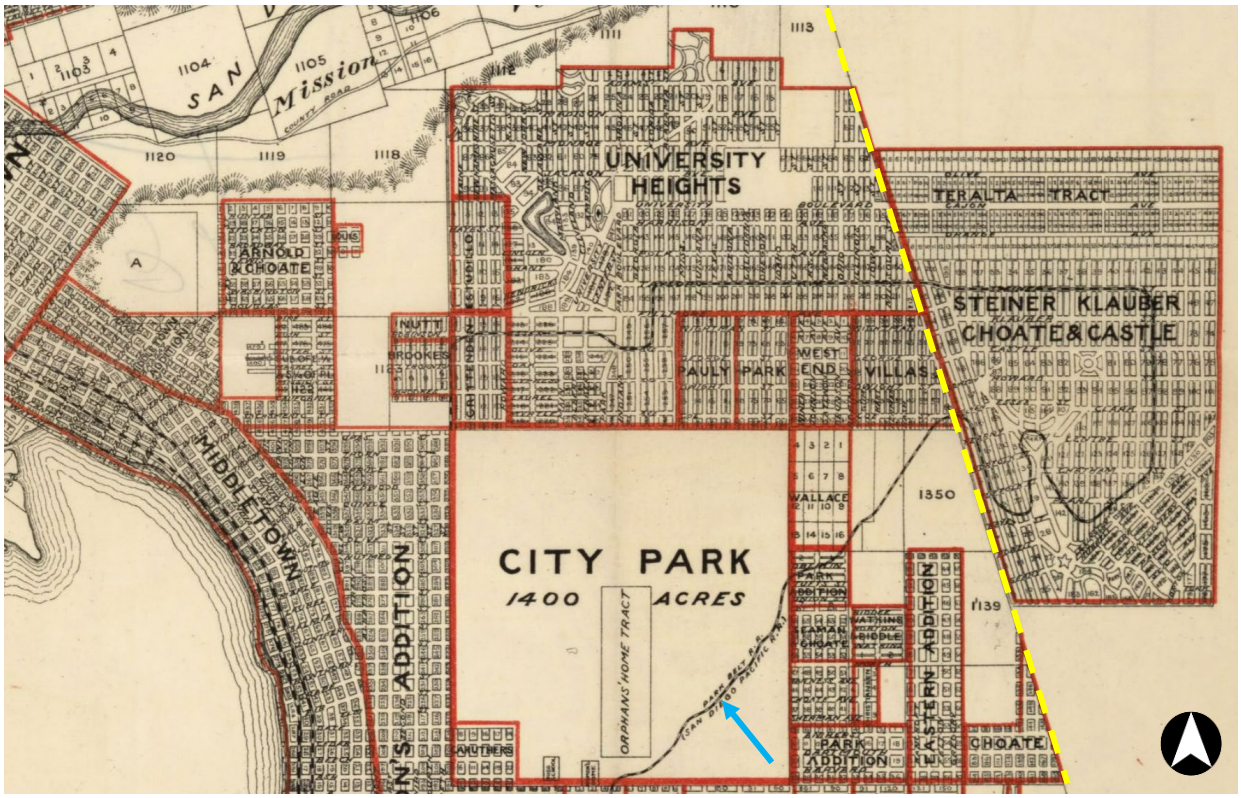


Figure 8: The path of the Park Belt Motor Line is shown on this map (blue arrow) of the City of San Diego by T.D. Beardsley in 1894. Note that the only subdivisions shown east of Boundary Street (indicated with a dashed yellow line) include the Teralta Tract and the Steiner, Klauber, Choate & Castle (or City Heights) subdivision. Both subdivisions end at the eastern boundary of today's Fairmount Avenue. Source: The Huntington Digital Library (Drawn by T. D. Beasley), 1984. Edited by Page & Turnbull.

This brief explosion in transportation development in 1888 and 1889 reflected a general belief that urban growth would be swift and that fortunes could be made in speculative land development. However, land development was subject to cycles of boom and bust that were unstable and unpredictable, and a market bust in 1888 halted San Diego's growth.[58] As a result, subdivisions like Teralta and City Heights, that had been laid out in the late nineteenth century remained undeveloped through the early twentieth century.[59] Development, including residential, commercial, and infrastructure projects, slowly resumed following this collapse. In 1892, the city's many independently run and failed or failing streetcar lines were consolidated by sugar baron and business opportunist, John D. Spreckels, as the San Diego Electric Railway.[60] Spreckels replaced horse-drawn service with electrified lines over the next decade as the system expanded. Like the transit companies that came before, Spreckels

[58] *San Diego Modernism Historic Context Statement*, 18.
[59] Historic Resources Group, *North Park Community Plan Area* (2016), 13.
[60] Douglas W. Mengers, *San Diego Trolleys* (Charleston, South Carolina: Arcadia Publishing, 2017), 7.

understood that a reliable transportation network could fuel urban growth. He summarized this perspective with the maxim "transportation determines the flow of population."[61]

Along with transportation, potential new communities required a stable water supply. With more people moving east of downtown, growing water demands necessitated reliable infrastructure, often provided by privately owned companies like Spreckels's own Southern California Mountain Water Company. Established in 1894 as a consolidation of the Otay Water Company and the Mount Tecate Land & Water Company, the Southern California Mountain Water Company planned a new pipeline and reservoir to serve the greater San Diego area.[62] One such water infrastructure project that has had a lasting presence in today's Mid-City was the construction of the Chollas Heights Dam and Reservoir, which dammed a tributary of Chollas Creek with an earthen embankment, creating a 16-acre reservoir (now Chollas Lake Park) in an area that would become known as Oak Park in Mid-City's Eastern Area.[63] In August 1912, the City of San Diego voted to purchase the Chollas Heights system as well as other pieces of privatized water infrastructure in an effort to gain better control of its water resources and ensure a consistent, fairly priced supply to citizens.[64]

Normal Heights and City Heights After 1900

Normal Heights

In 1906, the Normal Heights subdivision was platted by the University Heights Syndicate, under the direction of David C. Collier, and named for the State Normal School (now San Diego State University) located in neighboring University Heights (**Figure 9**). Collier was also associated with several investment companies involved in land and real estate development in the neighborhoods and subdivisions of University Heights, Normal Heights, Teralta, East San Diego, Encanto, and Ramona.[65] Normal Heights was mostly laid out in a gridiron to the north and south of the proposed east-west Adams Avenue streetcar line, though streets within its northernmost section were curvilinear to adjust to the meandering topography of Mission Valley's rim. The sale of lots was slow despite weekly advertisements in the *San Diego Union* touting proximity to the proposed Adams Avenue streetcar line and its graded street network, including the "new auto speedway around Mission Drive, overlooking the valley."[66]

[61] Mengers, *San Diego Trolleys*, 7-8, 64.
[62] Helix Environmental Planning, "City of San Diego Source Water System Historical Resource Assessment for the City of San Diego Dam Maintenance Program, San Diego County, California," (October 2022), 180.
[63] Construction was started in December 1900 and involved 19 miles of redwood piping from Lower Otay Lake to a reservoir in Chollas Heights (located just east of the city's limits and near the southern boundary of modern Mid-City). From there, the system transitioned to cast-iron pipes to a city filtration plant in the University Heights neighborhood for distribution across San Diego. Refer to: Helix Environmental Planning, "City of San Diego Source Water System," 180.
[64] Helix Environmental Planning, "City of San Diego Source Water System," 185.
[65] Companies associated with Collier include: the South-Western Investment Company (incorporated November 25, 1899), the College Hill Land Association, Ralston Realty, Easton-Collier Company, and the Western Investment Company of San Diego (incorporated November 30, 1907). Refer to: Ledeboer, "San Diego's Normal Heights: The Growth of a Suburban Neighborhood, 1886-1926," 21.
[66] Ralson Realty advertisements, *San Diego Union*, May 8, 1906, 2; June 12, 1906, 2; and January 1, 1909, 3.

The 1910 U.S. Census counted just 810 residents in "Normal Heights Village," most of whom were blue-collar workers who migrated from elsewhere in the United States as well as Mexico, Germany, and Sweden.[67]

Figure 9: Normal Heights subdivision plat, 1906. Source: San Diego County Office of the Recorder. Edited by Page & Turnbull.

[67] United States Federal Census, "California, San Diego, Mission Township," 1910.

City Heights

In 1906, Columbian Realty re-platted the City Heights subdivision (originally platted in 1893) to accommodate a streetcar line extension.[68] From 1907 until 1949 (when streetcars were replaced by buses), the San Diego Electric Railway ran parallel east-west streetcar lines along Adams Avenue (Line 11) and University Avenue (Line 7) (refer to **Figure 50**).[69] Located about a mile apart, both routes started in the sparsely populated University Heights neighborhood (just west of present-day Mid-City) and connected with Normal Heights and City Heights, respectively. Seeing the expansion of streetcar service as a portent of imminent development, Columbian Realty constructed a five-story observation tower (since demolished) on University Avenue to allow prospective buyers to look out over the encroaching city and visualize its path eastwards (**Figure 10**).

Once service was operational in 1907, Line 11 served as a shuttle between University Heights, Normal Heights, and the Kensington Park neighborhood, terminating at the west rim of Ward Canyon (now the CA-15 freeway), until a wood combination streetcar trestle and automobile bridge was constructed over Ward Canyon in 1910.[70] A connection to downtown San Diego was installed through Balboa Park in 1917, connecting those neighborhoods more closely to the downtown with direct streetcar service.[71]

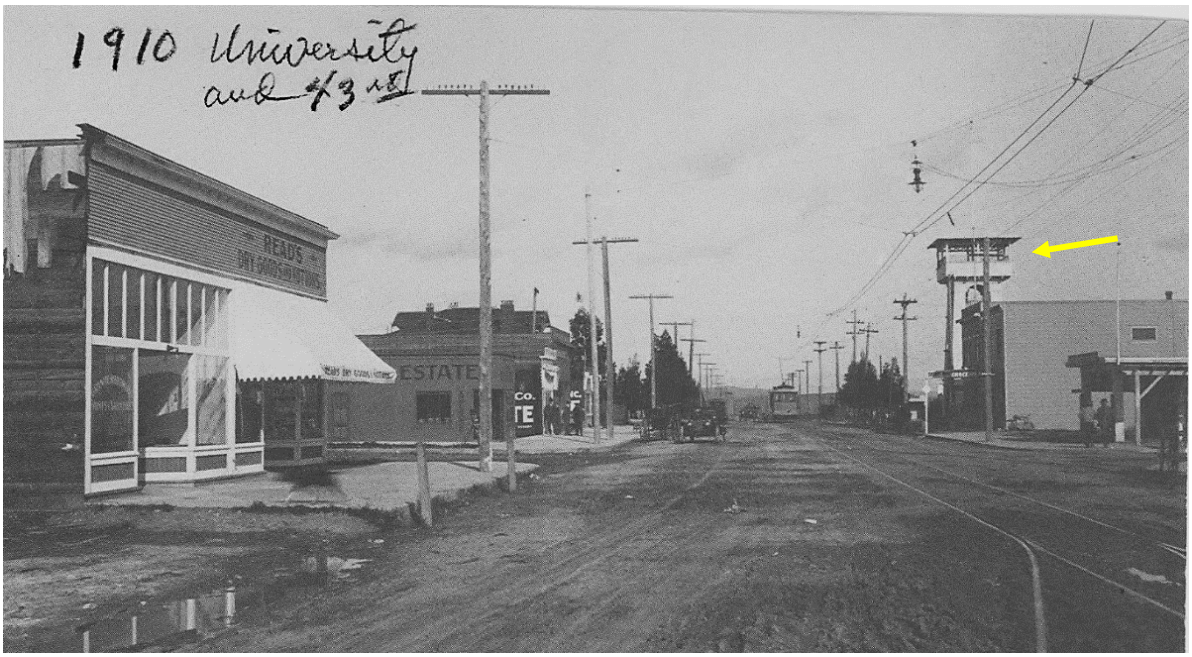


Figure 10: Looking east along University Avenue from 43rd Street, 1910. The Columbian Realty lookout tower (since demolished) is visible on the right, indicated by yellow arrow. Source: San Diego Public Library. Edited by Page & Turnbull.

[68] City of San Diego, City Planning and Community Investment Department, "Islenair Historic District" (April 26, 2007), 11.
[69] Line 7 along University Avenue ended at Fairmount Avenue. Refer to: Mengers, *San Diego Trolleys*, 64, 66.
[70] Save Our Heritage Organization, "The Adams Avenue Line 11 Historic Trolley Tour" (1992), 1, 41.
[71] Save Our Heritage Organization, "The Adams Avenue Line 11 Historic Trolley Tour" (1992), 1.

Panama–California Exposition & El Cajon Boulevard

In 1909, it was announced that the Panama−California Exposition would be held at Balboa Park in 1915. The announcement set off a flurry of infrastructure improvements and speculative real estate development as San Diego prepared to host the event.[72] The San Diego Electric Railway installed new power plants and additional rail facilities and introduced modern streetcars in preparation (**Figure 11**).[73] The Park Boulevard streetcar line, running north through Balboa Park, opened in 1914 and additional cars were added to the system to accommodate the influx of tourists.[74]

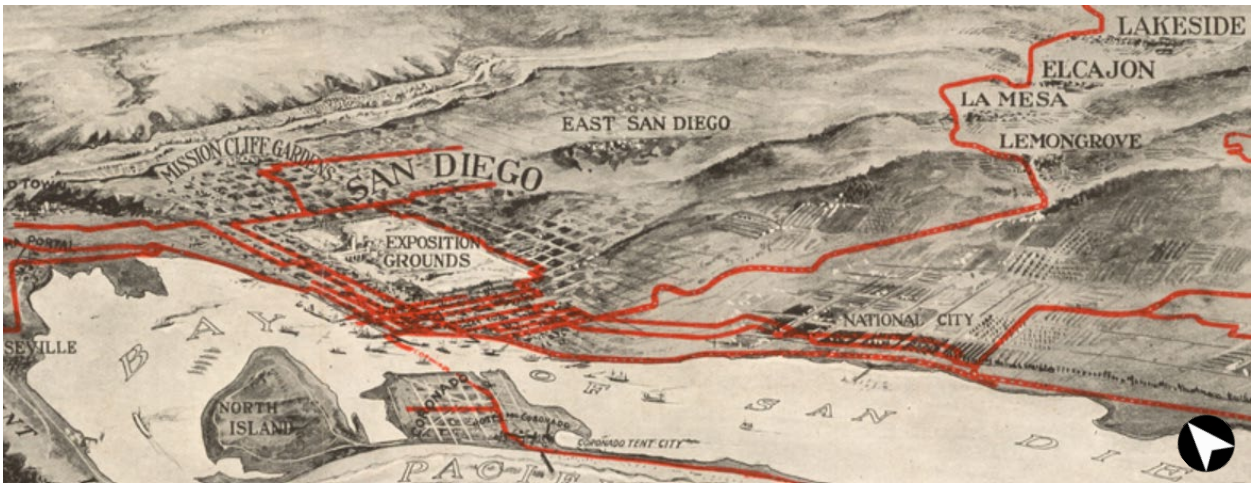


Figure 11: Detail of a map of the rail lines of the San Diego Electric Railway Company and San Diego & Southeastern Railway Company in San Diego, just prior to the opening of the Panama-California Exposition of 1915-1916. Note that the existing rail lines stop just west of East San Diego and the present-day area of Mid-City. Source: "Trolley and Rail Trips," 1915 brochure, Barry Lawrence Ruderman Antique Maps.

While existing residential areas saw increased infill development and new residential subdivisions sprang up in the areas directly adjacent to Balboa Park as new streetcar service was added to the existing system, the area of today's Mid-City remained largely unaffected by this population boom, with the exception of the independent City of East San Diego (discussed in the following section) and the Kensington Park subdivision, which was subdivided in 1910 (discussed below).[75]

Instead, the establishment of El Cajon Boulevard as a primary route for travelers coming to San Diego from the east, impacted the area's visibility. El Cajon Boulevard had previously been a dirt road that served as the main wagon route between San Diego and rural

[72] Wendy L. Tinsley, "How Cities Grow: A History of San Diego's Neighborhood Development Patterns, 1769-1955," (master's thesis, San Diego State University, 2003), 23.
[73] Mengers, *San Diego Trolleys*, 7-8.
[74] Mengers, *San Diego Trolleys*, 77.
[75] Historic Resources Group, *North Park Community Plan Area* (2016), 14; Historic Resources Group, *Golden Hill Community Plan Area Historic Context Statement* (2014), A-19 to A-20.

settlements and towns further east.[76] By 1899, El Cajon Boulevard was advertised as "the best road in the county," and while it had not been paved, it was at least graded (**Figure 12**).[77] In October 1912, El Cajon Avenue figured prominently in a competitive race between the cities of San Diego and Los Angeles to determine the fastest and most efficient route for the terminus of a transcontinental highway.[78] San Diego's win secured the city's—and El Cajon's—role in the transcontinental highway system and would influence the development of today's Mid-City in the following decades. This win further established the significance of El Cajon Boulevard and ensured that travelers from points east of San Diego traveled through the eastern mesas along El Cajon Boulevard in order to reach the Exposition grounds and the City, increasing the visibility of the area as ripe for future development.

Figure 12: Looking east along El Cajon Boulevard at 43rd Street within Mid-City, circa 1910. Source: San Diego City Clerk Archives.

[76] Donald Covington. "Once Upon a Time in North Park: El Cajon Boulevard, Old U.S. Highway 80," North Park Historical Society, March 2001, accessed May 3, 2024. http://www.northparkhistory.org/documents/articles/20010300_events_el_cajon_boulevard.pdf.
[77] "Growth of La Mesa," *The San Diego Union,* January 2, 1899.
[78] Covington, "Once Upon a Time in North Park: El Cajon Boulevard, Old U.S. Highway 80"; Richard Crawford, "The Great Race," *San Diego Yesterday,* accessed May 3, 2024, http://www.sandiegoyesterday.com/wp-content/uploads/2016/07/Great-Race2-1.pdf.

Figure 13: ca. 1912 photograph of a race on El Cajon Avenue. This location appears to be within the University Heights neighborhood in the City of San Diego, located just west of the western boundary of today's Mid-City (Normal Heights, specifically). The San Diego Normal School (precursor to San Diego Teachers College that relocated to the College Area) is visible in the background at Park Boulevard, the western terminus of El Cajon Avenue. Source: San Diego City Clerk Archive.

The success of the Panama−California Exposition, extending through the end of 1916, brought national acclaim and attention to San Diego. It also popularized the Spanish Colonial Revival architectural style that would come to dominate Southern California's built environment in the 1920s. While the City of San Diego and the greater Southern California region experienced a substantial population increase, known as the Midwestern Migration, areas like Mid-City that were outside the core of the established city remained comparatively slow.

The Kensington Park Subdivision

As mentioned above, the Kensington Park subdivision was platted in 1910 and its conception is closely linked to the 1909 announcement of the upcoming Exposition. The land was acquired in 1909, subdivided in mid-1910, and parcels were made available for sale on Thanksgiving of 1910. The project was initially conceived as a luxury neighborhood for "retired executives of the Santa Fe Railway Company," but was ultimately marketed to the upper and upper-middle classes.[79] The neighborhood included space reserved for a small public park, and referenced its strong connection to Downtown San Diego via the Line 11 streetcar and the recently completed wood trestle bridge that crossed over Ward Canyon at the west of the Kensington Park subdivision.[80] Over 100 buildings were constructed by 1915,

[79] Anne D. Bullard, "1926, The Formative Year of Kensington Heights," *The Journal of San Diego History,* vol. 41, no. 2 (Spring 1995).
[80] "Kensington Park Historic District," *The Heart of Kensington,* (2010) accessed June 13, 2024, http://www.heartofkensington.org/kensingtonparkhd.html

and commonly featured wood-frame Craftsman style houses and a few examples of the Spanish Colonial Revival and Mission Revival styles.[81] The extreme growth in popularity of the Spanish Colonial Revival style would increase following the Exposition, and would define the later developments of Kensington and Talmadge.

The Kensington Park subdivision when compared with the later subdivisions of Kensington-Talmadge, illustrates the transition from streetcar suburb development typologies to the patterns of residential subdivision in the 1920s which prioritized the role of the automobile and more strongly controlled use, whereas the deed restrictions around prohibitions for commercial use in Kensington Park expired in the mid-1920s and commercial buildings were added along Adams Avenue.[82]

Associated Property Types & Registration Requirements

Properties associated with the early history of Mid-City are particularly rare, as little was developed in this period and fewer properties remain extant. Properties that do survive are most likely to be residential in use but may also reflect early agricultural uses of the area or may be remnants of infrastructure related to water utilities and streetcar development.

Residential Properties (1885-1915)

Extant residential buildings of this period would most likely be found in Normal Heights, La Mesa Colony, the Kensington Park subdivision of Kensington-Talmadge, or the northern portions of City Heights. Within La Mesa Colony, a few small freestanding, wood-frame, late nineteenth and early twentieth century vernacular cottages with rustic channel siding and small covered entrances with decorative beams are extant and may be among the oldest extant structures in Mid-City. Wood-frame bungalows with wood siding, Craftsman-style elements, and gabled forms are also found within Normal Heights and City Heights. Residential buildings from this period would typically be one-story (two-story residences are less common), laid out with simple rectangular plans, and constructed of wood framing (**Figure 14 - Figure 18**). Some buildings were also constructed with "pebble stone" (rounded river rock) walls, a local design variation on the Craftsman style (**Figure 15**).[83] Residences in the early Kensington Park subdivision may include somewhat more decorative examples of Craftsman, Spanish Colonial Revival, or Mission Revival styles (**Figure 18**).

Character-Defining Features

- Small, one- to two-story, wood-frame residences
- Vernacular or Craftsman cottage style
- Gable or hipped roof

[81] "Kensington Park Historic District," *The Heart of Kensington,* (2010)
[82] Alexandra Wallace, et al, *San Diego's Kensington,* (Charleston, South Carolina: Arcadia Publishing, 2017), 26.
[83] Marie May Vonn. *The San Diego Police Pistol Range: Historic Designation* (July 2005).

- Wood siding is typical, but “pebble stone” is a unique local façade treatment
- Front porch or portico is common
- Residences are typically set back from the street.

Figure 14: The Wahrenbrock Residence at 4752 Felton Street (1912) in Normal Heights.

Figure 15: The Brenkert House as 3805 Merivale Avenue (1912) in the Bonnie Brae neighborhood of Normal Heights, with the unique “pebble stone” façade treatment.

Figure 16: Circa 1900 residence within La Mesa Colony at 6716 Amherst Street.

Figure 17: Circa 1900 residence within La Mesa Colony at 7012 Amherst Street, with rear addition.

Figure 18: Circa 1900 residence within Normal Heights at 4869 Felton Street, cladding replaced, but original windows retained.

Figure 19: 1911 residence within the Kensington Park subdivision at 4644 Edgeware Road.

Eligibility Standards

Significance Criteria (NRHP; CRHR; SDRHR)	Significance Discussion
NRHP A; CRHR 1; SDRHR A/B (Events/Special Element)	Buildings from this period may be significant for an association with early development patterns of La Mesa Colony, Normal Heights, and City Heights. Properties with a close connection to early public transportation within the area may be significant for demonstrating the role of the streetcar in providing an impetus for development and growth. Additionally, a significant association with an early development company, such as the Columbian Realty Company, may demonstrate a connection to the early development patterns of the area. While no agricultural buildings—such as farmhouses, barns, or tank houses—are believed to survive within Mid-City, any extant properties that demonstrate a connection to the area's earliest agricultural past could be found significant for their rarity. Likewise, any extant infrastructure structures or objects associated with water or transportation could be found significant for their association with early Mid-City development, particularly given their rarity.
NRHP B; CRHR 2; SDRHR B (Persons)	Properties associated with a significant leader, business owner, or community member who was integral to the early development of the streetcar suburbs that would become Mid-City may be individually significant. Properties would need to be related to the productive life of the individual as it relates to Mid-City and would need to be the best representative property associated with the person.
NRHP C; CRHR 3; SDRHR C (Architecture & Design)	Buildings and properties from this period may be significant as good examples of architectural styles that were popular at the time but are primarily modest examples of the Craftsman style or vernacular bungalows. Somewhat more decorative examples of the Craftsman, Spanish Colonial Revival, or Mission Revival styles may be found in the early Kensington Park subdivision. The unique local pebble stone expression of the Craftsman style is a notable design trend of the period. Given the relatively sparse development of the area, residential buildings of the period are likely to express modest variations on popular styles, or vernacular interpretations that use locally available materials. While commercial and civic buildings built during this period would likely express Classical or Victorian influences, few, if any, are known to be extant. By virtue of their rarity in Mid-City, late nineteenth century and early twentieth century vernacular and Craftsman residences may be eligible for the San Diego Register. Few early single-family residences are likely to be eligible for the National Register or California Register as an excellent example of a style or type of architecture as most of these early residential buildings were relatively modest. Exceptional examples that may be eligible for the National Register or California Register include the unique local "pebble stone" cottages.

Significance Criteria (NRHP; CRHR; SDRHR)	Significance Discussion
NRHP C; CRHR 3; SDRHR D (Work of a Master)	A building may also be significant as the work of a master architect or builder, but master-architect designed buildings would be considered exceptionally rare in Mid-City from this early development period. Refer also to the *Biographies of Established Masters* (City of San Diego, 2011).
Historic Districts; SDRHR F	There are no known groupings of buildings or structures from this early period of development in Mid-City and it is unlikely that any significant groupings would be identified through survey. If a small grouping of several buildings or structures were identified, they could conceivably be found significant for an association with the early development of the area and would be remarkable for the rareness of the survival of buildings from this period.

Integrity Considerations

NRHP A; CRHR 1; SDRHR A/B (Events/Special Element)

- The property should retain integrity of location, sufficient integrity of design, materials, and/or workmanship to be associated with its period of construction, and integrity of feeling and association as an early single-family residence in Mid-City.
- Change in setting is expected as formerly agricultural properties were subdivided and subdivisions have changed and infilled over time.
- Some flexibility for the integrity of materials and/or workmanship may be possible if the property is a particularly rare, early, or unusual example, so long as the essential form, scale, and massing of the building remains.

NRHP B; CRHR 2; SDRHR A (Persons)

- At a minimum, a property should retain the essential aspects of integrity and enough physical features to adequately convey its association with its reason for significance.
- Integrity of materials and workmanship may not be as important if a person from the period for which the property is significant would recognize the property as it exists today.
- More flexibility of integrity is available to properties eligible for the local register.

NRHP C; CRHR 3; SDRHR C/D (Architecture & Design)

- Integrity of design, materials, and workmanship are most relevant for eligibility under the Architecture and Work of a Master criteria.

- For eligibility on the San Diego Register, the property should possess a good degree of integrity of design, materials, and workmanship.
- Some level of integrity of location, setting, feeling, and/or association are also necessary.
- A property should retain the distinctive character-defining features of the style, type, or method of construction.
    - Rear alterations or additions may be acceptable, as buildings from this period have typically been expanded over time. However, more visible additions (such as front additions or new attached garages) or additions that substantially transform the original form, massing, and/or roofline are likely to result in a loss of integrity.
    - Changes in exterior cladding and original features, including window materials and openings, are likely to result in a loss of integrity, if not replaced in kind.
    - Due to the rare rate of survival of some of these early properties, some additional flexibility in integrity may be appropriate.

Growth of Mid-City (1915-1984)

Theme: The Independent City of East San Diego (1912-1923)

The following section on the development of East San Diego relates to the present-day area of City Heights and portions of the Kensington-Talmadge neighborhood.

The area that was established as the City of East San Diego in 1912 had previously been only incrementally developed by speculative real estate promoters during the boom of the 1880s, and then by the City Heights Land and Water Company from 1901 to 1911. Expanding streetcar lines (installed in 1907) enticed over 500 residents to settle in the City Heights subdivision by the early 1910s. The growing community initially attempted to join the City of San Diego to ensure that it could develop its infrastructure to support its population growth but was rejected as being still too distant for the City of San Diego to supply adequate services.[84] This prompted the area to take advantage of the "Municipalities Act," which allowed communities with 500 or more residents to incorporate.[85] The City of East San Diego was established in November 1912 following a vote of its citizens in favor of incorporation (**Figure 20**). Under the governance of the newly created city, and through the active involvement of the Progress & Prosperity Club (a local improvement association), the area experienced a boom in 1915 and 1920, drawing a population of 35,000 by the mid-1930s.[86]

Figure 20: Boundaries of the independent city of East San Diego, shown ca. 1921, outlined with a dashed red line. Source: Sanborn Map Company, vol. 2, index map, Library of Congress. Edited by Page & Turnbull.

[84] "City Heights to Hold Election," *San Diego Union,* October 31, 1912.
[85] City of San Diego, City Planning and Community Investment Department, "Islenair Historic District" (April 26, 2007), 11.
[86] WPA Writers Project, *San Diego in the 1930s.* (University of California Press, 2013), 15; and "Progressive City Replaces Sage-Covered Mesa," *San Diego Union,* January 1, 1916, 7.

East San Diego set out to establish the necessary amenities and services of an incorporated city and established a local police force, fire station, and city hall, as well as a central business area, schools, churches, a library, and entertainment venues. The Progress & Prosperity club spearheaded the grading and paving of streets, and development of utilities, but also served a social and community function, organizing events and promoting the developing city to attract new residents.[87] The paving of El Cajon Boulevard along with some north-south connections to University Avenue in 1915 was considered a major benefit to the new city, ensuring its close physical connection to the eastern edge of the City of San Diego.[88] A full-page newspaper spread in the *San Diego Union* in 1922 showed many of the city's buildings and described its growth and success, citing the population in 1921 as having risen to 7,000 (**Figure 21**).[89] The commercial heart of East San Diego was located at the intersection of University Avenue and Fairmount Avenue, and included a variety of stores, automotive service stations and garages, hardware proprietors, restaurants, a bakery, drugstores, and a bank (**Figure 22**).[90] This small business district also contained several civic and religious institutions, including the prior East San Diego City Hall (built 1916, extant but altered), the Christian Science Church (demolished), local post office (demolished), and Fairmount Hall (demolished), as well as hotels and boarding houses (**Figure 23**). Most commercial buildings were one story in height with narrow frontages, were built to the property line, and were wood-framed, with cladding in wood, brick, or stucco. Some commercial buildings were brick or, in fewer cases, concrete construction.

[87] "Progressive City Replaces Sage-Covered Mesa," *San Diego Union,* January 1, 1916, 7.
[88] "Paved Street Connects East San Diego With City by Habor of Sun," *San Diego Union,* January 1, 1916, 7.
[89] "East San Diego Fastest-Growing Subdivision of City," *San Diego Union,* January 1, 1922.
[90] Ledeboer, "S*an Diego's Normal Heights: The Growth of a Suburban Neighborhood, 1886-1926,"* (2006).

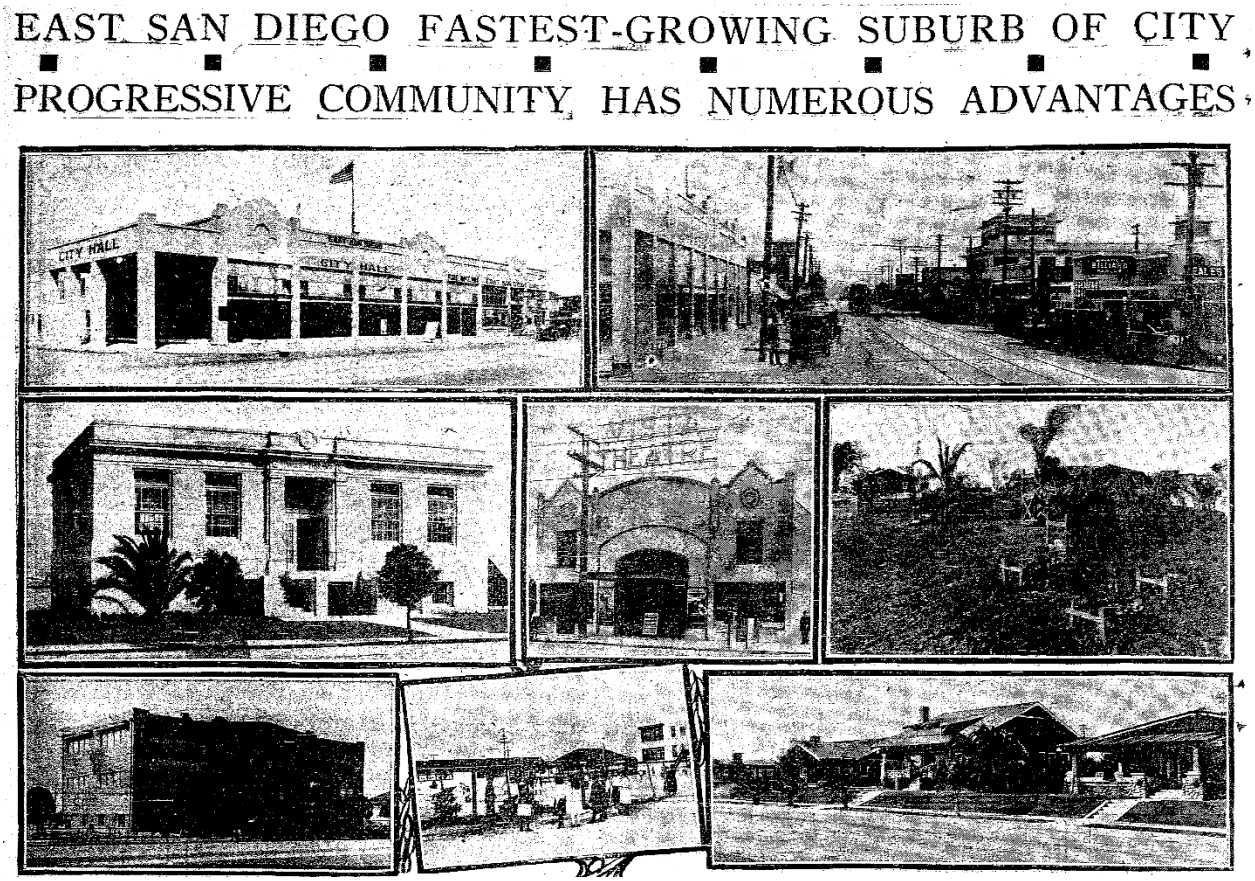


Figure 21: Graphic spread of various buildings constructed in East San Diego since its incorporation. Source: "East San Diego Fastest-Growing Subdivision of City." *San Diego Union,* January 1, 1922.

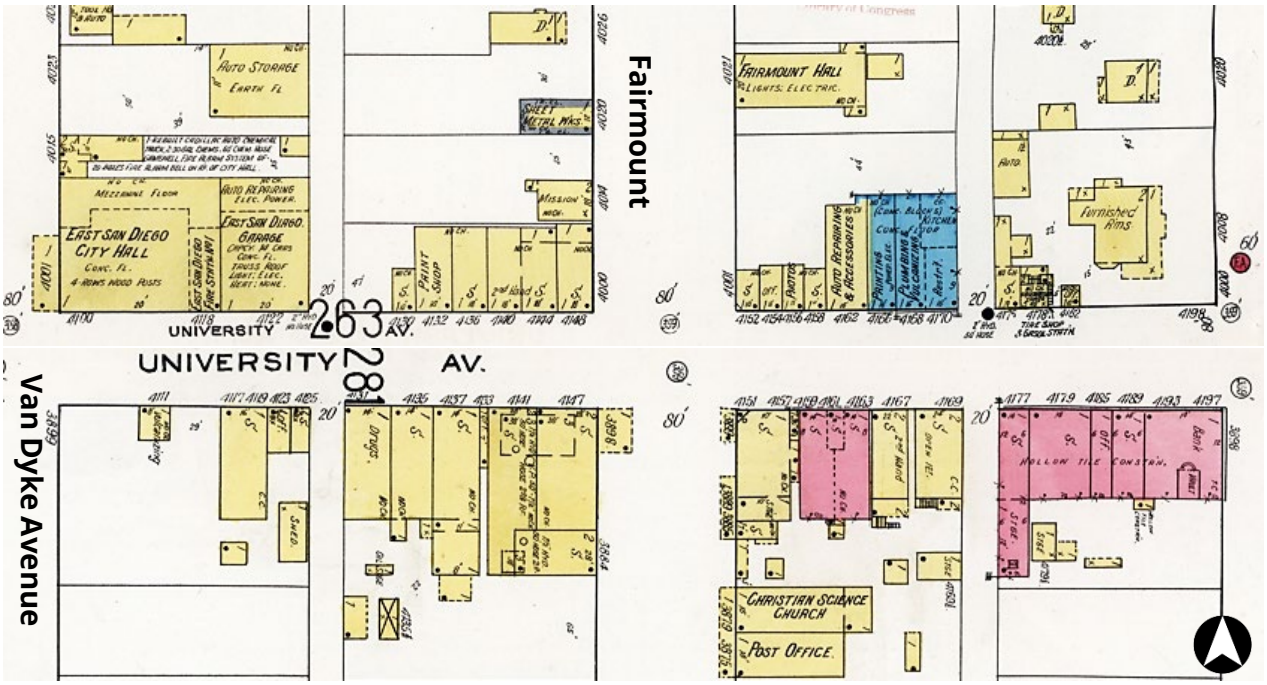


Figure 22: Sanborn map showing a section of the University Avenue commercial corridor in 1920. Source: Sanborn Map Company, 1920, vol. 2, p. 281 and 263, Library of Congress. Edited by Page & Turnbull.

Figure 23: East San Diego City Hall, 1919 (4250 University Avenue, since highly altered). The building was originally constructed as a furniture store (the Toole Building) but was used as the East San Diego City Hall from 1916 to 1923. Source: San Diego History Center.

