

Announcing...

CLAIREMONT

"The Village Within a City"

SAN DIEGO'S NEWEST and LOVELIEST SUBDIVISION

WITH AN
OUTSTANDING
PANORAMIC
VIEW OF
THE BAY

The Story of CLAIREMONT

Every day—thousands of Southern Californians drive along Highway 101, past Mission Bay—scarcely realizing that just to the east of them, less than a mile up from the bay, lies the most beautiful section of undeveloped land in the entire Southwest. High up from the Bay, with panoramic ocean view that defies description—is "Clairemont," the site of a Village Within a City. A thousand acres, with a view sweeping from San Diego Bay on the south to the tip of La Jolla on the north—14 minutes from downtown San Diego, 5 minutes to the beaches, and at the very doorstep of the new twenty-six million dollar Mission Bay development, "Clairemont" truly embodies "The Character of San Diego."



HAROLD ABRAMS • A • I • A
BANKSON • GACKENBACH • A • I • A
ARCHITECTS

FINER HOMES FOR VETERANS

If you earn \$300 per month and have few obligations you can qualify for one of these beautiful new homes in Clairemont.

2 BEDROOM

\$500⁰⁰
DOWN

3 BEDROOM

\$750⁰⁰
DOWN

At present Federal regulations on mortgages

\$10,000 TO \$15,000

6 MODEL HOMES NOW UNDER CONSTRUCTION
RESERVE EARLY FOR FINEST VIEW

Features:

- 8 Floor plans
- Heavy oak block floors
- Full tile kitchen and bath
- Garbage disposal—Fireplaces
- Large view windows
- Wood panel walls
- Dozens of elevations

DIRECTIONS

From highway 101 turn east on Jellett St. Go to top of hill and follow directional signs. Jellett St. is plainly marked on highway 101.

BURGNER-TAVARES

W-1984

COMMUNITY BUILDERS

W-8-3312

Clairemont Community Planning Area

Historic Context Statement

Prepared For:

City of San Diego City Planning Department
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Prepared By:

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Under Contract To:

ICF

June 2025

A home is not a detached unit but part of a neighborhood, which in turn is part of a town; and good quality of the home usually depends at least as much on its surroundings as on its design and construction. Hence the vital importance of ground planning and control of the development of neighborhoods.¹

-Thomas Adams, 1934.

Cover Image:

"Announcing Clairemont" *The San Diego Union* October 8, 1950 (A29: 6-8).

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PART I: INTRODUCTION

PLANNING AREA

The Clairemont Community Planning Area (CPA) is located in the north central portion of the City and encompasses approximately 11 square miles (Figure 1). Clairemont began as a post-World War II suburban community characterized by mostly low scale single-family homes built in the 1950s and 1960s, which provide its present character. The development is generally confined to the mesas and along the rim of Tecolote Canyon, Stevenson Canyon, San Clemente Canyon and into the hillside areas. The predominant topographic feature in Clairemont is the gently rolling mesa separated by several canyons and hillsides.

In support of the comprehensive update to the Clairemont Community Plan and its Programmatic Environmental Impact Report (PEIR), this historic context statement addresses the themes and property types significant to the development of the Clairemont community. The context provides the foundation for the historical overview of Clairemont in the PEIR, helps to indicate the likelihood of encountering historic resources within the community, and will guide the future identification of such resources.

This context statement addresses built environment themes only and excludes the evaluation of themes relevant to only archaeological and Tribal Cultural resources. Furthermore, this context statement is not intended to serve as the definitive history of the study area, but rather provides sufficient historical background to identify and discuss the thematic contexts. This context statement was developed without a field survey element and is not a definitive listing of all building types and periods of significance in Clairemont. Resources that do not fit into the significant building types and periods of significance identified in this study are not necessarily excluded from eligibility consideration.

EXISTING LITERATURE, ARCHIVES AND OUTREACH

An initial review of existing literature on the Clairemont CPA revealed several graduate theses, local history journals, and oral history interviews focused on the Morena district, Clairemont, WWII suburbanization in the United States, and community builder Carlos Tavares. Technical studies prepared to inform single-site project review and major transportation corridor enhancements provided additional information on the history of the CPA, along with walking and driving tour publications produced by local historic preservation advocacy organizations. These publications highlight notable buildings and architectural styles that characterize the CPA in the post-WWII period. Historic maps produced by the United States Geological Survey, the Sanborn Fire Insurance Company, and multiple local and national publishers were consulted to identify the extent of recorded improvements within the CPA, and population reports produced by the United States Department of Commerce Bureau of the Census were reviewed to glean information on the demographics of the area in the 1950s-1970s. The *San Diego Union* and *Evening Tribune* newspapers were reviewed to track how the CPA was represented in its development and evolution, and to identify specific buildings and building types constructed in the CPA. The most important articles from the 1950s were extracted and bound together into two volumes for reference throughout this document. Newspaper accounts additionally provided information on the homebuilding firms responsible for the construction of particular tracts within the CPA. These companies were further researched within the California Secretary of State website to identify current corporate status. One company, Mid-City Heights, Inc., one of the ancestral firms associated with the Clairemont community, was found to be operating from a Clairemont office location, within the CPA. Communications with the firm's office was conducted as part of an effort to obtain previously undiscovered historical data and ephemera for the Clairemont and East Clairemont communities within the CPA. Lastly, a driving tour of the CPA informed the discussion of property types and corresponding architectural styles that characterize the distinct communities and development periods within the CPA.

DOCUMENT ORGANIZATION

This historic context statement is organized into the following primary sections:

- **Part I: Introduction** provides information on the purpose of this document, its intended use, scope of study, and source material.
- **Part II: How To Use This Document** provides information on historic context statements, the regulatory framework of applicable designation programs, and document organization.
- **Part III: Historic Context Statement** discusses the distinct time periods of development that have been identified in Clairemont; the themes within those periods identified as important to the community's history; and the property types that are associated with those themes in a significant way.
- **Part IV: Recommendations for Future Action** identifies the next steps in protecting the potential historic resources in Clairemont.
- **Appendix A: Bibliography** lists the major sources of information for this context statement. Additional sources used for specific quotes or subjects are additionally included in this section under "Works Cited".

Within the "Historic Context Statement" section, three distinct periods of development have been identified: 1888-1915, representing the development of the Morena townsite and Victorian-period development patterns; 1936-1950 representing Bay Park Village, community building, and FHA principles; and 1950s-1970s, representing Clairemont, San Diego's premier suburb.

First, a narrative overview of the theme is presented; second, associated property types, materials, and construction methods significant to the theme are identified and eligibility and integrity thresholds discussed; and third, a study list of potentially significant properties is included. The narrative overview discusses known persons, groups, events, trends, and locations associated with the theme. The eligibility standards outline requirements for what would make a property eligible within the subject theme. They provide information on what property types would be associated with the theme, the period of significance for the theme, applicable significance criteria, and integrity considerations. They are general and broad to account for the numerous variations among associated property types. The study list consists of properties which came up during research for the subject theme. It is provided for information purposes only to help focus future research and is not a comprehensive list of all eligible resources within Clairemont. Additional properties may be identified as associated with the significant themes upon site-specific evaluation. Conversely, a resource's presence on this study list does not automatically make that resource eligible for designation at any level.

The themes are designed to cover a variety of related topics and associated property types. Themes were only developed if extant properties directly associated with the theme and located within the Clairemont CPA limits were identified. The specific topics covered by each theme are outlined below.

- Morena Townsite, Victorian-Period Development Patterns, & Subsequent Development Stasis, 1888-1929: This theme is associated with one property type - Victorian dwellings. The theme discusses early improvements in the CPA, specifically within the Morena townsite and surrounding tracts, and outlines the identifying exterior features of the Victorian style of domestic architecture along with limited integrity considerations.

- Bay Park Village, Community Building, and FHA Principles, 1936-1950: This theme is associated with three property types - Minimal Traditional style dwellings described as “Colonial,” “Hacienda,” and “Monterey” styles in early newspaper publications, and Schools and Commercial Buildings. The theme discusses the impetus for affordable housing constructed consistent with FHA principles, and financed by the FHA, with a particular focus on the development of Bay Park Village at the western edge of the CPA. Identifying exterior features for Minimal Traditional style dwellings, schools, and commercial buildings constructed in the 1936-1950 timeframe, in and around Bay Park Village, are provided along with limited integrity considerations.
- San Diego's Premiere Suburb: Clairemont, a Village Within a City, 1950s-1970s: This theme is associated with three property types – Tract Ranch style single-family dwellings and multi-family buildings, Contemporary Tract style single-family dwellings and multi-family buildings, and Contemporary commercial and public serving buildings including civic, religious, and educational properties. The theme discusses post-WWII suburbanization and the founding of Clairemont, San Diego's premier suburban community. Identifying exterior features for Tract Ranch, Contemporary Ranch, and Contemporary Public Serving Buildings, are included along with limited integrity considerations.

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PART II: HOW TO USE THIS DOCUMENT

WHAT IS A HISTORIC CONTEXT STATEMENT?