While the platting of residential properties in East San Diego increased following incorporation and the construction of many single-family houses was advertised in newspapers of the period, some remnants of the area's earlier agricultural and orchard businesses were still evident. Newspaper advertisements in 1913 included large properties, such as "an acre in East San Diego with a new 4-room plastered house, including furniture and chickens, corrals, ho[r]ses etc.; 60 orange and lemon trees; all planted to wheat and alfalfa."[91] Another available one-acre property in East San Diego included 280 two-year-old peach trees with a 277-foot street frontage located only seven blocks to the "car line."[92] Amidst these periodic agricultural uses, the parcels within the western portions of East San Diego saw additional residential growth, due to the presence of increased infrastructure, local businesses, nearby rail and streetcar lines, and community amenities.

Some of this residential development was undertaken by the Pacific Building Company, which purchased approximately 6,000 lots at the time of the city's incorporation with the plan to speculatively develop several subdivisions. The Pacific Building Company was one of the more vocal property developers and advertised their subdivisions frequently.

[91] "To Exchange," advertisement, *San Diego Union,* February 10, 1913, 18.
[92] "A Bird of a Sale," advertisement, *San Diego Union,* February 3, 1913, 18.

Subdivisions of theirs within East San Diego include Fairmount Addition (1911), Eastgate (1912), Belmont (1912), Sterlingworth (1912), and Lexington Park (1917). Despite the subdivision of these tracts and their insistent advertising, development in East San Diego remained largely located within the northern portion of today's City Heights. Sanborn Map Company fire insurance maps from 1920 illustrate the level of development that had occurred by this date, and show that while many houses had been constructed, the majority of each block remained undeveloped and commercial development remained concentrated in only a few of locations (**Figure 24**).

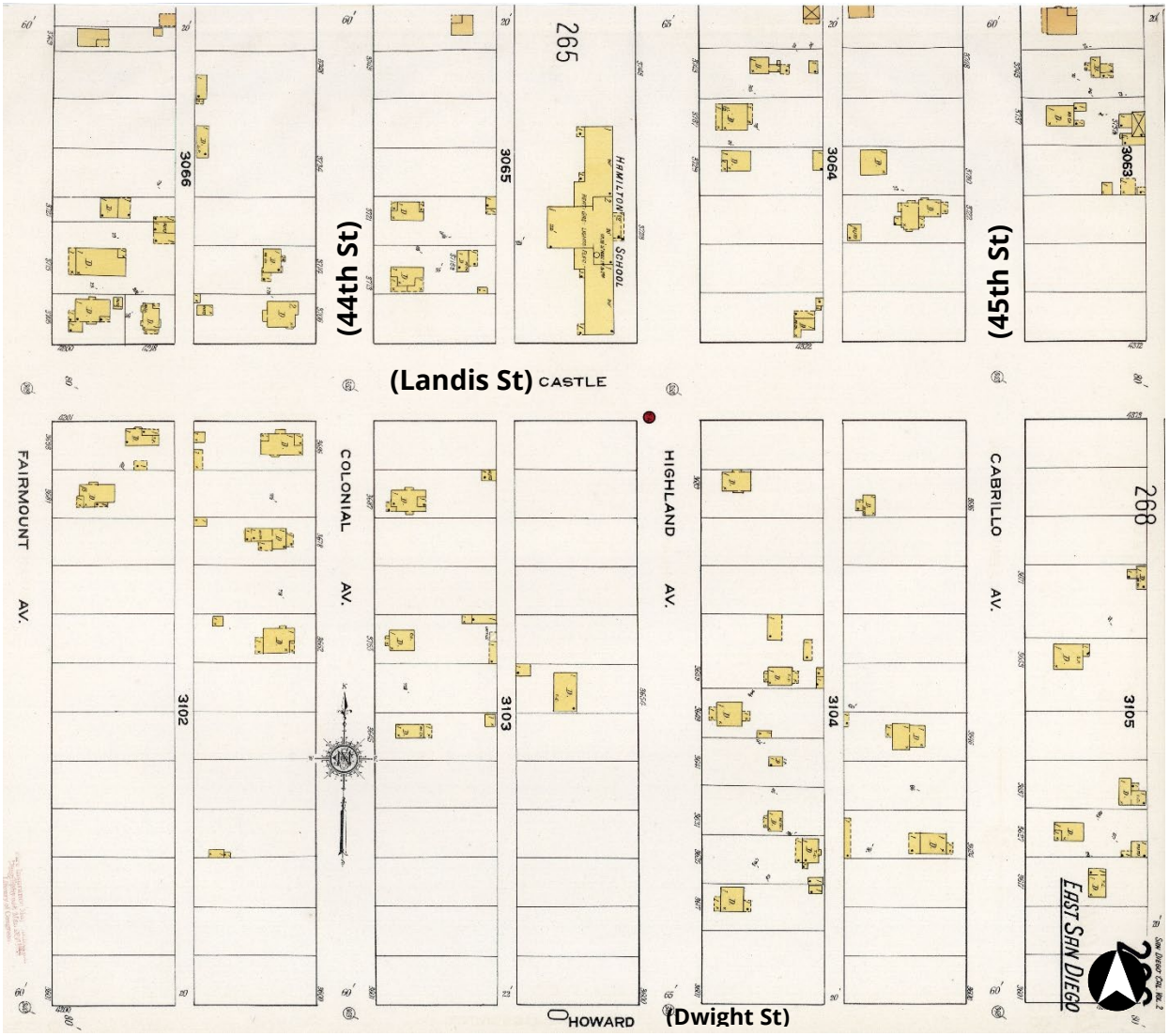


Figure 24: Example of the approximate average building density of East San Diego in 1920. Some blocks had more dense development, while others were sparser. Source: Sanborn Map Company, 1920, vol. 2, p. 266. Edited by Page & Turnbull.

East San Diego continued to struggle with its own expansion, finding it difficult to supply and fund the necessary infrastructure improvements of an expanding independent city. Issues around sewer line extensions, water supply, and street paving, led the citizens of East San

Diego to support the annexation of their city by San Diego by popular vote in 1923.[93] Buildings and services that were previously run by the independent municipal government were absorbed into the larger framework of the government of the City of San Diego. The former East San Diego City Hall (4250 University Avenue), which had housed the city's Fire Department and Police Departments as well as all city offices, became the City of San Diego Police Department Sub-Station 3.[94] One of the more significant changes for residents was the renumbering and renaming of the area's streets to ensure that they didn't duplicate existing street names.

Associated Property Types & Registration Requirements

Properties associated with the independent city of East San Diego during its years of operation (1912 to 1923) include civic and institutional buildings that provided the framework of the local government, as well as the commercial and residential buildings that were erected as the city grew.

Figure 25: Former East San Diego Presbyterian Church (circa 1922), now the Mid-City Community Clinic (4290 Polk Avenue).

Figure 26: Former East San Diego City Hall, which has been substantially altered through various alterations (removal of parapet and ornamental detailing infilling open bays, redesign of storefronts) to the point of a loss of historic integrity.

[93] "East San Diego Formally Annexed; All Pleased," *San Diego Union-Tribune*, December 30, 1923; and "Councilman and Heads of Departments Officially Take over Thriving Suburb," *San Diego Union-Tribune*, December 30, 1923.
[94] This substation operated until 1949, until the office was closed and centralized. "East San Diego Substation," *San Diego Police Museum,* Accessed June 4, 2024. http://www.sdpolicemuseum.com/EAST-SAN-DIEGO-SUBSTATION.html

Figure 27: Commercial building at 4287 University Avenue (altered). Built circa 1915.

Figure 28: Streamline Moderne commercial building at 4292 University Avenue, built c. 1937.

Eligibility Standards

Properties associated with the independent city of East San Diego (1912-1923) may be eligible for listing in the national, state, or local historic register under one of the following criteria:

Significance Criteria (NRHP; CRHR; SDRHR)	Significance Discussion
NRHP A; CRHR 1; SDRHR A/B (Events/Special Elements)	Properties, including buildings or structures, with a strong association with the government or institutions of East San Diego may be significant as remnants of this short-lived municipality. Additionally, residential or commercial buildings with strong associations to the city's pattern of growth, may also be able to demonstrate the city's development and success.
NRHP B; CRHR 2; SDRHR B (Persons)	Properties associated with a significant leader or community member who was integral to the establishment or governance of the city of East San Diego may be individually significant. Properties would need to be related to the productive life of the individual as it relates to East San Diego and would need to be the best representative property associated with the person.
NRHP C; CRHR 3; SDRHR C (Architecture & Design)	Properties that are distinctive or unusual examples of a style, type, period, or method of construction, possess high artistic values, or are valuable examples of the use of indigenous materials or craftsmanship, may be found individually significant.
NRHP C; CRHR 3; SDRHR D (Work of a Master)	A building may also be significant as the work of a master architect or builder, but master-architect designed buildings would be considered exceptionally rare in former East San Diego from this early development period. Refer also to the *Biographies of Established Masters* (City of San Diego, 2011).
Historic Districts; SDRHR F	In order to be eligible as a historic district, a well-defined group of properties would need to be related to the civic, commercial, and/or residential trends of development of the City of East San Diego and would be able to collectively express the history of this short-lived city. However, there are no known groupings of buildings or structures extant from this period of East San Diego's history.

Integrity Considerations

NRHP A; CRHR 1; SDRHR A/B (Events/Special Elements)

- The property should retain integrity of location, sufficient integrity of design, materials, and/or workmanship to be associated with its period of construction, and integrity of feeling and association with East San Diego.
- Some flexibility for the integrity of materials and/or workmanship may be possible if the property is a particularly rare, early, or unusual example, so long as the essential form, scale, and massing of the building remains.
- Storefront alterations are common, though the property should be recognizable to the period of significance.
- More flexibility of integrity is available to properties eligible for the local register.

NRHP B; CRHR 2; SDRHR B (Persons)

- At a minimum, a property should retain the essential aspects of integrity and enough physical features to adequately convey its association with its reason for significance.
- Integrity of materials and workmanship may not be as important if a person from the period for which the property is significant would recognize the property as it exists today.
- More flexibility of integrity is available to properties eligible for the local register.

NRHP C; CRHR 3; SDRHR C/D (Architecture & Design/Work of a Master)

- Integrity of design, materials, and workmanship are most relevant for eligibility under the Architecture and Work of a Master criteria.
- For eligibility on the San Diego Register, the property should possess a good degree of integrity of design, materials, and workmanship.
- Some level of integrity of location, setting, feeling, and/or association are also necessary.
- A property should retain the distinctive character-defining features of the style, type, or method of construction.
    - Rear alterations or additions may be acceptable, as buildings from this period have typically been expanded over time. However, more visible additions or additions that substantially transform the original form, massing, and/or roofline are likely to result in a loss of integrity.
    - Changes in exterior cladding or fenestration pattern are likely to result in a loss of integrity, if not replaced in kind.

Theme: Residence Parks & Speculative Residential Development (1915-1945)

The following section discusses the areas of Mid-City located within Normal Heights, Kensington-Talmadge, and the northern portion of City Heights, which all experienced growth in the 1920s and 1930s. Residential development within Eastern Area was limited to pockets of development, and included the subdivisions of Monte Mar Vista, El Cerrito Heights #2, Balboa Vista, and Rolando Village, which was not substantial until the late 1930s.

The earliest residential development in Mid-City was tied to the development of infrastructure prior to the 1920s, as described within the prior section **Theme: Early Development of Streetcar Suburbs (1885-1915)**. However, by the 1920s, Mid-City was firmly in the path of San Diego's expansion to the east. The idea of the city's constant growth, as it incorporated established cities and fledgling towns in its path, was referred to at the time as "Greater San Diego." East San Diego was annexed in 1923, Normal Heights was annexed in 1925, and portions of Kensington-Talmadge were annexed from 1936 through 1953, when the last Kensington "island" annexation was finally approved by residents who had rejected annexation attempts in 1936 and 1946.[95]

As the United States recovered from the effects of World War I, it entered a period of prosperity and growth. The return of soldiers from abroad created housing pressures that restarted the construction industry and brought the building industry and new home construction back on track.[96] The establishment of the Better Homes Movement in 1922, and its endorsement by then Secretary of Commerce Herbert Hoover in 1923, stressed the values of homeownership and idealized the small, well-maintained single-family residence. This national marketing campaign influenced the real estate market, development approaches, financing models for homeownership, and public perception, amplifying the development patterns of 1920s residential subdivisions in cities across the nation.[97]

While many subdivisions within City Heights had been established in the prior decade and slowly developed from their establishment through the end of World War II, only a handful of subdivisions were established in the 1920s (**Figure 29**). These 1920s subdivisions included Oak Park (1922), Oak Park Annex (1923), various Kensington and Talmadge subdivisions (1924 to 1928), Islenair (1926), Monte Mar Vista (1926), El Cerrito Heights #2 (1927), and

[95] One of the reasons for the support of annexation was a need for improved water access, particularly in relation to water mains and hydrants that would allow Kensington to fight fires. Bad fires in 1952 led to increased support for annexation. Refer to: "Unit 3 of Talmadge Park Votes 3-to-1 to Join City," *San Diego Union,* June 11, 1936; "Annexation of 'Island' Draws Favor," *San Diego Union,* April 9, 1953; "Firemen Not Authorized to Leave City, Says Chief," *San Diego Union,* December 5, 1952; and "Kensington Residents Vote 240 to 191 For Annexation to City of San Diego," *San Diego Union*, September 3, 1953.
[96] Legacy 106, Inc., "Historical Nomination of the Bertram and Ingeborg Carteri/Abelardo Rodriguez/Louis Gill House, 4379 N. Talmadge Dr. – Talmadge Park Neighborhood, San Diego, California" (July 2015). Accessed April 10, 2024, https://sandiego.cfwebtools.com/images/files/4379%20North%20Talmadge%20Drive.pdf.
[97] Valerie Smith, *The Small House Movement of the 1920s: Preserving Small 'Better' Houses,* (Master's thesis, Columbia University, May 2022), 16-21.

Balboa Vista (1928). Rolando Village, which was located just outside the City's boundaries in the 1920s, was subdivided in various sections from 1926 to 1927. Many of these subdivisions were marketed to young middle-class families and touted many of the common marketing themes of the era, including easy access by car on newly paved roads, the health benefits of open air outside the congestion of the more densely established neighborhoods of the city, and the benefit of homeownership with the promise of a return on investment as development increased throughout the area.

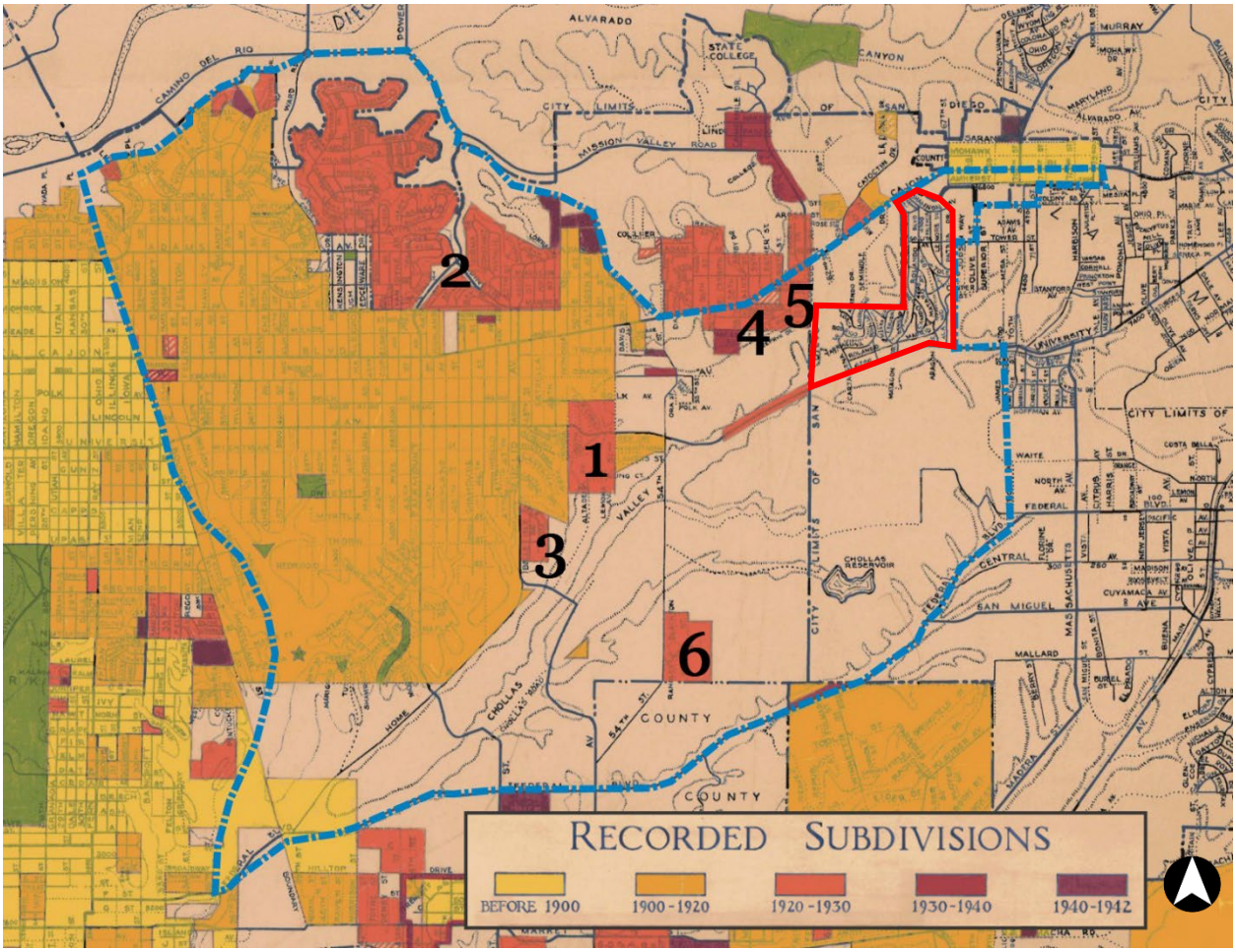


Figure 29: "Subdivided Lands: City of San Diego," map updated through 1942. Shaded colors show the decade in which the subdivision was filed according to the key above. Green areas were reserved for parks and recreation. Dashed blue outline shows the approximate boundaries of today's Mid-City. Numbered subdivisions include Oak Park and Oak Park Annex (1); Kensington and Talmadge (2); Islenair (3); Monte Mar Vista (4); El Cerrito Heights (5), and Balboa Vista (6). Added red dashed outline shows the extent of the Rolando Village subdivision (1926-1927), which was located outside the city boundaries, and the added blue dashed outline shows the approximate Mid-City boundaries. Source: City of San Diego Historic Map Collection. Edited by Page & Turnbull.

Like the development patterns previously discussed related to early residential growth and the establishment of East San Diego, all residential development in Mid-City continued at a relatively slow pace through the 1920s to early 1940s. The established blocks within City

Heights and Normal Heights continued to be infilled, but due to their gradual development generally lack a cohesive architectural look and style. Instead, small groupings of 1910s and 1920s residences can be found but are generally intermingled with 1930s, 1940s, and post-World War II residences. Notably, however, due to the established street grid that included rear service alleys along most blocks, Normal Heights and City Heights were able to densify in an organic way through the construction of secondary dwellings positioned at the rear of a parcel. While this pattern of densification is not apparent in a review of 1920s Sanborn Map Company maps, the presence of multiple dwellings that appear to date to similar periods indicates that this piecemeal development was normalized as early as the 1920s and carried on through the post-World War II period and to this day.

In contrast to this piecemeal infill construction seen in City Heights and Normal Heights, the planning and organization of 1920s subdivisions are largely marked by the adoption of popular approaches to "residential parks" that included irregular, curving street patterns, incorporation of greenery and landscape elements like gates and decorative lamps, and construction of a single-family home on a single parcel, frequently with a detached garage.[98] The garage, and the personal automobile, had become accepted as common features of a desirable residence. While all of the 1920s subdivisions mentioned above adopted the residence park design approach, the location of the Kensington and Talmadge subdivisions along the mesas overlooking Mission Valley were particularly suitable to the adoption of undulating street patterns. A gridded street pattern would have made much of the acreage inaccessible; instead, curved streets could mirror the curves of the natural mesa formation and maximize buildable area.

These subdivisions also operated with race-based deed restrictions and covenants, which prevented persons of color from buying property. This policy of racial exclusion was typical of the period and impacted the majority of housing constructed in San Diego at the time, as well as nationwide. This will be discussed below in regard to the financing models of the Home Owners Loan Corporation (HOLC).

Kensington Heights & Talmadge Park Estates

Residences in the first Kensington Park subdivision (discussed previously within **Theme: Early Development of Streetcar Suburbs (1885-1915)**) were marketed to the upper and upper-middle class and followed the common early twentieth century approach to the development of streetcar suburbs. The early success of Kensington Park—despite its location outside the City limits and away from existing sewer infrastructure—fueled the subsequent subdivision map filings for additional areas on both the Kensington Mesa and the eastern-adjacent Talmadge Mesa (which are physically divided by the Fairmount canyon,

[98] *Talmadge Park Estates Historic District*. National Register Nomination. October 2023 (Listed 2024), 5.

now the route of Fairmount Avenue, also called Fairmount Expressway). Due to the later dates of these subdivisions, their establishment during the height of the Better Homes Movement and their development during the lean years of the Great Depression when Federal Housing Administration (FHA) guidelines were established, they were ultimately focused more on middle-class residents.[99]

Overall, these 1920s subdivisions have visual consistency due to their adoption of design standards, setback controls, landscaping, and a planned approach to the street grid and layout of parcels. While residences on the Kensington Mesa (the western portion of Kensington-Talmadge) tend to be slightly larger, have larger lots, and may be more decorative architecturally, all buildings were generally built by unknown builders and designers. Many residences were still customized to owner preference and need, and in many cases common designs and elements of popular architectural styles were adapted by local builders. Although infrequent, known Master Architects who designed buildings in Kensington and Talmadge include Richard Requa, Louise Severin, and Cliff May (**Figure 30**).[100] The majority of buildings were erected by unknown builders and designers, but are typically designed in the Spanish Colonial Revival style in the case of the 1920s Kensington subdivisions, and in a greater mix of Spanish Colonial Revival and Minimal Traditional styles in the later Talmadge subdivisions due to the onset of the Great Depression in 1929.

Figure 30: The Col. Arthur J. & Francis O'Leary House (4725 Norma Drive, San Diego Register #479), built in 1932, was the first house designed and built by master architect Cliff May. The 'Hacienda' style house is a precursor to the Ranch style houses that May would later popularize. Source: Architecture and Design Collection, University Art Museum, University of California Santa Barabara.

[99] *Talmadge Park Estates Historic District*. National Register Nomination. October 2023 (Listed 2024), 6-7.
[100] City of San Diego, *Biographies of Established Masters,* (2011) accessed June 13, 2024, https://www.sandiego.gov/sites/default/files/201109biographies.pdf

Talmadge Park (Units 1 and 2) was initially developed between 1925 and 1930 within the Kensington neighborhood (on Kensington Mesa). The developer, Roy Lichty, utilized his close ties to Los Angeles investors and Hollywood movie executives who invested funds for improvements, and promoted the tracts as the "Movie Girl Subdivision" in association with the silent film stars, the Talmadge sisters. As Lichty developed additional parcels to the east, across Fairmount Canyon, he intended to link the developments with a bridge, creating a physical connection and overcoming the division of the canyon—a recurring theme in Mid-City. However, the bridge was not realized and Lichty instead shifted to alternate marketing campaigns. The Talmadge ornamental gates (San Diego Register #422 Historical District) were erected from 1926 to 1928 to create a striking entrance to the units on Talmadge Mesa, and foster a visual identity for the subdivision (**Figure 31**).[101] This inclusion of landscape elements and entry features was a typical approach to the design and marketing of residential parks in the 1920s, but is one of the few extant instances of this approach in Mid-City.

For additional information, refer to: Talmadge Park Estates Historic District National Register Nomination (2024) and Talmadge Gates Historic District (2000).

Figure 31: Talmadge Park Gates, looking north along 49th Street just prior to intersection with Monroe Street, shown ca. 1927 just after the streets and sidewalks were completed. Source: Talmadge Park Estates Historic District, National Register nomination, 2024.

[101] City of San Diego, "Talmadge Gates Historic District." Nomination (2000), accessed June 4, 2024, https://sandiego.cfwebtools.com/images/files/CR-422.pdf

Islenair

The area of Islenair was originally targeted for development as early as 1909, when a subdivision map for "Valemont" was filed with the County. However, access to this small section of land was cut off from the existing areas of development due to the difficult topography and deep canyons at the southern end of City Heights. As described in the "Islenair Historic District" designation report:

> Islenair is a small, working class, early auto-oriented suburb in the community of City Heights [...]. Its location marks a new stage in the City of San Diego's expansion away from the city core and beyond the limits of natural topography as increases in mobility and population propelled the creation of new infrastructure and the use of previously unreachable and underutilized land to the east. The neighborhood serves as a microcosm of architectural trends from Spanish Eclectic to Minimal Traditional and Ranch styles, visually illustrating and encapsulating the booms, busts, and trends in working-class suburban development in San Diego from 1926 through 1952.[102]

Islenair was platted as two units in 1926 by the Union Trust Company of San Diego and developers James Love and Willaim Touhey.[103] The location of Islenair was remote from the areas already under development and there was no vehicular access to the area in 1926. The extension of Euclid Avenue to the south, which would provide access to Islenair, was planned but was not yet assured. If extended, the length of Euclid Avenue was promised to become the next "great cross-town highway," and would require paving five miles of roadway and constructing four bridges.[104] The extension of Euclid Avenue south to Broadway was significant as the only north-south connection east of 30th Street and provided a route around the deep ravines and canyons that had prevented the expansion of development to the south. The largest of the proposed bridges was a 250-foot wood-truss bridge that was constructed directly north of Islenair, creating an access point to the subdivision (**Figure 32**).[105] This improved street grid connected Islenair with University Avenue and the Line 7 streetcar just a few blocks away on University Avenue. The extension of Euclid and the use of modern engineering to provide a solution to the impediment of extreme topography, was essential in the development of this small subdivision and was a mark of the larger grading

[102] City of San Diego, City Planning and Community Investment Department, "Islenair Historic District" (April 26, 2007), 1.
[103] Islenair Unit #2 was originally subdivided as "Valemont" (map 1236 on file with San Diego County) in 1909. However, the subdivision never came to fruition, likely due to the necessary improvements that weren't installed until 1927. Refer to: City of San Diego, City Planning and Community Investment Department, "Islenair Historic District" (April 26, 2007),14.
[104] "Five Mile Paving of Euclide Avenue to Cost $220,000," *San Diego Union*, August 17, 1926.
[105] City of San Diego, City Planning and Community Investment Department, "Islenair Historic District" (April 26, 2007), 12.

and infill projects that would be undertaken to improve the undeveloped mesas and canyons of Eastern Area.

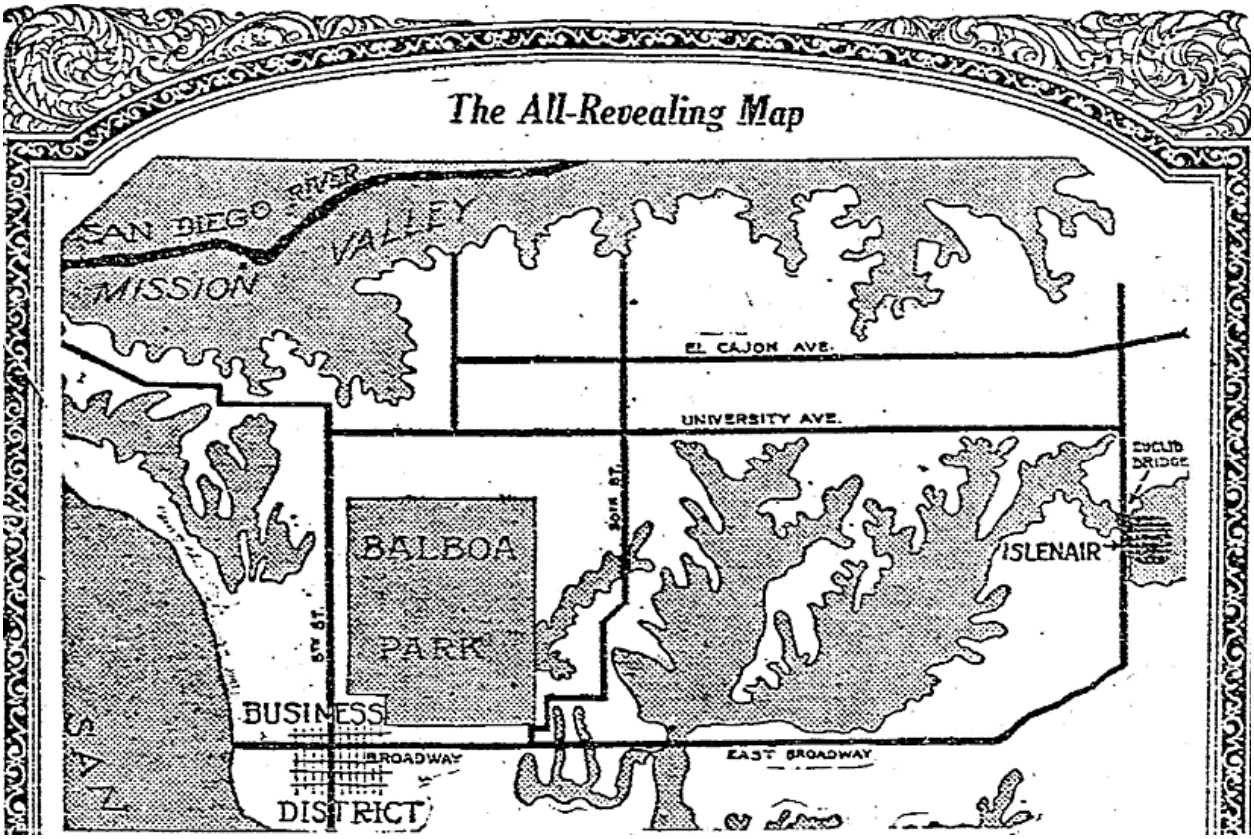


Figure 32: Map showing Islenair's accessibility via both existing and proposed major thoroughfares (indicated by thick black lines). The portion indicated as the Euclid Bridge, which crosses the canyon system of City Heights and Eastern Area (indicated by the gray hatch), was needed to provide north-south access between University Avenue and East Broadway, and thus to Islenair. Source: *San Diego Union*, May 16, 1926.

As shown in a 1930 aerial photograph of Mid-City, pressure to grow eastward was causing the laying of new roads and the grading and installation of bridges and overpasses to overcome the challenges of topography (**Figure 33**). While several inroads were made to improve connections to various portions of Mid-City despite is canyons and mesas, it would take the population boom and increased development pressure of the post-World War II period to fully overcome these barriers to development, as discussed in the following section, **Theme: Post-World War II Residential Development (1945-1984)**.

Figure 33: Detail of aerial photograph of San Diego in March 1930. Dashed red outline shows the approximate boundary of Mid-City. Yellow lines indicate main thoroughfares. Note the recent grading and development of the northernmost portions of Kensington and Talmadge (upper right), which appear a brighter shade of white. Source: City of San Diego Office of the City Clerk, photographs taken by Harry "Jimmy" Erickson. Edited by Page & Turnbull.

Normal Heights and Bertram Carteri

Patterns of development outside of the more typical residential subdivision model included the work of Bertram Carteri in Normal Heights.

Figure 34: B.J. Carteri, 1926. Source: *San Diego Union,* December 19, 1926.

Bertram J. Carteri and his family relocated from the Santa Barbara area to the Normal Heights neighborhood of San Diego in 1916. In addition to his work as a carpenter for the Hercules Powder Plant in Chula Vista, Carteri bought, improved, and resold several houses around his own home at 4851 Felton Street (extant), with the idea that the neighborhood would grow immediately following World War I.[106] By late 1920, he was constructing small houses in Normal Heights as an independent developer. His vision was incremental, yet novel, as the Normal Heights area was then nothing but "a few scattered residences and not a business establishment within the district when Carteri started to build his first house."[107] As his houses sold and new residents moved into the area, he planned the first business block, known as "Carteri Center," in 1923.

Carteri established a close working relationship with the architect Louis J. Gill, the nephew of Master Architect Irving Gill. This collaborative relationship continued through the 1920s and solidified the establishment and importance of the Normal Heights neighborhood, which remained outside of the boundaries of the City of San Diego, until it was incorporated by the City in 1925. The incorporation of Normal Heights, as well as the expanded San Diego Electric Railway tracks along the newly paved section of Adams Avenue to the Kensington Park subdivision to the east, worked in Carteri's favor, increasing both residential and commercial demand in the area. Carteri and Gill worked to construct a two-story brick apartment building with storefronts on the southwest corner of Adams Avenue and 33rd Street as well as a substantial bungalow court on the north side of Adams Avenue, known as El Sueño Court or "the dream" (**Figure 35 and Figure 36**). Several of Carteri's projects within this period, including both examples above, were developed as mixed-use buildings and are further discussed within the subsequent section, **Theme: Commercial & Transportation Development (1915-1945)**.

[106] City of San Diego Planning Department, "Historical Greater Mid-City San Diego Preservation Strategy: Binder 9 of 22" (July 15, 1996), 10.
[107] "Normal Heights Section Shows Rapid Growth," *San Diego Union*, December 19, 1926, 9.

Figure 35: A Carteri-Gill collaboration at 3285-3287 Adams Avenue (built ca. 1925).

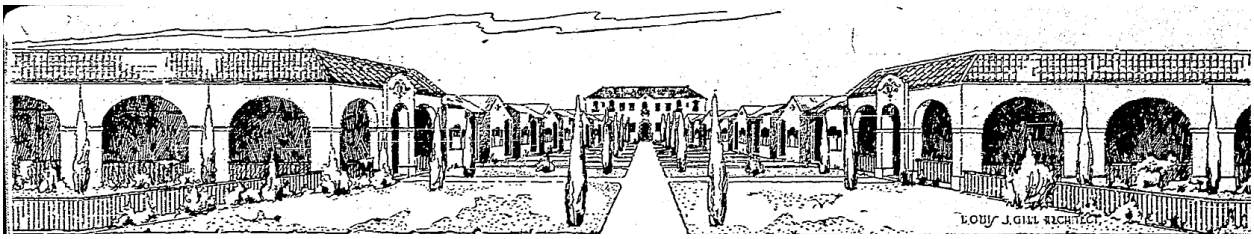


Figure 36: Rendering of El Sueño Court by Louis Gill, 1926. Source: *San Diego Union*, April 4, 1926.

Completed in 1926 by the Pacific Coast Builder Supply Company, Carteri's mixed-use El Sueño Court at 3318 Adams Avenue between 33rd and Felton streets was a "combined bungalow court and exclusive shopping district" development (**Figure 37**). It was comprised of 20 furnished residential units and eight storefronts "of Spanish architecture, sometimes referred to as southern California type," designed by Louis Gill with residential interior decor selected by Carteri's wife, Ingeborg.[108] At the time of its completion, its linear central courtyard made it the longest bungalow court in California.[109] Carteri and his family moved from 4851 Felton Street into one of the units at El Sueño Court upon its completion in 1926. Additional discussion of Carteri's significance to and role in the development of Normal Heights is discussed in the subsequent section, **Theme: Commercial & Transportation Development (1915-1945)**.

[108] "Normal Heights Section Shows Rapid Growth," *San Diego Union*, December 19, 1926.
[109] City of San Diego Planning Department, "Historical Greater Mid-City San Diego Preservation Strategy: Binder 9 of 22," July 15, 1996: 11.

Figure 37: El Sueño Court at 3316 Adams Avenue, in 2024.

Influence of Zoning Systems, Restrictive Financing Models, and the Home Owner's Loan Corporation on Residential Development

When the City of San Diego implemented a new zoning system in the early 1930s, sections of Mid-City—both subdivided and undeveloped areas—were zoned as primarily multi-family residential (including R-2 and R-4 zones) with some areas of single-family residential and commercial development (refer to **Theme: Commercial & Transportation Development (1915-1945)** for more information on the commercial zoning of the area). Areas like Kensington-Talmadge and the northernmost areas of Normal Heights were zoned primarily for single-family (R-1), but the areas directly adjacent to commercial thoroughfares like Adams Avenue, El Cajon Boulevard, University Avenue, Fairmount Avenue and Euclid Avenue, were expected to accommodate a higher density of residential development including R-2 (including duplexes or two units on a lot) and R-4 higher density housing (**Figure 38**).[110] This reflected the existing pattern of constructing secondary residences at the rear of a parcel

[110] City of San Diego, "Zoning Plan: Normal Heights and Vicinity," Map, City Clerk's Office, October 1930; City of San Diego, "Zoning Plan: City Heights, Swan's Addition, and Vicinity," Map, City Clerk's Office, December 1930; City of San Diego, "Zoning Plan: Portion of Normal Heights and Vicinity," Map, City Clerk's Office, August 1932; and City of San Diego, "Zoning Plan: Talmadge Park, Kensington Heights and Vicinity," Map, City Clerk's Office, November 1936.

within Normal Heights and City Heights, taking advantage of deep lots with access via rear service alleys.

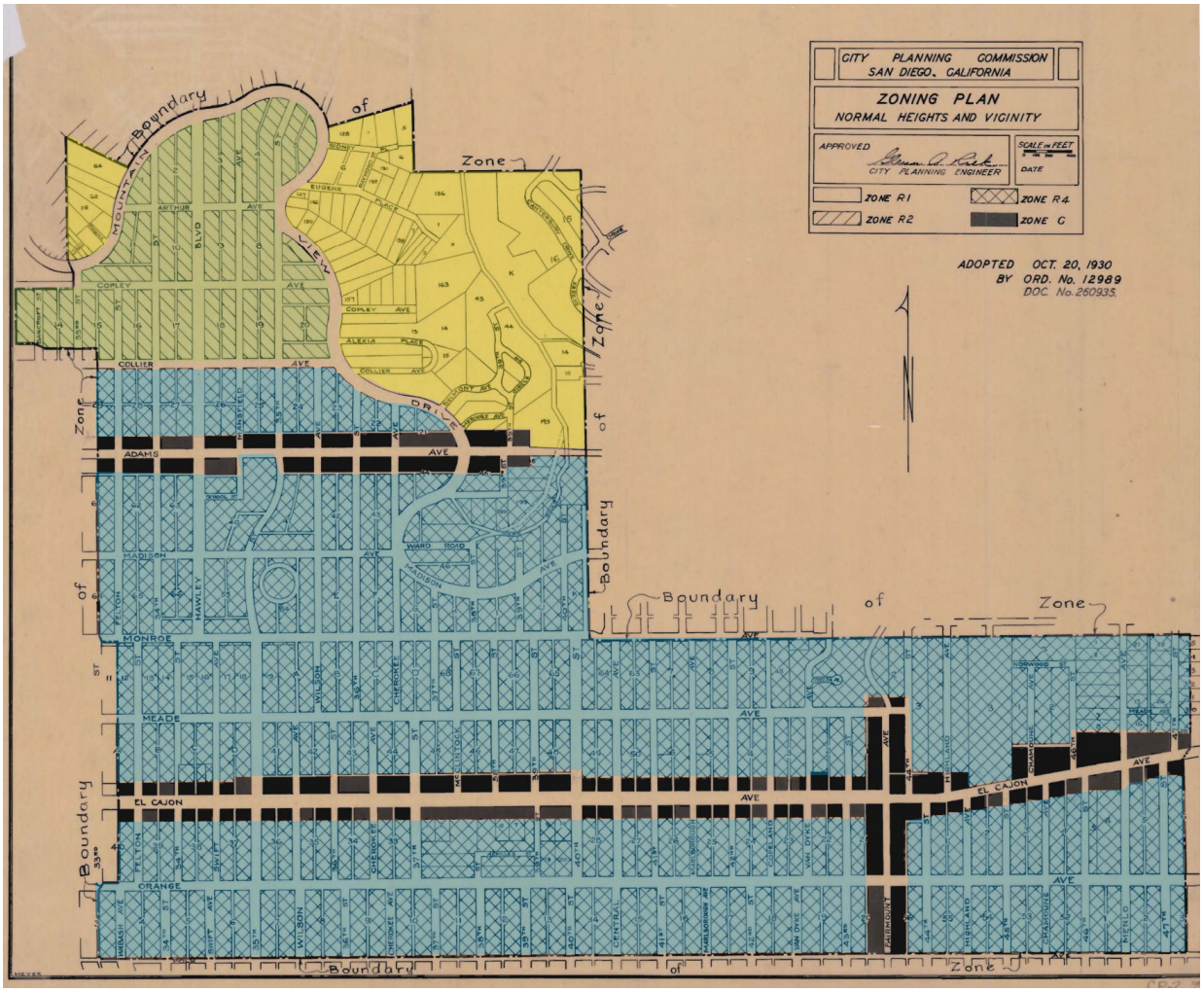


Figure 38: Zoning map of "Normal Heights and Vicinity," adopted in October 1930. Note the presence of R-1 single-family zoning (no hatch; shaded yellow) within a limited area at the northeast of Normal Heights, and R-2 (diagonal hatch; shaded green) at the northwest, while the remaining residential uses are R-4 (cross hatch; shaded blue). Source: San Diego City Clerk Archives.

The new zoning did not immediately change development patterns—nor did it significantly alter the already built residential areas in Normal Heights, Kensington-Talmadge, and City Heights—but did set the stage for the slow but steady construction of residential housing in the 1930s, and for the explosive growth of suburban tract housing in the undeveloped eastern portions of Eastern Area after World War II.

Within Normal Heights and City Heights, residences were scattered throughout the areas with some small concentrations of residential development filling a single block or a few adjacent blocks. Kensington-Talmadge was the one area that appears to have been

developed more consistently with regard to overall level of development and similarity of architectural styles, quality, massing, and form. This was in part due to the use of property restrictions, deed covenants, and architectural design controls. Many of the area's early residences were constructed in the prevalent Spanish Colonial Revival style, popularized by the 1915-1916 Panama–California Exposition. These houses feature stucco facades and clay-tile roofs. Other residences constructed from the 1910s to the late 1930s include some examples of the Craftsman, Mission Revival, and Tudor Revival styles.

The area descriptions included with the 1936 federal government's Home Owners' Loan Corporation (HOLC) survey also provides some quantitative sense of development by this time—albeit the information is also rife with racist stereotypes and observations (**Figure 39**). Created as part of the Franklin D. Roosevelt administration's New Deal programs to stimulate the economy during the Great Depression, HOLC assigned grades to residential neighborhoods in cities throughout the country. The purpose of the grading was to reflect each neighborhood's "mortgage security"—that is, the risk for mortgage lenders when determining who should receive loans and which areas were safe investments, in a practice commonly known as "redlining."[111] With input from local real estate professionals, HOLC assigned one of four lettered categories—A for First Grade/Best (green), B for Second Grade/Still Desirable (blue), C for Third Grade/Definitely Declining (yellow), and D for Fourth Grade/Hazardous (red)—based on factors such as topography, building age, housing types, and most notoriously, racial and ethnic identity and the economic class of the residents.

HOLC grading systems reflected the discriminatory attitudes of the period and used language about the "desirability" of an area to reflect the class, race, and income of its residents. White-collar or professional workers, who were assumed to be white, and owned their homes would receive the highest ratings. Areas with high concentrations or a mix of people of color, immigrants, and working-class residents, received lower grades. Additionally, old or aging building stock was largely perceived by HOLC to indicate rundown, blighted, or undesirable neighborhoods, and also received lower grades.

[111] Richard Rothstein, *The Color of Law* (New York: Liveright Publishing Corporation, 2017), 63-64.

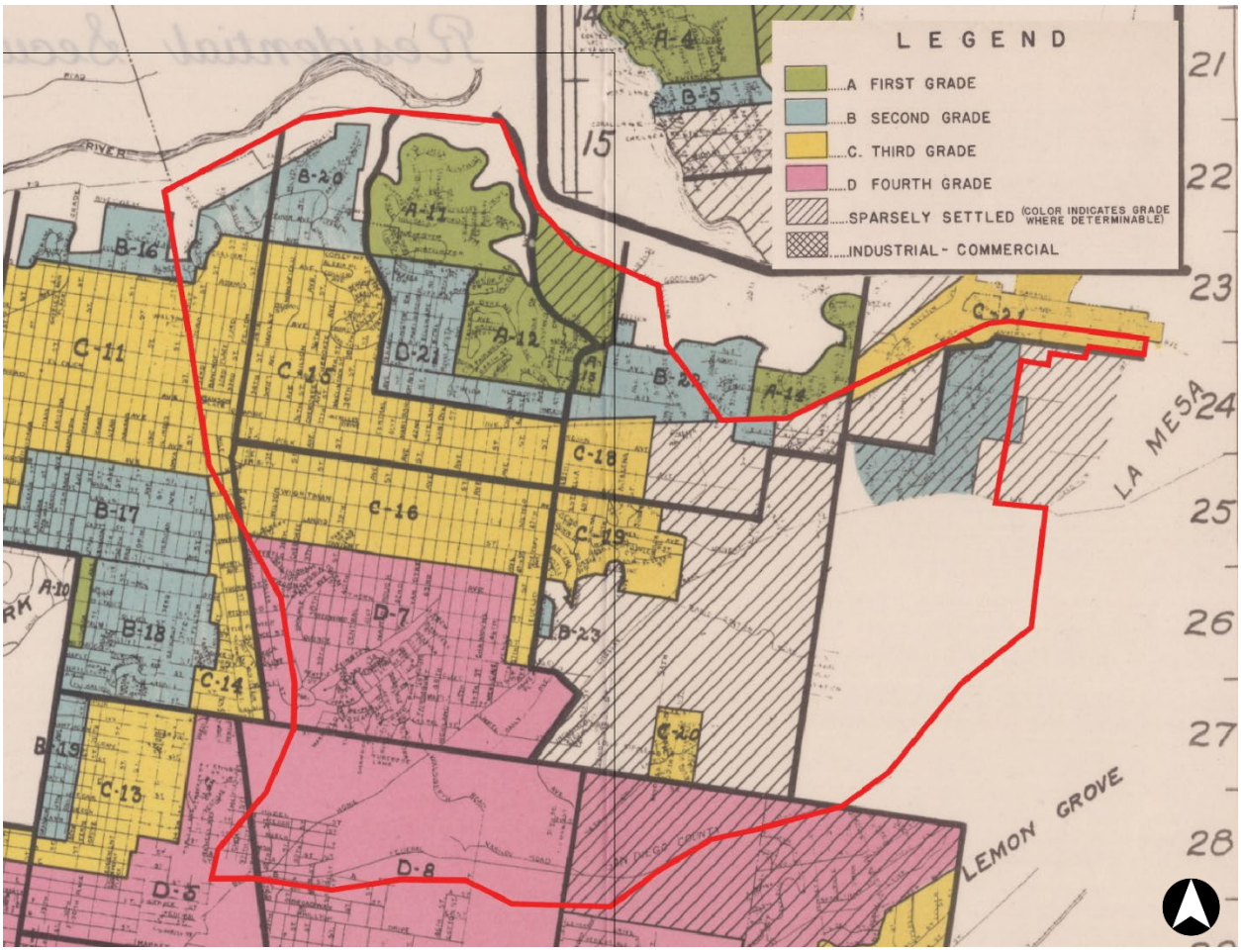


Figure 39: Home Owner's Loan Corporation's 1936 map and detail of the City of San Diego. The approximate boundary of Mid-City is indicated by a red outline. Source: Mapping Inequalities. Edited by Page & Turnbull.

With favorable ratings, subdivisions could benefit from other New Deal programs, such as those offered through the Federal Housing Administration (FHA). Among its programs were the issuance of insurance to protect builders and mortgage lenders from losses, thus encouraging construction that would stimulate the economy and employ workers. Homeowners could secure loans to purchase new housing with FHA-backed mortgages. To qualify for FHA insurance, builders employed FHA minimum standards for single-family homes. The Minimal Traditional style, which evolved from the FHA's minimum standards, became the most common style for residential construction during the Great Depression and through World War II.[112]

Property owners in areas that received low ratings— "C" and "D"—would not be able to find low interest loans and would find financing for the purchase or development of property to

[112] Kenneth T. Jackson, *Crabgrass Frontier: The Suburbanization of the United States* (New York: Oxford University Press, 1985), 203-205.

be substantially more difficult. Residents in these areas faced broad disinvestment from city institutions and government, as well as developers and property owners, often leading to a cycle of decline. This system determined who would benefit from the federal government's programs to support homeownership and through the use of discriminatory practices by White financial leaders and government officials, and instituted a long-term cycle of disinvestment that undercut the financial successes of people of color and those of a lower socio-economic status.[113]

In Mid-City, HOLC surveyors reported that in "less desirable areas" there was no conformity to design and construction, severe topography split up neighborhoods, and residents with the lowest income levels could be found. These definitions targeted people of color and areas with a high level of racial diversity (or concentrations of people of color), received lower scores from HOLC surveyors. In Mid-City, this included the classification of the southern portion of City Heights (the present-day neighborhoods of Castle, Azalea/Hollywood Park, and Swan Canyon), which had a scattered Latino population according to surveyors, as "D" areas.[114] Although surveyors noted the presence of a "scattering of Mexican families," a review of 1940 United States Federal Census records indicates that these areas were overwhelmingly White, with only a few Mexican families, as well as a few African American, Japanese, and Filipino families interspersed throughout these neighborhoods.[115] However, this HOLC grading had a multi-decade impact on the neighborhoods which suffered from lack of public and private investment, and a generational impact on families who were not able to build wealth through home ownership.

The areas that are shown without any color on the HOLC map were presumed to have little development of note. The area just south of El Cajon Boulevard near the intersection of 54th Street is one such area, and the grading and laying out of streets in Monte Mar Vista and El Cerrito Heights #2, as well as Rolando Village, in Eastern Area, had started, but residential development was nonexistent.

The ability of a developer to have their subdivision preapproved for financing became a significant boon to foster sustained development. Subdivisions like El Cerrito Heights advertised that its "homesites [were] approved for FHA and Federal Savings financing [...]. Homes, new architecturally and structurally, many completed, ready for occupancy."[116] Advertising for Rolando Village also highlighted its approval by the FHA with mention of

[113] Rothstein, *The Color of Law*, 66-67.
[114] "San Diego, California," *Mapping Inequality: Redlining in New Deal America,* (website), accessed July 24, 2024, https://dsl.richmond.edu/panorama/redlining/map/CA/SanDiego/area_descriptions#loc=12/32.7626/-117.1504
[115] A brief review of 1940 United States Federal Census pages for a selection of enumeration districts in this area found a majority white population with only a handful of African American, Japanese, Filipino, and Latino residents. The findings of HOLC surveyor staff members appears to have been overstated.
[116] "El Cerrito Heights – O.D. Arnold and Sons." Advertisement. *San Diego Union.* May 5, 1940.

meeting FHA terms and FHA payments.[117] Such approvals did not guarantee that a developer would be able to build out their land, but in a slow market defined by the Great Depression and the United States' entry into World War II, anything that lowered the barrier of entry to homeownership helped to keep sales of homes and home sites trickling in. These subdivisions were nearly entirely vacant in 1936, however, in late 1939, the developers of Rolando Village were proclaiming their success, with 90 homes built that year (**Figure 40**).[118] And the following year, an average of three houses were built each week, with nearly 240 families living in what had been an empty subdivision only four years prior.[119]

[117] "Rolando Village One Year Old." Advertisement. *San Diego Union,* April 21, 1940.
[118] "Rolando Village Makes Rapid Development," *San Diego Union,* November 19, 1939.
[119] "Rolando Village Director Sees Growth for 1941," *San Diego Union,* December 29, 1940.

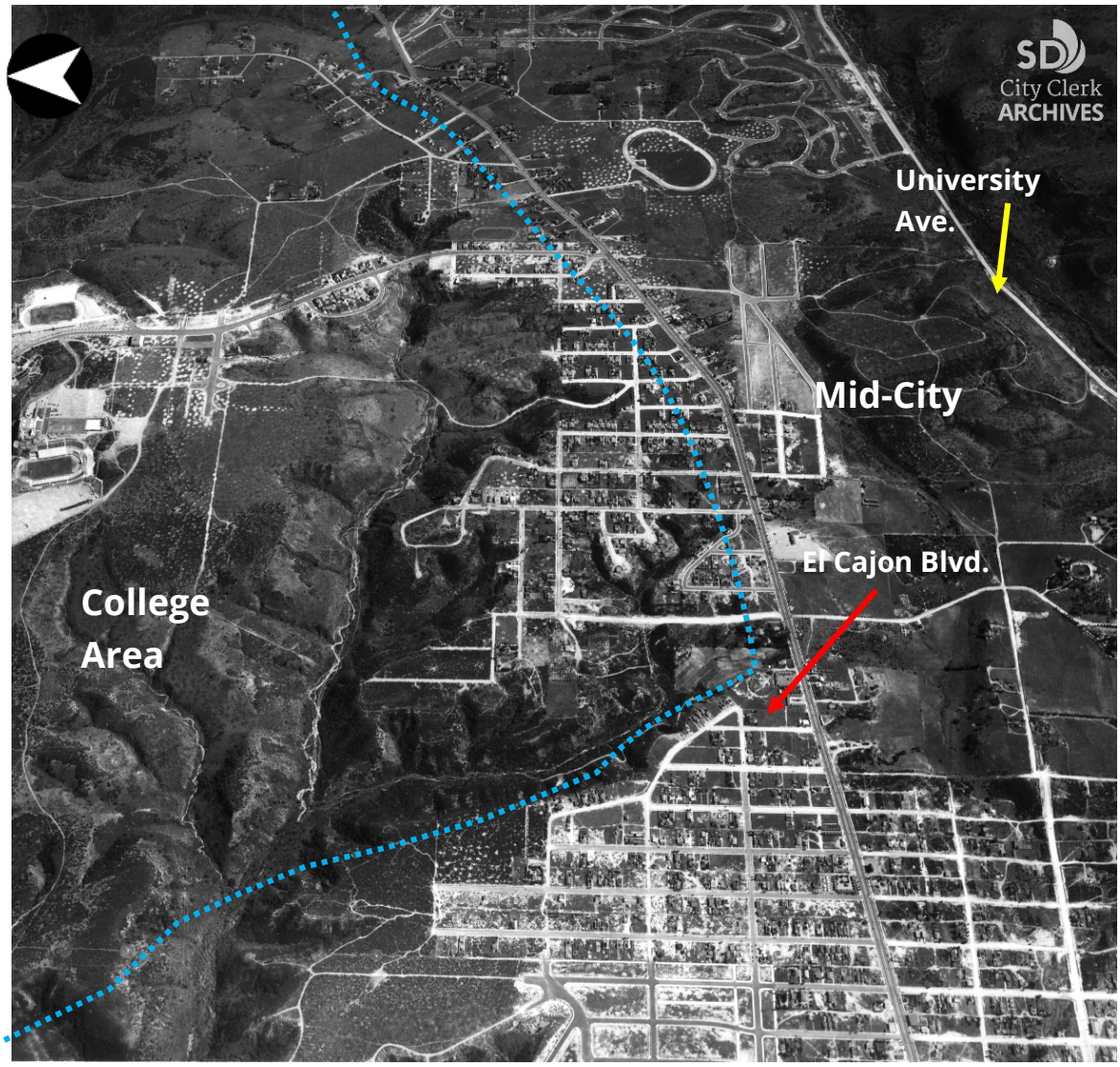


Figure 40: Aerial photograph from 1936 looking east over Kensington-Talmadge (bottom of frame) with the College Area at left and the north of Eastern Area at the right of the frame. The approximate boundaries of Mid-City are shown with a dashed blue line. Source: San Diego City Clerk Archive. Edited by Page & Turnbull.

Associated Property Types & Registration Requirements

Residential Properties (1915–1945)

Residential properties constructed in Mid-City during the period from 1915 to 1945 consist primarily of single-family residences, duplexes, and bungalow courts, and, less frequently, other multi-family housing types including small mixed-use apartment buildings (located on commercial corridors) and small apartment buildings. Single-family residences are found throughout the areas of Mid-City that were developed in this period—including Normal Heights, Kensington-Talmadge, and City Heights—but are concentrated in larger numbers within Normal Heights and Kensington-Talmadge. For additional information on bungalow

courts, including registration requirements for this particular building type, refer to the *Bungalow and Apartment Court Historic Context Statement* (2021).[120]

Residential buildings constructed in the late 1910s and 1920s were typically built in the popular Period Revival styles of the era, including the dominant Spanish Colonial Revival style, as well as Mission Revival, Tudor Revival, and others, or Craftsman bungalows. Some of these buildings may be architect-designed, but most appear to have been designed by local builders. Architect-designed residences are most likely to be found in the Kensington-Talmadge community, including the two first residences designed by Cliff May which were designed in a 'Hacienda' style that presaged his development of the Ranch style. By the 1930s, the Minimal Traditional style had gained popularity. While the majority were constructed in popular styles of the period, some buildings may demonstrate unusual design elements or construction techniques, such as the "castle" buildings on Landis Street in City Heights or the local use of pebble-stone cladding.

Residential buildings of this period in Mid-City are typically small one-story houses or bungalows, and in fewer cases larger two-story houses, set back from the street, and constructed of wood framing with cladding in wood or stucco. Most of the subdivisions in City Heights and the southern portions of Normal Heights and Kensington-Talmadge have rectilinear blocks with alleys running north-south. The construction of secondary residential buildings on rear alleys became typical in Normal Heights and City Heights during this period. As automobiles became more popular, detached garages were constructed at the rear of properties, whether built at the time of original construction or added to existing residential properties.

Character-Defining Features

- Residences are typically one- to two-story, wood-frame buildings.
- Revival styles (Spanish Colonial, Monterey, Mediterranean, Colonial, Tudor, etc.), Vernacular, Craftsman, and Minimal Traditional are the most common styles.
- Hipped, gabled, or flat roofs with parapets are the most common.
- Wood and stucco siding are typical, but "pebble stone" is a unique local façade treatment.
- Detached garages are most common, but original attached garage may date as early as the 1930s. Garages are typically at the rear of the lot or set back at a side façade.

[120] Page & Turnbull, *Bungalow Courts and Apartment Courts Historic Context Statement* (prepared for the City of San Diego Planning Department, 2021), accessed June 11, 2024, https://www.sandiego.gov/sites/default/files/sd_bunglowct_hcs_final_20210927.pdf.

- Residences are typically set back from the street.
- Subdivisions may have repetitive or unifying site landscaping in the public and semi-public realm, such as uniform building setbacks from the street, front lawns, street trees, planting strips, medians, and driveways, or even decorative features such as gates or signage posts.

Figure 41: Vernacular cottage at 4583 Wilson Ave, built 1925.

Figure 42: Small bungalow at 4803 Bancroft St with modest Craftsman style influences, built 1925.

Figure 43: The Sharpless Residence at 3920 Adams Avenue (1927), utilizing the unique "pebble stone" façade treatment found in the area.

Figure 44: The Steward Speculation House No. 1 at 5317 Wilshire Drive (1927). Garage likely added later.

Figure 45: Lindstrom House (4669 E. Talmadge Dr, built 1933), the second Hacienda Ranch homes designed and built by Master Architect Cliff May and included an attached garage.

Figure 46: El Sueño Court (3316 Adams Ave, 1926) by Louis Gill with developer Bertram Carteri.

Figure 47: Castle style residence at 4203 Landis Street, built in 1926 by builder Frank Stemen, in City Heights.

Figure 48: 3453 Cromwell Place (1933) Tudor Revival style residence in Normal Heights.

Eligibility Standards

Properties associated with residential development from 1915 to 1945 in Mid-City may be eligible for listing in the national, state, or local historic register under one of the following criteria:

Significance Criteria (NRHP; CRHR; SDRHR)	Significance Discussion
NRHP A; CRHR 1; SDRHR A/B (Events/Special Element)	Properties may be significant as an early or rare example of residential subdivision development in Mid-City, or as the location of a significant event. However, it is highly unlikely that an individual residence would have individual distinction or be uniquely representative of the broader trend of residential subdivision or residence park development; it is more likely that a group of residences would be eligible as a historic district.

Significance Criteria (NRHP; CRHR; SDRHR)	Significance Discussion
NRHP B; CRHR 2; SDRHR B (Persons)	Properties associated with a significant community leader, business owner, or developer who was integral to the early subdivision and residential development of Mid-City may be individually significant. For example, Bertram Carteri had a significant impact on the development of Normal Heights, but not all property developers from this era will be significant. Properties would need to be related to the productive life of the individual as it relates to Mid-City, would need to be closely associated with a particular pattern of development unique to or expressive of Mid-City, and would need to be the best representative property associated with the person. The individual must have made a specific contribution that is deemed significant when compared to others who were active, successful, or influential in the same field.[121] A person would not be significant merely for being a developer of residential housing developments or residence parks within Mid-City.
NRHP C; CRHR 3; SDRHR C (Architecture & Design)	A property may be significant as an excellent, unusual, or rare example of a style, type, period, or method of construction or possesses high artistic values, or as a valuable example of the use of indigenous materials or craftsmanship. Properties that represent the application of an unusual local approach to design or construction, even if they do not represent typical architectural styles, may be significant for their rarity. Few residential properties from this period in Mid-City are likely to be individually eligible for the National Register or California Register, unless they are particularly distinctive examples of an architectural style but may be eligible for the San Diego Register.
NRHP C; CRHR 3; SDRHR D (Work of A Master)	A property may be significant as the work of a master architect or builder. Master-architect designed residences are rare in most of Mid-City, and most known examples are located in Kensington-Talmadge. Significant local builders or craftspeople may also emerge with additional study. Refer also to the *Biographies of Established Masters* (City of San Diego, 2011).
Historic Districts; SDRHR F	In order to be eligible as a historic district, a cohesive grouping of buildings would need to collectively express the development of an early residential subdivision or neighborhood or notable pattern in the development of subdivisions in Mid-City, or be a well-defined group of single-family residences, related geographically, historically, and/or aesthetically, and which represent one or more architectural periods or styles in the early twentieth century history and development of Mid-City. Given that residential development in Mid-City progressed relatively slowly following early bursts of speculative subdivision, potential historic districts would likely span several decades of early twentieth century development and a range of Period Revival, Craftsman, and Minimal Traditional styles.

[121] Refer to "National Register Bulletin #32: Guidelines for Evaluating and Documenting Properties Associated with Significant Persons" (Washington, D.C.: U.S. Department of the Interior, National Park Service, n.d.).

Integrity Considerations

NRHP A; CRHR 1; SDRHR A/B (Events/Special Elements)

- The property should retain integrity of location within the associated tract, sufficient integrity of design, materials, and/or workmanship to be associated with its period of construction, and integrity of feeling and association as an early twentieth century residence in Mid-City.
- Some degree of change in setting is expected as subdivisions infilled over time.

NRHP B; CRHR 2; SDRHR B (Persons)

- At a minimum, a property should retain the essential aspects of integrity and enough physical features to adequately convey its association with its reason for significance.
- Integrity of materials and workmanship may not be as important if a person from the period for which the property is significant would recognize the property as it exists today.
- More flexibility of integrity is available to properties eligible for the local register.

NRHP C; CRHR 3; SDRHR C/D (Architecture & Design/Work of a Master)

- Integrity of design, materials, and workmanship are most relevant for eligibility under the Architecture and Work of a Master criteria.
- For eligibility on the San Diego Register, the property should possess a high degree of integrity of design, materials, workmanship, feeling, and/or association.
- Some level of integrity of location and setting are also necessary.
- A property should retain the distinctive character-defining features of the style, type, or method of construction and as residential properties from this period are not rare, they would need to retain a high level of integrity and retain the majority of their character-defining features.
    - Rear alterations or additions may be acceptable, as buildings from this period have typically been expanded over time. However, more visible additions or additions that substantially transform the original form, massing, and/or roofline are likely to result in a loss of integrity.
    - Changes in exterior cladding or original features such as fenestration pattern are likely to result in a loss of integrity, if not replaced in kind.

Historic Districts; SDRHR F

- For a district to retain integrity as a whole, the majority of components or contributors must retain historic integrity.

- Contributing elements to a district should have a good level of overall integrity but may have some alterations to materials or features. Overall integrity for a contributing element to a district may be lower than for an individual historical resource.
- District boundaries may relate to the original subdivision or tract boundaries, or to closely related adjacent tracts, but should be based on historical patterns of development and shared history.

Theme: Commercial & Transportation Development (1915-1945)

The following section on the early commercial development and changes to transportation within Mid-City in the period from 1915 to 1945 relates to Normal Heights, the northern portion of City Heights (the portion north of the present-day location of Juniper Street), and small portions of Kensington-Talmadge (along Adams Avenue and El Cajon Boulevard) and Eastern Area (along El Cajon Boulevard and University Avenue).

Pockets of commercial development began to develop in the 1920s in support of the adjacent residential growth of the community, however this development was still sparse. The Sanborn Map Company released a volume of fire insurance maps that included portions of Normal Heights, Kensington-Talmadge, and City Heights in 1920 (also included and discussed in the **Theme: The Independent City of East San Diego (1912-1923)**), that illustrate the slow development of commercial corridors, even in locations that were relatively close to the eastern boundaries of the City of San Diego. A key map shows that development was only of an adequate density to be recorded by surveyors for the Sanborn Map Company at points north of Dwight Street and west of Euclid Avenue (**Figure 49**). Even within this more densely developed zone, the commercial corridors themselves were not fully lined with businesses or storefronts by this date. Instead, most parcels along El Cajon Boulevard, University Avenue, Fairmount Avenue and Euclid Avenue were largely undeveloped. Some blocks featured a concentrated grouping of businesses, while most others were either vacant or contained residential dwelling units.

The adoption of modern zoning controls by the City of San Diego in the 1930s ensured that commercial development remained located in defined zones, including both sides of El Cajon Boulevard, University Avenue, Adams Avenue, Fairmount Avenue, and portions of Euclid Avenue. These zoning controls did not alter the development patterns that were already underway, and instead merely reinforced them, continuing to concentrate commercial development most significantly on the east-west corridors of Adams Avenue, El Cajon Boulevard, and University Avenue.

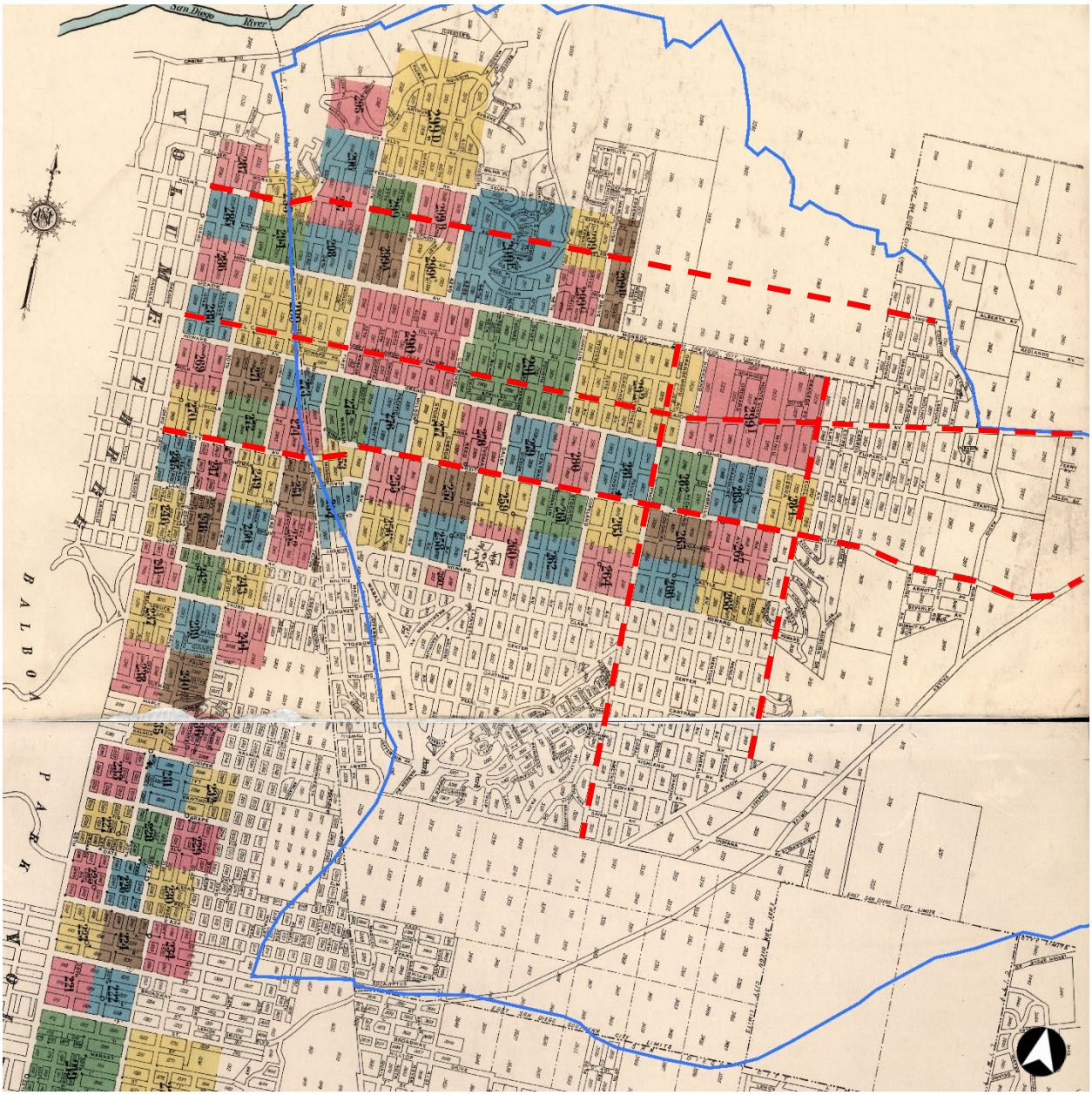


Figure 49: Sanborn Map Company key map, 1920, with the present-day boundaries of Mid-City shown with a blue line. Dashed red lines show the commercial corridors of Mid-City. Source: Sanborn Map Company, 1920, vol. 2, key map. Edited by Page & Turnbull.

While infrastructure and transit needs had begun to focus on the personal automobile in the 1920s and 1930s, the expansion of rail service in San Diego in the 1930s included the installation of Line 2 along 30th Street in 1935. Line 2 was located to the west of Mid-City in University Heights, but served to create a looping streetcar system that connected the west ends of the established east-west lines on Adams Avenue (Line 11) and University Avenue (Line 7).[122] This allowed Lines 7 and 11 to be more strongly tied into the city's streetcar

[122] Save Our Heritage Organization, "The Adams Avenue Line 11 Historic Trolley Tour" (1992), 35.

network and increased the convenience of residents in Normal Heights, City Heights, and Kensington-Talmadge, providing public transportation to downtown, Balboa Park, and areas to the south. The San Diego Electric Railway continued to operate streetcar lines on Lines 2, 7, and 11 until 1949, due to their consistently high ridership, even as other streetcars were replaced with bus service.[123] Streetcar service ended on these lines in 1949 when citywide service transitioned fully to buses.

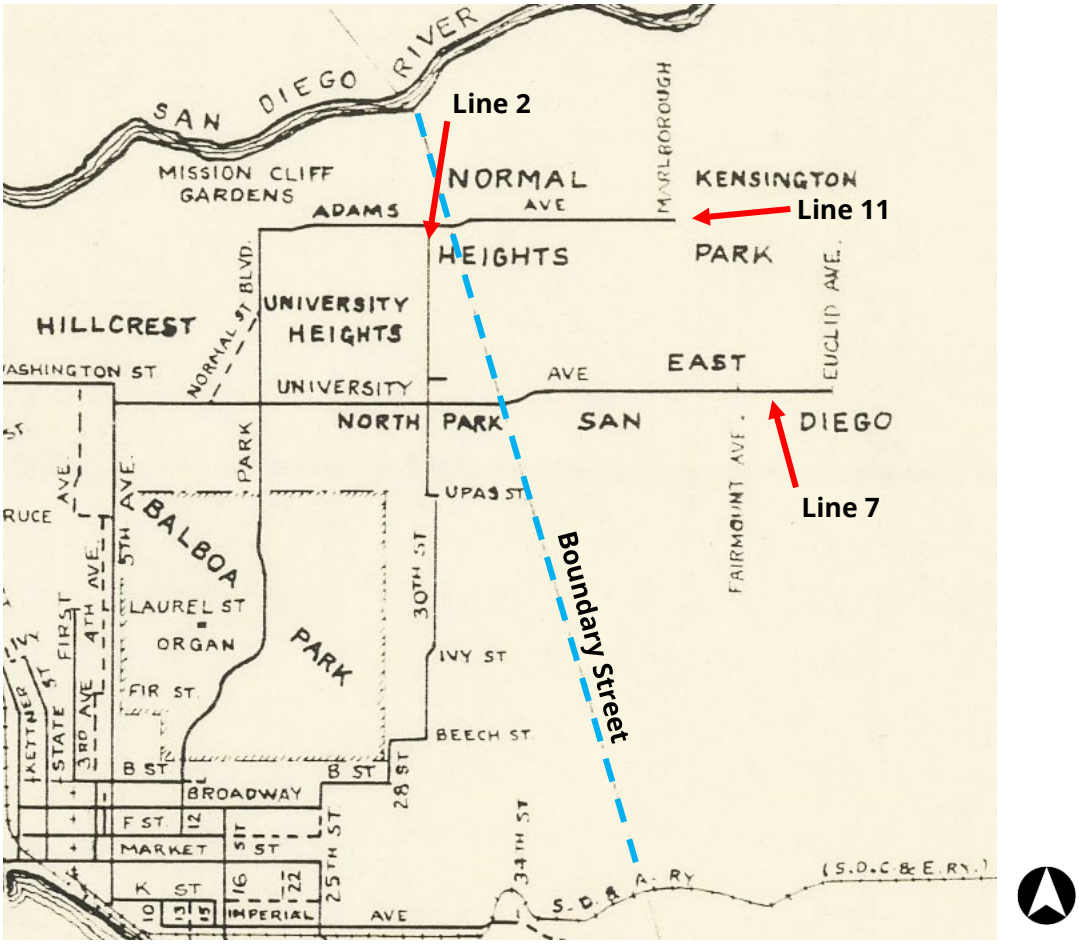


Figure 50: A portion of the San Diego Electric Railway system showing the locations of streetcar Lines 2, 7, and 11. Source: "San Diego Electric Railway Company System Trackage," reproduced in Mengers, *San Diego Trolleys.* Edited by Page & Turnbull.

[123] Mengers, *San Diego Trolleys,* 106.

Figure 51. A streetcar on Line 7 at the intersection of University and Euclid avenues in 1947. Source: Bob McKay, www.railwaypreservation.com.

Normal Heights: Carteri Center & Adams Avenue

In Normal Heights in 1920, "the nearest doctor was two miles away by streetcar, and the nearest drugstore was a quarter of a mile away [...] and there was one modest grocery store in the immediate area, but the nearest automobile service station was six blocks away."[124] The 1920s development of Carteri Center by Bertram Carteri, was an early attempt to create sustained commercial and mixed-use developments along a portion of Adams Avenue between 33rd and 34th streets within the Normal Heights neighborhood that would provide close and reliable commercial services to the area's residents. Carteri was also briefly discussed under **Theme: Residence Parks & Speculative Residential Development (1915-1945)**, for his contributions to residential development in Normal Heights.