Historic context statements identify important themes in history and then relate those themes to extant properties. They are not intended to be all-encompassing narrative histories. Instead, historic contexts establish the significance of themes and related topics 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. The overriding goal of this context statement is to distill much of what is known about the evolution and development of the Clairemont Community Planning Area (CPA), and to help establish why a particular place may be considered historically significant within one or more themes. It is intended to be used as a starting point for determining whether or not a specific property is eligible for designation as a historical resource under a national, state, or local designation program.

This historic context statement is not a comprehensive history of the Clairemont CPA, and it does not provide a list of confirmed eligible properties. This context statement was developed without a field survey element and is not a definitive listing of all building types and periods of significance in the Clairemont CPA. Resources that do not fit into the significant building types and periods of significance identified in this study are not necessarily excluded from eligibility consideration. This document does not make eligibility determinations for any potentially significant properties. Instead, it provides the information necessary to assist in the evaluation of properties for significance and integrity on a case-by-case basis and may be used to guide certain aspects of the city planning process.

This historic context statement is a living document intended to change and evolve over time, and to inspire members of the community to nominate places which they think are important for formal designation.

OVERVIEW OF APPLICABLE DESIGNATION PROGRAMS

A formal survey was not undertaken as a part of this study. However, the following designation programs guide the discussion of eligibility criteria and integrity thresholds in Part III of this historic context statement.

National Register of Historic Places

The National Register of Historic Places (NRHP) is the authoritative guide 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. To be eligible for listing in the NRHP, a property must be at least 50 years of age and possess significance in American history and culture, architecture, or archaeology. A property of potential significance must meet one or more of 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 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.

Historic resources eligible for listing in the NRHP may include buildings, sites, structures, objects, and historic districts.

Integrity

Integrity is the ability of a property to convey its significance. To be listed in the NRHP, a property must not only be shown to be significant under the criteria, but it also must have integrity. The evaluation of integrity is grounded in an understanding of a property's physical features and how they relate to its significance.

Historic properties either retain integrity (that is, are able to convey their significance) or they do not. Within the concept of integrity, the NRHP criteria recognize seven aspects of integrity. These seven aspects include location, setting, design, materials, workmanship, feeling and association. To retain historic integrity a property will always possess several, and usually most, of the aspects. The retention of specific aspects of integrity is paramount for a property to convey its significance. Determining which of these aspects are most important to a particular property requires knowing why, where, and when the property is significant. The seven aspects of integrity are defined as follows:

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

Criteria Consideration G

Certain kinds of properties, like those less than 50 years of age, are not usually considered eligible for listing in the NRHP. Fifty years is the general estimate of the time needed to develop historical perspective and to evaluate significance. Younger properties can be eligible for listing, however, if they achieve exceptional significance. Demonstrating exceptional significance requires the development of a historic context statement for the resources being evaluated, a comparative analysis with similar resources, and scholarly sources on the property type and historic context.

There are six other Criteria Considerations identified in National Register Bulletin #15. No others are immediately relevant to the resources and themes identified in this historic context statement; however, should further research and survey identify properties covered by other Criteria Considerations, those would apply as well.

California Register of Historical Resources

In 1992, Governor Wilson signed Assembly Bill 2881 into law, establishing the California Register of Historical Resources (CRHR). The CRHR is an authoritative guide used by state and local agencies, private groups, and citizens to identify historic resources and to indicate what properties are to be protected, to the extent prudent and feasible, from substantial adverse change. The CRHR consists of properties that are automatically listed as well as those that must be nominated through an application and public hearing process. The CRHR automatically includes the following:

- California properties listed in the NRHP and those formally Determined Eligible for the NRHP;
- California Registered Historical Landmarks from No. 0770 onward; and
- Those California Points of Historical Interest that have been evaluated by the California Office of Historic Preservation and have been recommended to the State Historical Resources Commission for inclusion on the CRHR.

The criteria for listing in the CRHR are based upon NRHP criteria, but are identified as 1-4 instead of A-D. To be eligible for listing in the CRHR, a property must be at least 50 years of age and possess significance at the local, state, or national level under one or more of the following criteria:

1. It is 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 State; and/or
2. It is associated with the lives of persons important to local, California, or national history; and/or
3. It embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values; and/or
4. It has yielded, or has the potential to yield, information important in the prehistory or history of the local area, California, or the nation.

Historic resources eligible for listing in the CRHR may include buildings, sites, structures, objects, and historic districts.

Integrity

The CRHR uses the same seven aspects of integrity as the NRHP. While the enabling legislation for the CRHR is less rigorous with regard to the issue of integrity, there is the expectation that properties reflect their appearance during their period of significance.

Properties Less Than 50 Years Old

While the CRHR does not utilize formal Criteria Considerations, it does make allowances for resources less than fifty years old to be designated if it can be demonstrated that sufficient time has passed to understand the subject resource's historical importance.

City of San Diego Register of Historical Resources

The Historical Resources Guidelines of the City's Land Development Manual 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 historic resource on the San Diego Register of Historical Resources (San Diego Register) by the City's Historical Resources Board (HRB) if it meets one or more of the following HRB designation criteria:

- A. Exemplifies or reflects special elements of the City's, a community's, or a neighborhood's historical, archeological, cultural, social, economic, political, aesthetic, engineering, landscaping, or architectural development; and/or
- B. Is identified with persons or events significant in local, state, or national history; and/or
- 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; and/or
- D. Is representative of the notable work of a master builder, designer, architect, engineer, landscape architect, interior designer, artist, or craftsman; and/or
- E. Is listed or has been determined eligible by the National Park Service for listing in the National Register of Historic Places or is listed or has been determined eligible by the State Historic Preservation Office for listing in the California Register of Historical Resources; and/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.

Integrity

The San Diego Register uses the same seven aspects of integrity as the NRHP.

45-Year Threshold

The City does not utilize Criteria Considerations. Although the City's municipal code does use a 45-year threshold to review properties which may be adversely impacted by development, a property need not be 45 years of age to be eligible for listing on the San Diego Register. The historic context developed to evaluate a resource must always demonstrate that sufficient time has passed to understand the subject resource's historical importance.

PART III: HISTORIC CONTEXT STATEMENT

FOREWORD

The Clairemont CPA is widely recognized as San Diego's pre-eminent post-World War II (WWII) suburban community, and at a national level, parallels in scale and level of effort to noted pre-and-post WWII planned communities built in Radburn, New Jersey (1928), San Lorenzo, California (1944), Levittown, New York (1947), Park Forest, Illinois (1948), and Lakewood, California (1949).

The first substantial settlement within the Clairemont CPA, the Morena tract, depended on the creation of railroad infrastructure connecting San Diego with the western United States' expanding late-19th Century rail transportation network. Near the end of the 1870s, National City's Frank Kimball persuaded the Atchison, Topeka, and Santa Fe Railroad (Santa Fe) to support construction of a transcontinental connection from San Bernardino south to San Diego and National City. Funded by Santa Fe interests, and subsequently acquired by the Santa Fe, the California Southern Railroad constructed the line beginning in 1880. Washouts plagued the Temecula Canyon portion of the original line approximately 45 miles north of San Diego, which the Santa Fe ultimately abandoned. San Diego became dependent on a coastal branch line known as the "Surf Line" that connected to the Santa Fe line at Fullerton. Aligned through Rose Canyon and along the eastern edge of Mission Bay, then referred to as False Bay, the California Southern Railroad combined with other Southern California railroad development during the first half of the 1880s to generate a regional real estate boom.² That real estate boom led to the creation of the Morena tract, a Victorian-era townsite replete with railroad depot and natural springs that served as a visitor attraction. Remnants of the speculative townsite set east of Mission Bay were replaced by Bay Park Village, a New Deal-era housing development offering Minimal Traditional style homes built according to Federal Housing Administration (FHA) standards. Into the 1950s planned residential tracts were developed east of Bay Park Village, as part of Clairemont, advertised as a "Village Within A City." Amidst these periods of residential development, commercial and industrial uses filled in the suburban landscape, offering local jobs in the retail, office, and defense and aerospace industries for San Diegans and transplants to the region.

The Clairemont CPA, in its entirety, is the culmination of several master planned communities, developed with public facilities and secured by financing mechanisms that supported individual home ownership. The Clairemont area is important to its residents for the pride of ownership and sense of place that developed as each of its master planned communities were constructed. Clairemont, colloquially referred to as "Squaremont" holds special affection in the heart of many San Diegans who came of age in the area in the 1950s, 1960s, 1970s, and 1980s. The primary context of the Clairemont CPA is planned suburban development, 1888-1970s; in particular comprehensively constructed communities developed according to the standards and guidelines of the Federal Housing Administration (FHA) and the Urban Land Institute (ULI).

Pre-History/ Pre-Contact and San Diego's Early Development

Prior to its transformation as a "Village Within A City", the Clairemont CPA was part of a much larger territory populated by native Kumeyaay who spoke two distinct dialects of the Yuman language. Tipai speakers traditionally lived south of the San Diego River and Iipay or Ipai speakers occupied the portions of southern San Diego County north of the river. The Kummeyaay lived in primary and secondary villages on a seasonal basis and subsisted through hunting and gathering activities across a range of environments that included the coast, foothills, mountains, and desert. Although the northern and southern Kumeyaay traded mainly with one another, they also participated in trade networks that reached well beyond their territory, into the lower Colorado River Region.³

Spanish colonization of California began in 1769, when Franciscan missionaries, led by Fr. Junípero Serra, and Spanish soldiers, led by Gaspar de Portolá, established a Presidio and Mission, *Mission San Diego de*

Alcalá, south of the CPA, at present-day Presidio Park. Although it established Spain's presence in the region, the San Diego Mission proved to be one of the least successful missions in Alta California. Mexico achieved independence from Spain in 1821. Still, in San Diego and elsewhere in Alta California, Spanish laws and practices remained in place up until secularization. Former Presidio soldiers became civilian residents, and the Pueblo of San Diego was established at present-day Old Town, approximately one mile south of the Clairemont CPAs southern boundary. During the 1820s, the region's economic activity centered on agriculture and livestock-raising for local subsistence. Hide and tallow production created an economic base for the international market. In 1834, Governor José Figueroa issued a proclamation defining the terms of mission secularization, including the redistribution of mission lands that would occur over the following two years. This redistribution resulted in the allocation of approximately 500 rancho land grants, mainly to officials and retired soldiers.⁴ None of these land grants were sited within the Clairemont CPA boundaries. Instead the CPA is located in the northwestern reaches of the 48,000-acre Pueblo Lands of San Diego, which Governor Figueroa transmitted to the newly formed Pueblo of San Diego in 1834, and which pueblo leaders formally surveyed in 1845, one year before Mexico ceded California and other territory to the United States. Land subsequently transferred to the federal government for the Point Loma Military Reservation reduced the Pueblo Lands acreage to 47,323.⁵

In the American Period, development and economic activity moved from the Pueblo to a bay front location in present-day Downtown, San Diego. In 1850 William Heath Davis acquired land near Punta de los Muertos, the original Spanish harbor-landing point, and platted "New Town San Diego" where he constructed a wharf and a cluster of homes on several nearby lots. Davis' speculative real estate venture ultimately failed and lands in the area remained vacant until Alonzo Horton acquired the property for his "Horton's Addition." By 1865, the end of the Civil War, the population of the Pueblo of San Diego had declined from 731 people, at its peak, to a mere 200. This decline is representative of all speculative real estate and settlement activity in the San Diego region, with little growth occurring. In 1867, however, Horton's Addition was underway and soon the center of all governmental, cultural, and economic life would transfer from the old Pueblo to Horton's Addition. By 1870, Horton's Addition had 2,300 residents and a growing number of hotels, warehouses, and industrial and residential buildings that formed San Diego's urban center.⁶

MORENA TOWNSITE, VICTORIAN-PERIOD DEVELOPMENT PATTERNS, & SUBSEQUENT DEVELOPMENT STASIS, 1888-1929

Developed by the Morena Company, a syndicate led by Oliver J. Stough, the Morena tract was surveyed in November 1887 and recorded as Map No. 542 (Figure 2) in May of 1888 amidst a local real estate boom that started slowly in 1885, peaked in 1887, and collapsed by 1890. Created from Pueblo Lots 266, 1192, 1194, and portions of 255 and 1178, the tract was amended in 1896, and included 1,200 acres, with 760 acres allocated for standard lots and 440 acres set-aside for villa lots, all sited east of the newly established community of Pacific Beach. Consistent with Victorian-era health aspirations, a natural spring, said to be located on Morena Boulevard east of De Anza Cove, was advertised by the Morena Company as

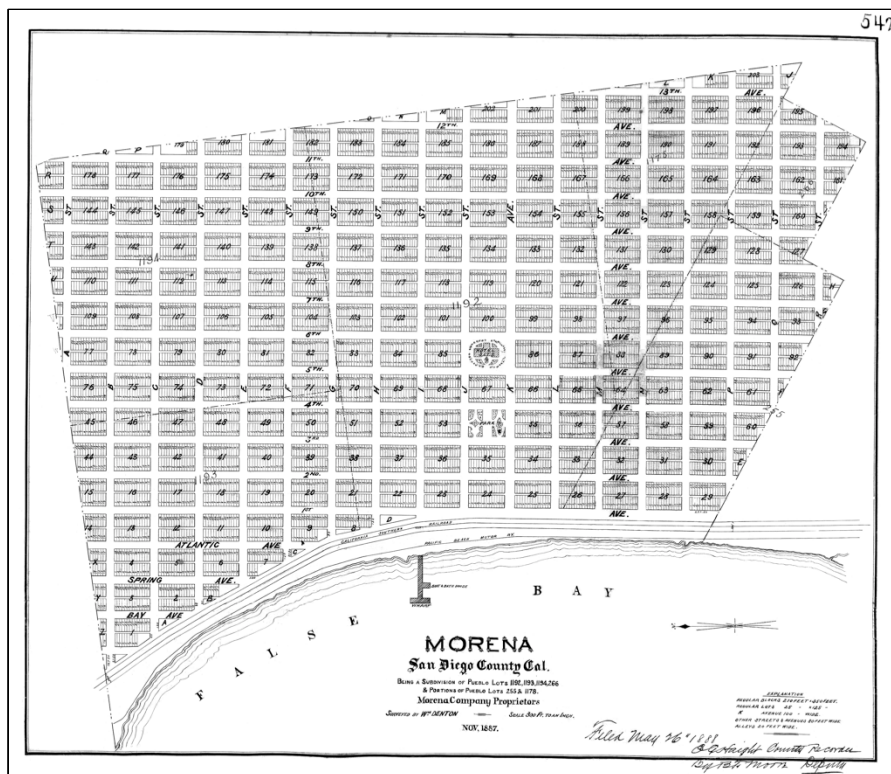
Figure 2. Morena, Tract No. 542 (1888).

Grand : Auction : Sale!
THURSDAY, DECEMBER 15, 1887,
Of Lots and Blocks in that most beautiful of San Diego's Suburban Towns,
MORENA!
On the east shore of the lovely False Bay, five miles from D-street Depot, on the main line of the California Southern R. R.
An Elegant Depot now being Erected.
CITY -- WATER -- AT -- CITY -- RATES
Will be immediately piped to the town, under contract with E. S. Balcock Jr.
A Finely Appointed Hotel, "La Morena,"
Will be built on a fine knoll, commanding a magnificent view of San Diego Bay, Coronado, Point Loma, the Pacific Ocean and the placid waters of False Bay.
THE PACIFIC BEACH MOTOR ROAD
Is already graded a mile beyond MORENA, and track will be immediately laid.
THE GRAND BOULEVARD TO DRIVING PARK AND THE OCEAN
Will pass along the entire Bay front of MORENA.
The peculiarly sheltered position of Morena, with its magnificent outlook, nearness to this city, fine transportation facilities and abundant water service, all combined, will surely make Morena property the most eagerly sought after for elegant Suburban Homes.
For Maps and further information apply to the offices of
MORENA COMPANY,
CHAS. D. BLANEY, General Manager, Rooms 1 to 3, Consolidated Bank Building, Fifth and C Sts., San Diego.

having medicinal benefits comparable to that of Carlsbad's natural spring.

The Morena Company advertised the land tract as “the most charming of San Diego's suburbs” and pledged to invest one-fifth of revenue to improvement of the tract. To entice visitors, a depot was constructed at Morena. Located “five miles from the D Street Depot on the main line of the California Southern R.R.” near the present-day intersection of Morena Boulevard and Kane Street and no longer extant, the depot was valued at \$3,000 and was designed by the firm of Comstock-Trotsche.⁷ The Morena Company installed a water main with lateral supply pipes and graded Morena Boulevard, then referred to as Morena Avenue, as the primary promenade for the tract. Early advertisements (**Figure 3**) for the new tract described the intentions of the Morena Company.

Morena Avenue 100 feet wide, will be planted with three rows of trees, like the famous Ontario Drive, and will run from the shore of the beautiful false bay, up the fine mesa back, and half way up the lovely slope. Three and a half acres will be artificially laid out in a park, with lawns, flowers and shrubs. The owners will spare no expense to make this the most charming of San Diego's suburbs. A place of beautiful homes!⁸



Schaniel, carpenters and builders, operated from between ca. 1889 to January of 1893 when the partnership dissolved. Schaniel, who served as President of the Master Carpenters' Association, then partnered with his brother Nicholas on building projects in the present-day Centre City and Uptown CPAs including the Keating Block Building, the Cole Block Building, the Los Banos Baths, and private dwellings.¹⁰



Figure 4. Morena Subdivision Sale of Lots (1887). Source: San Diego History Center.