As developed, Carteri Center consisted of a commercial strip containing a two-story theater (1923), a branch bank (1923), offices, stores, and a service station and garage (**Figure 52** and

[124] Save Our Heritage Organization, "The Adams Avenue Line 11 Historic Trolley Tour" (1992), 41.

Figure 53).[125] One of Carteri's first commercial installations on the northeast corner of Adams Avenue and 33rd Street served as his real estate office shared with realtor J.J. Howley (Carteri Center Realty Company at 3302 Adams Avenue, since demolished).[126]

Figure 52: "New [Southern Trust & Commerce] Bank Building in Carteri Center" at 3352 Adams Avenue, 1925. The building is partially extant but has been substantially altered. Source: *San Diego Union*.

Figure 53: Carteri Theater at 3325 Adams Avenue, circa 1940s. Source: San Diego History Center.

[125] Carteri Theater, designed by Louis John Gill, opened in 1924 in the Spanish Colonial Revival style. In 1934 it was renamed the Adams Theater, then remodeled to an Art Deco/Streamline Moderne style with an elaborate terrazzo floor entrance. Refer to "Adams Theater," Cinema Treasures, accessed June 10, 2024, https://cinematreasures.org/theaters/7172.
[126] City of San Diego Planning Department, "Historical Greater Mid-City San Diego Preservation Strategy: Binder 9 of 22" (July 15, 1996), 11; and San Diego City Directory, 1926.

Figure 54: L.J. Gill with his children, ca. 1925. Source: The Journal of San Diego History, Summer 1984.

Most of the commercial buildings within the Carteri Center district were constructed between 1923 and 1930 and designed by local architect Louis J. Gill in the Spanish Colonial Revival style. Gill (1885-1969) graduated from Syracuse University in 1911 and immediately moved to San Diego, working for his uncle's (Irving Gill) architectural firm as a draftsman (**Figure 54**).[127] Becoming partner in 1914, Gill & Gill designed significant buildings across San Diego. In 1919, Louis Gill left the partnership and worked independently for the remainder of his career, becoming renowned for his church and hospital designs.[128]

Within the Carteri Center district, the Wilkinson Block Building at 3402-3408 Adams Avenue was erected circa 1926 in the Mission Revival style for bank director and local grocer George P. Wilkinson (San Diego Register #415) (**Figure 55**).[129] This two-story brick-and-concrete building was designed to "house six stores and nine apartments," and cost about $50,000 to complete.[130] The Wilkinsons operated Wilkinson's Bakery & Grocery at 412 University Avenue in Hillcrest, and this Normal Heights building served as a second location with their son Kirby operating a bakery from the 3404 Adams Avenue storefront unit from 1927 to 1947.[131] Other original commercial tenants included Otwell Drugstore, Marsh Furniture, and Montague Hardware & Electric Company. The second floor contained residential apartments. While located within Carteri Center, the building was not developed by Carteri, and demonstrates the establishment of this location as a nexus of commercial activity for the neighborhood.

[127] Rev. C. Douglas Kroll, "Louis John Gill," *The Journal of San Diego History* (Summer 1984) Vol. 30, No 3. Accessed April 9, 2024, https://sandiegohistory.org/journal/1984/july/gill-4/.
[128] Other noteworthy Gill designs include the San Diego Zoo and Zoological Hospital, Sacred Heart Church in Coronado, St. James-by-the-Sea in La Jolla, and the County Administration Building.
[129] San Diego City Directory, 1925 and 1926.
[130] Moomjian, Scott. "Historical Assessment of the Wilkinson Block" (HRB #415), March 15, 2000.
[131] San Diego City Directory (1927), 804.

Figure 55: Wilkinson Block Building (1926) at 3402-3408 Adams Avenue.

Carteri's foresight and work ethic helped to establish the heart of the Normal Heights neighborhood in the 1920s. His work provided commercial and mixed-use developments that supported the densification of the neighborhood. His financial strategy in the 1920s relied on selling his built-out parcels as quickly as possible as well as borrowing heavily against his real estate portfolio to propel his continuous development along Adams Avenue (**Figure 56**). Unfortunately, this left Carteri high and dry for the Great Depression in 1929, and ultimately resulted in the Carteri family's eviction from their bungalow in El Sueño Court, as well as foreclosures on his real estate holdings to settle outstanding debts to multiple banks.[132] Following these events, the Carteri family left San Diego for Glendale, California where Bertram again took up carpentry and residential buy-improve-sell strategies through World War II.

Carteri's vision for Adams Avenue, while cut short by the onset of the Great Depression, was significant in the development of this section of the street as a central business district for the neighborhood, and helped to establish the businesses and uses in Normal Heights that could support the growth of the community. Other developers and property owners, like George Wilkinson who constructed the Wilkinson Block, were influenced to construct their own businesses along this section of Adams Avenue, further cementing the role of the business district, and its success.

[132] City of San Diego Planning Department, "Historical Greater Mid-City San Diego Preservation Strategy: Binder 9 of 22" (July 15, 1996), 12.

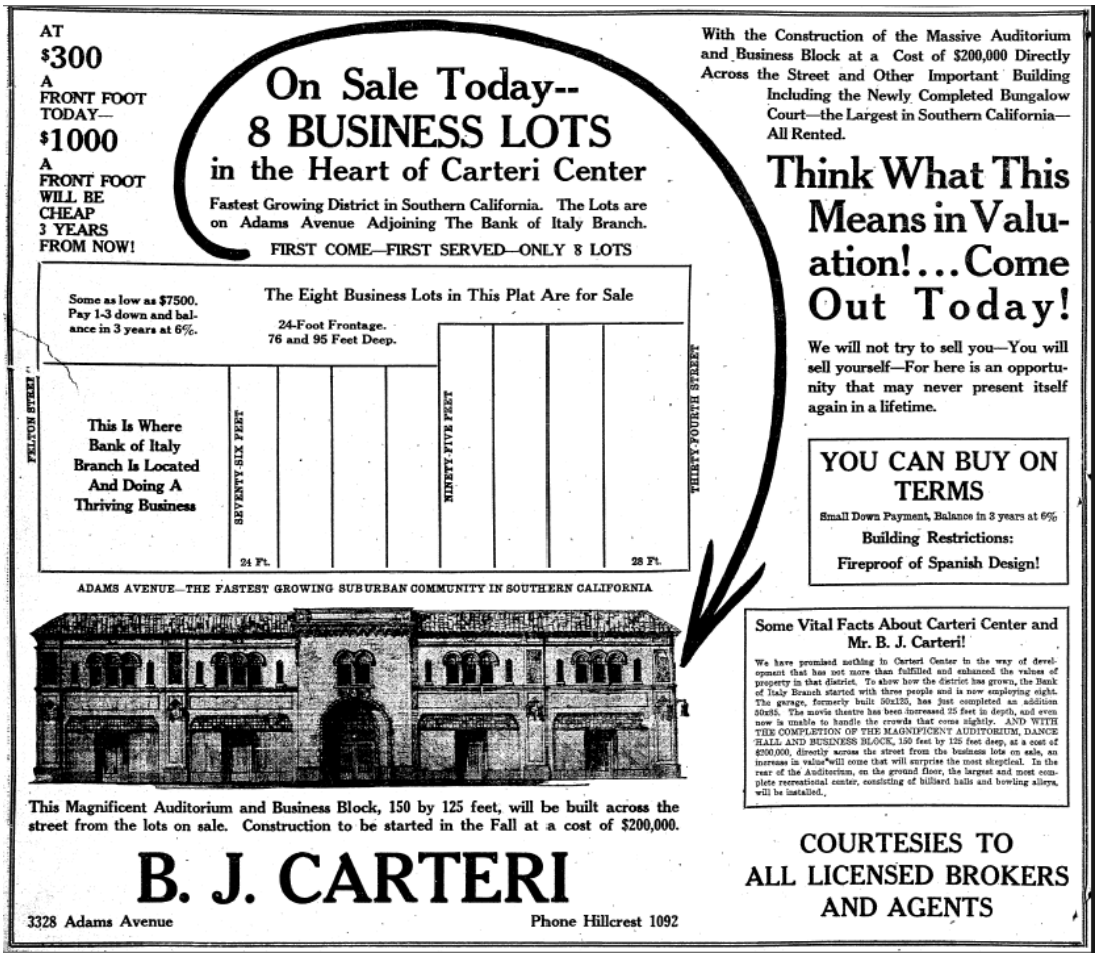


Figure 56: Carteri Center sales advertisement, 1927. Source: *San Diego Union*, March 27, 1927.

Overall, Normal Heights has the highest proportion of non-residential construction completed prior to 1945 of all the areas within Mid-City. Beyond those buildings constructed in the 1920s for Carteri Center, Adams Avenue continued to expand with additional development through the end of World War II. A comparison of City Directory listings by address along Adams Avenue in 1930 and 1940 gives a general idea of the commercial growth of the street. In 1930, there were just shy of 100 businesses along Adams Avenue from Boundary Street to Altadena Avenue (encompassing Normal Heights and Kensington-Talmadge), with approximately seven businesses related to automotive services (primarily gas stations).[133] In 1940, there had been some growth, with closer to 120 businesses, including 15 automotive-related services.[134]

[133] San Diego City Directory, 1930.
[134] San Diego City Directory, 1940.

University Avenue

As described above in **Theme: The Independent City of East San Diego (1912-1923)**, University Avenue and Fairmount Avenue in City Heights had been established as the business district since its days as the City of East San Diego. Shoppers found a variety of stores, automotive service stations and garages, hardware proprietors, restaurants, a bakery, drugstores, and a bank along University Avenue (**Figure 57**).[135] Most commercial buildings here were one story in height with narrow frontages, wood-framed, and clad with stucco or brick.

1930 and 1940 San Diego City Directory listings along University Avenue are limited to the section within City Heights and only span from Boundary Street to 50th Street, where the eastern edge of City Heights remained undeveloped. University Avenue in 1930 had approximately 220 businesses.[136] Commercial growth along University Avenue was not rapid, but appeared steady, and the 1940 City Directory listed nearly 270 businesses.[137]

Figure 57: Gas and service station at 3419 University Avenue (extant but altered) near the intersection with 34th Street, just east of the current location of I-805. Photograph circa 1960. Source: https://www.johnfry.com/pages/PhotoVintageSD008.html.

Several notable buildings were erected on University Avenue near the intersection with Euclid Avenue that demonstrate the significance of the corridor and highlight the role of one local contractor, David H. Ryan. One of the buildings, the Egyptian Garage (4749 University Avenue), had actually been constructed as a substation for electric streetcars in 1923, but was remodeled as a commercial automobile garage building in 1925 by Ryan, a former paving contractor (**Figure 58** and **Figure 64**). The building's expressive Egyptian Revival style would have attracted visitors and has remained a notable element of the University Avenue corridor since the 1920s. Another notable architectural feature and business on University Avenue is Euclid Tower (now the Tower Bar, at 4757 University Avenue), also developed by

[135] Ledeboer, "*San Diego's Normal Heights: The Growth of a Suburban Neighborhood, 1886-1926,"* (2006).
[136] San Diego City Directory, 1930.
[137] San Diego City Directory, 1940.

Ryan (**Figure 59**).[138] This octagonal shaped, 80-foot tower was built in 1932 and was originally proposed to be a lunch counter.[139] While frequently mentioned as having been a drive-in soda fountain that supported an adjacent theater, the building did originally operate as the "Silver Tower Sandwich Shop."[140] Ryan also undertook the development of the Silverado Ballroom at 4752 University Ave (HRB #1220, built 1931) across the street (**Figure 60**). The Silverado Ballroom, a curved Streamline Moderne corner building, was developed to include commercial retail and office space for doctors and dentists at the first floor, and a ballroom at the second floor.[141] Ryan appears to have undertaken the development of these three commercial lots adjacent to the intersection of University Avenue and Fairmount Avenue as part of the development of "Euclid Center." He felt that this intersection was the "the logical shopping center for this end of the city."[142] Ryan was a key member of the Euclid Center Prosperity Club, a group of local merchants and businessmen who pushed for the development of the area.[143]

Figure 58: Egyptian Garage (4749 University Avenue), built 1923-25. Source: Los Angeles Public Library Legacy Collection.

[138] The Tower Bar was a popular venue within the 1990s San Diego punk music scene.
[139] Due to structural concerns, a portion of the tower spire was removed in 1999, and then a somewhat shorter spire was reconstructed and the building restored in 2009. Refer to: "Photos of the Euclid Tower in City Heights," Cool San Diego Sights, accessed, June 10, 2024, https://coolsandiegosights.com/2020/11/30/photos-of-the-euclid-tower-in-city-heights/; and Anna Daniels, "The Euclid Tower and the Ghosts of Christmas Past, San Deigo Free Press, December 29, 2012, accessed June 10, 2024, https://sandiegofreepress.org/2012/12/the-euclid-tower-and-the-ghost-of-christmas-past/.
[140] "Par-optic Vision Is Described as Dormant Power," *San Diego Union,* May 23, 1932.
[141] "Report Progress in Euclid Center Building Plans," *San Diego Union,* December 6, 1931. The designer of the Silverado Ballroom was Earl W. Hartung.
[142] "$80,000 Building Project Started in Euclid Center," *San Diego Union,* October 20, 1931.
[143] "Form Prosperity Club on Euclid," *San Diego Union,* December 1, 1931.

Figure 59: Euclid Tower (now the Tower Bar, at 4757 University Avenue) in an undated photograph. Source: TheTowerBar.com.

Figure 60: Silverado Ballroom (4752 University Ave), built 1931 and pictured in 1948. HRB #1220. Source: Mick Rossler, via City News Service, "Silverado Ballroom In City Heights Reopens Following Renovation," KPBS, February 17, 2016.

El Cajon Boulevard and Changing Transportation Patterns

El Cajon Boulevard (originally named El Cajon Avenue) had long been an arterial road from San Diego to areas east of the city. As described in the *College Area Community Plan Area Historic Context Statement*, the significance of El Cajon Boulevard was elevated further in the 1920s:

> In 1926, the Automobile Association of State Highway Officials standardized the highway system. With this change, El Cajon Avenue became reclassified as U.S. Highway 80 along the southern transcontinental highway. This designation spurred increased automobile-oriented development of El Cajon, and advertisements of the late 1920s aimed to attract additional interest in the street as the "Backbone of San Diego." Developers of the period understood that San Diego's eastward growth would soon reach [Mid-City and] the College Area and advertised the parcels along El Cajon Avenue as a "vast expanse of level desirable land," and "the only direction in which San Diego as a city can enjoy any further development."
>
> [....] The growing importance of the automobile as the primary method of personal transportation and travel resulted in the change of development patterns from those of the streetcar suburb of the previous century to the

> automobile-centric development of the twentieth century. El Cajon Avenue therefore developed as an automobile-centered commercial street.
>
> This is not to say that the redevelopment of El Cajon from a graded country road to a paved highway lined with commercial businesses happened overnight. Development remained slow and inconsistent, and most commercial development occurred as infill construction between existing residential and agricultural uses as more development came to the area in the 1930s and 1940s.[144]

As El Cajon Boulevard is the boundary between the College Area and Mid-City from 54th Street until its eastern edge, this pattern of commercial development was identical within the eastern portions of Mid-City (Eastern Area in particular)—where development was slow to start. The western portion of El Cajon Boulevard in Mid-City's City Heights neighborhood, however, was quicker to develop.

The significance of El Cajon Boulevard was further reinforced at the end of the 1930s, when:

> In 1937, El Cajon Avenue was officially renamed El Cajon Boulevard and was widened and repaved. The improvements in 1937 were partially undertaken due to deferred maintenance of the Great Depression and to recognize that El Cajon Boulevard was a major entrance to the city for visitors coming from the east.[145]

A comparison of city directory listings by address along El Cajon Boulevard in 1930 and 1940 gives a general idea of the commercial growth of the street. In 1930, there were nearly 150 businesses along El Cajon Boulevard, with 20 businesses related to automotive services (gas stations, service stations, and tire shops), as well as six auto courts or "tourist camps."[146] The vast majority of these businesses (approximately 135) were located within the west portion of El Cajon Avenue from Boundary Street to 54th Street, while only around 15 were located along the south side of El Cajon Avenue east of 54th Street. By the publication of the 1940 city directory, commercial businesses had doubled with approximately 300 businesses along El Cajon Boulevard; approximately 260 located west of 54th Street and 30 located east of 54th Street.[147] The presence of automobile support businesses along El Cajon was fitting given the road's role as a primary east-west arterial for travelers and goods, and the number of these businesses—which included car repair, tire shops, gas stations, used car sales, and auto body

[144] Page & Turnbull, *College Area Community Plan Area Historic Context Statement*. Draft (July 2023), 57.
[145] Page & Turnbull, *College Area Community Plan Area Historic Context Statement*. Draft (July 2023), 59.
[146] San Diego City Directory, 1930.
[147] San Diego City Directory, 1940.

repair and painting—had tripled by the time of the 1940 city directory. While gas station and repair shops were also located on Adams and University avenues, they were most common along El Cajon Boulevard where they would be convenient for travelers entering or exiting San Diego. Auto courts (also called auto camps, or tourist courts/camps) were also more numerous along El Cajon Boulevard, and provided lodging for travelers who could conveniently park their personal vehicle within the central or adjacent "court" (**Figure 61**).[148]

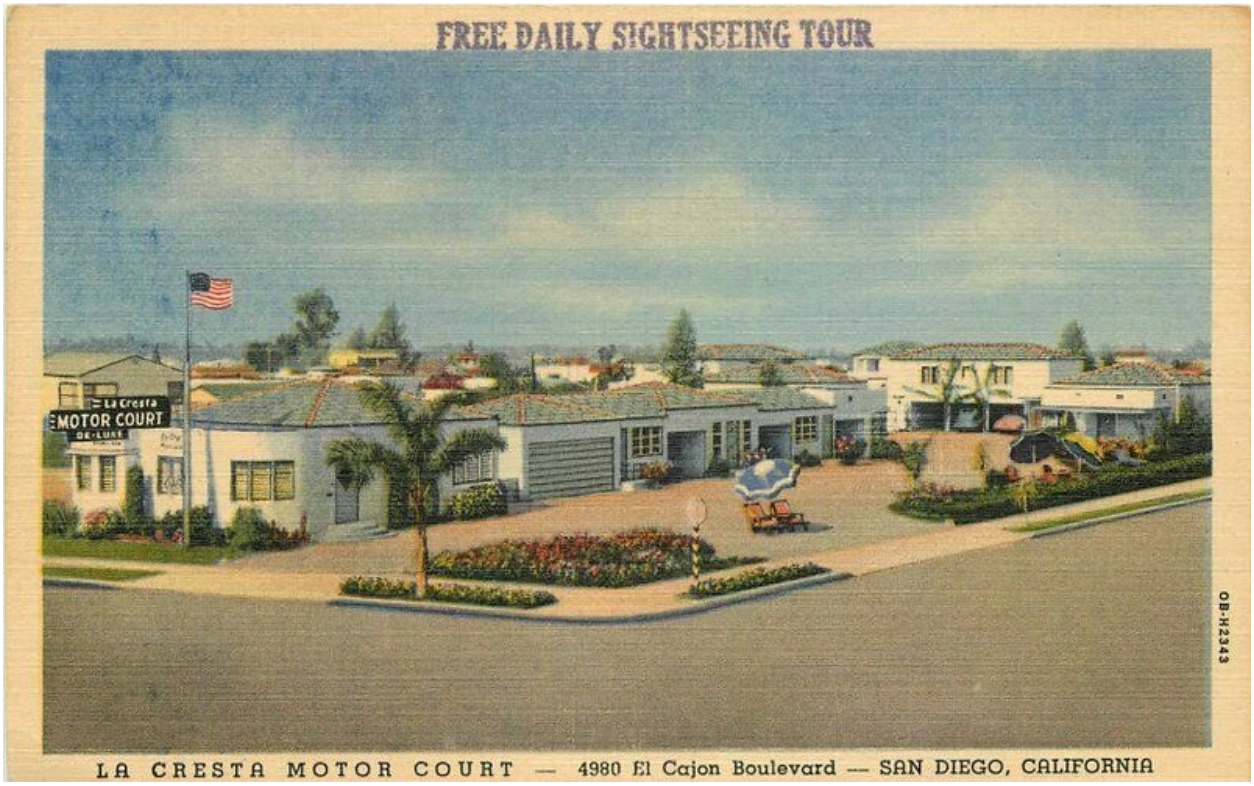


Figure 61: Postcard for the La Cresta Motor Court (4980 El Cajon Boulevard), built in the 1930s. The La Cresta Motor Court may be the oldest extant auto court in Mid-City, but has had alterations to the cladding, windows, and signage. Source: Curtiech Chicago Postcard.

Due to the later development and redevelopment of El Cajon Boulevard with infill commercial construction of the post-World War II period, very few early commercial buildings from the 1920s through the early 1940s survive. Those that do survive are one-story buildings located close to the street—either with no setback or a minor setback—and are typically isolated from each other.

[148] The tourist court (variously called auto camps, tourist camps, and auto courts) was the predecessor of the "motor hotel" or motel, and first started to appear in the 1930s as more and more Americans took to car travel and there was a vast shortage of roadside accommodations. Whether traveling for leisure, business, or out of need, people required lodging and somewhere to park their car for the night. The earliest tourist courts were small, one-story, rectilinear buildings that contained a small number of rooms and had an adjacent parking lot, or consisted of a series of small, freestanding buildings with carports or parking areas interspersed. Refer to: *College Area Historic Context Statement* (Final Draft, July 2023), 64-67.

Associated Property Types & Registration Requirements

Commercial Properties (1915-1945)

Commercial properties in Mid-City that were built from 1915 to 1945 tended to be small-scale, one- to two-story retail (store) buildings built to the sidewalk. These wood-frame, brick, or concrete buildings remain as modest, neighborhood-serving commercial buildings. Early automobile-oriented businesses along El Cajon Boulevard, including gas stations, car washes, and auto service and repair shops, on the other hand, were set back from street and often featured surface parking or a driveway. Many of the automobile-oriented commercial businesses from this period have been substantially altered or redeveloped. Only a few of the early pre-World War II auto courts and motels are extant—such as La Cresta Motor Court and Sea Breeze Motor Court—and have had some decorative features and materials removed or altered. While the vast majority of early commercial buildings are purely commercial in use, there are some examples of mixed-use buildings with residential uses located on a second story or, more rarely, intermingled as a mixed-use bungalow court or apartment court.

Some examples of popular period styles, including Mission Revival, Spanish Colonial Revival, Art Deco, Streamline Moderne, and eclectic revival styles can be found in Mid-City, but would be most likely found in Normal Heights or City Heights where more early commercial development was undertaken. Some buildings may retain their original form and footprint but may have been quite utilitarian in design or may have been highly altered and are not recognizable as commercial properties built between 1915 and 1945.

Character-Defining Features

- One- or two-story commercial buildings
- Zero lot line setback from sidewalk, except for auto-oriented businesses
- Wood, brick, or concrete construction
- Regular rectilinear plans
- Flat roofs are most common, sometimes with rectangular or shaped parapets, or pent clay tile parapets
- Large display windows
- Main public entrances facing public right-of-way, often in recessed openings
- Designed to reflect popular architectural styles of the period of construction
- Auto-oriented businesses are likely oriented to a commercial thoroughfare with surface parking in front of the property.

Figure 62: Neighborhood commercial building at 4222 Adams Avenue (ca. 1930).

Figure 63: Neighborhood Commercial Building at 4202-4206 University Avenue (ca. 1925).

Figure 64: Egyptian Garage (4749 University Avenue), built 1923, is an unusual example of the Egyptian Revival style.

Figure 65: Adams Theater (formerly Carteri Theater, 3675 Adams Ave. Built in 1924 in the Spanish Colonial Revival style, the building was fully remodeled to an Art Deco/Streamline Modern style in 1940, which was not uncommon for theaters of the era.

Figure 66: Wilkinson Block Building (1926) at 3402-3408 Adams Avenue.

Figure 67: La Cresta Motor Court (4980 El Cajon Boulevard), built in the 1930s in the Minimal Traditional style, has a post-World War II neon sign and some alterations to material features.

Eligibility Standards

Properties associated with the early commercial development of Mid-City from 1915 to 1945 may be eligible for listing in the national, state, or local historic register under one of the following criteria:

Significance Criteria (NRHP; CRHR; SDRHR)	Significance Discussion
NRHP A; CRHR 1; SDRHR B (Events/Special Element)	Properties may be significant for an association with the development of an early business or commercial area, or as the location of a significant event. Properties that are significantly associated with the commercial development of Mid-City are likely to be located along El Cajon Boulevard, University Avenue, or Adams Avenue.
NRHP B; CRHR 2; SDRHR A (Persons)	Properties associated with a significant community leader, booster, business owner, or developer who was integral to the early commercial development of Mid-City may be individually significant. Examples could include early developers and businessmen like Bertram Carteri or David H. Ryan. Properties would need to be related to the productive life of the individual as it relates to Mid-City, would need to be closely associated with a particular pattern of development unique to or expressive of Mid-City, and would need to be the best representative property associated with the person. The individual must have made a specific contribution that is deemed significant when compared to others who were active, successful, or influential in the same field.[149]
NRHP C; CRHR 3; SDRHR C (Architecture & Design)	A property may be significant as an excellent, unusual, or rare example of a style, type, period, or method of construction or possesses high artistic values, or as a valuable example of the use of indigenous materials or craftsmanship. Properties that represent the application of an unusual local approach to design or construction, even if they do not represent typical architectural styles, may be significant for their rarity.
NRHP C; CRHR 3; SDRHR D (Work of A Master)	A property may be significant as the work of a master architect or builder. Master-architect designed commercial buildings are rare in most of Mid-City, and most known examples are located in Normal Heights along Adams Avenue or City Heights along University Avenue. Significant local builders or craftspeople may also emerge with additional study. Refer also to the *Biographies of Established Masters* (City of San Diego, 2011).

[149] Refer to "National Register Bulletin #32: Guidelines for Evaluating and Documenting Properties Associated with Significant Persons" (Washington, D.C.: U.S. Department of the Interior, National Park Service, n.d.).

Significance Criteria (NRHP; CRHR; SDRHR)	Significance Discussion
Historic Districts; SDRHR F	In order to be eligible as a historic district, a well-defined group of commercial properties would need to be related geographically, historically, and/or aesthetically, and would represent one or more architectural periods or styles in the history and development of Mid-City or collectively express the commercial development of an area of Mid-City during the period from 1915 to 1945 or have served as a means of establishing a commercial center. A cohesive grouping of commercial properties associated with a notable pattern of development in the Normal Heights, City Heights (refer also to Theme: The Independent City of East San Diego), or Kensington Talmadge areas of Mid-City. It is unlikely that a significant and intact grouping of early commercial properties would be located within Eastern Area, but a small grouping could be present on the south side of El Cajon Boulevard.

Integrity Considerations

NRHP A; CRHR 1; SDRHR A/B (Events/Special Elements)

- The property should retain integrity of location and relationship to its commercial corridor, sufficient integrity of design, materials, and/or workmanship to be associated with its period of construction, and integrity of feeling and association as an early twentieth century commercial property in Mid-City.
- Some degree of change in setting is expected as commercial corridors have changed over time.
- Storefront alterations are common, though the property should be recognizable to the period of significance.
- More flexibility of integrity is available to properties eligible for the local register, especially for property types that are rare or becoming increasingly rare in San Diego, such as auto courts and early motels.

NRHP B; CRHR 2; SDRHR B (Persons)

- At a minimum, a property should retain the essential aspects of integrity and enough physical features to adequately convey its association with its reason for significance.
- Integrity of materials and workmanship may not be as important if a person from the period for which the property is significant would recognize the property as it exists today.
- More flexibility of integrity is available to properties eligible for the local register.

NRHP C; CRHR 3; SDRHR C/D (Architecture & Design/Work of a Master)

- Integrity of design, materials, and workmanship are most relevant for eligibility under the Architecture and Work of a Master criteria.
- For eligibility on the San Diego Register, the property should possess a good degree of integrity of design, materials, and workmanship.
- Some level of integrity of location, setting, feeling, and/or association are also necessary.
- A property should retain the distinctive character-defining features of the style, type, or method of construction.
    - Storefront alterations are common, though the property should be recognizable to the period of significance.
    - Changes in exterior cladding or fenestration pattern are likely to result in a loss of integrity, if not replaced in kind.
    - Loss of unique architectural features, including historic signage, is likely to result in a loss of integrity.
    - Rear or side alterations or additions may be acceptable, as commercial corridors have typically evolved over time. However, highly visible vertical additions or additions that substantially transform the original form, massing, and/or roofline are likely to result in a loss of integrity.
- In some cases, early commercial buildings were fully remodeled to a new architectural style in the 1930s or 1940s. In cases where a property is remodeled to a full and distinctive expression of a new architectural style, the property may be eligible as a historical resource with a later period of significance that reflects the date of completion of the remodeled design.

Historic Districts; SDRHR F

- For a district to retain integrity as a whole, the majority of components or contributors must retain historic integrity.
- Individual contributors should have a good level of overall integrity but may have some minor alterations to materials or features. Overall integrity for a contributing element to a district may be lower than for an individual historical resource.
- District boundaries should be based on historical patterns of development and shared history, and will likely be based on commercial thoroughfares and/or prominent intersections.
- Smaller commercial historic districts or mixed-use historic districts may be eligible for listing if they retain sufficient historic integrity and have a distinct shared development history.

Theme: Post-World War II Commercial & Automobile-Related Development (1945-1984)

The commercial corridors of Mid-City were further built-out in the post-World War II period. Areas with older commercial buildings were infilled with contemporary construction, and in some areas—especially where there was little existing construction or large parcel sizes which made redevelopment easier—the commercial corridor could absorb larger new development projects. While some large commercial development projects went in during the post-World War II period, it is notable that overall change along Adams Avenue, El Cajon Boulevard, and University Avenue was gradual. New businesses and buildings that were installed frequently reflected the increased importance of the car, providing setbacks from the street and adjacent surface parking areas, as well as drive-thru commercial architecture.

Some of these changes were visible with the establishment of additional tourist courts and motels, particularly along El Cajon Boulevard between Winona Street and Marcellena Road within the Kensington-Talmadge and City Heights areas (**Figure 68**). In the post-World War II period, motels often adopted decorative themes and installed large neon blade signs to stand out to travelers (**Figure 69**). While this was a common building type of the time, most of these sites have been subsequently redeveloped or remodeled. The establishment of drive-in restaurants and movie theaters also reflected changing patterns of recreation that were built on the widespread adoption of the personal vehicle and the relatively open pattern of construction (and large and unusual lot sizes) along the east portion of El Cajon Boulevard allowed for the infill of commercial uses that could accommodate space for vehicles, and businesses typically installed large signs along the street to attract attention (**Figure 70 - Figure 71**).

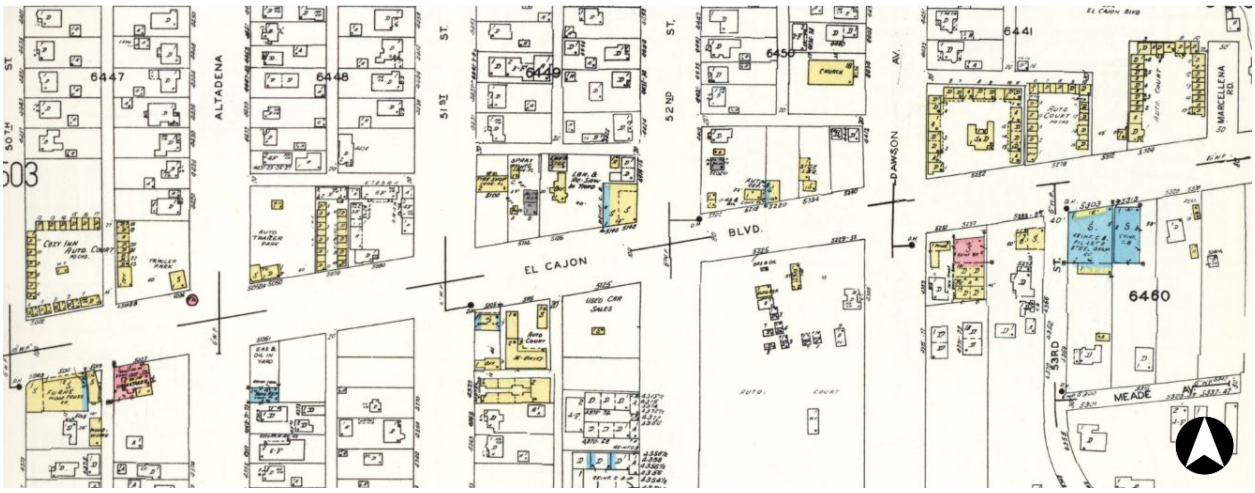


Figure 68: Section of 1956 Sanborn Map Company map showing several motel and auto court developments along El Cajon Boulevard, which had increased in number in the postwar period. Note that Kensington-Talmadge is north of El Cajon, while City Heights is south. The L-shaped Morgan's Motel (5115 El Cajon Blvd, extant) is visible at the center, on the south side of El Cajon. The auto courts on the north side of El Cajon have since been demolished or redeveloped. Source: Sanborn Map Company, 1956, vol. 5, p. 524. Edited by Page & Turnbull.

Figure 69: Postcard depicting Navajo Lodge (5721 El Cajon Blvd), a motel that was built c.1950-56 in the Minimal Traditional style with applied thematic features and neon signs. The teepee and neon signs have since been removed and other alterations made to the siding and windows. Source: Ames Color Publisher.

Figure 70. Intersection of El Cajon Boulevard (running east-west) and College Avenue (running north) in 1948. The area north of El Cajon Boulevard is the College Area, while the area to the south (bottom of the frame) is within Mid-City. Note the relatively open development pattern of the street and the deep lots that define El Cajon Boulevard as it cuts through the Eastern Area on an angle. Source: AE-1948-10, University Archives Photograph Collection, Courtesy of Special Collections & University Archives, San Diego State University Library & Information Access. Street names added by Page & Turnbull.

Figure 71: El Cajon Boulevard, looking east from 33rd Street. Note the density of signage along the street, with commercial buildings set back behind surface parking. Source: Bill Reid, via Vintage San Diego.

Another notable change in the arrangement of commercial buildings can be seen in the arrangement of surface parking areas at the front of many post-World War II commercial buildings. While on El Cajon Boulevard, the integration of parking appears to have prioritized the use of adjacent surface parking that could be beside or behind a business, sections of University Avenue within Eastern Area more frequently include parking along the primary façade and set buildings back from the street (**Figure 72**).

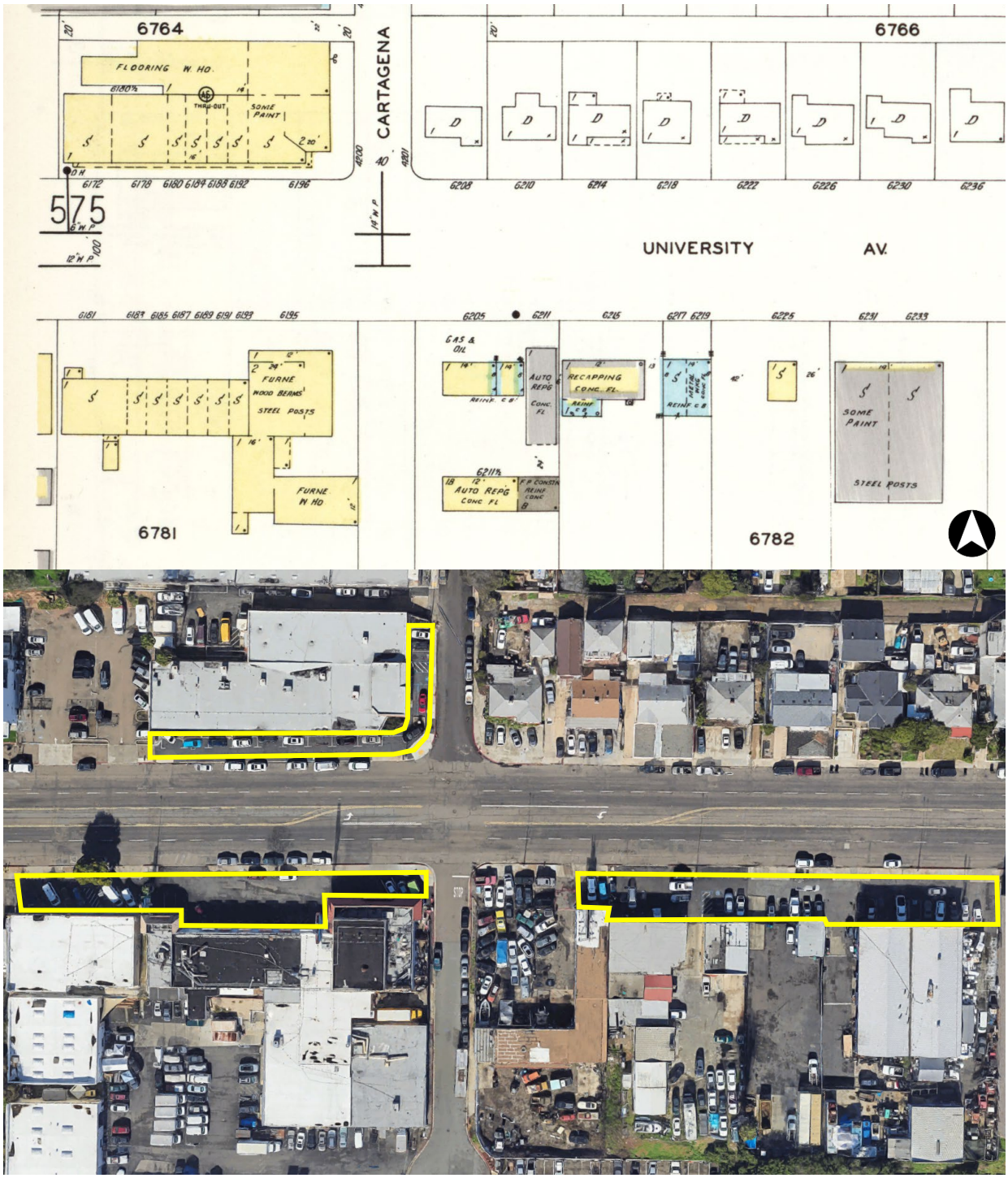


Figure 72: Above image is a detail of a Sanborn Map Company map of the area of University Avenue and Cartagena Drive. Source: Sanborn Map Company, 1956, vol. 5, p. 575. Image below shows a current day aerial of the same intersection with the various parking areas identified with yellow outlines. Source: Google Maps, 2024. Edited by Page & Turnbull.