Table 1. Early Residential Improvements in the Morena Tract, 1888-1896.¹¹

Year	Block	Lots	Original Owner Name	Improvement Value	Present-Day Address	Extant	Historic Name
1888	56	13-14	O.J. Stough	Not Identified	2203 Denver Street	Yes	Stough-Beckett Cottage
1892	21	13-14	Thomas Jobbitt	\$350	None	No	Not Identified
1892	55	7-8	O.J. Stough	\$125	None	No	Not Identified
1892	56	7-8	Manny Silvas	\$125	2227 Denver Street	No	Not Identified
1892	65	11-12	O.J. Stough	\$600	2229 Erie Street	Yes	Cass Residence
1892	66	8-9	O.J. Stough	\$800	2329 Erie Street	No	Not Identified
1892	69	1-28	P.H. Shaueal	\$400	None	No	Not Identified
1892	88	1-28	D. Cave	\$1,500	None	No	Not Identified
1893	8	15-28	O.J. Stough	\$200	None	No	Not Identified
1893	20	10-11	Thomas Jobbitt	\$150	2817-2823 Lloyd Street	No	Not Identified
1894	20	12-14	O.J. Stough	\$400	2807 Lloyd Street	No	Not Identified
1896	69	14-18	Schaniel Brothers	\$325	4440 Ingulf Street	Yes	Ambort Residence

Non-residential improvements occurred at Block 54, allocated as a park and owned by O.J. Stough, and potentially at Block 56 Lots 1-2, owned by the Pacific Coast Steam Ship Company, owner of the Pacific Coast Railway. The Pacific Steam Ship Company operated the Pacific Coast Railway. It is unknown if these lots serviced the railways that ran through the district, via the Morena Station. Recognized as an intermediary station, the Morena Station was described as sited on False Bay, on the southwest edge of the Clairemont CPA, approximately one-mile north of Hardy's slaughter yard (sited within the present-day Linda Vista CPA). The train depot was demolished in the 1920s. By the 1910s Alexander Ambort's dairy ranch occupied the undeveloped lots on the northern portion of the tract, in the vicinity of Blocks 52, 69, and 84. The Ambort ranch remained in existence through the 1940s. The Ambort Residence, constructed in ca. 1896 by the Schaniel Brothers, is extant today at 4440 Ingulf Street (**Figure 5**).

Figure 5. Ambort Residence (1890s-1900s).
Courtesy of Clairemont Emanuel Community Church and *The Clairemont Times*.



The 1890 *San Diego City Directory* includes 16 residents of the Morena district. A mix of blue- and white-collar professionals – including several carpenters and builders, farmers, railroad agents, a printer, a banker, a dentist, and a horticulturist – anchored the burgeoning district, some who worked in Horton's Addition

sited 10-minutes south via train. Subsequent *San Diego City Directory* listings indicate slow growth for the Victorian-period residential district. In the 1892, 1893, and 1894 directories four residents were listed within the district annually. Only one resident, R.P. Niles, Manager for the O.J. Stough Company, was listed as living in the Morena area in 1895.¹² The 1897 directory lists nine households within the Morena district, with the most prominent resident identified as George Fuller, an attorney who maintained his home and office “near Morena Station (False Bay) on the La Jolla and Santa Fe” railways.¹³ Ultimately succumbing to accusations of fraud that surfaced in 1896 and non-payment of taxes, the Morena Company dissolved in 1900. Despite these business and administrative hurdles, Morena and its vicinity continued to evolve and grow as a suburban district, albeit slowly and with significant gaps in time brought on by the panic and depression of 1893, focus on growth around Balboa Park resultant from the 1915-1916 Panama-California Exposition, World War I (WWI), and later, the Great Depression.

After the short boom of the 1880s, San Diego's real estate and development industry remained dormant for almost a decade. By the 1890s, the nation was in a state of financial panic. According to historian David Whitten, “The depression...signaled by a financial panic in 1893, has been blamed on the deflation dating back to the Civil War, the gold standard and monetary policy, under consumption...a general economic unsoundness...and government extravagance.”¹⁴ In addition, railroad expansion, which had been a major spur for economic growth during the 1860s, 1870s, and 1880s, began to falter by the 1890s, which in turn slowed the growth of new construction and the development of new towns along railroad lines. “In an industry whose expansion had long played a vital role in creating new markets...lagging capital expenditures loomed large in the onset of depression.”¹⁵ The panic and subsequent depression of 1893 caused a decline in national real estate sales and new construction that had expanded rapidly in the twenty years prior. The depression had especially dire effects in Southern California and San Diego. Envisioned growth within the Morena district was similarly impacted. Between 1888 and 1915, 18 land subdivision maps (**Table 2 and Figure 6**), including the Morena tract, were recorded within the Clairemont CPA, all radiating out from the 1888 Morena tract.

Table 2. Subdivision Maps Recorded in the Clairemont CPA, 1888-1915.

Map No.	Tract Name	Year Recorded
000542	Morena	1888
000690	Pueblo Lands Sub of E 1/2 Lot 1215	1891
000753	Eureka Lemon Tract	1893
000809	Morena Amended	1896
000842	Pueblo Lands Sub of Lot 1207	1898
000912	Turner & Barr Subdivision	1904
000914	Mission Bay Heights	1904
000983	American Park Addition	1906
001010	Homeland Villas	1906
001053	Pfahlers Subdivision	1907
001086	Webster's Villa Tract	1907
001248	Gardena Home Tract	1910
001487	Tecolote Heights	1912
001505	Boulevard Gardens	1912
001568	Asher's Clover Leaf Terrace	1913
001571	Corella Tract	1913
001606	Montezuma Terrace	1913
001666	Asher's Clover Leaf Terrace First Addition	1915

Of these 18 tracts, perhaps the most prominent is the Eureka Lemon Tract. Platted in 1893, from Pueblo Lots 1193, 1194, 1207, 1208, and a portion of 1209, the tract served as a connector between Morena, to the immediate south, and Pacific Beach, to the immediate west. With lands advertised between \$25 and \$125 per acre,¹⁶ property owner A.G. Gasson named the subdivision after Eureka Lemons, a varietal that first grew out of a selection of seedlings planted in Los Angeles, California in 1858. The Eureka varietal was propagated and introduced to the public in 1877, and soon became regarded as a hardy varietal that grew well in coastal climates. The bucolic nature of the Eureka Lemon tract was demonstrated in its name and acreage, and it served as an extension of the lemon orchards planted to the west in Pacific Beach. By mid-1892, the cultivation of fruit had become popular in Pacific Beach, and more than 170-acres had been planted with citrus varietals.¹⁷ The Eureka Lemon Tract lands proved to be similarly suitable for citrus trees. By 1906 the northwest portions of the tract were re-subdivided as the American Park Addition, offering proximity to rail lines, with lots sold at \$50 each.¹⁸ For the remaining tracts recorded in the 1888-1915 period, a sample of published real estate transactions disclosed that a majority of lots sales occurred at least five years after each tract was subdivided.

The overwhelming majority of the Clairemont CPA, on the mesa to the north and northeast of Morena, remained undeveloped and dominated by chaparral and bifurcated by Tecolote Creek and Canyon. The 1903 USGS topographic map of the La Jolla quadrangle prepared from surveys conducted in 1901-02 recorded the presence of only three buildings in Tecolote Canyon east of Morena: two directly east of Pacific Beach, and one near today's intersection of Balboa Avenue and Mt. Albertine Avenue.¹⁹ The mesa portion of the planning area remained part of what San Diegans knew as the Linda Vista District, which encompassed today's Clairemont, Kearny Mesa, and Linda Vista CPAs. Writing in the *San Diego Union* in 1894, James P. Jones described the Pueblo Lands portion of the Linda Vista District with what would prove to be excessive optimism.

That part of the district which embraces the pueblo lands and is within the limits of the city of San Diego belongs in part to the city, but the larger portion is owned by private parties in lots from 5 to 3,750 acres, and while the division of the district is handicapped by city taxes, its

proximity to the business center of the town, its magnificent views of ocean, islet, bay and mountain, quite outweighs the extra tax, and here in the near future we expect to find the homes of men of wealth and culture, and those who have an eye for the beautiful in nature, and who believe that men should not live by bread alone. Here he need not if he has a soul attuned to the beauties of his surroundings. Here grand homes will arise, for surely where nature has done so much, men will vie with each other in supplementing her works.²⁰

The problem with this prediction would be the lack of both water and infrastructure connecting the mesa to urbanizing San Diego to the south. Rather than rich men, it would ultimately be middle-class San Diegans who would flock to the mesa east of False Bay, where they would purchase homes in planned enclaves constructed at mass-production scale. However, it would take more than half a century for that to occur.

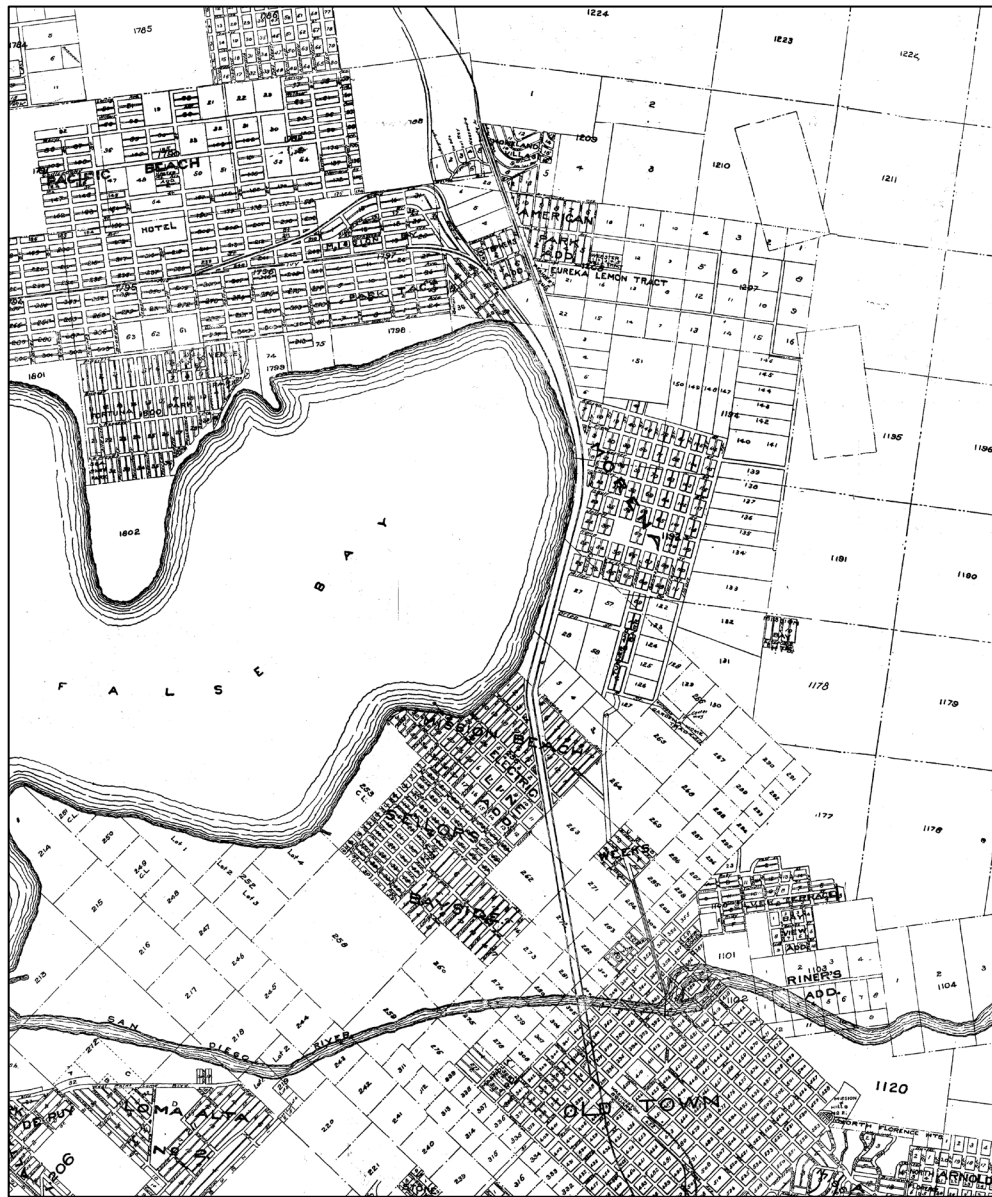


Figure 6. Rodney Stokes and Company Map of San Diego and a portion of the Ex-Mission Rancho (1911) showing the Morena townsite and surrounding tracts. Source: San Diego History Center / Wendy L. Tinsley Becker personal archive.

of the Clairemont CPA would remain undeveloped through the 1930s. This development stasis is attributed to several factors: increased streetcar networks and suburbanization around Balboa Park, establishment of military facilities in key locations around the city causing additional focused development, and focused efforts at developing an oil field and country club on the Morena Mesa.

Subsequent to the boom and bust of the 1890s, and as a result of the 1915 Panama-California Exposition held in Balboa Park, residential and commercial development was focused within the city's first ring suburban neighborhoods, disseminating out along streetcar lines within walkable, rectilinear streets and uniformly arranged blocks, with minimal attention remaining for the Morena district and the greater Clairemont CPA. The Exposition was a major impetus for growth in the city. Held in Balboa Park between 1915 and 1917, the Exposition shaped the character of the park with substantial, and ultimately permanent, improvements to circulation, landscaping, and facilities, and introduced Exposition attendees to the opportunities for residential and commercial development north and east of Balboa Park. In 1911 the city began to formally develop Balboa Park as the exposition site.²¹ Opened on January 1, 1915 and closed on January 1, 1917, the Exposition's success was largely attributed to its exotic architecture and beautifully landscaped gardens and park grounds.

However, the event also had a practical purpose. Beyond promoting a new architecture and the region's temperate climate, the Exposition illustrated the great opportunities to be found in this burgeoning western metropolis. San Diego had invested approximately \$2 million in physical improvements in preparation for the Exposition – buildings, landscaping, roadways, and infrastructure.²² Anticipation of the Exposition and its two-year timeframe fostered one of the greatest building booms in San Diego's history, with landowners speculatively developing apartment and hotel properties in Downtown and on the west side of the park in advance of the event, and visitors who chose to relocate to San Diego settling in the first ring suburban neighborhoods accessible from the streetcar lines. During the 1910s, 1920s and 1930s, the increasing sale, development, and maintenance of lots in the first-ring suburban communities of University Heights, Normal Heights, and Kensington left land speculators and community builders to look elsewhere for their next ventures, within what would become the second ring neighborhoods of the city, including the Clairemont CPA. In 1926, US Highway 101 was formed from Orange County to the Mexican border, via paved and unpaved streets in San Diego's coastal communities. Within the Clairemont CPA, Morena Boulevard served as part of the highway alignment, which remained in place until 1933 when Pacific Highway, with modern bridges and ramps, was opened. Vehicles soon became the primary mode of transportation in and around the Clairemont CPA and the surrounding communities, and would inform the pattern of residential development from the 1930s forward.

The San Diego economy benefited immensely from federal investment in new military facilities preceding and during WWI, but such investment supported residential development mainly in southeast San Diego, Pacific Beach, La Jolla, and on the mesa south of Mission Valley and the San Diego River, areas served by an expanding system of commuter railways that facilitated development of new housing stock. Despite the 1920s real estate boom, water supply—an issue that led the City of San Diego into a long legal struggle over rights to the San Diego River—also likely played a role in limiting the geographic extent of San Diego-area growth during this period.²³ For multiple reasons, the housing boom of the 1920s did not reach the Pueblo Lands atop the Linda Vista Mesa.

Development on the mesa northeast of the Clairemont CPA, present-day Marine Corps Air Station Miramar, brought additional activity to the immediate environs of the CPA. During WWI, the U.S. Army established Camp Kearny, a military training camp just east of the small enclave of Linda Vista, located along Rose Canyon (not to be confused with today's Linda Vista CPA) and named for Brigadier General Stephen Watts Kearny. The Army agreed to develop Camp Kearny at the location after receiving commitments from the City and San Diego Gas and Electric Company (SDG&E) to install infrastructure for the camp, including water, sewer, and roads constructed by the City and electrical transmission lines built

by SDG&E. The City and the County of San Diego shared the costs of constructing the “modern highway” that would provide for vehicle travel between Old Town and Camp Kearny, today's Linda Vista and Kearny Villa Roads, which skirt the east side of the Clairemont CPA. Camp Kearny would later serve as a marine combat training area and would be the site of a new training facility, Camp Holcomb, during the mid-1930s.²⁴

Into the 1920s, with a focus on military activities at the northern mesa, limited development occurred in the Clairemont CPA beyond the small enclave of Morena. In the early part of the decade, during the height of the Southern California oil boom, speculators drilled several wells and constructed oil derricks within the planning area, at or adjacent to what speculators promoted as Morena Mesa (**Figure 7**). These included the Community Oil Fund well just east of Morena, the Whitelock Brothers well near today's Mesa College, and the Tecolote Dome Oil Company well near today's North Clairemont. The promotion of Morena Mesa land sales appears to have been a fairly short-lived campaign. Advertisements for Morena Mesa appeared regularly in the *San Diego Union* beginning in 1920, but ceased in 1921.²⁵ In 1926, developers graded a new road through Morena to a mesa location near Tecolote Canyon that became the site of a planned Country Club, El Panorama. The developers of El Panorama Country Club also drilled wells in Tecolote Canyon for water supply, and graded an 18-hole golf course. However, the project appears to have failed; no information on the El Panorama Country Club or any Morena Mesa country club appeared in *The San Diego Union* after 1926.²⁶

Figure 7. Morena Mesa.

Source: *The San Diego Union* advertisement (July 25, 1920).

By the late 1920s, plans for residential development south of the Clairemont CPA began to take shape for what would become the Linda Vista CPA. The identity of the area evolved as naming conventions changed from Morena Mesa to “Linda Vista Mesa” or the “North Mission Hills portion of the Linda Vista District.” From a pipeline crossing the San Diego River, the City constructed a new system to deliver water from Lake Hodges up the Linda Vista Mesa to a storage tank just south of the Clairemont CPA, near the Chesterton Subdivision, the first residential tract developed in the Linda Vista CPA. The City also planned to grade and pave multiple new roads into and through the Linda Vista CPA at that time. Writing in 1928, one observer estimated that residential development of the City's mesa-top Pueblo Lands, between Mission Valley and San Clemente Canyon, would eventually earn it \$30 million in profit, and predicted that such development, “when it once makes a definite start, should be more rapid and concentrated because of the boulevards and traffic going through this property.”²⁷ However, the stock market crash that occurred the following year ushered in the nation's worst economic depression to date, halting major development activity across San Diego and eliminating a chance at prosperity within the Clairemont CPA and its immediate environs.