While change on all three commercial corridors was gradual, Adams Avenue saw less large-scale infill than El Cajon Boulevard and University Avenue. Adams Avenue retained its overall

fine-grained character with relatively small, neighborhood-serving commercial uses. By 1956, as indicated by a Sanborn map, the west end of Adams Avenue in the Normal Heights neighborhood remained a mix of residential and commercial buildings. Most stores were still constructed as one-story, wood-frame buildings, but steel and masonry framing were becoming more common. Most common midcentury commercial uses included auto service, gas, and oil stations; hardware, paint, and plumbing stores; home goods stores, including a lampshade manufacturer; and service-oriented facilities, such as the medical clinic at the corner of Adams Avenue and Bancroft Street (**Figure 73** and **Figure 74**).

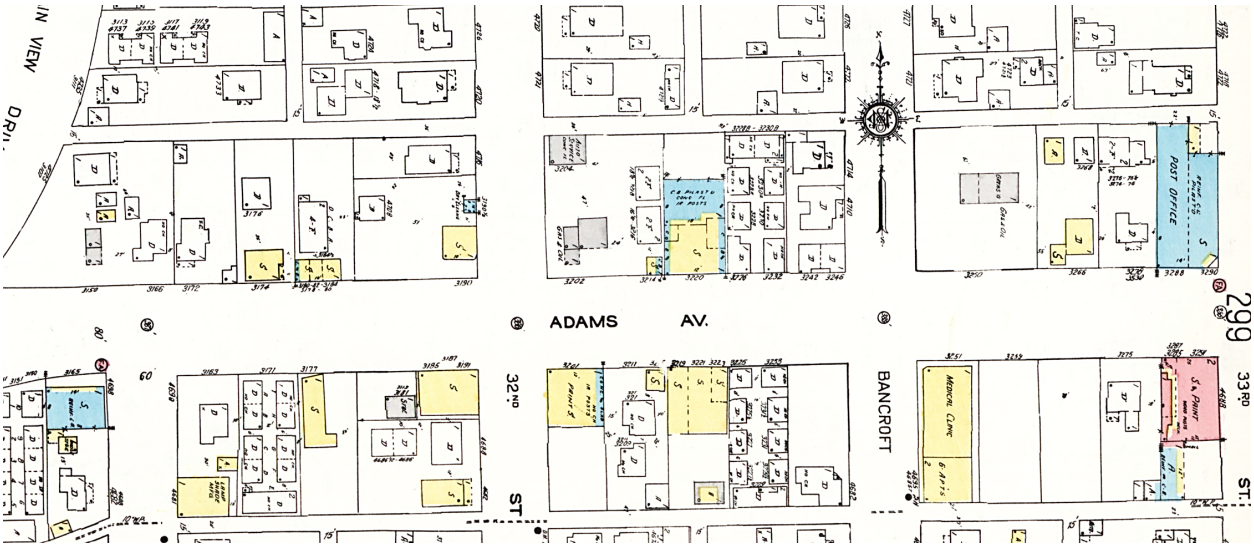


Figure 73: Section of the 1956 Sanborn map showing the west end of Adams Avenue in the Normal Heights area. Source: Sanborn Map Company, 1956, vol. 2, p. 297.

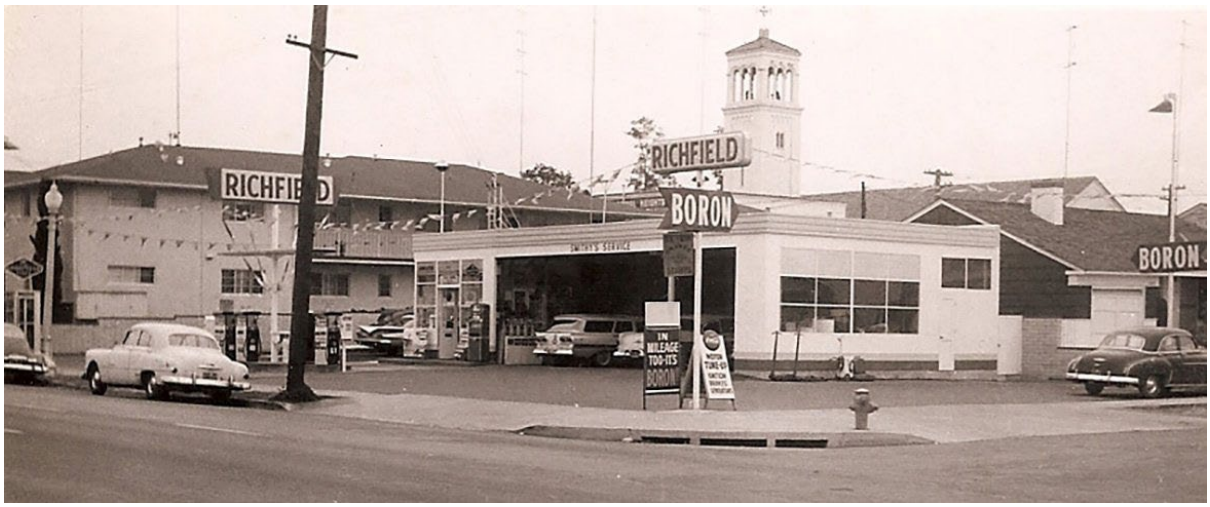


Figure 74: Smitty's Service, serving Richfield gas, at 3441 Adams Avenue, c. 1940s. Source: Smitty's Service, smittysservice.net.

Installed circa 1954, the double-faced "Kensington" neon-and-enamel sign (San Diego Register #865) that hangs across Adams Avenue between Kensington and Marlborough

drives marked the heart of the neighborhood's historic commercial district. Ordered by the Kensington Park Business Association (now known as the Kensington-Talmadge Community Association) in 1952, its eye-catching Modern design increased visibility of the district and was intended to capture the attention of passing motorists on this densifying primary roadway between downtown San Diego and La Mesa.[150] Another neon-and-enamel sign, the "Normal Heights" sign over Adams Avenue at Felton Street, was commissioned in 1951 by the Adams Avenue Business Association in Normal Heights, and was designed and built by local sign maker Leroy Martin.[151] Both signs represented the post-war spirit of enterprise and community pride.

The Kensington Park Business Association, in particular, was formed by a group of members from the Kensington-Talmadge Men's Club who sought to address the "urgent problems" of the business area with general beautification measures like "purchasing flags, erecting a sign across Adams Avenue" and the larger issue of finally approving the annexation of the "Kensington Island" to the City of San Diego."[152]

Commercial Zoning and the Shopping Center

The zoning of the area's arterial thoroughfares for commercial use ensured that commercial development largely followed established patterns and were located along El Cajon Boulevard, University Avenue, and Adams Avenue (**Figure 75 - Figure 77**).

Figure 75: Lloyd's (4275 El Cajon Blvd, built 1948) chain furniture store with streamline elements and large signage to attract passing automobiles. Source: Vintage San Diego, Facebook.

Figure 76: 4275 El Cajon Blvd which has since been adapted to the Mid-City Family Resource Center and a medical office.

[150] Cecelia Conover, "Kensington Sign" DPR 523A Form. March 21, 2008.
[151] "Normalcy Heights," *San Diego Reader,* accessed June 12, 2024, https://www.sandiegoreader.com/news/1981/may/07/normalcy-heights/
[152] Conover, "Kensington Sign."

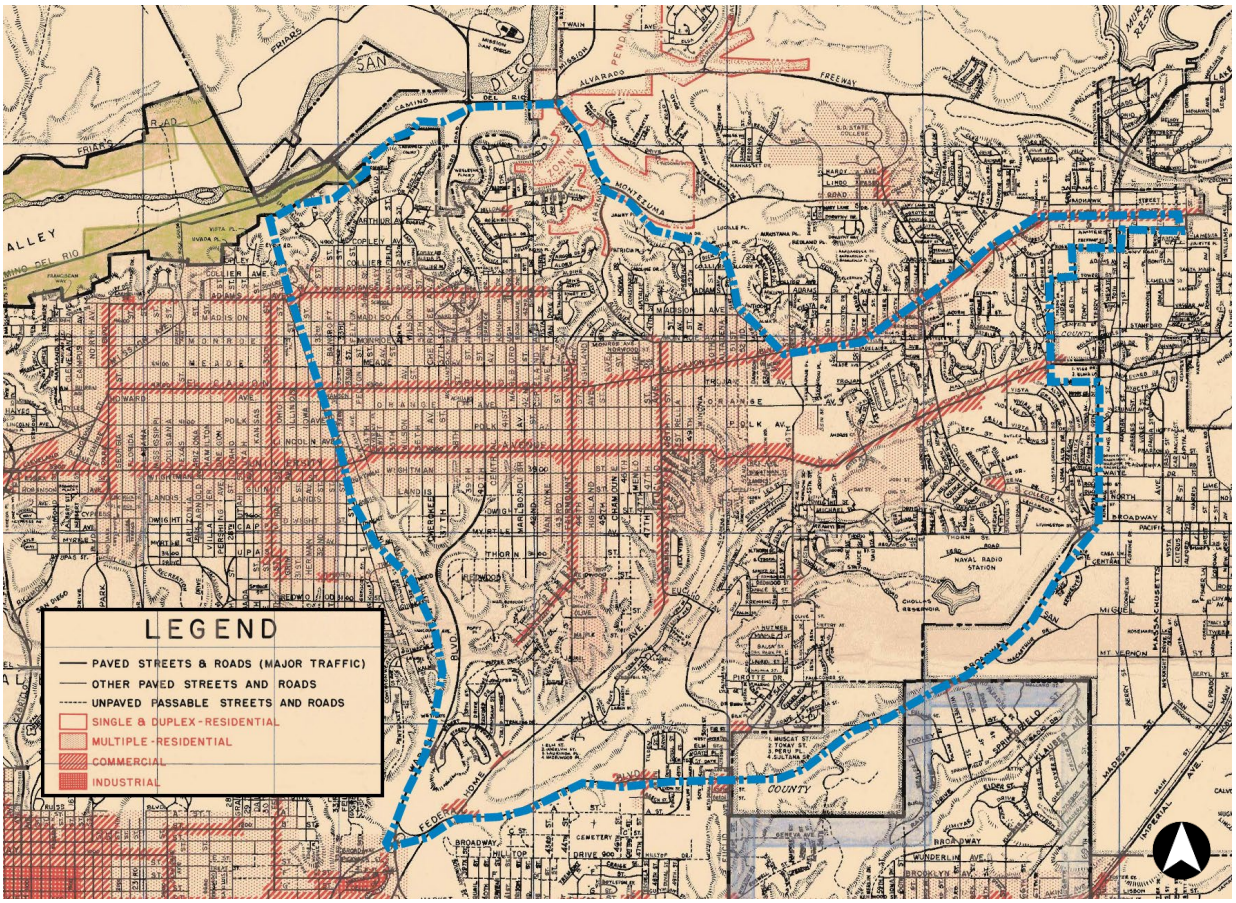


Figure 77: Detail of a 1955 City of San Diego Zoning Map showing the approximate boundaries of the Mid-City CPU with a dashed blue line. Source: San Diego City Clerk Archives.

Strip malls and shopping centers were an increasingly popular commercial typology during post-World Wari II development, particularly along major commercial thoroughfares as suburban development and personal car ownership rapidly increased. Given the relatively undeveloped nature of Eastern Area, this section of Mid-City became the primary location for the establishment of larger strip malls and shopping centers.

The College Grove Shopping Center, located in the Oak Park neighborhood (in Eastern Area) near the intersection of Broadway (now State Route 94) and College Avenue, opened as San Diego's first open-air shopping mall in 1960 (**Figure 78**). The 70-acre site was acquired in 1952 by Los Angeles financiers Michael Birnkrant, Phillip Lyons, and George A. Scott (president of a San Diego-based Walker Scott enterprise at the time).[153] The shopping center was built by M.H. Golden Construction and L.E. Dixon Construction, and flagship stores within the 650,000 square-foot retail development included a three-story branch of Walker

[153] "College Grove Center." Mall Hall of Fame, accessed April 19, 2024, https://mall-hall-of-fame.blogspot.com/2007/02/ala-moana-center-ala-moana-boulevard.html.

Scott, J.J. Newberry, Safeway, and Woolworth's.[154] The original mall included a rooftop heliport and a "Park-A-Tot" childcare center that provided onsite babysitting services for shoppers.

Figure 78: Promotion for the grand opening of College Grove Shopping Center, 1960. Source: *San Diego Union*, July 24, 1960.

Competition from shopping malls in other neighborhoods—Mission Valley Center (1961) in northwest San Diego, Grossmont Center (1961) in La Mesa, and Plaza Bonita (1981) in National City—proved fierce, and College Grove Shopping Center was redeveloped as "Marketplace at the Grove," in 1988.[155]

Additional Mid-City shopping centers include the University Square Shopping Center along the south side of University Avenue between 58th and 60th streets, and the Campus Plaza Shopping Center along the south side of El Cajon Boulevard just east of College Avenue. The

[154] "Mall of Fame," *Lemon Grove Review*, January 15, 1959.
[155] The property was again remodeled from 1998-2000 by Phoenix-based Vestar Development Company. City of San Diego, "College Grove Redevelopment Project Area: Fact Sheet," (December 2010) accessed June 13, 2024, https://www.sandiego.gov/sites/default/files/legacy/redevelopment-agency/pdf/collegegrovefactsheet.pdf

University Square Shopping Center appears in aerial photographs as early as 1964, and was erected on a portion of University Avenue that had a high proportion of new multi-family residential apartments in its immediate surroundings (refer to the discussion of multi-family housing in **Theme: Post-World War II Residential Development** (1945-1984)); the facades have since been remodeled.[156] Campus Plaza Shopping Center, on the other hand, located on El Cajon Boulevard at College Avenue, was developed to serve the immediate neighborhood and support the growth of the College Area to the immediate north. This development, which took over a large parcel that was formerly used as a drive-in movie theater, was developed in 1984, and has also since been remodeled.[157]

Expansion of the Highway System

The most significant change to Mid-City in the post-World War II period, beyond the development of Eastern Area with residential housing, was the establishment and expansion of the highway system into today's Interstate 8 (I-8) and State Route 94 (SR-94) freeways. This took several forms in Mid-City with the establishment of I-8 along Alvarado Canyon at Mid-City's north boundary (built 1947-1950, expanded in 1955), CA-94 along its south boundary (completed 1962), I-805 at its west boundary (built 1967-1975), and CA-15 which cuts through City Heights (completed 2000).[158]

Both I-8 and CA-94 reinforced the existing boundaries of Mid-City to a large degree, although the establishment of CA-94 did remove residential areas that were historically part of the southern edge of City Heights in the Fairmount Park neighborhood and the northern edge of the present-day Mount Hope neighborhood. Both freeways follow canyon topography in Mid-City – I-8 follows Mission Valley and Alvarado Canyon, and SR-94 is within Chollas Valley. SR-94 presented more of a barrier from communities on either side of the freeway because the topography is not as steep, and a local street system was in place along portions of the route. The construction of I-8 caused traffic to slowly be rerouted from the old route of Highway 80 (with portions along El Cajon Boulevard).[159] Between 1964 and 1974, the route of Highway 80, including its section along El Cajon Boulevard was gradually decommissioned, drawing traffic away from this historic route through Mid-City and the College Area.[160] This rerouting of traffic around Mid-City removed the need for many of El Cajon Boulevard's automotive related facilities and its large number of motels; these business types gradually

[156] Historic Aerials, Aerial photographs: 1953 and 1964. Accessed June 4, 2024, https://www.historicaerials.com/viewer
[157] Historic Aerials, Aerial photographs: 1983 and 1984. Accessed June 4, 2024, https://www.historicaerials.com/viewer
[158] State Route 15 becomes Interstate 15 just north of the subject area. The highway is State Route 15, or CA-15, within the Mid-City.
[159] "Interstate 8," California Highways, accessed June 6,2024, https://www.cahighways.org/ROUTE008.html.
[160] While Highway 80 was officially decommissioned in 1964, signs for the route remained up in California until 1974 when all sections of I-8 Highway were complete. "US Highway 80: The Broadway of North America," Historic California U.S. Highways (website), accessed April 16, 2021, http://gbcnet.com/ushighways/US80/index.html.

diminished in the following years and are likely the reason why few early tourist courts and motels remain on El Cajon Boulevard.

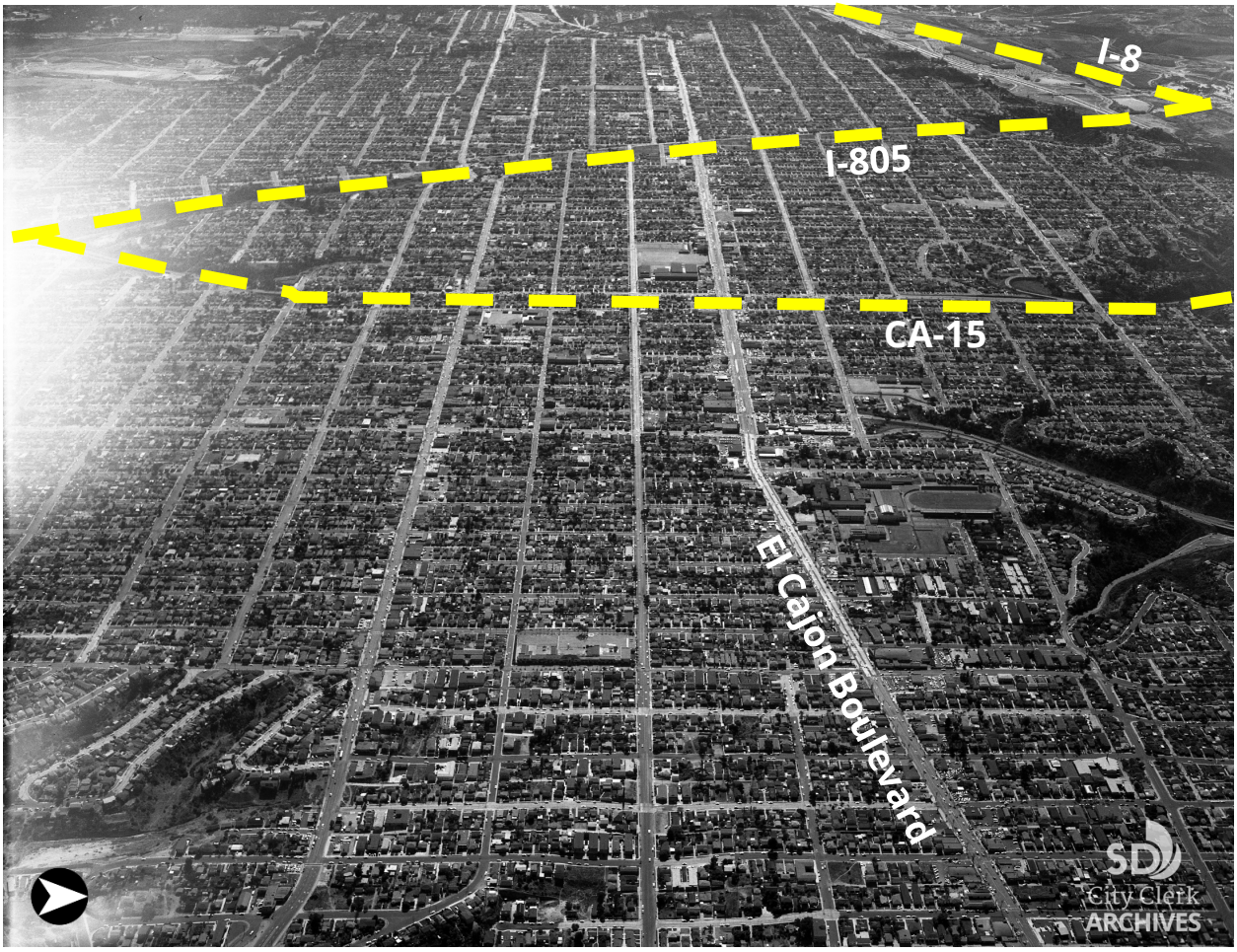


Figure 79: Aerial photograph looking west over City Heights and Normal Heights. Dashed yellow lines show the future locations of highways CA-15 (foreground), I-805 (background), and I-8 (top right). Source: San Diego City Clerk Archive. Edited by Page & Turnbull.

The construction of I-805 and CA-15 created physical rifts in the previously uniform block development of City Heights.[161] The construction of I-805, along the approximate path of Boundary Street, physically cut off Mid-City from University Heights and North Park. While sections of CA-15 had been completed in the late 1950s, the section that would ultimately be constructed through City Heights was not planned until the late 1980s and was not built until the late 1990s and completed in 2000. While the construction of CA-15 through City Heights is largely outside the period studied within this historic context statement, it had a significant impact on the built fabric of the neighborhood, the identity of the community, and was critical in the formation of neighborhood groups like the City Heights Community

[161] State Route 15 becomes Interstate 15 just north of the subject area. The highway is State Route 15, or CA-15, within the Mid-City.

Development Corporation which have been important in speaking out for the needs of the community. When Caltrans proposed the construction of CA-15 along 40th Street, they called this section of regular street-level roads the "missing link" in the length of the highway which ended at Fairmount Canyon on the north of City Heights and resumed around Landis Street at the south of City Heights. The proposed route of CA-15 required the demolition of eight blocks, including 650 existing buildings, and displaced over 2,000 residents.[162]

Due to the long and drawn-out process for the approvals and construction of the highway, City Heights faced a difficult period of disinvestment, rising crime, and a high vacancy rate along the areas that were being acquired by Caltrans for demolition and then preemptively demolished and left vacant for decades. This exacerbated the existing patterns of relocation, including "White flight," wherein residents who could afford to relocate left the community, typically moving into newly constructed suburban neighborhoods. In order to combat the instability that this brought to the neighborhood, citizen groups established neighborhood watches, took on neighborhood beautification programs, created community gardens and greenspaces by reclaiming parcels along the boundary of the future highway, and negotiated for future community benefits.[163] While the highway was ultimately constructed, the City Heights community and City of San Diego were able to secure several amenities for the neighborhood including the creation of Teralta Park, which is California's first freeway cap park, as well as an inline bus rapid transit line (the Centerline), and two pedestrian overpasses that help to retain connections of the historic street grid and neighborhood cohesion. The opening of Teralta Neighborhood Park in 2001 was an important addition to the available greenspace of the community and is a lasting benefit that was created through local action. Additional context on the creation of Teralta Park is included in **Theme: Civic & Institutional Development (1900-1984)** in the subsection **Parks, Recreational Facilities & Community Centers**.

[162] "Visions to Victory: A People's History Of The SR-15 Freeway," *City Heights Community Development*, accessed June 4, 2024, https://www.cityheightscdc.org/stories/visions-to-victoryan-award-winning-documentary
[163] Paul Espinosa, *The Price of Renewal,* (documentary), Culture Unplugged, accessed July 29, 2024, https://www.cultureunplugged.com/documentary/watch-online/play/51889/the-price-of-renewal

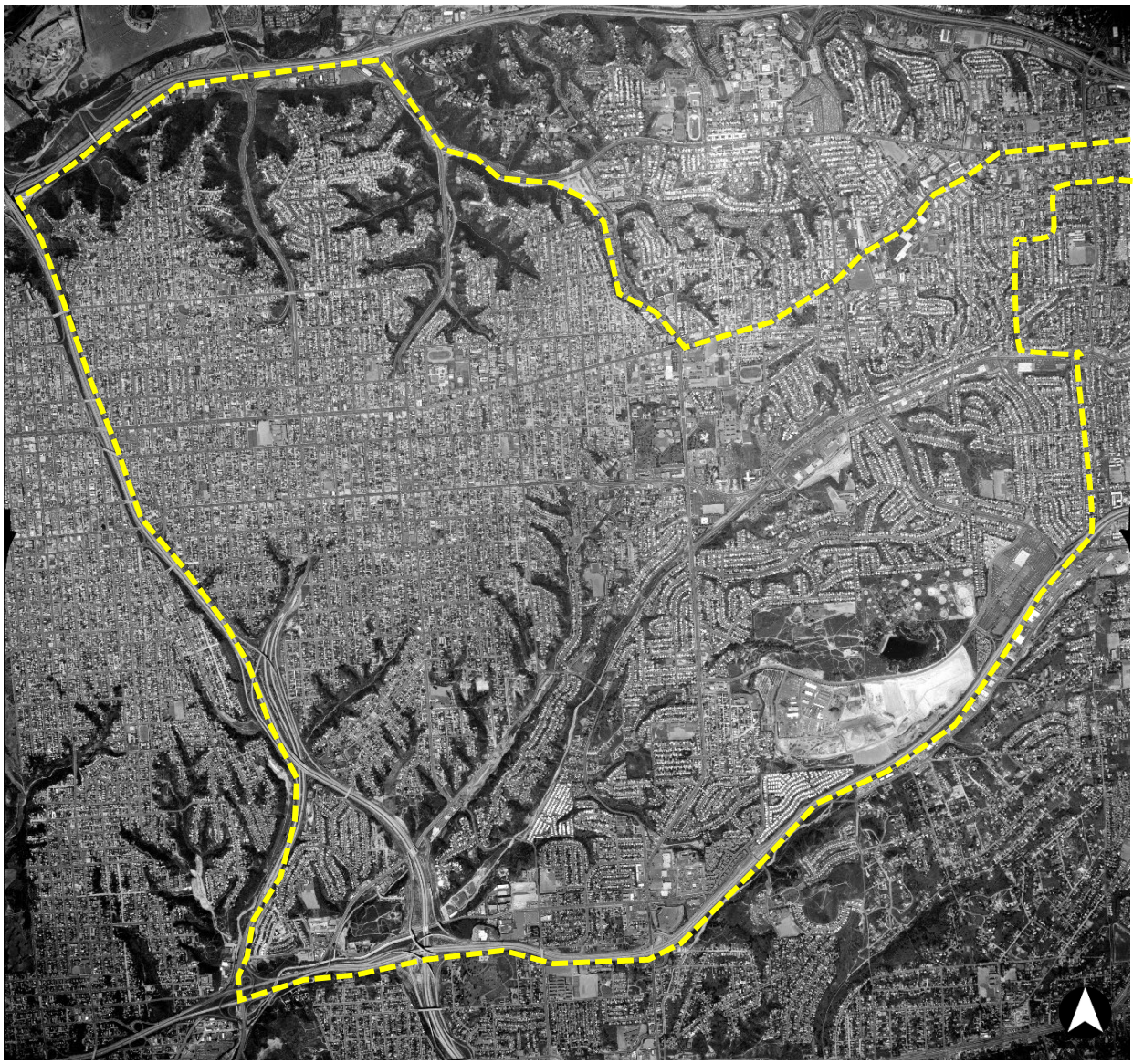


Figure 80: Aerial view of Mid-City in 1980, showing the nearly complete development of Mid-City. Approximate outline of Mid-City is shown with a dashed yellow line. Source: UC Santa Barbara FrameFinder, Flight AMI-SD, Frame 10125.

Associated Property Types & Registration Requirements

Post-World War II Commercial Properties (1945-1984)

The post-World War II era represents a period of extensive growth in the Mid-City region when the population was growing and commercial development, which had once been more concentrated in neighborhood commercial areas, was sprawling along larger automobile thoroughfares and out into newer suburban areas. In addition to some infill development along existing neighborhood commercial corridors on Adams and University avenues, post-World War II commercial development included the construction of automobile-focused uses like drive-thrus, drive-in movie theaters, gas stations, car washes, and motels, as well as strip malls, box stores, and shopping centers, especially along El Cajon Boulevard and Chollas Parkway.

Neighborhood commercial properties generally consist of small-scale, one-story retail buildings to larger two-story office, retail, restaurant, banks, and other commercial buildings. These buildings may be built to the sidewalk, may be set back from the street, or may be surrounded by parking or drive aisles. Post-World War II neighborhood commercial storefronts often feature inwardly angled entryways or canted storefront windows.

Automobile-oriented commercial properties are typically one-story buildings (except for larger shopping centers and malls which may be two-stories) and set back from the street with ample surface parking; these properties often have large or visually striking signage and may have unique rooflines, which attract passing drivers. Neon signs in particular were common in the 1950s and early 1960s and may have been added to older buildings for a new business or to attract new attention or designed for new commercial properties. Neon signs, some of which have elaborate and artistic designs, can be attached to buildings, on free-standing poles, or suspended across a thoroughfare.

The typology of the drive-thru commercial building was also a hallmark of 1950s and 1960s car culture with fast-food ordered and delivered directly to your vehicle, and such restaurants were once common along El Cajon Boulevard. Many of the uniquely post-World War II commercial property types—such as drive-in movie theaters, motels, and bowling alleys—are becoming increasingly rare or non-existent in Mid-City, and while drive-thru restaurant chains remain common today, examples dating to the 1945 to 1984 period are now rare in Mid-City.[164] One extant example is the Wienerschnitzel which has the characteristic A-frame of the brand's franchise architecture. [165]

[164] Philip Langdon, *Orange Roofs, Golden Arches: The Architecture of American Chain Restaurants* (New York: Alfred A. Knopf, 1986), 104.
[165] The drive-thru design of the Wienerschnitzel A-frame started in 1962. Refer to the SurveyLA Cityide Historic Context Statement, *Commercial Development Context, 1859-1980*, 107-108.

Commercial properties built in the late 1940s through early 1960s are typically examples of the Mid-Century Modern style but may be more modest examples. By the late 1960s through the 1980s, it is more common to see neo-traditional and eclectic historicist references in commercial architecture.

Character-Defining Features

- Range of building sizes, from small, one-story buildings to two-story buildings with large footprints.
- Mid-Century Modern or Late Modern in style, with variations, are common, but later examples may include Postmodern, Neo-Traditional, or Eclectic styles.
- Varied roof forms, including flat, gabled, hipped, A-frame, folded-plate, cantilevered, etc.
- Large display or picture windows, which may be canted or angled.
- Modern features, such as faux stone veneer cladding or decorative concrete breeze blocks.
- Automobile infrastructure such as drive aisles and surface parking lots.
- Commercial signage oriented to the street, including elaborate or artistic neon signs. Some chain retail or restaurant buildings may be designed based on a unique brand identity or typology.

Figure 81: 4441 El Cajon Boulevard (c.1953-64), Mid-Century Modern commercial building with a drive-thru under a triangular canopy.

Figure 82: Normal Heights Adams Avenue neon sign (Adams Ave. & Felton St..), installed 1951.

Figure 83: Navajo Lodge (5721 El Cajon Blvd.) motel built c.1950-56 in a Minimal Traditional style. Thematic features such as a teepee and neon signs have been removed, and materials and windows altered.

Figure 84: Modernist commercial building at 3672 El Cajon Boulevard, built c. 1950s, has some Googie-style features at the front of an otherwise boxy building.

Figure 85: Wienerschnitzel drive-thru restaurant (4530 El Cajon Blvd), built c.1953-65 using the brand's signature A-frame typology. Signage has since been updated.

Figure 86: Shopping center at University Avenue and Aragon Drive in City Heights, built c.1964 in a Neo-Traditional style with an inverted faux-Mansard roof.

Figure 87: Ken Theater (4067 Adams Ave), built 1947 by theater architect S. Charles Lee.

Figure 88: Smitty's Service (3441 Adams Ave), moved to this location in 1949.

Eligibility Standards

Properties associated with commercial development from 1945 to 1984 in Mid-City may be eligible for listing in the national, state, or local historic register under one of the following criteria:

Significance Criteria (NRHP; CRHR; SDRHR)	Significance Discussion
NRHP A; CRHR 1; SDRHR A/B (Events/Special Element)	Properties may be significant for an association with the broad patterns of post-World War II commercial development, or as the location of a significant event. Properties that are significantly associated with the commercial development of Mid-City are most likely to be located along El Cajon Boulevard, University Avenue, or Adams Avenue. To be eligible for association with the broad pattern of postwar commercial development, a property should be uniquely representative or distinctive in shaping the local history of Mid-City. A prominent sign—such as a neon sign for a business or a neighborhood sign installed by a local improvement organization—may be individually eligible for local designation under Criterion A as a special element of a neighborhood or commercial thoroughfare historical, cultural, social, economic, or aesthetic development.
NRHP B; CRHR 2; SDRHR B (Persons)	Properties associated with a significant community leader, booster, business owner, or developer who was integral to the post-World War II commercial development Mid-City may be individually significant. Properties would need to be related to the productive life of the individual as it relates to Mid-City and would need to be the best representative property associated with the person.
NRHP C; CRHR 3; SDRHR C (Architecture & Design)	A property may be significant as an excellent, unusual, or rare example of a style, type, period, or method of construction or possesses high artistic values, or as a valuable example of the use of indigenous materials or craftsmanship. Neo-Traditional and Eclectic style commercial properties are not likely to be eligible under this criterion. Properties that represent the application of an unusual local approach to design or construction, even if they do not represent typical architectural styles, may be significant for their rarity. Neo-Traditional/Revival or Eclectic style commercial buildings are unlikely to be individually eligible for their architectural design, unless they are the work of a master architect. A prominent sign may be individually eligible for local designation under Criterion C if it exhibits unique craftsmanship, such as particularly artistic or expressive neon signs.
NRHP C; CRHR 3; SDRHR D (Work of A Master)	A property may be significant as the work of a master architect or builder. Master-architect designed post-World War II commercial buildings are rare in Mid-City. Significant local builders or craftspeople may also emerge with additional study. Refer also to the *Biographies of Established Masters* (City of San Diego, 2011).

Significance Criteria (NRHP; CRHR; SDRHR)	Significance Discussion
Historic Districts; SDRHR F	In order to be eligible as a historic district, a cohesive grouping of buildings would need to collectively express the post-World War II commercial development of Mid-City, or be a well-defined group of commercial buildings, related geographically, historically, and/or aesthetically, and which represent one or more architectural periods or styles in the postwar history and development of Mid-City. Given that much of post-World War II commercial development occurred as infill, and may properties have already been altered or redeveloped, potential historic districts are unlikely to be identified.

Integrity Considerations

NRHP A; CRHR 1; SDRHR A/B (Events/Special Elements)

- The property should retain integrity of location and relationship to its commercial corridor, sufficient integrity of design, materials, and/or workmanship to be associated with its period of construction, and integrity of feeling and association as a mid- to late- twentieth century commercial property in Mid-City.
- Some degree of change in setting is expected as commercial corridors have changed over time.
- More flexibility of integrity of materials and/or workmanship may be possible for the eligibility on the local register if the property is a particularly rare, early, or unusual example, so long as the essential form, scale, and character of the property remains.
- To be eligible for listing, a sign should retain its original overall design, materials, and method of illumination. A sign may still remain eligible on its own if removed from a building or relocated.

NRHP B; CRHR 2; SDRHR B (Persons)

- At a minimum, a property should retain the essential aspects of integrity and enough physical features to adequately convey its association with its reason for significance.
- Integrity of materials and workmanship may not be as important if a person from the period for which the property is significant would recognize the property as it exists today.
- More flexibility of integrity is available to properties eligible for the local register.

NRHP C; CRHR 3; SDRHR C/D (Architecture & Design/Work of a Master)

- Integrity of design, materials, and workmanship are most relevant for eligibility under the Architecture and Work of a Master criteria.

- For eligibility on the San Diego Register, the property should possess a good degree of integrity of design, materials, and workmanship.
- Some level of integrity of location, setting, feeling, and/or association are also necessary.
- A property should retain the distinctive character-defining features of the style, type, or method of construction.
    - Changes in exterior cladding or fenestration pattern are likely to result in a loss of integrity, if not replaced in kind. Although storefront alterations are common, changes to post-World War II commercial storefronts, especially if they have a unique design (such as canted or angled glazing), may result in a loss of integrity.
    - Loss of unique architectural features, including historic signage, is likely to result in a loss of integrity.
    - Rear or side alterations or additions may be acceptable, as commercial corridors have typically evolved over time. However, highly visible vertical additions or additions that substantially transform the original form, massing, and/or roofline are likely to result in a loss of integrity.
- To be eligible for listing, a sign should retain its original overall design, materials, and method of illumination. A sign may still remain eligible on its own if removed from a building or relocated.

Theme: Post-World War II Residential Development (1945-1984)

Residential development in Mid-City in the post-war period was largely the result of large-scale residential development completed by developers who purchased, subdivided, and financed single-family tract development. This style of development is mostly located within the southern portions of City Heights below Manzanita Canyon, and within Eastern Area, which were, by the post-World War II period, the most undeveloped portions of Mid-City due to their challenging landscape and their distance from the established areas of San Diego. The remaining pattern of residential development was that of infill housing construction—both single-family and multi-family—particularly in areas of Normal Heights, Kensington-Talmadge, and northern City Heights.

Post-World War II Residential Development Pressure

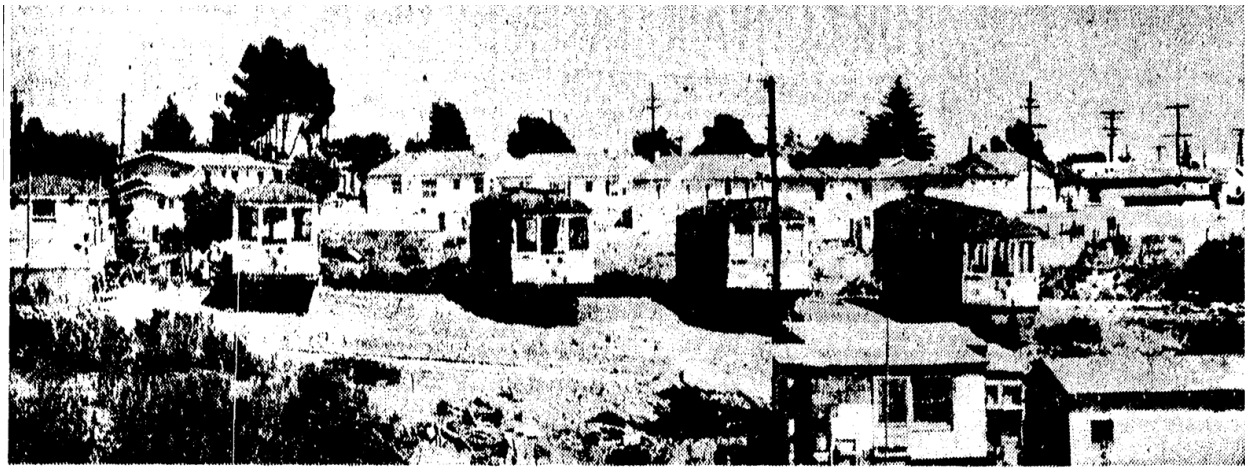
In keeping with national trends of the post-World War II period, San Diego saw increased residential development undertaken to solve the national housing shortage. Given the military presence in the San Diego Area, the city as a whole experienced a more extreme growth in population, as returning servicemen often found themselves in San Diego. The growth of the military and military related fields in the San Diego area also provided additional reasons—including personal networks, job opportunities, and personal familiarity—to stay in the region. In the late 1940s and first few years of the 1950s, established residential areas of Normal Heights and Kensington-Talmadge, and the northern portions of City Heights were infilled and nearly every undeveloped lot was developed.

This trend of infill development included areas like Rolando Heights that had first been subdivided and graded in the 1920s and were ripe for construction by the time demand peaked in the 1940s and early 1950s. Rolando Heights was one of the most densely developed portions of Eastern Area by 1950 and, in 1954, the community was finally annexed to the City of San Diego, completing the land acquisition of all of present-day Mid-City.[166] The neighborhood was aware of its intense growth and celebrated its development with a carnival and parade that stretched along University Avenue from 35th to 48th streets.[167] This was only a sign of what was to come as infill in established areas was nearly complete. Development instead turned to the previously undeveloped swaths of Mid-City's Eastern Area and the steep ravines of the southern portion of City Heights, which were rapidly subdivided and developed, primarily in the 1950s.

The need for housing was extreme in the period directly after World War II, and inventive forms of housing were occasionally undertaken. One such approach was the reuse of old streetcars which were being removed from service in the late 1940s and replaced with bus service. Within Lexington Park (now the Azalea-Hollywood Park neighborhood of City

[166] James D. Newland, "Rolando, La Mesa's Lost Neighbor: 'Where You'll Love to Live,'" Patch, April 13, 2012, accessed January 30, 2024. https://patch.com/california/lamesa/rolando-la-mesa-s-lost-neighbor-where-you-ll-love-to-c3bf05f786.
[167] "E. San Diego Invites All to 'Boom Daze,'" *San Diego Union*, November 1, 1947.

Heights), many old streetcars were moved into the neighborhood and converted to residential use (**Figure 89**). Neighbors who opposed this creative solution to housing sought passage of architectural controls for the neighborhood and a ban on the use of streetcars as homes.[168]



Lexington Park's long battle to prevent inclusion of any more street car houses like these in their neighborhoods will near an end Tuesday, when the property owners will appear before the City Council to ask for an ordinance setting up architectural control. These street car homes would not be affected, but others could not be moved in. The architectural control district, if adopted, will be the city's 30th.

Figure 89: Several old streetcars were converted to homes in Lexington Park. Source: "Old Street Cars Face Ban Soon as Residences," *The San Diego Union,* August 22, 1948.

Single-Family Tract Housing

Single-family suburban tract housing was erected by both large- and small-scale developers and can be found in Eastern Area and the south and easternmost areas of City Heights. As described in the *San Diego Modernism Historic Context Statement*, the need for vast amounts of new housing was combined with federal housing policies that supported homeownership along with financial programs that lowered the barriers to funding large-scale development projects. These factors,

> brought about a change in the role of the developer in San Diego. During the pre-war years, a developer bought land, provided utilities and infrastructure, and sold it in parcels to individuals. The new homeowner would then hire an architect to design their custom home. The Housing Act of 1949 made it profitable for the developer to build multiple houses from stock plans and circumvent architectural services altogether. As a direct result, the suburbs were created as communities of 300-400 nearly identical homes.[169]

From 1940 to the end of World War II, fewer than ten subdivision maps had been filed in Mid-City, and several of those that were filed were to complete modestly sized developments

[168] "Old Street Cars Face Ban Soon as Residences." *San Diego Union,* August 22, 1948.
[169] City of San Diego, *San Diego Modernism: Historic Context Statement* (October 17, 2007), 36.

adjacent to existing housing, such as infilling previously undeveloped areas within Kensington-Talmadge. In contrast, from 1946 to 1960, over 140 subdivision maps were filed within Mid-City. As stated previously, the vast majority of these subdivisions were located in Eastern Area. These typically consisted of several units filed under the same subdivision name, and by the same developer, over a period of a couple to several years.

An example in Eastern Area includes Redwood Village Units 1 through 9, which were filed over just two years—1950 to 1951—by the Hubner Building Company, who also developed the various Hubner Knolls, Hubner Park, and Hubner Knolls Annex Units 1 and 2 subdivisions within Eastern Area and at the easternmost edge of City Heights (**Figure 90**). Redwood Village was one of the larger groupings of subdivisions and one *San Diego Union* article in 1951 called it "the largest housing project underway in San Diego—[including] construction of more than 1600 homes between Fifty-fourth St. and College Ave., south of University Ave."[170] In April 1951, 650 houses had already been completed and 750 additional houses were in "various stages of construction."[171] Notably, while the Hubner Building Company was particularly active in 1950 and 1951 in Eastern Area, owner Elmer John Hubner was found to have bribed a Veterans Administration official in order to ensure that his company's buildings received preferential appraisal reports that would ensure that they had good approval ratings for G.I. home loans.[172] This allegation, which Hubner did not dispute, was raised in 1953 and largely ended the activities of the Hubner Building Company.

[170] "Big Housing Tract Looms for La Mesa," *San Diego Union,* April 22, 1951.
[171] "Big Housing Tract Looms for La Mesa," *San Diego Union,* April 22, 1951.
[172] "Hubner Pleads 'No Contest' to Charge," *San Diego Union,* March 25, 1953.

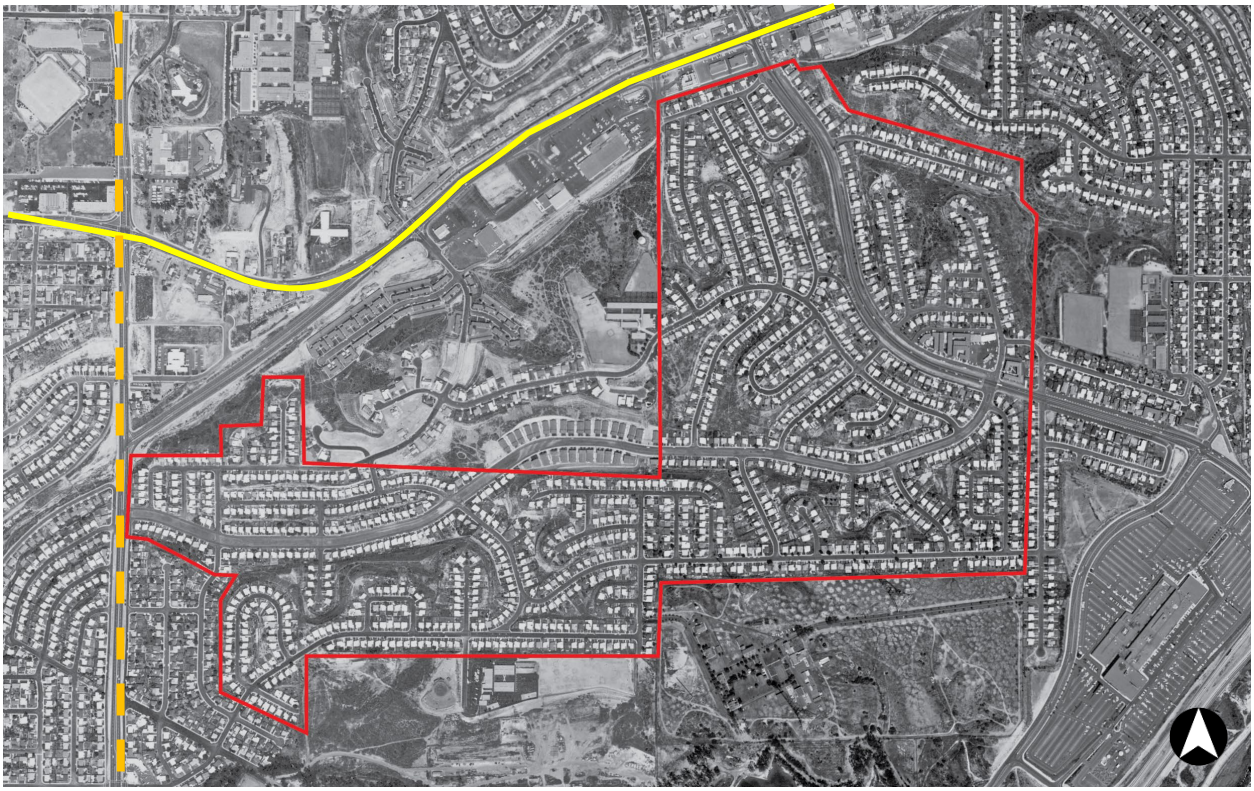


Figure 90: Solid red outline encloses the various subdivisions in Eastern Area that were completed by the Hubner Building Company. These areas include portions of the present-day neighborhoods of Redwood Village/Rolando Park and Oak Park. The yellow line indicates University Avenue, and the dashed orange line indicates 54th Street. Source: UC Santa Barbara, FrameFinder, Flight CAS-SD, Frame 5-54. Edited by Page & Turnbull.

O.D. Arnold and Sons was another development company that was active in City Heights and Eastern Area, with Westwood Hills Units 1 to 6 and Annex 1 (1948-1952); Arnold Park (1950); Arnold Heights Units 1, 2, and Annex (1952-1964); and Hazelwood Heights Units 1 to 3 (1953-1954). O.D. Arnold and Sons had been established around 1931 and did the bulk of their projects within Mid-City in the vicinity of 54th Street (**Figure 91**). On the 25th anniversary of the company in 1956, it was stated that they had completed approximately 2,500 homes in San Diego. Following the completion of Hazelwood Heights, Arnold moved on to projects located south of Mid-City, in National City.[173]

[173] "Builder Notes 25th Anniversary," *San Diego Union,* September 16, 1956.

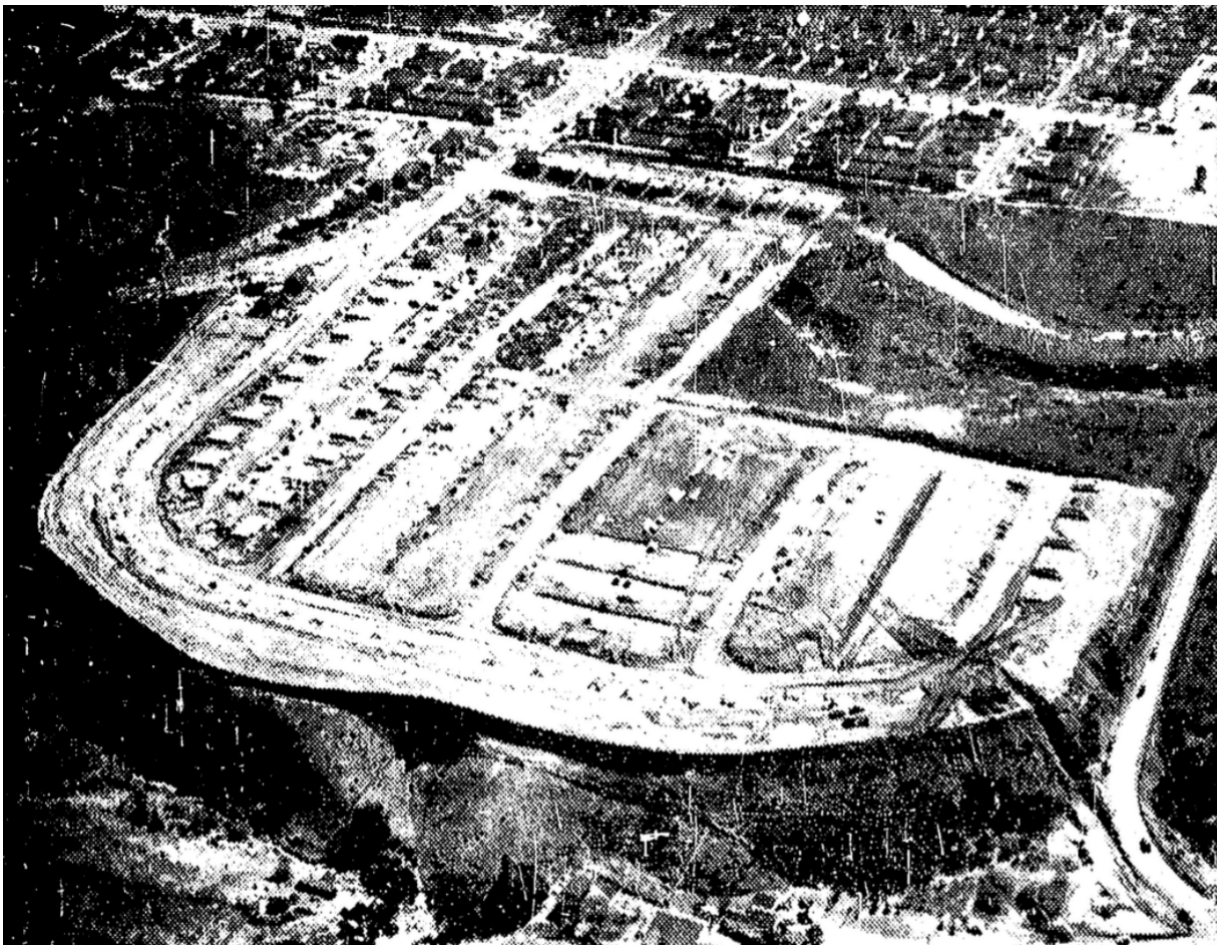


Figure 91: Aerial photograph of the development of Arnold Park in Eastern Area in 1950, which would eventually contain approximately 150 houses. Note the significant grade change below Fir Street in the foreground. 49th Street is to the left and 47th Street is to the far right of the subdivision. The undeveloped portion would become the current location of Webster Elementary School. Source: "Tracts to add more Hundreds of New Houses," *San Diego Union,* November 26, 1950.

While the Hubner Building Company and O.D. Arnold and Sons appear to have been among the most active developers in Mid-City in the 1950s, a few developers who constructed large residential areas in the adjacent College Area also undertook some projects within Eastern Area. These developers included the Dennstedt Building Company (Dennstedt Heights, 1950) and Chris Cosgrove (Cosgrove Heights in 1949, Cosgrove Park in 1950, and Cosgrove Heights Annex 1 and 2 in 1950 to 1951).[174] The Dennstedt Building Company has been identified as a Master Builder in San Diego.[175]

The development of Eastern Area is also closely associated with the development of the College Area, and newspaper articles in the early 1950s frequently referred to what are now

[174] Dennstedt Heights is located along Bradford and Estelle streets, east of Seminole Drive, in Eastern Area. Cosgrove Heights and Cosgrove Heights Annex 1 and 2 are located south of University Avenue along Rolando Boulevard; and Cosgrove Park is located southwest of the intersection of Chollas Parkway and 54th Street.
[175] City of San Diego, *Biographies of Established Masters,* 58.

portions of Eastern Area and the College Area as "College Heights." The boundaries of College Heights were considered east of Euclid and Winona avenues, north of Federal boulevard and south of the city limits, which were then at the north edge of the College Area.[176] The portion of this that includes Eastern Area, particularly that area east of 54th Street between Federal Boulevard and University Avenue was experiencing "one of the most amazing residential growths" due "the desire of many to live near San Diego State College," and the availability of "vacant plateaus and rolling hills [that] offer ample room for mass building."[177]

Subdivisions within City Heights that were primarily developed in the 1950s were limited to the eastern ridge between Home Avenue and Chollas Parkway (the east boundary between City Heights and Eastern Area), the Hubner Estates (1950) and Alamo Villas (1956) subdivisions at Chollas Parkway and 54th Street, and the Fairmount Park subdivision (consisting of the north portion of the current Fairmount Park neighborhood). The grading and development of Ridgeview, in particular, provided access between the southern portions of City Heights and Eastern Area, which had previously been too difficult to traverse with extreme changes in grade of the adjacent canyon system (**Figure 92** and **Figure 93**).

Figure 92: Aerial of the Ridgeview area of City Heights in January 1953, showing the development of large sections of tract housing. Source: UC Santa Barbara, FrameFinder, Flight AXN-1953, Frame 14m-101.

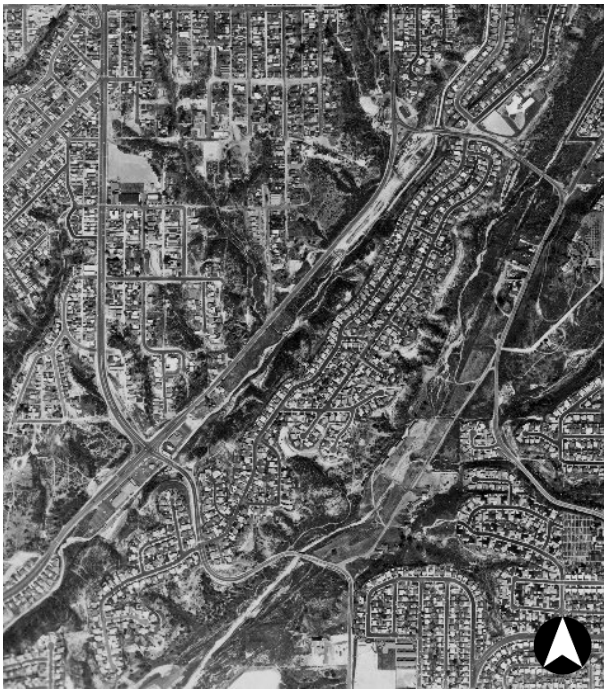


Figure 93: Aerial of Ridgeview area of City Heights in January 1963, showing the nearly complete infill of the area only a decade later. Source: UC Santa Barbara, FrameFinder, Flight CAS-SD, Frame 5-53.

[176] Page & Turnbull, *College Area Community Plan Area Historic Context Statement*. Draft (July 2023).
[177] "Tract Leads Centers in East San Diego." *San Diego Union,* May 28, 1950.

The construction of modestly sized, low-slung one-story Postwar Minimal style residences is typical across the late 1940s and 1950s subdivisions as they adhered to the federal financing program requirements.[178] The resulting residences are largely uniform in their massing, form, and style. Single-family residences from this period—and into the 1960s—are generally clad in stucco and may have sections of wood siding and/or brick, have low-pitched hipped, gabled, or Dutch gable (gable-on hip) roofs, and feature prominent integral garages. These residential tracts have consistent setbacks with front lawns, driveways, and enclosed rear yards. Postwar Minimal houses are by far the most common post-World War II residential style in Mid-City and, unlike some Ranch style tract houses, have virtually no architectural ornamentation.[179]

One of the more uncommon developments in Mid-City was the construction of Leisureland Mobile Homes (1951 47th Street) in 1964, which redeveloped land that had been used as a dairy farm in Eastern Area for the establishment of a senior community (residents must be over 55 years of age).[180]

Development of Multi-Family Housing

The rate of construction of multi-family housing developments in Mid-City was noted as unusually high in the 1965 Mid-City Development Plan, where it was stated that "[s]ince 1960, three out of every four residential units constructed in Mid-City have been of [the] multi-family type"—this rate of approximately 75% of buildings constructed in the early 1960s was significantly higher than the citywide average of only approximately 33%.[181] While this was a notable trend by the 1960s, the construction of large-scale multi-family housing developments had been ongoing in portions of Eastern Area as early as a decade prior. Portions of Belleview Heights Unit 6 (1951) on the north side of University Avenue (**Figure 94**), and Belleview Center Unit 2 (1953) on the south side of University Avenue, included multi-family apartment buildings that were a combination of long rectangular buildings separated by green space, or U-shaped buildings with integrated garages and semi-enclosed open spaces.

[178] While the Ranch style was also popular in this period, few to no examples have been identified in the tract housing developments of Mid-City.
[179] California Department of Transportation, *Tract Housing in California, 1945-1973: A Context for National Register Evaluation,* (2011) accessed June 13, 2024, https://dot.ca.gov/-/media/dot-media/programs/environmental-analysis/documents/ser/tract-housing-in-ca-1945-1973-a11y.pdf
[180] "Our Story," Leisureland Mobile Villa, accessed June 14, 2024, https://leisurelandltd.com/#about
[181] City of San Diego, *Mid-City Development Plan* (City of San Diego Planning Department, 1965), 12.

Figure 94: Apartment buildings along the north side of University Avenue, looking west from approximately 60th Street, ca. 1953. Source: Vintage San Diego, https://www.johnfry.com/pages/PhotoVintageSD063.html

Other pockets of multi-family housing in Eastern Area include Campus Heights (1952), Ro-Lando Park (1958), and Parkman Estates (1960) subdivisions, all located south of El Cajon Boulevard in the vicinity of 62nd Street between Madeline Street and Stanley Avenue; as well as the north side of the 3500- and 3600-blocks of College Avenue (portions of Redwood Village Unit 4 and Rolando Park Unit 4); and the College Verde (1963) subdivision along Streamview Drive (**Figure 95**).

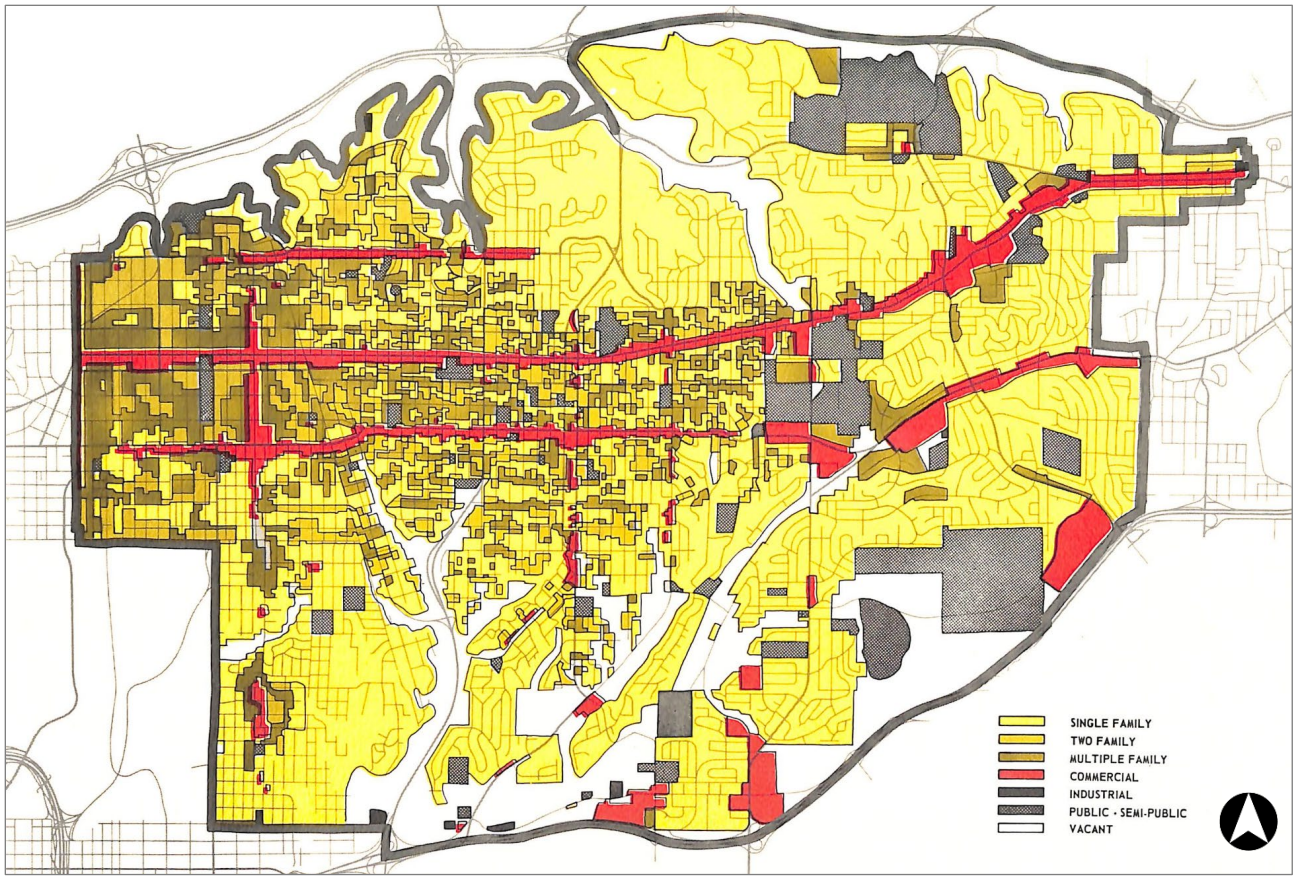


Figure 95: 1964 Land Use Map including Mid-City in addition to North Park and College Area. Note the concentration of multi-family housing between the established commercial corridors of Adams Avenue, El Cajon Boulevard, and University Avenue. Source: *Mid-City Development Plan.* City of San Diego Planning Department, 1965.

Apartment buildings from the 1950s and early 1960s generally appear to have minimal Modern design elements with rectilinear forms, shallow roofs, and modest landscaping. Those apartment buildings located in closer proximity to El Cajon Boulevard, such as in the Rolando Village neighborhood, are more architecturally expressive of Mid-Century Modern design elements and include breeze block, horizontal forms, projecting balconies, and strong geometric elements but are still generally modest in their expression of stylistic elements.

Large-scale housing multi-family housing developments were being constructed in Mid-City in the 1950s through the 1970s in small pockets, but the majority of multi-family housing was infill housing in already more densely developed sections of City Heights and Normal Heights (**Figure 95**). The location of multi-family housing in areas that were already well established also supports the fact that the population of Mid-City had experienced the densest growth along El Cajon Boulevard and within its older, western neighborhoods, particularly in City Heights.[182] The placement of residential density in these locations was

[182] City of San Diego, *Mid-City Development Plan* (City of San Diego Planning Department, 1965), 12.

further supported by the existing transit connections that served the area, and would be significant in the role of City Heights as a home for recent immigrants arriving in the United States since the 1970s.

Residential Development Since the 1960s

As buildable land became less available, smaller infill developments were laid out and constructed from the 1960s into the 1980s. The last areas to get attention from developers looking to create mid- to large-scale developments were located at the edges of the district or within areas of extreme topographic variation. Examples of this include the developments of: Kensington Park Villas (1976), a gated community accessed via Camino del Rio South at the northernmost edge of Kensington; Brightside Estates subdivision (1981) that included twelve duplexes built into the hillside just south of the I-805 on Panay Court; and Talmadge Canyon Apartments (1985), built into the eastern hillside of Talmadge Canyon with access from Fairmount Avenue Expressway.

Within City Heights, infill construction took the form of building multi-family housing to replace older single-family construction, or the construction of an additional residence or multi-unit building on a parcel that already contained a single-family residence. A comparison between Sanborn Map Company maps published in 1950 and the 1960s illustrate this pattern of infill development and densification. For example, one small area in the Corridor neighborhood saw the construction of 53 additional units of housing from 1950 to 1963, with 50 units contained in multi-family buildings and three units in rear dwellings constructed as a single-family housing or a duplex behind an existing single-family residence (**Figure 96**).

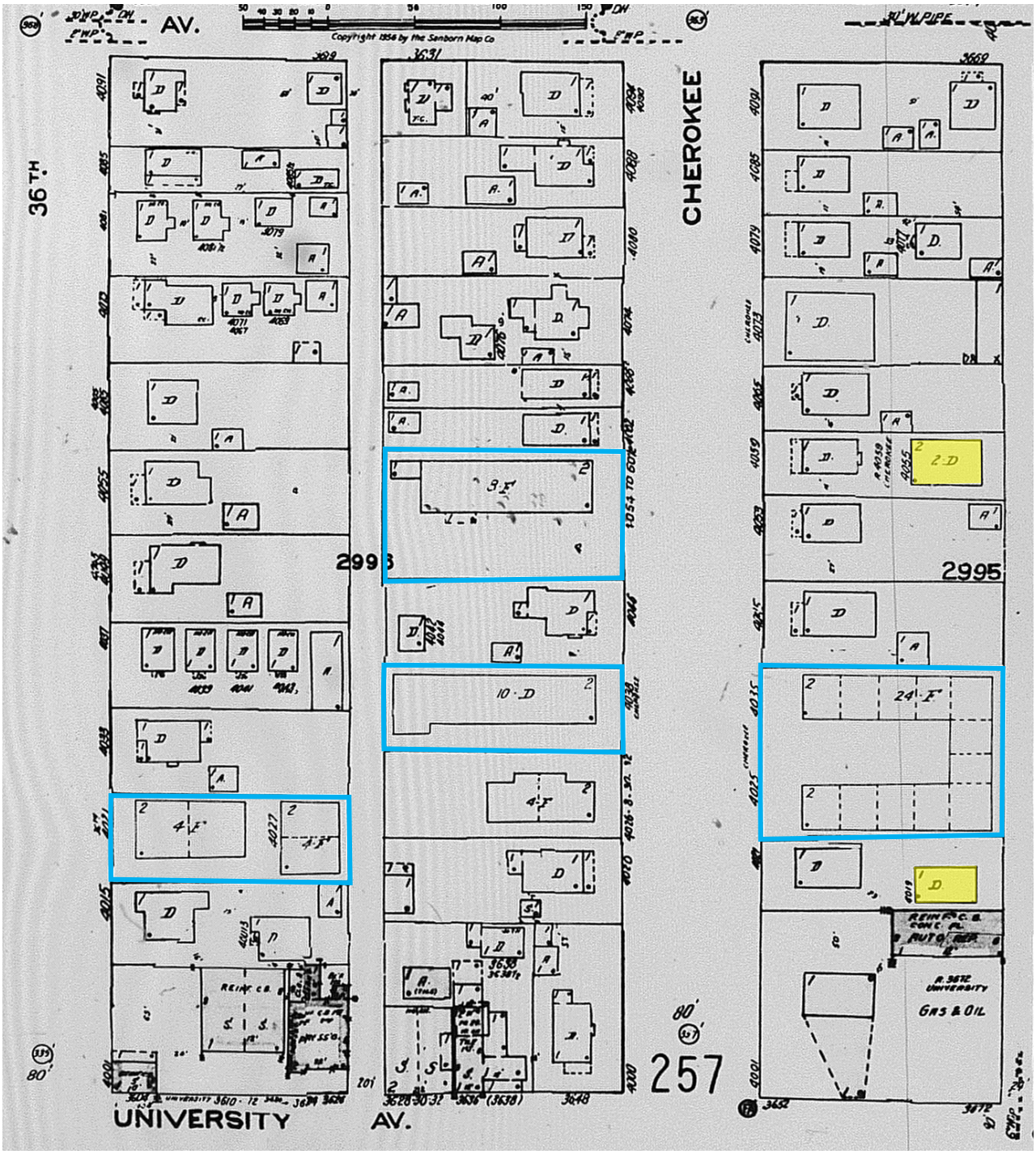


Figure 96: Example of the densification of City Heights illustrated on this 1963 Sanborn Map Company map of a small section of the Corridor neighborhood. Parcels outlined in blue are locations where multi-family housing replaced one or two single-family residences. Dwelling units highlighted in yellow were constructed since 1950. Source: Sanborn Map Company, vol. 2, page 277. Edited by Page & Turnbull.

The replacement of single-family homes with higher density multi-family housing, and the construction of additional secondary or tertiary dwelling units on a single parcel in City

Heights was supported by the existing multi-family zoning and character of the neighborhood. While this was highly pronounced in the northern areas of City Heights—seen in the above example of the Corridor neighborhood—the construction of multiple units and multiple residences continued to be typical in the southern neighborhoods of City Heights that had previously been less developed.

In the Castle neighborhood, a similar comparison between the development of blocks in 1950 and in 1961 shows that even despite there being more available and previously undeveloped parcels, the development pattern still prioritized several small, typically freestanding, residential units on one parcel instead of the single-family tract style of development or the construction of multi-family apartment buildings (**Figure 97**). Comparing this pattern with the example of the Corridor neighborhood implies that already established neighborhoods to the north were densified in a more extreme manner with the construction of low-scale apartment buildings, and less developed areas to the south favored the construction of several small residences on a single parcel. This was likely the result of the real estate market and that areas closer to established transit and commercial corridors were able to achieve higher prices and benefit from easier financing.

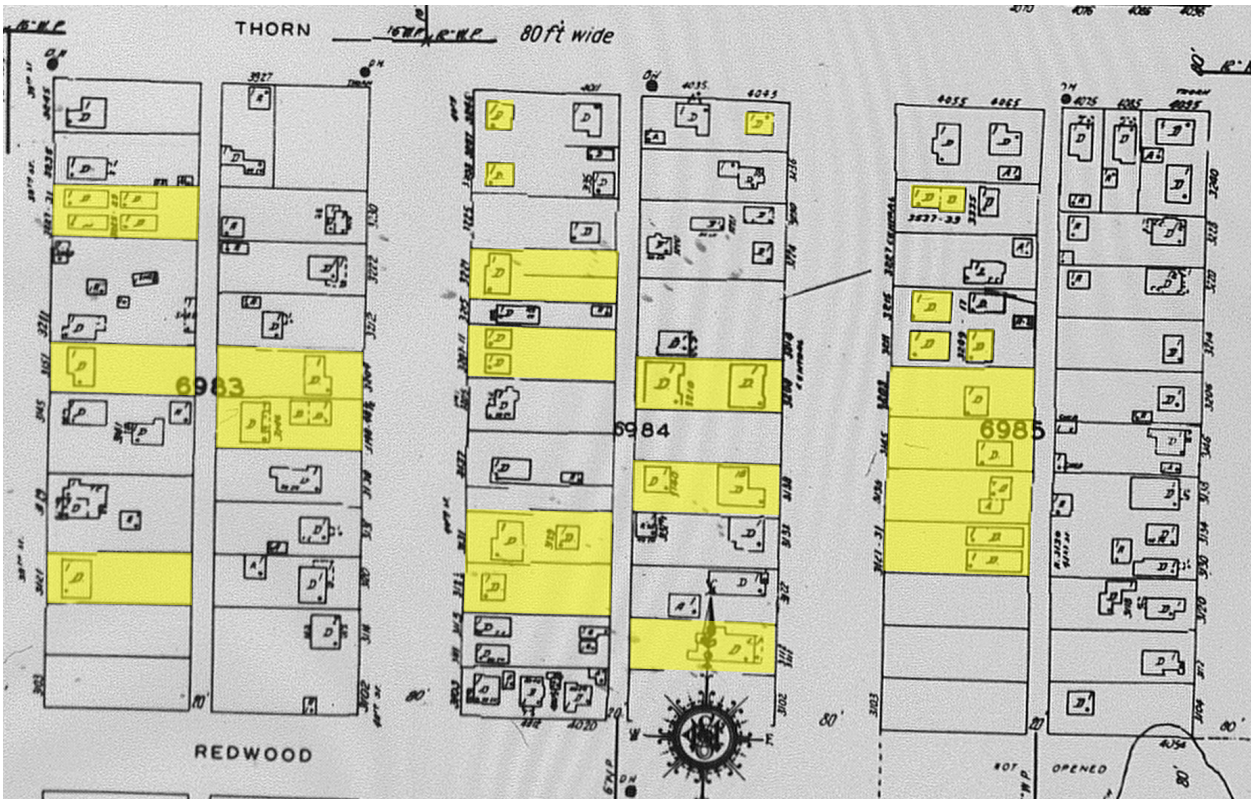


Figure 97: Example of the densification of City Heights illustrated on this 1961 Sanborn Map Company map of a small section of the Castle neighborhood. Parcels shaded yellow are locations where new housing was erected on a formerly vacant parcel since 1950. Dwelling units highlighted in yellow were constructed since 1950 on parcels that already had existing single-family residences. Source: Sanborn Map Company, vol. 5, page 508. Edited by Page & Turnbull.

Associated Property Types & Registration Requirements

Single-Family Residences & Tract Developments (1945-1984)

Individually developed single- residential buildings were generally developed as infill housing in areas that had previously been subdivided and partially built up. As the majority of housing in Mid-City was erected as tract-style development in this period, individually constructed buildings are relatively rare. These would be primarily located within Normal Heights, Kensington-Talmadge, and the northern portions of City Heights. Architect-designed buildings would be rare and most likely located within Kensington-Talmadge as an area with elevated home prices.