MORENA MESA

Get in ahead of the drill in the heart of San Diego's OIL Field

Morena Mesa Oil Field

The many best oil activities are all grouped about MORENA MESA, as illustrated above:

1. Bird Rock Oil Field
2. Whitelock Brothers Oil Corp.
3. Community Oil Fund
4. Tecolote Dome Oil Co.
5. Linda Vista Oil Co.
6. Collier Lease
7. Torrance House Oil Co.
8. San Diego-Sorrento Oil Co.
9. McNeely Oil Co.

These activities have all come into being within the past four months. Thousands of dollars have already been spent in preliminary work, three companies are already drilling, and the others plan to drill just as soon as they can secure essential equipment. MORENA MESA neighborhood was selected by these operators upon the advice of geologists and oil experts, who reported it as being the best oil prospect in the state. You can now reap the benefit of this expert opinion; this is

YOUR Opportunity

The majority of the fortunes made in the oil fields have come through the purchase of land near oil developments. You can make such a purchase now in MORENA MESA. This property, eight miles from Fifth and Broadway, close to the main routes of travel, 300 feet above sea level with an outlook from mountains to ocean, is being sold

at \$25 and \$30 an Acre

When the first oil well is brought in in this field, MORENA MESA land should be worth up to \$5,000 an acre. If you are fortunate enough to have a holding here, you can then lease to operators and retain a royalty in the oil they bring in, or you can develop your own oil well. We control the only land for sale in the vicinity of these operations at a reasonable price. There is but a limited amount of it left—over 1400 acres have been sold on Morena Mesa in the past month. If you would lay the foundation of a fortune, we advise you to call or write us immediately.

M. Hall Investment Co.
1168 Fourth St., Tel. M. 552

Associated Property Types and Architectural Styles, 1888-1929

Although research reveals that some non-residential structures were built during this period, including the railroad depot, the historical record and preliminary windshield analysis conducted in support of this historic context statement reveal that most of these non-residential structures were subsequently demolished. Therefore, only property types known to be extant within the CPA are addressed below. If intensive-level analysis reveals unknown, non-residential structures from the 1888-1929 period they should be evaluated in accordance with this historic context statement and accepted architectural style and building typology guides.

Single-Family Victorian Homes

Single-family dwellings are the property type most closely associated with the 1888-1915 timeframe, with the Victorian-era styles as the primary architectural aesthetic. Dwellings from the period would exhibit expanded Victorian-era styles and sub-types including the Italianate and Queen Anne, and transitional Foursquare houses with modest Classical Revival features. Both major types – the Victorian-era and the Foursquare Classical – maintained a picturesque aesthetic that, for Victorian-era homes, included visual contrast and abrupt variation. Visual contrast was created by the juxtaposition of one element or building material against another, with the sequence of features and materials at building elevations being unpredictable. The aesthetic was applied differently to the Foursquare Classical: an escalating volume of detail from the front entrance or other ground floor feature that intensified as the building height increased, and consistent use of contrast achieved through color wherein ornamentation was typically white in color to contrast with the body of the house.²⁸ The term “Victorian-era” is an umbrella term used to discuss house styles from approximately 1860 through 1910. Deriving from the long reign of Great Britain's Queen Victoria (1837-1901), these styles had several variations. In America rapid industrialization during the period from 1860 to 1910 brought drastic changes in house design and construction. Mass production of building components caused prices to decrease quickly. In addition, the new transcontinental railroad transported the items across the country quickly and cheaply, and the low cost and easy availability of these decorative and structural components made their success inevitable. The style of architecture that resulted from the profusion of ornaments and building materials was labeled “Victorian” and is seen everywhere in the United States. Within this broad term there are seven generally accepted styles: Gothic Revival, Second Empire, Stick, Queen Anne, Shingle, Richardson Romanesque, and Folk Victorian.

The Queen Anne style was named and promoted by a group of English architects led by Richard Norman Shaw. One of the first Queen Anne American houses was built in Newport, Rhode Island in 1874. The expanding American rail lines helped to popularize this style because they transported pre-made architectural materials throughout the country. Queen Anne houses built in the San Diego region likely contained pre-made materials ordered from catalogues or obtained by local planning mills. The Queen Anne style is characterized by irregular massing, steeply pitched roofs of irregular shape (usually with a dominant front-facing gable), patterned shingles, and angled bay windows. These design details were used to avoid a smooth-walled appearance and to give the building an asymmetrical appearance. Partial or full-length porch along the front facade often wrapped around one or both sides of the house. Character-defining features of this style include a variety of wall textures (shingle and siding patterns) and heavy ornamentation, such as scroll-sawn brackets, carved panels, incised ornament, spindle work, roof cresting, finials, and decorative trim. Additionally, Queen Anne buildings may be further distinguished into four principal subtypes based on decorative detailing: Spindework, Free Classic, Half-Timbered, and Patterned Masonry.

The Free-Classic subtype is analogous to the previously described Foursquare Classical. It exhibited basic Classical Revival features including columns (rather than spindled posts) either full-height or atop a solid porch balustrade, bay windows, and an emphasis on consistent use of contrast and escalating details, typically culminating in the traditional Victorian cross-gable and hipped roof form marked by prominent gabled bays. For domestic buildings, the Free Classic subtype ultimately transitioned into the Colonial

Revival style. Because it was transitional and a sub-type of the Queen Anne style, a wide variety of exterior features could have been applied to Free Classic homes including distinctive Queen Anne spindlework brackets and other millwork, bay windows, and glazing with ornamental sash divide patterns, all installed on a more organized facade unified by wall cladding in a single building material.

Identifying Exterior Features of Victorian-Era Architecture

- One or two stories
- Asymmetrical or symmetrical facade features (excepting porch configuration)
- Gable or Pyramidal Hip Roof, steeply pitched with lower cross gable(s)
- Decorative trusses in the gable
- Moderate eave overhang with exposed rafter ends
- Wooden wall cladding (shingles or boards)
- Decorative stickwork applied to the exterior wall surface
- Front porch in a wraparound, full-or-partial-length configuration
- Spindlework at porch (brackets, posts, and balusters)
- Narrow wood windows with wood surrounds

Significance and Integrity Thresholds for Victorian-Era Architecture

Victorian-era dwellings developed as part of the Morena Tract, the Eureka Lemon Tract, or subsequent speculative land subdivision efforts in the late 19th Century culminate in a finite group of properties within the Clairemont CPA. These Victorian-era homes provide tangible evidence of the CPA's earliest period of development and represent rare examples of Victorian-era architecture outside of Downtown San Diego and the city's first-ring suburbs. Pending an integrity analysis, extant Victorian-era homes within the Clairemont CPA may be eligible for designation under:

- HRB Criterion A, as a special element of the City's historical or architectural development; or
- HRB Criterion B, for an association with an important person in local, state, or national history; or
- HRB Criterion C as a good or excellent example of Victorian-era architecture.

Examples of significant Victorian-era architecture within the Clairemont CPA may, but are not required to, exhibit all of the identifying features listed above. Rather, these features typically present in some combination. As a finite property type in the Clairemont CPA, a reduced integrity threshold may be warranted for Victorian dwellings in order to ensure protection of the property type, particularly under HRB Criterion A. Additionally, the most critical aspects of integrity will vary depending upon the context and designation criterion under which the resource is significant. Setting, location, feeling and association are generally more important to conveying significance under HRB Criteria A and B, while design, materials and workmanship are generally more important to conveying significance under HRB Criteria C and D.

Study List of Known Associated Resources

A reconnaissance survey of the Clairemont CPA identified three extant examples of Victorian-era architecture that date to the 1888-1915 period. These homes (**Figures 8-10**) are sited in the Bay Park neighborhood, east of Morena Boulevard.



Figure 8. The Stough-Beckett Cottage, designated as HRB No. 146 and located at 2203 Denver Street. The home was previously addressed as 3003 Denver Street.



Figure 9. The Cass Residence, located at 2229 Erie Street. The home was previously addressed as 3029 Erie Street.



Figure 10. The Ambort Residence, located at 4440 Ingulf Street. The home was previously addressed as 4240 Ingulf Street.

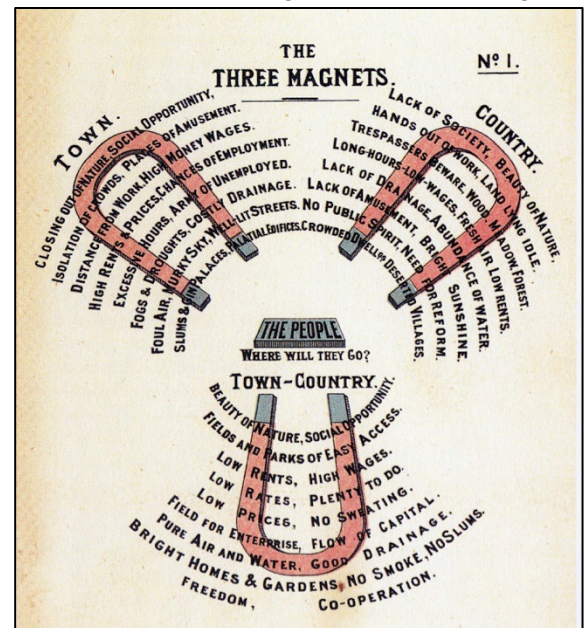
BAY PARK VILLAGE, COMMUNITY BUILDING, AND FHA PRINCIPLES, 1936-1950

American suburbs built in the 1930s and 1940s are the culmination of intense efforts on the part of the federal government, architects, city planners, and residential real estate developers termed the Community Builders, to create a clean, safe, and appealing environment suitable for American families. Stemming from decades of unregulated and unmitigated development in major American cities, and the resultant urban ills, from the late 1910s forward the American public sought respite from the city while still maintaining proximity. The Federal Government provided the regulatory framework for the creation of exclusive suburban single-family residential districts and promoted its primary housing policy through the endorsement of national campaigns such as the 1918-1919 *Own Your Own Home* campaign and the *Better Homes in America* movement.