Post-World War II tract-developed single-family residences in Mid-City are numerous, particularly in Eastern Area, and a single-family home within a tract is unlikely to have individual distinction. Large-scale tract development was undertaken in the post-World War II period on the remaining open land throughout Mid-City, prioritizing the vast open sections of open mesas in Eastern Area and southern City Heights, and then adapting the topographically challenging ravines and canyons that remained through extensive grading. These developer-driven tract developments typically consisted of single-family residences in modest Postwar Minimal and Ranch styles. Most residences are one-story wood frame buildings with attached garages and tended to be built within a short period of time within a single tract. Buildings were based on a few standard models or patterns with recurring design elements that were mixed-and-matched throughout the development of the tract.

Little difference in size, massing, or decoration is seen in buildings of the late-1940s through the 1970s in Mid-City. Postwar Minimal and Tract Ranch are, by far, the most common styles for single-family residences in Mid-City in this period. Very few of the Tract Ranch homes in Mid-City have storybook, birdhouse, or contemporary architectural details, and most are quite modest in design. Some post-World War II custom Ranch style homes were built as infill in older neighborhoods. Some Neo-Traditional Revival style residences from the 1970s and 1980s may be present. Mid-Century Modern single-family residences are not known to be common in Mid-City. For those tracts that were subdivided near the end of the study period for this theme, there may be more duplex or townhouse developments in select locations.

Character-Defining Features

- One-story, wood-framed single-family houses
- Designed in modest expressions of the Postwar Minimal style with limited ornamentation, or less commonly, in other popular architectural styles of the period, including Ranch, Mid-Century Modern, Postmodern, or Neo-Traditional.
- Cladding is typically stucco or wood siding and may include sections of brick.
- Roofs are typically low-pitched hipped, gabled or Dutch gable (gable-on-hip) roofs

- Automobile infrastructure, such as prominent integral garages or driveways that lead to garages
- Buildings set-back from the public right-of-way Subdivisions may have repetitive or unifying site landscaping in the public and semi-public realm, such as uniform building setbacks from the street, front lawns, street trees, planting strips, medians, and driveways.

Figure 98: Typical Postwar Minimal style house built in the early 1950s in Westwood Hills, large tract developed by O.D. Arnold and Sons.

Figure 99: Typical Tract Ranch, built 1951, in Dennstedt Heights, a large tract developed by the Dennstedt Company.

Figure 100: One of few Birdhouse-style Tract Ranch homes in Mid-City, built c. 1960, located in the Ansell Glen subdivision.

Figure 101: A rare example of a Ranch house with Mid-century Modern features in Mid-City, built in the early 1960s in the Rolando Glen tract by Whico Construction Co.

Figure 102: An individually developed Ranch style house in Kensington-Talmadge (4601 East Talmadge Drive), built 1955.

Figure 103: A relatively late example of an individually developed Colonial Revival residence in Kensington-Talmadge (4150 Palisades), built 1946.

Multi-Family Housing (1945-1984)

Multi-family housing in Mid-City constructed from 1945 to 1984 includes infill construction of duplexes, townhouses, bungalow courts, and a mobile home park, as well as larger apartment buildings. For additional information on bungalow courts, including registration requirements for this particular building type, refer to the City's *Bungalow and Apartment Court Historic Context Statement* (2021).[183]The Bungalow and Apartment Court Historic Context Statement addresses preservation strategies for this unique building type found throughout many of the City's older communities. In addition to individual historic nominations, the context recommends a survey and Multiple Property Listing nomination be prepared.

Due to the significant pressure to build housing to accommodate a rapidly growing population in the post-World War II period, increased residential density was also achieved in older existing neighborhoods such as Normal Heights and City Heights, with the addition of rear dwelling units or small multi-unit apartments. New one- to three-story apartment buildings were also built as infill construction in these older neighborhoods. Larger-scale multi-family house developments, such as mid-rise apartment buildings and complexes, were built in the 1950s through the early 1980s, were also built along or near highways, at the edges of Eastern Area, and in Rolando Village, which is near San Diego State University and College Area. Apartment buildings constructed in the 1950s and 1960s are generally modest expressions of the Mid-Century Modern style, and by the 1970s and early 1980s, more Neo-Traditional and Eclectic styles are common, often introducing clay tile roof features.

[183] Page & Turnbull, *Bungalow Courts and Apartment Courts Historic Context Statement* (prepared for the City of San Diego Planning Department, 2021), accessed June 11, 2024, https://www.sandiego.gov/sites/default/files/sd_bunglowct_hcs_final_20210927.pdf.

Character-Defining Features

- Two- to four-story apartment buildings, duplexes, townhouses, or one-story bungalow courts, etc.
- Rectangular, L-shaped, U-shaped, or O-shaped footprint organized around a courtyard or pool
- Flat roofs are typical, but by the 1970s ornamental roof features such as false Mansards or pent clay tile parapets are introduced
- Cladding is typically stucco, and may include wood, brick, concrete block, concrete breeze block, or faux stone accents
- May include projecting balconies
- Surface parking or tuck-under parking.
- Typically infilled among other styles and typologies, or occasionally developed as larger multi-family housing developments.

Figure 104: Bungalow court (6250-6265 Stanley Ave) with four rows of four Mid-Century Modern bungalows arranged around two narrow courts, built c. 1950-56 in Eastern Area.

Figure 105: Villa Nova Apartments (6245 Stanley Avenue, built 1958), one of the more expressive Mid-Century Modern apartment complexes in Mid-City.

Figure 106: Mid-Century Modern apartment building (6271 Madeline Street, built 1963) with a unique staggered façade profile.

Figure 107: Apartment building (4570 Wilson Avenue, built c.1953-64) with a projecting peaked roof and tuck-under parking.

Figure 108: Mid-Century Modern "Amberjack" apartments (4740 Wilson Avenue), built c. 1970.

Figure 109: 4564-4572 Hawley Boulevard (1970), an apartment designed in a Neo-Traditional/Eclectic style.

Eligibility Standards

Properties associated with residential development from 1945 to 1984 in Mid-City may be eligible for listing in the national, state, or local historic register under one of the following criteria:

Significance Criteria (NRHP; CRHR; SDRHR)	Significance Discussion
NRHP A; CRHR 1; SDRHR A/B (Events/Special Element)	A property may be significant as an excellent and distinctive example of the broad pattern of postwar residential development, or as the location of a significant event. However, given the broad pattern of developer-built tracts of single-family residences, groups of residences may be better able to convey postwar residential development patterns than individual buildings.
NRHP B; CRHR 2; SDRHR B (Persons)	Properties may be significant for their association persons significant to the history of Mid-City, or regional, state or national history more broadly. However, private residences are only eligible for association with significant persons if the residence has a direct association with the person's reason for significance (such as, they worked out of a home office or studio, or held meetings/gatherings related to their significance in their home). A property would need to be related to the productive life of the individual as it relates to Mid-City, during the time that they reached significance, and would need to be the best representative property associated with the person.

Significance Criteria (NRHP; CRHR; SDRHR)	Significance Discussion
NRHP C; CRHR 3; SDRHR C (Architecture & Design)	A property may be significant as an excellent, unusual, or rare example of a style, type, period, or method of construction or possesses high artistic values, or as a valuable example of the use of indigenous materials or craftsmanship. Properties that represent the application of an unusual local approach to design or construction, even if they do not represent typical architectural styles, may be significant for their rarity. Few individual residential properties from this period in Mid-City are likely to be individually eligible, unless they are particularly distinctive examples of an architectural style. Postwar Minimal, Ranch, and Neo-Traditional/Revival style houses are unlikely to be individually eligible for their architectural design, unless they are the work of a master architect.
NRHP C; CRHR 3; SDRHR D (Work of A Master)	A property may be significant as the work of a master architect or builder. Master-architect designed post-World War II residential buildings are rare in Mid-City. Significant local builders or craftspeople may also emerge with additional study. Refer also to the *Biographies of Established Masters* (City of San Diego, 2011).
Historic Districts; SDRHR F	In order to be eligible as a historic district, a cohesive grouping of buildings would need to collectively express the broad patterns of postwar suburban residential tract development Mid-City, or be a well-defined group of residences, related geographically, historically, and/or aesthetically, and which represent one or more late mid- to late-twentieth century architectural periods. Given the large number of postwar developer-built tract developments in Mid-City—and the prevalence of postwar suburban tract housing more broadly—those tracts with primarily Postwar Minimal or modest Ranch houses are not likely to be eligible as historic districts. To be eligible, a tract would need to exhibit a high degree of architectural merit, greater consistency in siting, setbacks, scale, and massing, and exhibiting greater integrity of individual houses, and integrity of the concentration as a whole. Few, if any, postwar suburban tracts are likely to be eligible historic districts in Mid-City. However, residential neighborhoods that have a pattern of development that spans multiple decades and includes a mix of architectural styles may be eligible as a historic district with a period of significance that extends into the post-World War II period.

Integrity Considerations

NRHP A; CRHR 1; SDRHR A/B (Events/Special Elements)

- Given the prevalence of post-World War II residential development in Mid-City, eligible properties should retain a high degree of all aspects of integrity.

NRHP B; CRHR 2; SDRHR B (Persons)

- At a minimum, a property should retain the essential aspects of integrity and enough

physical features to adequately convey its association with its reason for significance.

- Integrity of materials and workmanship may not be as important if a person from the period for which the property is significant would recognize the property as it exists today.
- More flexibility of integrity is available to properties eligible for the local register.

NRHP C; CRHR 3; SDRHR C/D (Architecture & Design/Work of a Master)

- Integrity of design, materials, and workmanship are most relevant for eligibility under the Architecture and Work of a Master criteria.
- Given the prevalence of post-World War II residential development in Mid-City, eligible properties should retain a high degree of all aspects of integrity.
- A property should retain the distinctive character-defining features of the style, type, or method of construction.
    - Visible additions or additions that substantially transform the original form, massing, and/or roofline are likely to result in a loss of integrity.
    - Changes in exterior cladding or fenestration pattern are likely to result in a loss of integrity, if not replaced in kind.

Historic Districts; SDRHR F

- For a district to retain integrity as a whole, the majority of components or contributors must retain historic integrity.
- Individual contributors should have a good level of overall integrity but may have some minor alterations to materials or features. Overall integrity for a contributing element to a district may be lower than for an individual historical resource.
- District boundaries may relate to the original subdivision or tract boundaries, or to closely related adjacent tracts, but should be based on historical patterns of development and shared history.

Theme: Civic & Institutional Development (1900-1984)

The establishment of public institutions like schools, libraries, and post offices, as well as services like police and fire departments, occurred as the population of Mid-City grew. The locations of these resources largely reflect the growth patterns of each community of Mid-City. Within City Heights, development of these resources was a bit faster due to the establishment of the City of East San Diego. For properties related to the City of East San Diego; refer to ***Theme: The Independent City of East San Diego (1912-1923)****. Larger patterns in Mid-City related to the establishment of these institutions and public services, in addition to the creation of recreational facilities, religious institutions, medical facilities, and social/cultural institutions are discussed below.*

The civic and institutional growth of Mid-City closely followed the development patterns already discussed in regard to commercial and residential development. As population centers increased, the establishment of a local United States Postal Service office branch was among the first institutions to be established and located in growing commercial areas. The establishment of local police and fire stations was slower to occur, as they were typically tied to the annexation of a population center by the City of San Diego, which would only establish new branches when existing branches were too far or overburdened. The transfer of East San Diego's police and fire departments to the City of San Diego in 1923 assisted in the early establishment of local City Police and Fire Department branches in City Heights.

In Normal Heights, general civic and institutional development was most closely related to the actions of the Normal Heights Improvement Association (formed in 1911). The improvement association opened a small county library and the Normal Heights Central School in 1912 to provide necessary services to the local community. These early institutions (since demolished) were located along the south side of Adams Avenue near the intersections with Mansfield Street and 35th Street, and the first location of the Normal Heights Methodist Episcopal Community Church (organized in 1913) was also located in this area.[184] Improvement associations, local booster clubs, and merchant associations were essential in lobbying the City of San Diego for local improvements—from establishing schools to installing infrastructure services for their outlying areas. The Normal Heights Improvement Association coordinated with the City for the paving of roads and sidewalks. Other early improvement associations included the Euclid Center Prosperity Club (City Heights) and the Progress & Prosperity Club (City of East San Diego) and were joined by smaller merchant groups and local boosters who also used their professional and social networks to create improvements for their neighborhoods, communities, and districts. This continued in the Post-World War II period with organizations like the Kensington Park

[184] The Adams and Mansfield site was a temporary meeting location for the Normal Heights Methodist Episcopal Community Church congregation, which later constructed a permanent facility at the intersection of School Street and 40th Street (now Mansfield Street) in 1926.

Business Association and the Adams Avenue Business Association. Steady population growth and the increasing infrastructural capacity and available institutional services in regions like Mid-City demonstrated that the local improvement and merchants' associations—often assisted by subdivision developers—were both vocal and successful. The modern business associations, neighborhood groups, and community development corporations in Mid-City are the contemporary descendants of these community interest groups. Organizations like the City Heights Community Development Corporation (established in 1981) discussed in the following section, **Theme: Post-World War II Commercial & Automobile-Related Development** (1945-1984), are important community-based advocates that are essential in advocating for the needs and desires of their residents.

Public Schools & Libraries

Established areas of East San Diego and Normal Heights grew in the 1920s, while various Kensington and Talmadge subdivisions were also being developed, bringing a significant population increase in the 1920s and 1930s. This created the need for additional schools and services. As portions of Kensington remained outside of the City of San Diego until 1953, unincorporated Kensington had a county library branch established circa 1935 at 4121 Adams Avenue within Kensington Park (**Figure 110**). Following annexation of Kensington to the City of San Diego, the city chose to close the Normal Heights Library (which had moved from its earlier location on 35th Street to 3477 School Street in 1926, since demolished and now part of the John Adams Elementary School campus site) and moved services to the Kensington Library that was located less than a mile east of the Normal Heights location.[185] The Kensington Library reopened as the Kensington-Normal Heights Branch Library in 1954, and was subsequently expanded and remodeled in 1963 in the Mid-Century Modern style (**Figure 111**).[186] Another Modernist style library building was also erected at 4089 Fairmount Avenue in 1965 as the East San Diego Branch Library, and was designed by Richard John Lareau & Associates (**Figure 112**).[187] The East San Diego Branch Library has since closed, and the area is now served by the City Heights/Weingart Branch Library (3795 Fairmount Avenue, built 1998), approximately two blocks away.

[185] "Moving of Library Referred to Campbell." *San Diego Union,* November 21, 1953; "New Library Branch to Open Today," *San Diego Union,* April 1, 1954; Ledeboer, *San Diego's Normal Heights,* 32.
[186] "New Library Branch to Open Today," *San Diego Union,* April 1, 1954.
[187] "San Diego Public Library - Branch Library: East San Diego Branch Library," San Diego Public Library Special Collections. Accessed May 28, 2024, https://cdm16736.contentdm.oclc.org/digital/collection/p16736coll14/id/1263

Figure 110: The Kensington Public Library (4121 Adams Avenue), circa 1935. The building was subsequently remodeled with a Mid-Century Modern expansion on all sides. Source: San Diego Public Library.

Figure 111: Remodeled Normal Heights-Kensington Branch Library (4121 Adams Avenue), 1963. Source: San Diego Public Library Special Collections.

Figure 112: Newly opened East San Diego Branch Library at 4089 Fairmount Avenue, 1965. Source: San Diego Public Library Special Collections.

The establishment of local elementary and high schools were important steps in addressing the needs of the growing population and indicated that what was previously the easternmost edge of the City had become well enough established to require new educational facilities for children. The acquisition of a large site for Herbert Hoover High School in 1928 (original buildings and campus features since demolished and replaced) demonstrated that growth to the east was stressing existing facilities and new schools were needed (**Figure 113**). The eleven-acre campus site was located nearly exactly four miles from the closest existing high school at 14th and Russ streets (San Diego High School, within the East Village area), and fit with the City's "cycle plan" for school locations. The "cycle plan" specified the various distances between schools to ensure that children had access to education and that each school would draw from a particular population center. For high schools, the distance proposed was approximately four-mile intervals, allowing for each school to serve the population within a two-mile radius.[188] For elementary and middle schools, the distance was lessened to 0.6 miles for the former, and one-and-a-half miles for the latter.[189]

[188] "Board Purchases Boulevard Site for Buildings to cost $400,000," *San Diego Union,* July 19, 1928.
[189] "New Schools are Erected as Suburban Development Attracts More Population," *San Diego Union,* January 1, 1930.

Figure 113: Herbert Hoover High School (4474 El Cajon Boulevard) in the Kensington-Talmadge area in 1930. Initial campus boundary shown in dashed blue line; campus has been expanded to the present day to include land within yellow outline. None of the original buildings are extant. Source: San Diego City Clerk Archives. Edited by Page & Tunrbull.

The importance of local schools was reflected in the marketing approach used for Talmadge Park. The subdivision's manager and developer Roy Lichty frequently cited the planned and ongoing development of local schools as a draw for families with young children.[190] The announcement that the San Diego State College campus (formerly the State Normal School, and now San Diego State University) was moving to nearby College Area in the late 1920s further amplified this message and Lichty claimed that children who grew up in Mid-City (and his subdivision in particular) would have all the services they would need from kindergarten to college.[191]

With continual population growth in the period after World War II, additional schools were located throughout Mid-City. In particular, the significant residential development of vast acres of Eastern Area that had previously been largely undeveloped ensured that several

[190] *Talmadge Park Estates Historic District*. National Register Nomination, October 2023 (Listed 2024), 197.
[191] *Talmadge Park Estates Historic District*. National Register Nomination, October 2023 (Listed 2024), 197.

schools were constructed in Eastern Area to accommodate the population growth of the Baby Boomer generation. By the mid-1950s the Oak Park Elementary School (2606 54th Street), the Orton E. Darnall Elementary School (now the Darnall Charter School, 2060 Hughes Street), and the Carver Elementary School (built 1955, 3251 Juanita Street) had all been established in Eastern Area.[192]

Religious Institutions

The religious life of the community also grew with the population. The Normal Heights Methodist Episcopal Community Church appears to have been one of the first religious buildings in present-day Mid-City. It was first established in a temporary building in 1913 at the southwest corner of Adams Avenue and 40th Street. A permanent building was built one block south at 4650 Mansfield Street in 1926 and was designed in a Spanish Colonial Revival style by Rollin S. Tuttle, who was a Methodist pastor as well as an architect.[193] Another church, St. Didicus Roman Catholic Church at 4772 Felton Street was completed in 1927, also within Normal Heights. The Carmelite Monastery at 5158 Hawley Boulevard, near the northernmost edge of Normal Heights, was built in 1932, designed by Frank L. Hope & Associates in the Spanish Colonial Revival style; the complex sprawls down the side of the hillside and includes an extensive designed landscape (**Figure 114**).[194]

[192] "Contract Awarded," *San Diego Union,* November 21, 1951; and "San Diego Provides Facilities to Match Increase in Pupils," *San Diego Union,* September 4, 1955.
[193] "Dream of Normal Heights Congregation Realized," *San Diego Union,* September 19, 1926; for information on Rollin S. Tuttle refer to "Rollin S. Tuttle," Washington: Department of Archaeology and Historic Preservation, accessed June 12, 2024, https://dahp.wa.gov/historic-preservation/research-and-technical-preservation-guidance/architect-biographies/bio-for-rollin-s-tuttle
[194] "Hope - Frank L., Jr. – architect – Carmelite Monastery Drawing #2599-27," San Diego History Center, accessed June 10, 2024, https://photostore.sandiegohistory.org/product/hope-frank-l-jr-architect-carmelite-monastery-drawing-2599-27/.

Figure 114: Postcard of Carmelite Monastery (5158 Hawley Boulevard), designed 1932 by Frank L. Hope & Associates in Normal Heights. Source: San Diego College for Women Postcard Collection, Copley Library. University of San Diego.

Additional houses of worship were erected in the 1930s through the 1970s as residential areas developed further. As the population boomed in the post-World War II years, some of the earliest religious properties were redeveloped and expanded, while other denominations erected new buildings for growing congregations. Many of the new religious buildings were erected in the more undeveloped sections of Eastern Area and the southern edges of City Heights, where larger parcels were available. Examples include two churches, both built just north of Colina del Sol Park—the Faith Lutheran Church (now the New Vision Church, 5310 Orange Avenue) built in 1959 by architect James Bernard in the Mid-Century Modern style, and the Jesus Christ of Latter-Day Saints Church (5299 Trojan Avenue) built in 1962 in the Late Modern style by Deems & Martin Associates.[195]

Other examples of large church properties established near the southeastern edge of City Heights and within Oak Park in Eastern Area include: the Holy Spirit Catholic Church and complex (2725 55th Street, built 1955) which has a hybrid Neo-Spanish Colonial and Modernist style and the Modernist style New Creation Church (3115 Altadena Avenue, established 1972). Congregations like the Holy Spirit Catholic Church bought larger parcels of land with an eye towards future expansion, providing school and meeting hall buildings

[195] "Deems and Martin," LDS Architecture, accessed June 10, 2024, https://ldsarchitecture.wordpress.com/category/architects/deems-and-martin/.

to serve the congregation. Other religious groups have also grown in Mid-City since World War II and several buildings have been adapted for use by different congregations or adapted from other uses including commercial buildings. Examples include the establishment of many storefront churches along University Avenue in City Heights.

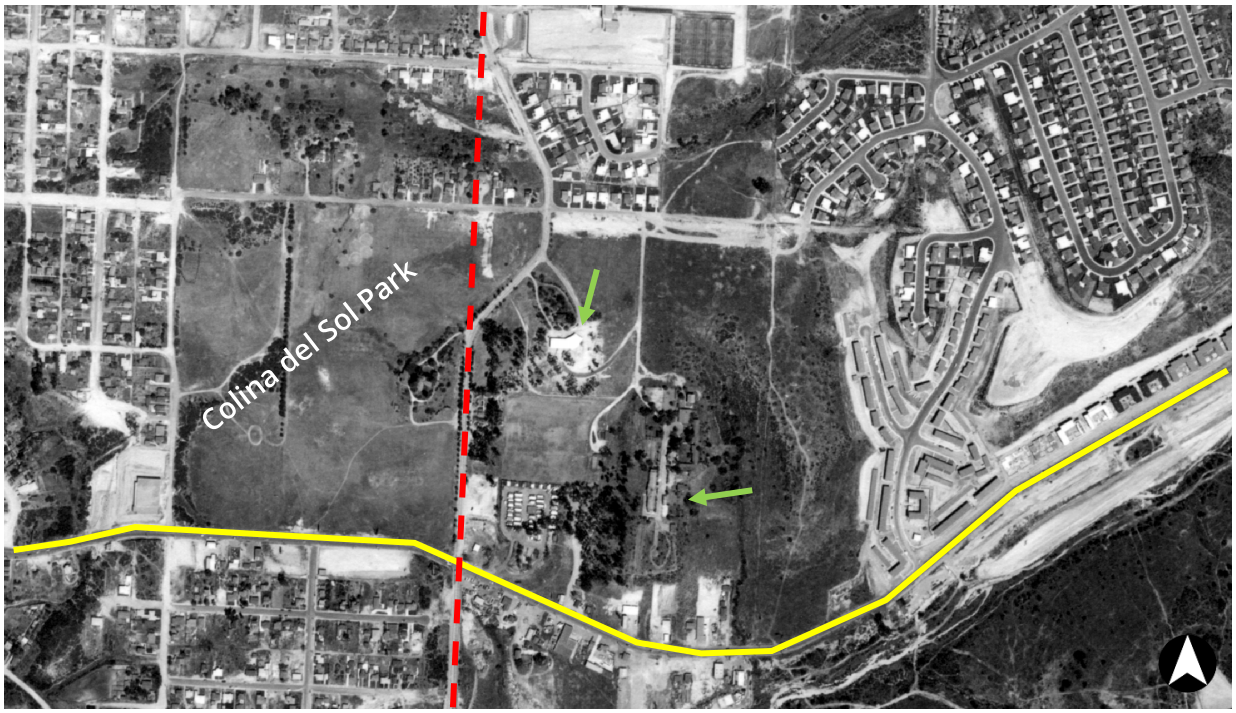
Another notable early trend in the religious and cultural life of Mid-City was the establishment of a growing Jewish population in San Diego in the decades after World War I. After the U.S. Army and Navy both established bases in San Diego during World War I, the Jewish population of the city increased as Jewish servicemen and their families were stationed to serve these bases. In 1939, the Beth Jacob Congregation was founded in a small home at 32nd and Myrtle streets in the North Park area, to the west of Mid-City, reflecting a demographic shift of Jewish residents from downtown to the North Park, Talmadge, and Kensington neighborhoods.[196] Following World War II, a greater portion of San Diego's Jewish community moved to the subdivisions east of Boundary Street, within the College Area and Mid-City. The Beth Jacob Congregation moved east to a new home on College Avenue in the College Area in the post-World War II period. And in the late 1950s, the city's Jewish Community Center was built at 4079 54th Street in City Heights. The center had basketball courts, an Olympic size swimming pool, meeting rooms, and offices for numerous Jewish clubs and organizations. Through the late 1970s, the center remained the heart of many Jewish activities in Mid-City and hosted classes in art, music, athletics, and theater, as well as in Hebrew, Yiddish, and Judaica culture.[197]

Parks, Recreational Facilities & Community Centers

Park and recreational facilities in Mid-City were also expanded in the post-World War II period. The Colina del Sol Park was dedicated as a 37-acre park with a play area, golf course, and playing fields in 1955. The land had been set aside in pieces from 1945 to 1952 for recreational use, but was not graded and developed until the early 1950s (**Figure 115**).[198] Establishment of the park was undertaken with significant community involvement and defined early community efforts for the creation of park and recreational facilities in Mid-City.[199] Expansion with the construction of a large community building in 1961 provided meeting rooms, craft rooms, a gymnasium, play room, kitchen, and offices to support the use of the park and the needs of the growing surrounding community.[200] The park was toured

[196] Donald H. Harrison, "Judaism's Colorful History in the San Diego and Tijuana Region," *The Journal of San Diego History,* vol. 63, no. 2 (Spring 2017).
[197] E.J. Rachow, "San Diego Guide to all things Yiddish," *San Diego Reader*, October 7, 1976, accessed April 17, 2024, https://www.sandiegoreader.com/news/1976/oct/07/feature-1976-san-diego-guide-all-things-yiddish/.
[198] "East San Diegans Will Dedicate Park Saturday; Day-Long Fiesta Planned," *San Diego Union,* May 29, 1955.
[199] City of San Diego, "Mid-City Development Plan," (City of San Diego Planning Department, 1965), 4.
[200] "Community Building OKd," *San Diego Union,* February 17, 1961.

in 1962 as part of a campaign to gather support for a $10 million bond issue for the improvement and expansion of community park facilities throughout San Diego.[201]



[201] "Women in Recreation Units Will Tour City's Park Sites," *San Diego Union,* May 16, 1962.

Figure 115: Comparing the 1953 aerial (top) with the 1963 aerial photograph (bottom), much of the open space around what became Colina del Sol Park was developed with educational, religious, medical, and residential uses. These areas were particularly rocky with significant grade changes that inhibited development. Yellow line indicates University Avenue. Red dashed line indicates 54th Street. Blue outlines indicate schools. Green arrows indicate locations of medical facilities. Source: University of California, Santa Barbara, FrameFinder. 1953: Flight AXN-1953, Frame 14m-100. 1963: Flight CAS-SD, Frame: 5-54. Edited by Page & Turnbull.

The Chollas Heights Reservoir became a recreational facility, Chollas Lake Park, in 1971, when it was established as a fishing lake for children below the age of 15 (**Figure 116**). The broader Chollas Park also includes trails, playgrounds and other recreational amenities for all ages.[202]

Other recreational facilities built in Mid-City include the Park De La Cruz Community Center (3901 Landis Street, built c. 1953-64) and the Normal Heights Community Center (4649 Hawley Blvd, built c. 1920s and expanded in the c.1950-60s and in the early 1990s). Open green spaces, including Azalea and Hollywood Parks in City Heights were set aside to serve as parkland in part due to the dramatic quality of the area's intersecting canyon system. Trails through these surviving canyons, including Manzanita, Tuberose, Snow Drop, Pepper, Violet, and Hollywood canyons, provide significant recreational areas for the surrounding community.[203]

[202] The property had been transferred to the Parks & Recreation Department as early as 1966. Refer to: "Chollas Lake Park," City of San Diego, accessed June 4, 2024, https://www.sandiego.gov/park-and-recreation/centers/recctr/chollas.
[203] Azalea Park and Hollywood Park Revitalization Action Plan Committee, "Azalea Park Hollywood Park Revitalization Action Plan," Draft. February 2002.

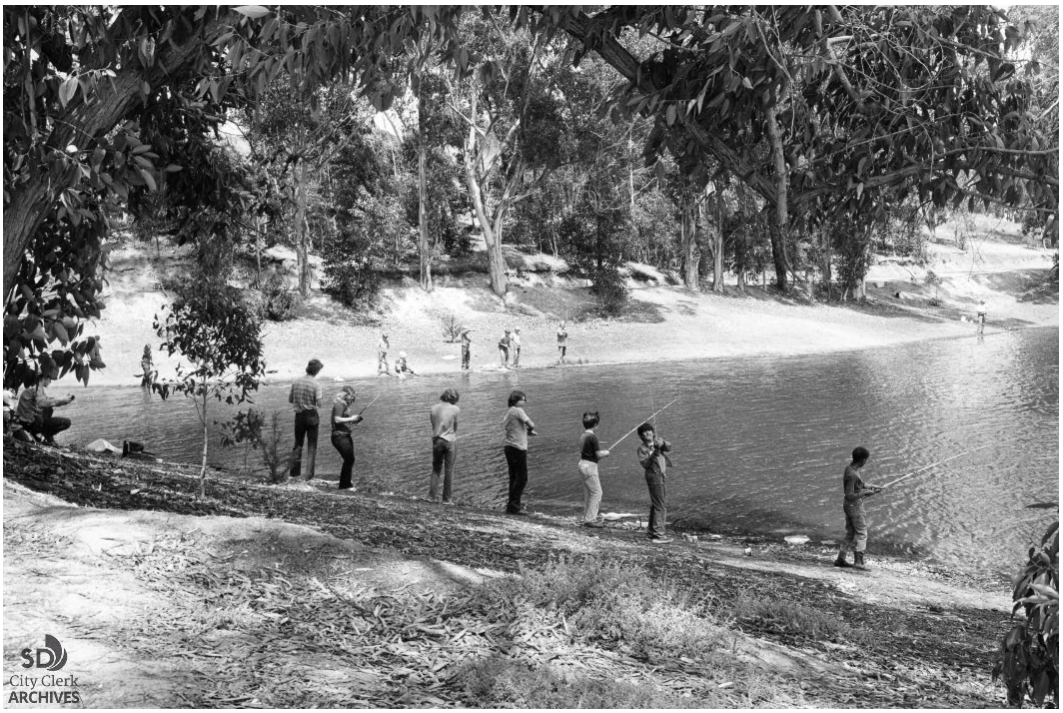


Figure 116: Chollas Lake Park, circa 1972. Source: San Diego City Clerk Archives.

Claimed greenspace, largely through the creation of community gardens, has been a recent addition to the built environment of the Mid-City communities and is strongly related to the development and construction of CA-15 through City Heights. As large-scale demolition of existing buildings was undertaken preemptively to assure the eventual construction of the highway, the community sought to take control of areas that were prone to neglect and considered the source of increasing crime in the area. This frequently took the form of adapting razed lots along the edges of the future highway as community gardens, turning vacancy and loss of physical fabric into a vibrant source of community and connection.[204] The popularity of these community gardens appears to have led to their spread within the Mid-City Communities of City Heights and Eastern Area. The construction of CA-15, while largely outside the period of study of this context statement, is further discussed in the previous section **Expansion of the Highway System** within **Theme: Post-World War II Commercial & Automobile-Related Development (1945-1984)**.

Another lasting legacy of the construction of the CA-15 highway was the establishment of Teralta Park, which was built over one block of the submerged highway. This park was the result of long-standing community advocacy and effort and is a testament to the success and resilience of the City Heights Community. Originally the covering of eight blocks of the highway was requested by the community, however, this was the only block to be completed

[204] "Visions to Victory: A People's History Of The SR-15 Freeway," *City Heights Community Development*, accessed June 4, 2024, https://www.cityheightscdc.org/stories/visions-to-victoryan-award-winning-documentary

with a cap park. Today, Teralta Park is a source of community pride and a gathering location for social events, community celebrations, and annual festivals and holiday events. The park is also the location of the recently completed mural *Unity in the Community* (2023), a long-time collaboration between community members and local artists.[205]

Medical & Health Care Facilities

Medical complexes and facilities in Mid-City are relatively few in number, but a grouping of several medical services and nursing home facilities are located in Eastern Area to the east of 54th Street and north of University Avenue (**Figure 115**). This general area was formerly the home of the Rest Haven Preventorium which had been established as early as 1907 by the San Diego County Medical Society in cooperation with the California Tuberculosis Association. An open-air camp was established in a portion of today's Eastern Area called Lemon Villa.[206] This camp was initially used to treat adults, servicemen, and children with tuberculosis, but transitioned to focus on the treatment and recovery of children in the 1920s. A hospital building was erected in the late 1930s, in a Spanish Colonial Revival style. The Rest Haven Preventorium sold their property in 1953 and became a foundation focused on child welfare in San Diego.[207] It appears that their hospital building became the home of the Villa View Community Hospital (5550 University Avenue), but the property appears to have been enlarged and altered, such that the building is no longer recognizable as a 1930s structure.[208]

Due to the established presence of medical facilities in this portion of Eastern Area from an early date, several medical facilities appear to have been established in the vicinity including the Sunland Home (now the Waldorf School of San Diego, High School campus at 4135 54th Place, founded 1955), Jacob Health Care Center (4075 54th Street, ca. 1960) and the University Care Center (5602 University Avenue, ca. 1960).[209]

Naval Facilities

A nearly 74-acre portion of Chollas Heights was used by the United States Navy for the establishment of the Chollas Heights Naval Radio Transmitting Facility, which included three

[205] Richard Shulte, "City Heights celebrates Unity in the Community!" *Cool San Diego Sites* (blog), Accessed July 29, 2024, https://coolsandiegosights.com/2023/03/25/city-heights-celebrates-unity-in-the-community/
[206] Brief history of the Rest Haven Preventorium summarized from the "Biographical/Historical Notes" of the Rest Haven Finding Aid. San Diego History Center, *Guide to Rest Haven Preventorium for Children Papers MS 6*, Finding Aid. Accessed May 28, 2024. https://oac.cdlib.org/findaid/ark:/13030/c8s183vg/entire_text/
[207] Patricia Schaelchlin, "Working for the Good of the Community" *Journal of San Diego History,* vol. 29, no. 2 (Spring 1983), accessed June 10, 2024, https://sandiegohistory.org/journal/1983/april/working/ and associated images at https://sandiegohistory.org/journal/1983/april/workingimages/.
[208] A new wing was constructed adjacent to the existing hospital building at 4095 55th Street in 1965, and the former hospital building was used solely as a convalescent home. "New Hospital Wing Opens," *San Diego Union,* March 16, 1965.
[209] The exact boundaries of the Rest Haven campus are unknown, but is stated as incorporating eleven acres. The adjacent Sunland Home was established as a nursing home for Christian Scientists, and opened its first wing in 1955. The building was designed by Earl Giberson. "Nursing Home Opens," *San Diego Union,* December 11, 1955.

600-foot-tall radio towers just north of the Chollas Reservoir erected in 1915-1916 (**Figure 117**). Several buildings were also erected by the U.S. Navy to house support facilities including a powerhouse and transmitter building and residential and recreational facilities for the families of servicemen assigned to Chollas Heights Naval Station. The three towers became visual landmarks of eastern San Diego until they were dismantled in the 1990s and the area was redeveloped with housing for military families. Several of the buildings erected for the Naval Station have been retained along what is now known as Transmitter Road.[210]

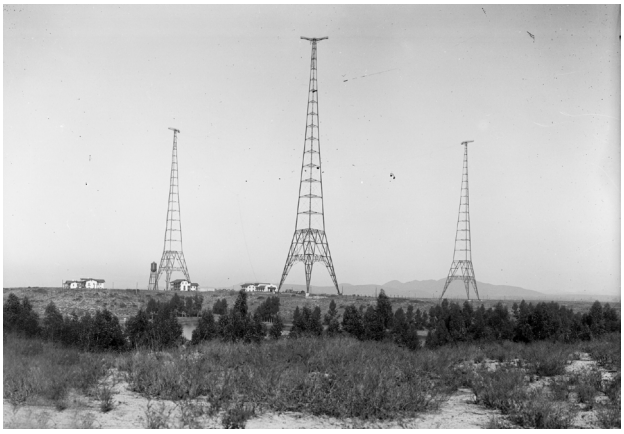


Figure 117: The three towers of the Chollas Heights Naval Radio Station, with some service buildings in background, ca. 1916. Source: UG 21-11.04, Chollas Heights Naval Radio Station Collection, Archives Branch, Naval History and Heritage Command, Washington, DC.

Associated Property Types & Registration Requirements

Due to the nature of civic and institutional properties which serve neighborhoods and broader community areas, these properties are spread throughout all areas of Mid-City. Near Colina Del Sol Park, on the boundary between City Heights and Eastern Area, there is a cluster of recreational, religious, educational, and medical institutions. Religious properties are discussed separately in this section as they are subject to different National Register Criteria Considerations (refer to: the **Criteria Considerations and Special Considerations** section of this report). The only former military property in Mid-City is the former Chollas Heights Naval Radio Transmitting Facility (extant buildings are along Transmitter Road), which has previously been found eligible as a National Register historic district but should be reevaluated for continued eligibility based on historic integrity within its specific military context.

[210] The site was determined eligible for the National Register of Historic Places in 1993 for its association with events in local economic, military and radio science development, prior to the completion of a subsequent housing project on the site. *Historic American Engineering Record: Chollas Heights Naval Radio Transmitting Facility, San Diego County, California,* HAER No. CA-154, on file at the Library of Congress, accessed June 4, 2024, https://tile.loc.gov/storage-services/master/pnp/habshaer/ca/ca1900/ca1935/data/ca1935data.pdf#page=3.24.

Civic & Institutional Properties (1900-1984)

The period from 1900 to 1984 represents a long span of Mid-City history from its earliest stages of development, when the population was growing though still quite small and civic and institutional development was limited, to the post-World War II population boom which necessitated new and expanded institutional facilities. Civic and institutional properties were typically modest, community-facing buildings, including schools, post offices, fire stations, libraries, medical facilities, parks and recreation centers, and community centers. These institutional buildings were designed in popular styles from their period of construction, including Spanish Colonial Revival, Mid-Century Modern or other Modern styles. Many of the civic and municipal institutions such as post offices, fire stations, schools, and community centers have evolved, expanded, or been redeveloped over time as the population of Mid-City has grown; as such, few of these civic and municipal buildings dating to the period of 1900 to 1984 appear to remain extant.

For civic and institutional properties specifically associated with East San Diego before it was annexed into San Deigo, refer to **Theme: The Independent City of East San Diego (1912-1923)**.

Character-Defining Features

- One- to two-story buildings, or may be a complex of buildings
- Prominent main entrances
- Designed in popular styles from period of construction, including Spanish Colonial Revival, Mid-Century Modern or other Modern styles.

Figure 118: John Adams Post Office (ca. 1956) at 3280 Adams Avenue in the Mid-Century Modern style, appears to be the only extant post office dating to the 1900-1984 period in Mid-City.

Figure 119: Carver Elementary School (3251 Juanita Street), built 1955, designed in a modest Mid-Century Modern style.

Figure 120: Normal Heights-Kensington Branch Library (4121 Adams Avenue), originally built c.1920s in a Spanish Colonial Revival style and expanded in 1963 in a Mid-Century Modern style. The result is a hybrid style building which still retains the clay tile gabled above the flat roof of the additions.

Figure 121: Former East San Diego Branch Library (4089 Fairmount Avenue), built in 1965 in the Mid-Century Modern style has a unique diamond-profile clerestory roof.

Religious Properties (1900-1984)

Religious properties are located throughout Mid-City and are often in or near residential neighborhoods. Most religious properties from 1900 to 1984 in Mid-City are Christian denominations. There are no extant Jewish synagogues or community centers in Mid-City. The Masjid Al-Ansar Mosque (4014 Winona Ave, est. 2001) is located in a building constructed c.1950-56 for the Italian Gospel Tabernacle, and other mosques and Islamic community centers appear to be in repurposed buildings constructed for other residential or commercial uses.

Religious properties may include houses of worship, as well as associated buildings such as fellowship halls, residence halls, and administrative or office buildings. They may also include parochial schools, day care centers, or other education-related properties. Early properties tended to be smaller in scale and found in or around residential neighborhoods. By the 1960s, larger-scale houses of worship were constructed to accommodate growing congregations with ample surface parking areas. Religious congregation buildings were typically designed in the popular styles of the period of construction, particularly Spanish Colonial Revival, Mid-century Modern and Late Modern. Two of the only tower-style apartment buildings in Mid-City appear to have been developed by religious-affiliated organizations, including the 11-story Guadalupe Plaza (4142 42nd St, built c. 1983) and the six-story Neighborhood House Association (3778 Altadena Ave, built c. 1979)—both Modernist style towers.

Character-Defining Features

- Tall, typically double-height main sanctuary building
    - Prominent public entrance
    - Spires or towers
    - Clerestory windows, often with stained glass

- Smaller, more understated supporting buildings (administrative buildings, fellowship halls, residences, school buildings, etc.) may be included in a property complex
- Designed in popular styles from period of construction, including Spanish Colonial Revival, Mid-Century Modern or other Modern styles

Figure 122: Normal Heights United Church (4650 Mansfield St, 1926) designed in the Spanish Colonial Revival Style by Rollin S. Tuttle.

Figure 123: Carmelite Monastery (5158 Hawley Blvd, 1932), designed in the Spanish Colonial Revival style by Frank L. Hope & Assoc. and includes a complex with a designed landscape

Figure 124: Faith Lutheran Church (5310 Orange Ave, 1959) designed by James Berard in the Mid-Century Modern style.

Figure 125: Church of Jesus Christ of Latter-day Saints (5299 Trojan Ave, 1962), designed in the Mid-Century Modern style by Deems & Martin.

Eligibility Standards

Properties associated with institutional development from 1900 to 1984 in Mid-City may be eligible for listing in the national, state, or local historic register under one of the following criteria:

Significance Criteria (NRHP; CRHR; SDRHR)	Significance Discussion
NRHP A; CRHR 1; SDRHR A/B (Events/Special Element)	Properties may be significant contributions to institutional development in Mid-City, or as the location of a significant event. Refer to the registration requirements of the section **Theme: Independent City of East San Diego (1912-1915)** for any institutional properties with a direct association with the independent city of East San Diego. Note that religious properties are subject to National Register Criterion Consideration A: Religious Properties. For the National Register, "a religious property is eligible if it derives its primary significance from architectural or artistic distinction or historical importance."[211] Refer also to the **Criteria Considerations and Special Considerations** section of this report.
NRHP B; CRHR 2; SDRHR B (Persons)	Properties associated with a significant community leader, organizer, or public servant who was integral to local history in Mid-City may be individually significant. It is unlikely that religious and other institutional buildings would be individually eligible for significance with one individual. To be eligible under this criterion, the individual must have a demonstrable and exceptional influence on local, state, or national history and/or advancements within their professional field. A property would need to be related to the productive life of the individual as it relates to Mid-City and would need to be the best representative property associated with the person. Individuals important only within the context of a single religious congregation and not within any other historic context would not meet the level of significance needed for National Register eligibility under Criterion Consideration A and would also not be likely to meet the level of significance required for listing in the California Register or San Diego Register.
NRHP C; CRHR 3; SDRHR C (Architecture & Design)	A property may be significant as an excellent, unusual, or rare example of a style, type, period, or method of construction or possesses high artistic values, or as a valuable example of the use of indigenous materials or craftsmanship. Properties that represent the application of an unusual local approach to design or construction, even if they do not represent typical architectural styles, may be significant for their rarity. A recreational property such as a park or open space may be eligible under this criterion, if it has a notable designed landscape component and/or an architecturally significant building(s). Religious properties may include a designed landscape component that is character-defining.

[211] National Park Service, "National Register Bulletin #15: How to Apply the National Register Criteria for Evaluation," 26.

Significance Criteria (NRHP; CRHR; SDRHR)	Significance Discussion
NRHP C; CRHR 3; SDRHR D (Work of A Master)	A property may be significant as the work of a master architect, builder, or landscape architect. Religious properties are more likely to be designed buildings by a master architect than most other property types in Mid-City. Significant local builders or craftspeople may also emerge with additional study. Refer also to the *Biographies of Established Masters* (City of San Diego, 2011).
Historic Districts; SDRHR F	In order to be eligible as a historic district, a cohesive grouping of institutional properties, related geographically, historically, and/or aesthetically, and which represent one or more architectural periods or styles in twentieth century Mid-City. Given the dispersed geography of most institutional properties, a historic district of multiple institutional properties is unlikely. Examples such as the cluster of institutional properties near Colina del So Park are unlikely to be eligible as a cohesive historic district as they represent a wide range of institutional uses that are not historically or aesthetically linked except by proximity. Properties that have a complex of buildings and/or associated site and designed landscape features are likely to be eligible as a single resource with a variety of contributing or character-defining features, rather than as a historic district.

Integrity Considerations

NRHP A; CRHR 1; SDRHR A/B (Events/Special Elements)

- The property should retain integrity of location, sufficient integrity of design, materials, and/or workmanship to be associated with its period of construction, and integrity of feeling and association as a twentieth century institutional property in Mid-City.
- Some degree of change in setting is expected as neighborhoods have infilled over time.
- More flexibility of integrity of materials and/or workmanship may be possible for the eligibility on the local register if the property is a particularly rare, early, or unusual example, so long as the essential form, scale, and character of the property remains.

NRHP B; CRHR 2; SDRHR B (Persons)

- At a minimum, a property should retain the essential aspects of integrity and enough physical features to adequately convey its association with its reason for significance.
- Integrity of materials and workmanship may not be as important if a person from the period for which the property is significant would recognize the property as it exists today.
- More flexibility of integrity of materials and/or workmanship may be possible for the eligibility on the local register.

NRHP C; CRHR 3; SDRHR C/D (Architecture & Design/Work of a Master)

- Integrity of design, materials, and workmanship are most relevant for eligibility under the Architecture and Work of a Master criteria.
- For eligibility on the San Diego Register, the property should possess a good degree of integrity of design, materials, and workmanship.
- Some level of integrity of location, setting, feeling, and/or association are also necessary.
- A property should retain the distinctive character-defining features of the style, type, or method of construction.
    - Rear or side alterations or additions may be acceptable, as buildings from this period have typically been expanded over time. However, more visible additions or additions that substantially transform the original form, massing, and/or roofline are likely to result in a loss of integrity.
    - Changes in exterior cladding or fenestration pattern are likely to result in a loss of integrity, if not replaced in kind.

Immigration to Mid-City (1975-1990s)

Theme: Immigration to Mid-City (1975-1990s)

The arrival of recent immigrants to Mid-City is largely focused on the City Heights community, due to its dense housing stock, strong transit connections, and the long-time presence of specific ethnic groups leading to the establishment of familiar businesses, religious institutions, social groups, that can welcome new arrivals and provide an immediate sense of community.

Since the 1970s, Mid-City has become a destination for recent immigrants from Indochina, East Africa, and Central America. The first group to arrive in this late twentieth century period was generally the Vietnamese population, but Indochinese immigrants include those from Cambodia and Laos. This was the result of the Vietnam War (1955-1975) and the Fall of Saigon in 1975. Many Vietnamese refugees were brought to temporary lodgings at the U.S. Marine Corps base at Camp Pendleton. As described in the *Asian American and Pacific Islanders in California, 1850-1995* Multiple Property Documentation Form (MPDF), the federal government pursued a policy of dispersal for Asian immigrants arriving as part of the first wave for Indochinese immigration, in part due to a reluctance to see the majority of refugees relocating to areas directly around military bases like Camp Pendleton.[212] However, the establishment of many volunteer resettlement agencies (called VOLAGs) in San Diego provided additional support in San Diego County and assisted in the settlement of many immigrants within the City and County. As noted in *Asian American and Pacific Islanders in California, 1850-1995* (emphasis added):

> More second wave refugees resettled in San Diego, with VOLAGs such as the Catholic Community Services of San Diego and International Rescue Committee, as well as other resettlement agencies and support organizations like the Indochinese Service Center [previously called the Vietnamese Information and Referral Center] operating in San Diego County. The neighborhoods that the second wave of Indochinese refugees from Vietnam, Laos, and Cambodia settled in included Southeast San Diego, East San Diego (City Heights and Talmadge neighborhoods), Linda Vista, and Mira Mesa. By the early 1980s, a pan-Asian business concentration appeared in Linda Vista along Convoy Street and in East San Diego along University Avenue and El Cajon Boulevard.[213]

The establishment of immigrant communities in City Heights appears to be due in large part to the dense development of the community, with multi-family housing in apartments, small

[212] *Asian American and Pacific Islanders in California, 1850-1995*, National Register of Historic Places, Multiple Property Documentation Form (Amended Submission, Draft, November 2023), Section E, 97, accessed February 23, 2024, https://ohp.parks.ca.gov/pages/1067/files/CA_Multiple%20Counties_AAPI%20in%20CA%20MPS_Amended%20MPDF.pdf
[213] *Asian American and Pacific Islanders in California, 1850-1995* (November 2023), Section E, 98.

freestanding residences, bungalow courts, rear dwellings, and so on, that allowed for housing to be more affordable. Coupled with trends related to "White flight" and broad suburbanization that created a stereotyped preference for peaceful suburban living over dense city environs, housing in dense older neighborhoods like City Heights was also more available.[214] The uncertainty cast on the neighborhood by the looming construction of CA-15 also instigated a cycle of disinvestment that increased White flight and lowered property values as crime was seen to increase. While many long-time residents left the area due to concerns around the impending changes, the conditions were set to make City Heights more affordable and to establish what has been referred to as the "Ellis Island of San Diego," in reference to the thousands of immigrants who found their footing in City Heights.[215] The area is also well-served by transit, with strong connections to Downtown San Diego and to the community services and resettlement agencies established to support immigrants and refugees.

The creation of a significant community of Asian residents within the City Heights and Kensington-Talmadge communities has led to the establishment of several local churches including the San Diego Hmong Church (4434 Dawson Avenue) and several Buddhist Temples, including Như Lai Thiền Tự (3340-3342 Central Avenue), Quan The Am Thien Vien (3681 Roselawn Avenue), and the Wat Sovannkiri Buddhist Temple (established in 1982, 3861 and 3864 52nd Street), among others.[216] A high concentration of commercial services including markets and restaurants that cater to an Asian clientele and are Asian owned are located primarily along El Cajon Boulevard and University Avenue. The Little Saigon Cultural and Commercial District, which encompasses El Cajon Boulevard from Highland to Euclid avenues, was created by resolution of the City Council of San Diego in 2013, in recognition of the cultural vibrancy of this business district and its significance as the heart of the local Asian community.[217]

The arrival of East African immigrants and refugees to Mid-City also followed the escalation of conflict in East Africa, specifically due to the Somali Civil War and upheaval in Sudan and Ethiopia. This trend is more recent, with the earliest Ethiopian immigrants arriving in the 1980s, and immigration of all East African groups increasing in the early 1990s and continuing in the early twenty-first century; this broad trend extends outside of the period of study of this historic context statementthough will be discussed briefly.[218] East African

[214] Espinosa, *The Price of Renewal.*
[215] Espinosa, *The Price of Renewal.*
[216] While the Wat Sovannkiri Buddhist Temple is believed to have been present in Mid-City since 1982, they have two temple buildings and it will require additional study to know which was their first location. For this reason, both addresses have been included. Beth Soto and Brent Jensen, "A Slice of Cambodia in City Heights," Speak City Heights Archive, (April 30, 2014) accessed June 12, 2024, https://speakcityheights.org/a-slice-of-cambodia-in-city-heights/
[217] "About Us," Little Saigon San Diego, accessed June 12, 2024, https://www.littlesaigonsandiego.org/about-us.
[218] City of San Diego, "Islenair: Historic Context" draft, undated, accessed June 12, 2024, https://www.sandiego.gov/sites/default/files/legacy/planning/programs/historical/pdf/islenair/ihdhistoric.pdf.

immigrants primarily include persons from Ethiopia, Eritrea, Somalia, and Sudan. One of the earliest groups of Somali immigrants who settled in San Diego in the early 1990s had been training at Camp Pendleton when the Civil War in Somali began and many of them chose to stay in the United States.[219] Their presence, along with the support of resettlement services available in the City helped to establish an early settlement pattern of East African residents in City Heights, leading to the adoption of the name of "Little Mogadishu," referencing the concentration of Somalis within Mid-City.[220] The settlement pattern of East Africans closely followed the pattern of the prior Indochinese immigrants, and City Heights continued to offer reasonable housing options, flexible transit, and close access to essential services. In addition, the increasing diversity of the community reinforced City Heights as a welcoming location for new arrivals.

The establishment of groupings of commercial businesses that cater to the needs of East African residents appear to be spread throughout City Heights, and appear to have spread into Eastern Area—particularly along University Avenue—in the twenty-first century.[221] No significantly sized grouping of commercial businesses associated with East African immigrants has been identified that was established within the period of study of this context statement, however the vicinity of 54th Street near University Avenue and near El Cajon Boulevard may be one locus of community identity and gathering.[222] The presence of community gardens, such as the City Heights Community Garden (3800 43rd Street), have been referenced as significant to the Somali population in particular, as these spaces allow for the expression of their traditional agrarian culture and history.[223] The establishment of Islamic temples in Mid-City further reflects the increasing population of Somali residents, who are majority Muslim. A small grouping of Islamic centers and mosques can be found around the intersections of University Avenue with Winona Avenue and 50th Street in City Heights and include Masjid An-Nur (the Islamic Center of Mid-City, at 3872 50th Street), which

[219] Megan Burks, "San Diego's Somali Population Explained," KPBS, February 22, 2013, accessed April 15, 2024, https://www.kpbs.org/news/living/2013/02/22/san-diegos-somali-population-explained.
[220] While Little Saigon refers to a specific geographic location, the epithet of Little Mogadishu appears to relate more to the area as a population center than to a particular intersection, or location. Concentrations of businesses and cultural institutions appear to be in flux and move through areas of City Heights and Eastern Area.
[221] A potential recent grouping of East African businesses at the Cartagena Square shopping strip at 6177-95 University Avenue may warrant additional study, in addition to locating other commercial groupings and centers of community.
[222] The presence of a grouping of businesses called Safari Market at 54th Street and El Cajon Boulevard has been mentioned in articles as a locus of the community but has closed in recent years. Miriam Raftery, "Little Mogadishu: From East Africa To East San Diego," *East County Magazine,* April 2011, accessed June 12, 2024, https://www.eastcountymagazine.org/little-mogadishu-east-africa-east-san-diego; and Maria Cortez, "City Heights Oral Interview with Maria Cortez." Personal interview with the project team. May 8, 2024.
[223] Burks, "San Diego's Somali Population Explained."

was established in 1990.[224] In 1995, the Southern Sudanese Community Center of San Diego was established and is located at 4977 Fairmount Avenue in City Heights.[225]

In addition to the physical spaces—including businesses, religious buildings, community centers, and the institutions that provide resettlement and immigration support—the intangible traditions, cultural practices, celebrations, and recurring cultural events of each group within City Heights are elements that reinforce their overall community.[226] Intangible practices and traditions are significant elements associated with Little Saigon and Little Mogadishu, as well as other cultural and ethnic groups, including the increasing Central American and Latino population, and reinforce the strength and resilience of these communities. While the most significant reason for new immigrants to locate within City Heights is the presence of members of their own family (whether close family or distant relatives), the presence of cultural ties—through familiar cultural traditions and support institutions—have led to the continued strength of Mid-City, and City Heights in particular, as a landing place for recent immigrants arriving in San Diego.

Associated Property Types and Registration Requirements

Property types associated with immigration to Mid-City during the period from 1975 to the 1990s are likely to be associated with communities including, but not limited to, Vietnamese, Ethiopian, Eritrean, Somalian, and Sudanese communities. Many of the properties associated with the Vietnamese community—particularly those related to goods and services—are likely to be concentrated in and around the Little Saigon Cultural District on El Cajon Boulevard. Properties associated with East African immigrant communities are most likely to be located in City Heights. Properties associated with these, and other immigrant communities, may include immigrant-run and/or immigrant-serving businesses, services, and institutions, including community centers, immigration-related support facilities, commercial storefronts or complexes, restaurants, and religious properties. Given that Mid-City had been mostly fully developed, especially in City Heights, by 1975 and the resources of most immigrants upon their immediate arrival, many of these community associated businesses, services, and organizations are located in pre-existing buildings. By around 2000, purpose built commercial buildings were constructed in Little Saigon.

[224] "Masjid An-Nur (Islamic Center of Mid City)" Prayers Connect, accessed on June 12, 2024, https://prayersconnect.com/mosques/84095164-masjid-an-nur-islamic-center-of-mid-city-san-diego-california-united-states
[225] "Home: Our History," Southern Sudanese Community Center, accessed June 12, 2024, https://ssccsd.org/.
[226] Examples include events that are organized by community groups in Mid-City but that occur in other locations, such as the Vietnamese new year (Tết) events organized by the Little Saigon San Diego Foundation since 2013 at the Lunar New Year Festival held at San Diego Stadium. The recent annual celebration of Khmer New Year (Cambodian New Year) has been organized with support from the City Heights Community Development Corporation, but has also previously been held at least once in 2014 in Colina del Sol Park.

Figure 126: Như Lai Thiền Tự (3340-3342 Central Ave) Vietnamese Buddhist Temple in City Heights.

Figure 127: Asia Business Center (4660 El Cajon Boulevard), opened c. 2000, located within the Little Saigon Cultural District.

Figure 128: Southern Sudanese Community Center of San Diego (4077 Fairmount Ave), established in 1995 and located in a building constructed c.1964.

Figure 129: City Heights Community Garden (3800 43rd Street), associated with the Somali immigrant community in City Heights.

Eligibility Standards

Note that properties that are less than 50 years old, or have an association with an event, person, or community that began less than 50 years old, are subject to the National Register Criterion Considerations and California Register and San Diego Register Special Considerations; refer to the **Criteria Considerations and Special Considerations** section of this report.

Properties associated with the **Theme: Immigration to Mid-City (1975-1990s)** are most likely to be eligible under Criteria NRHP A/CRHR 1/SDRHR A/B (Events/Special Element) or Criteria NRHP B/CRHR 2/SDRHR B (Persons).

Properties associated with immigration to Mid-City from 1975 to the 1990s may be eligible for listing in the national, state, or local historic register under one of the following criteria:

Significance Criteria (NRHP; CRHR; SDRHR)	Significance Discussion
NRHP A; CRHR 1; SDRHR A/B (Events/Special Element)	Properties may be significant for direct association with immigration, settlement patterns and/or community formation in Mid-City, or as the location of a significant event or social movement that is associated with an immigrant, cultural, and/or ethnic community. The length of time and significance to the associated community should be compared to other properties with similar association and significance to identify resources that are the most representative.
NRHP B; CRHR 2; SDRHR B (Persons)	Properties—including commercial, educational, institutional, and residential—may be associated with a significant community member. Significant persons may include civic or community leaders, activists, business owners, educators, labor organizers, religious leaders, and other professionals and artists. Properties would need to be related to the productive life of the individual as it relates to Mid-City and should be the best representative property associated with the person. In other words, the individual must have lived in or used the property during the period in which that person achieved significance.
NRHP C; CRHR 3; SDRHR C (Architecture & Design)	A property may be significant as an excellent, unusual, or rare example of a style, type, period, or method of construction or possesses high artistic values, or as a valuable example of the use of indigenous materials or craftsmanship. Properties that represent the application of an unusual local approach to design or construction, even if they do not represent typical architectural styles, may be significant for their rarity.
NRHP C; CRHR 3; SDRHR D (Work of A Master)	A property may be significant as the work of a master architect or builder. Significant local builders or craftspeople, including those who come from immigrant communities, may also emerge with additional study. Refer also to the *Biographies of Established Masters* (City of San Diego, 2011).
Historic Districts; SDRHR F	An intact grouping of commercial, residential, and/or institutional buildings that has a strong cultural association to one or more immigrant, cultural and/or ethnic communities may be eligible as a historic district. In order to be eligible as a historic district, a well-defined group of buildings would need to be related geographically, historically, and/or aesthetically, and be associated with one or more immigrant, cultural and/or ethnic communities in Mid-City.

Integrity Considerations

NRHP A; CRHR 1; SDRHR A/B (Events/Special Elements)

- At a minimum, a property should retain the essential aspects of integrity and enough physical features to adequately convey its association with its reason for significance.
- The property should retain integrity of location, feeling, and association, and sufficient integrity of design.

- Integrity of materials and workmanship may not be as important if a person from the period for which the property is significant would recognize the property as it exists today.
- More flexibility of integrity is available to properties eligible for the local register, particularly for properties associated with immigration or other cultural or ethnic community significance.

NRHP B; CRHR 2; SDRHR B (Persons)

- At a minimum, a property should retain the essential aspects of integrity and enough physical features to adequately convey its association with its reason for significance.
- The property should retain integrity of location, feeling, and association, and sufficient integrity of design.
- Integrity of materials and workmanship may not be as important if a person from the period for which the property is significant would recognize the property as it exists today.
- More flexibility of integrity is available to properties eligible for the local register, particularly for properties associated with immigration or other cultural or ethnic community significance.

NRHP C; CRHR 3; SDRHR C/D (Architecture & Design/Work of a Master)

- Integrity of design, materials, and workmanship are most relevant for eligibility under the Architecture and Work of a Master criteria.
- For eligibility on the San Diego Register, the property should possess a good degree of integrity of design, materials, and workmanship.
- Some level of integrity of location, setting, feeling, and/or association are also necessary.
- A property should retain the distinctive character-defining features of the style, type, or method of construction.
    - Visible additions or additions that substantially transform the original form, massing, and/or roofline are likely to result in a loss of integrity.
    - Changes in exterior cladding or fenestration pattern are likely to result in a loss of integrity, if not replaced in kind.

Historic Districts; SDRHR F

- For a district to retain integrity as a whole, the majority of components or contributors must retain historic integrity.
- Individual contributors should have a good level of overall integrity but may have some minor alterations to materials or features. Overall integrity for a

contributing element to a district may be lower than for an individual historical resource.

- District boundaries should be based on historical patterns of development and shared history.

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Appendix

Study List

The following is a non-comprehensive "Study List" of properties that may be eligible historic resources, pending further intensive survey evaluation, based on the themes in this historic context statement.

Properties in this Study List should be evaluated, as needed, in the future to determine whether they are significant; however, their inclusion in a Study List does not mean that these properties have been determined significant by this study. Likewise, properties not included in these Study Lists may nevertheless be eligible for designation and should be evaluated if it appears that the property could be significant under one or more of the San Diego Register, California Register, or National Register designation criteria.

Address	Year Built	Community	Property Type	Style	Name and Comments
Theme: Early Development of Streetcar Suburbs (1885-1915)					
4602 Marlborough Dr	1910	Kensington-Talmadge	Residential – Single-Family	Craftsman	Within the Kensington Park subdivision
4644 Edgeware Road	1911	Kensington-Talmadge	Residential - Single-Family	Mission Revival	Within the Kensington Park subdivision
4601 Terrace Drive	1912	Kensington-Talmadge	Residential - Single-Family	Mission Revival/ Craftsman elements	Within the Kensington Park subdivision
4752 Felton St	1912	Normal Heights	Residential - Single-Family	Vernacular	Wahrenbrock Residence
3805 Merivale Ave	1912	Normal Heights	Residential - Single-Family	Craftsman – Pebble Stone	Brenkert House
Theme: The Independent City of East San Deigo (1912-1923)					
4290 Polk Ave	c.1922	Normal Heights	Institutional – Religious	Classical Revival	Former East San Diego Presbyterian Church. Now Mid-City Community Clinic.
4250-66 University Ave	1916	City Heights	Civic	Mission Revival	Former East San Deigo City Hall. Substantially altered.
4287 University Ave	c.1915	City Heights	Commercial	Prairie elements	Ground floor and storefronts altered. Vertical addition.
Theme: Residence Parks & Speculative Residential Development (1915-1945)					
4129 Fairmount Ave	Unknown (By 1920)	City Heights	Residential - Single-Family	Transitional Craftsman	"Blue House"
4851 Felton St	c.1910s	Normal Heights	Residential - Single-Family	Bungalow	Residence of Bertram Carteri.

Address	Year Built	Community	Property Type	Style	Name and Comments
4704-4706 E Mountain View Dr	1925	Normal Heights	Residential – Multi-Family	Vernacular	
3285-3287 Adams Ave	c.1925	Normal Heights	Commercial – Mixed Use	Mediterranean Revival	Developed by Bertram Carteri, designed by Louis J. Gill.
3318 Adams Avenue	1926	Normal	Residential - Bungalow Court	Spanish Colonial Revival	El Sueño Court. Mixed-use bungalow court developed by Bertram Carteri, designed by Louis J. Gill.
4203 Landis St	1926	City Heights	Residential - Single-Family	Castle	One of at least two 'castle' style homes designed by Frank Stemen.
4675 E Talmadge Dr	1926	Talmadge Park	Residential - Single-Family	Mediterranean Revival	
4294 Landis St	1927	City Heights	Residential - Single-Family	Castle	Stemen Residence. One of at least two 'castle' style homes designed by Frank Stemen, who also designed homes in other styles. Stemen resided here from 1927 to 1931.
5320 Wilshire Drive	1927	Kensington-Talmadge	Residential - Single-Family	Spanish Colonial Revival	Steward Speculation House No. 1
5200 Marlborough Dr	1927	Kensington-Talmadge	Residential - Single-Family	Monterey Revival	
3453 Cromwell Place	1933	Normal Heights	Residential - Single-Family	Tudor Revival	
4265 Euclid Ave	1940	City Heights	Residential – Bungalow Court	Minimal Traditional	Unique stepped V-shape bungalow court.
Theme: Early Commercial & Transportation Development (1915-1945)					
3534-3538	c.1920s	City Heights	Commercial	Mission Revival	Early City Heights neighborhood commercial building.
4749 University Ave	c.1923-25	City Heights	Commercial	Egyptian Revival	Egyptian Garage. Built 1923 as a streetcar substation and remodeled in 1925 by David H. Ryan as an auto garage.

Address	Year Built	Community	Property Type	Style	Name and Comments
3325 Adams Ave	1924	Normal Heights	Commercial	Art Deco/ Streamline Moderne	Carteri Theater, opened in 1926, designed by Louis J. Gill in Spanish Colonial Style for Bertram Carteri. 1934 renamed Adams Theater, remodeled 1940 by Clifford A. Balch to Art Deco/Streamline Moderne.
4202-4206 University Ave	c.1925	City Heights	Commercial	Spanish Colonial Revival	Early City Heights neighborhood commercial building.
4246 University Ave	1927	City Heights	Commercial	Classical Revival	Black Cat Bar. Built as San Deigo's second Bank of America.
4222 Adams Ave	c.1930	Kensington-Talmadge	Commercial	Mediterranean Revival	Early Kensington-Talmadge neighborhood commercial building.
4003 Wabash Ave	c.1930	City Heights	Commercial – Mixed Use	Art Deco/ Streamline Moderne	Ground-floor offices and apartments of the second floor.
4752 University Ave	1931	City Heights	Commercial	Art Deco/ Streamline Moderne	Silverado Ballroom. Built by David H. Ryan with ground-floor retail and offices and a ballroom on the second floor.
4757 University Ave	1932	City Heights	Commercial	Art Deco	Euclid Tower (Tower Bar). Built by David H. Ryan; tower spire partly reconstructed.
4079 Adams Ave	c.1935	Kensington-Talmadge	Commercial	Spanish Colonial Revival	Kensington Club.
4980 El Cajon Blvd	c.1935	Kensington-Talmadge	Commercial	Minimal Traditional	La Cresta Motor Court. Has post-WWII neon sign.
4288-4298 University Ave	c.1930s	City Heights	Commercial	Art Deco/ Streamline Moderne	Neighborhood commercial building with several retail units.
5100 Marlborough Dr	c.1930s	Kensington-Talmadge	Commercial	Spanish Colonial Revival	Neighborhood commercial building with several retail units.

Address	Year Built	Community	Property Type	Style	Name and Comments
4989 El Cajon Blvd	c.1940	Kensington-Talmadge	Commercial	Minimal Traditional	Sea Breeze Motel. Auto/Tourist Court typology with enclosed garages between rooms. Has post-WWII neon sign.
Theme: Post-World War II Commercial & Automobile Development (1945-1984)					
5115 El Cajon Blvd	c.1948	Kensington-Talmadge	Commercial	Spanish/ Monterey Revival	Morgan's Motel. Labeled as "auto court" on 1950 Sanborn.
4061 Adams Ave	1947	Kensington-Talmadge	Commercial	Mid-Century Modern	Ken Theater. Designed by prolific theater designer S. Charles Lee. Adjacent retail storefronts have been altered.
4275 El Cajon Blvd	1948	City Heights	Commercial	Streamline Moderne	Formerly Lloyd's Furniture
3441 Adams Ave	1949	Normal Heights	Commercial	Streamline Moderne	Smitty's Service – est. 1945 at Adams & Oregon. Moved to current location in 1949, serving Richfield gas. Claims to be oldest family-run auto service in San Diego.
3672 El Cajon Blvd	c.1950s	City Heights	Commercial	Googie	Ace Furniture Store. Labeled as "laundry" on 1956 Sanborn.
Adams Ave & Felton St	1951	Normal Heights	Commercial	Neon Sign	Normal Heights Adams Avenue Neon Sign. Installed by Adams Avenue Business Association.
5721 El Cajon Blvd	c.1950-56	Kensington-Talmadge	Commercial	Minimal Traditional	Navajo Lodge. Minimal Traditional architecture, once had a teepee structure over the carport and two themed neon signs.
4441 El Cajon Blvd	c.1953-64	City Heights	Commercial	Mid-Century Modern	Drive-thru dry cleaner with triangular canopy.

Address	Year Built	Community	Property Type	Style	Name and Comments
4530 El Cajon Blvd	c.1953-65	City Heights	Commercial	A-Frame	Wienerschnitzel drive-thru restaurant using the brand's signature A-frame building typology. Signage has been updated.
4685 Vista St	c.1980s	City Heights	Commercial – Mixed Use	Postmodern	Unusual Postmodern office addition to an existing Spanish Colonial Revival house at corner with Adams Ave.
Theme: Post-World War II Residential Development (1945-1984)					
4601 East Talmadge Dr	1955	Kensington-Talmadge	Residential - Single-Family	Ranch	Ranch style home amongst Spanish Colonial Revival homes
6250-6265 Stanley Ave	c.1950-56	Eastern Area	Residential – Bungalow Court	Mid-century Modern	Four rows of four bungalows, arranged around two narrow courts.
6245 Stanley Ave	1958	Eastern Area	Residential - Apartment	Mid-century Modern	Villa Nova Apartments
Theme: Civic & Institutional Development (1900-1984)					
Transmitter Road	c.1916-1960s	Eastern Area	Institutional – Military	Spanish Colonial Revival	Chollas Heights Naval Radio Transmitting Facility. Antennas have been removed but several residential buildings remain. Previously identified as a potential historic district, but not reevaluated since residential redevelopment of site.
4650 Mansfield St	c.1920s	Normal Heights	Institutional - Religious	Spanish Colonial Revival	Normal Heights United Church. Designed by Rollin S. Tuttle.
4772 Felton St	1927	Normal Heights	Institutional - Religious	Spanish Colonial Revival	St. Didicus Roman Catholic Church
5158 Hawley Blvd	1932	Normal Heights	Institutional - Religious	Spanish Colonial Revival	Carmelite Monastery. Designed by Frank L. Hope & Assoc.
4193 University Ave	1940	City Heights	Institutional – Post Office	Late Moderne	City Heights Post Office

Address	Year Built	Community	Property Type	Style	Name and Comments
4177 Marlborough Ave	1948	City Heights	Institutional - Religious	Spanish Colonial Revival	Our Lady of the Sacred Heart
3901 Landis St	c.1953-64	City Heights	Institutional – Recreational	Mid-Century Modern	Park De La Cruz Community Center
3251 Juanita Street	1955	Eastern Area	Institutional – School	Mid-Century Modern	Carver Elementary School
3288 Adams Ave	1956	Normal Heights	Institutional – Post Office	Mid-Century Modern	John Adams Station Post Office.
5310 Orange Avenue	1959	City Heights	Institutional - Religious	Mid-Century Modern	Faith Lutheran Church (now the New Vision Church). Designed by James Bernard.
5319 Orange Ave	1961	City Heights	Institutional – Recreational	Mid-Century Modern	Colina del Sol Park Recreation Center
5299 Trojan Ave	1962	City Heights	Institutional - Religious	Mid-Century Modern	Church of Jesus Christ of Latter-day Saints. Designed by Deems & Martin.
4089 Fairmount Ave	1965	City Heights	Institutional - Library	Mid-Century Modern	Former East San Diego Branch Library. Designed by John Lareau & Associates.
4605 62nd Street	1977	Eastern Area	Institutional – Fire Station	Late Modern	Fire Station 10
Theme: Immigration to Mid-City (1975-1990)* *(*Year listed under this theme corresponds to the date of the beginning of the building's association with an organization/community and does not necessarily reflect the year of construction)*					
3864 52nd Street	c.1982*	City Heights	Institutional - Religious	Cambodian/ Laotian influences	Wat Sovannkiri Buddhist Temple – one of two buildings associated with this temple.
3861 52nd Street	c.1982*	City Heights	Institutional - Religious	Cambodian/ Laotian influences	Wat Sovannkiri Buddhist Temple – one of two buildings associated with this temple; formerly a church.
3340-3342 Central Ave	c.1990*	City Heights	Institutional - Religious	Vietnamese influences	Như Lai Thiền Tự - Vietnamese Buddhist Temple
3872 50th Street	c.1990*	City Heights	Institutional - Religious	Vernacular	Masjid An-Nur (the Islamic Center of Mid-City). Adaptive reuse of c.1924 building.

Address	Year Built	Community	Property Type	Style	Name and Comments
4077 Fairmount Ave	1995*	City Heights	Institutional	Neo-Spanish Colonial Revival	Southern Sudanese Community Center of San Diego. Building constructed c.1964.
4660 El Cajon Blvd	c.2000	Kensington-Talmadge	Commercial	Neo-Asian Traditional	Asia Business Center - within Little Saigon Cultural District
3800 43rd Street	TBD	City Heights	Institutional	Not applicable	City Heights Community Garden – associated with the Somali community.
3681 Roselawn Ave	TBD	City Heights	Institutional - Religious	Craftsman Bungalow with new decoration	Quan The Am Thien Vien Vietnamese Buddhist Temple located in a former residence.
4434 Dawson Ave	TBD	Kensington-Talmadge	Institutional - Religious	Vietnamese influences	San Diego Hmong Church serving the Vietnamese community.