At its inception in 1922, the *Better Homes in America* movement sought to improve the condition of American homes through an agenda that held women's activities, community service, and home economics education at its core. Started under the private initiative of *The Delineator* editor Marie Meloney, and later sponsored by the United States Department of Commerce, the *Better Homes* campaign expanded to a national movement that endorsed home ownership and efficient and sensitive design principles for the construction and maintenance of single-family homes.²⁹ In operation through 1942, the *Better Homes In America* movement maintained momentum through sponsorship of local housing competitions, held nationwide, in which *Better Homes* committees exhibited model residences in their communities during a nationally designated *Better Homes* week. As American home ownership was promoted, so was city planning and the creation of Euclidian zoning, resulting in the development of exclusive use single-family neighborhoods throughout the country. In 1926, the United States Supreme Court case *Village of Euclid v. Ambler Realty Company* established the constitutionality of comprehensive zoning. Argued by zoning advocate and attorney Alfred Bettman, the decision ensured that the allocation of land for specific land uses was allowable under the law.

Community Builders promoted their suburban developments in conjunction with government agencies and private consultants, and often helped craft legislation, zoning, and associated land use designations intended to ensure the protection of the suburban lifestyle they developed. The garden cities of England, based on the work of Sir Ebenezer Howard in his 1898 book *Tomorrow: A Peaceful Path to Real Reform*, (republished in 1902 as *Garden Cities of To-Morrow*) served as the philosophical and aesthetic model for residential subdivisions designed and constructed by Community Builders. Howard postulated that the ideal place for people was a Town-Country setting, which offered among other benefits, "beauty of nature, social opportunity, bright homes & gardens, no smoke, no slums, freedom, co-operation"³⁰ (Figure 11).

Figure 11. Ebenezer Howard's Three Magnets: Town, Country, Town-Country (1898).

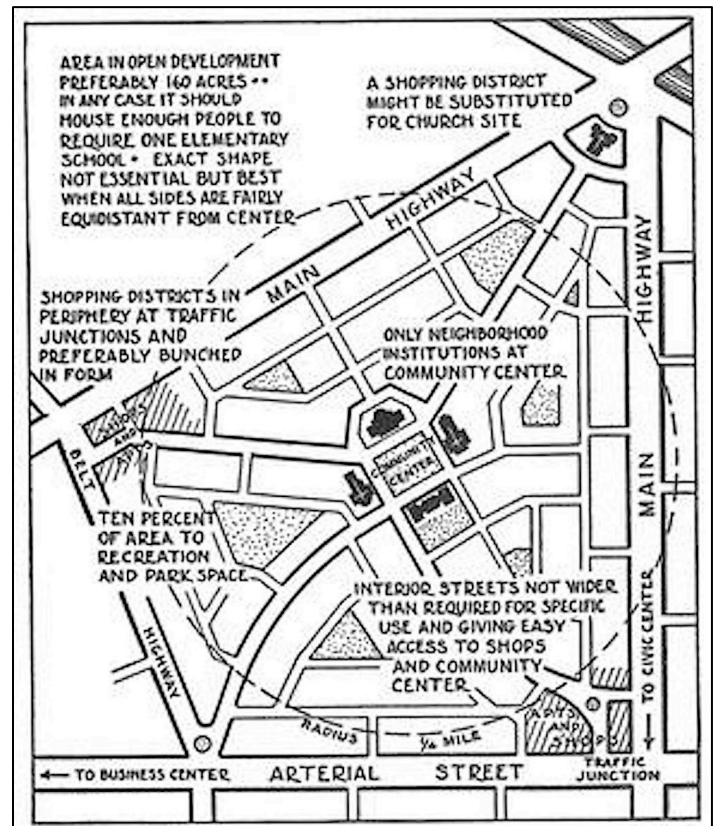


The regulatory models that provided the framework for the creation of such garden style subdivisions were set forth in enabling legislation and planning models published by the Department of Commerce in 1922 and 1928, and were further prompted by the growing concept of regional planning and the importance of neighborhoods within a region. The Committee On [The] Regional Plan Of New York And Its Environs published the eight-volume *Regional Plan Of New York And Its Environs* in 1929. Volume seven entitled *Neighborhood and Community Planning*, contained three monographs relating to the topic. The first monograph, written by noted planner Clarence Perry, formally introduced Perry's Neighborhood Unit Theory, which served as a model for residential subdivision designs in the 1920s and 1930s.³¹ Perry first espoused the Neighborhood Unit design scheme (**Figure 12**) in 1924, as he put it, to serve as a "framework of a model community and not as a detailed plan. Its actual realization in an individual real estate development requires the embodiment and garniture which can be given to it only by the planner, the architect, and the builder."³²

Figure 12. Neighborhood Unit design scheme
(1929).

The Neighborhood Unit scheme embraced six principles: size, boundaries, open spaces, institution sites, local shops, and an internal street system, on the basis that an "urban neighborhood should be regarded both as a unit of a larger whole and a distinct entity in itself."³³ The Neighborhood Unit was intended to meet the following conditions:

- Residential development bound by arterial streets on all sides.
- Enough housing to support the population requirements of an elementary school.
- A small system of parks and recreational open space to meet the needs of the residents.
- A suitable grouping of centrally located institutions including schools and local services.
- Adequate local shopping districts located on the edges of the unit.
- An internal street system designed to efficiently circulate traffic within the unit, but discourage through-traffic from outside motorists.



The above conditions represent what city planners and architects, the federal government, and community builders regarded as good neighborhood design in the 1920s and 1930s. The Federal Housing Administration (FHA) further reinforced these models through its programs and publications.

Established in 1934 to reform home financing practices, to improve the quality of small homes for low- to middle-income families, and to stimulate the building industry during the Great Depression, the FHA regulated home building practices by approving properties for mortgage insurance and publishing standards for housing and subdivision design. Into the 1930s and through the 1940s, as a result of the Great Depression and an interest in adapting a more affordable and simple aesthetic for working class

dwelling, residential builders stripped the exteriors of homes to only the most minimal detailing and form. This design direction was substantially influenced by President Herbert Hoover's United States Commerce Department, in particular the 1931 *President's Conference for the Design of Residential Neighborhoods* (President's Conference). The 1931 conference convened experts in architecture, planning, residential design, home building, and lending to establish recommendations on reforming the nation's housing system. Primary goals of the conference included: creating a home financing program, improving the quality of moderate and low-income housing and residential districts, and stimulating the building industry. The conference culminated in the creation of a new national priority to lower the cost of American homes while improving their design and efficiency. First envisioned by Hoover but created by legislation passed as part of President Franklin Roosevelt's New Deal, the FHA implemented financing goals and enforcement of quality construction practices which, through its approval of properties for mortgage insurance and publication of housing and subdivision standards, instituted a national program that would guide home building practices for decades to come.

The Federal Home Loan Bank Board and the Home Owners' Loan Corporation (HOLC) were established in response to the Great Depression and surveyed cities throughout the United States and evaluating neighborhoods deemed upon the ability to repay mortgages on moderately priced, well-constructed, single-family dwellings (Hillier, 2003). The HOLC was a government sponsored corporation specifically created to address mortgage defaults prevalent during the Great Depression. The HOLC issued bonds to purchase mortgages in default from lenders at favorable terms. The FHA also attempted to stabilize lending for the banking industry by guaranteeing mortgages with lending institutions. With federal mortgage guarantees, banks were protected and could engage in lending practices with larger mortgages over longer terms.

The HOLC surveys were intended to identify mortgage lending risk and created a series of maps and assigned a color-coded gradation of neighborhoods to reflect each neighborhood's "mortgage security." However, 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 the working class, received lower grades. Additionally, old or aging building stock was largely perceived by HOLC to entail rundown, blighted, or undesirable neighborhoods and also received lower grades. The 1936 HOLC City Survey of San Diego map includes an area of present-day Clairemont up to approximately Balboa Avenue. Much of this area is undeveloped except a portion of the Bay Park subdivision is shown on the map and identified as "Sparsely Settled" reflecting its lack of buildings.

Published in 1936 and revised in 1940, the FHA's Technical Bulletin No. 4, *Principles of Planning Small Houses*, detailed a series of floor plans and features for small houses between one and four bedrooms that offered a "maximum amount of usable space, with as much comfort, convenience, and privacy as possible," all obtained "for a minimum amount of money."³⁴ Affirming the professional opinions and experience of architects, this publication espoused that the planning of well-designed, livable houses could be achieved through adherence to a few fundamental principles. The simplest FHA design, known as the "FHA minimum house", was created for a family of three adults or two adults and two children, and measured 534-624 square feet, with a kitchen, living room, two bedrooms, and one bathroom. With an emphasis on enlarging the home to meet user needs, the one-story "minimum" house could be expanded to accommodate growing families, with aesthetic features and stylistic details similarly tailored to respond to an owner's aesthetic interests via the inclusion of gable or hipped roofs, porches at different facades, exterior wall and roof materials, window types and corresponding adornments including shutters, awnings, etc. The stylistic classification assigned to these minimum houses built in the 1930s-1940s period is Minimal Traditional.

In 1935 the federal government further formalized its presence in the housing market and construction of planned residential communities through the United States Resettlement Administration's greenbelt

communities: Greenbelt, Maryland, Greenhills, Ohio, and Greendale, Wisconsin. Constructed between 1935 and 1938, the greenbelt communities were intended to serve as new suburban neighborhoods, based on the principles of garden cities and the neighborhood unit. The greenbelt towns offered housing and resettlement opportunities for American farmers and city dwellers who were suffering or displaced as a result of the Great Depression. Each community included detached single-family dwellings and multi-family buildings designed according to FHA guidelines, and a community center with civic and commercial buildings. Highly touted by the Resettlement Administration, the greenbelt towns served as a model for private development throughout the country, demonstrating how local land could be transformed from not just a paper subdivision, but a community replete with housing options, dedicated streets, and civic infrastructure.

+

In June of 1936, real estate developer Harold J. Peterson announced his plans for Bay Park Village, a community constructed in accordance with FHA guidelines, within a portion of the defunct Morena tract, in the Clairemont CPA. Recorded as San Diego County subdivision tract No. 2209 (**Figure 13**), and owned by the San Diego Urban Company, Bay Park Village was bound by Milton Street to the north, Illion Street to the east, Littlefield Street to the south, and Morena Boulevard to the west. The company advertised the community as “a subdivision-home so unique and attractive as to mark it as one of the outstanding developments of its kind here.”³⁵ The tract was laid out with a central public plaza, bounded by Napier Street to the north, Chicago Street to the east, Ashton Street to the south, and Morena Boulevard to the west with additional land reserved for civic and cultural uses. An adjacent business district lining Napier and Chicago Streets would serve as a “picturesque and unique yet practical entrance” to the community. Foreshadowing the concept of local-serving uses and reinforcing the Neighborhood Unit Theory, the Peterson Realty Company touted the business district and its environs sufficiently diversified to care for the ordinary needs of the neighborhood.³⁶ The surrounding 800-square feet, single-family homes ranged in price from \$2,500 to \$4,000. Peterson ensured the homes were affordable for the city's burgeoning number of middle-class residents largely employed by the military and aerospace industries and worked with the FHA to achieve consistency with planning and design guidelines for suburban tracts and smaller homes.

Bay Park Village featured a Model Home Exposition made up of 18 detached single-family homes that would later form the nucleus of the new suburban community. The models offered were intended to appeal “to those with average salaries, wages, or other income”³⁷ and the exposition culminated in a contest to select the most attractive model home. Each voter received an opportunity to win the home.³⁸ Local homebuilders participated in the exposition including W.B. Watson (Monterey style), A.R. Georgia & Son (French Provincial Cottage), C.H. Tifal (California Colonial), D.C. Stevens (Early American), Depew Building Company (Cape Cod Cottage), R.B. Lutes (Monterey style), Stanley J. Nash (Monterey style), T.J. Lords (Modern), Carl B. Hayes (Early California), P.M. Burroughs (Monterey Cottage), and Dennstedt Building Company (Modern).³⁹

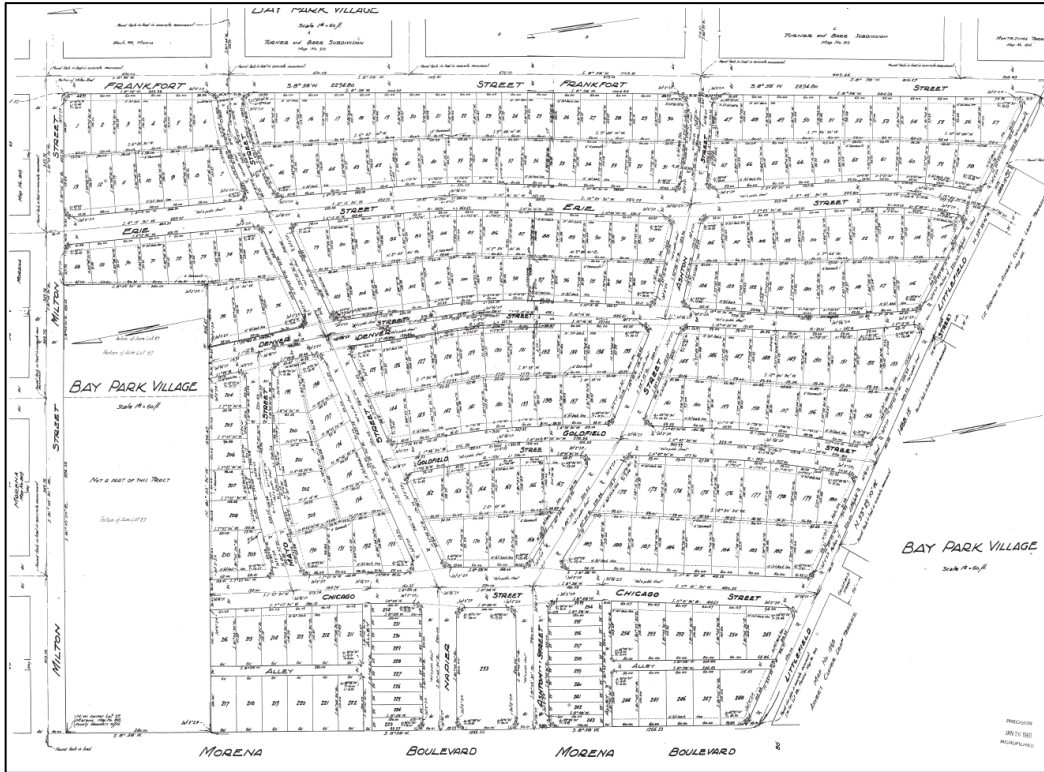


Figure 13. Bay Park Village, tract No. 2209 (1936)



Figure 14. Peterson Lumber and Finance Company (n.d.) Source: San Diego History Center



Figure 15. Bay Park Village (n.d.) Source: San Diego History Center

In November of 1936, the Peterson Realty Company submitted a batch of 30 FHA mortgage loan applications, one of the largest submittals to the FHA in California and the Nation at the time. Construction of these 30 homes, in addition to the 18 model homes and other non-FHA properties, represented major progress in the development of Bay Park Village (**Figures 14-16**) and signaled a move towards local recovery from the Great Depression. *San Diego City Directory* listings disclose that, by 1937,

new residents occupied 16 homes in Bay Park Village. Between 1937 and 1940 street addresses shifted resulting in a change of house numbers for all dwellings in the tract. The earliest homes built in Bay Park Village are identified below in **Table 3**. The tract formally opened by June of 1937, with all streets paved, and olive trees planted in the public plaza. Several months prior, in April 1937, the Model Home Exposition resulted in the selection of the “prettiest home” in the tract: the W.B. Watson Residence, a Minimal Traditional home described by the *San Diego Union* as a “California Colonial type bungalow” (**Figure 17**). The second and third place homes were similarly styled Minimal Traditional dwellings featuring limited Colonial Revival facade features.⁴⁰

The Walruff Residence and Briggs Residence, both built by C.H. Tifal, were described as Monterey style three-bedroom dwellings. The Shelton residence, constructed by the Dennstedt Building Company, was described as a “Modified Modern” and the Boles Residence, constructed by Mr. Boles, was described as an early California cottage.⁴¹ In addition to these wood frame dwellings, reinforced adobe homes were built, including the Pool Residence, constructed by owner W.R. Pool, which appears to be the earliest of its type in the area.⁴²

By 1938, the neighborhood had been improved with 60 homes, necessitating a local elementary school and formation of a civic organization. Construction of Bay Park Elementary was initiated in October 1938 and the school opened in 1939.⁴³ In January of 1938, the Bay Park Village Association was established. Newspaper accounts reveal that the organization tasked itself with a variety of activities relating to the physical and social betterment of the area including prevention of garbage dumping on vacant lands in and around the community, street light maintenance, landscape improvements, requests for municipal road improvements leading to the community, creation of a Boy Scouts Troop, and in 1942, installation of an Air Raid Warden Center, a 30' by 60' room replete with an operating table, five stretchers, sterilizers, desks, a typewriter, and a medical cabinet.⁴⁴



Figure 16. 24 Modern Homes Under Construction at Bayside Subdivision. *The San Diego Union* (January 10, 1937).

Table 3. Early Homes Constructed in Bay Park Village

Original Address	Identifier	Present-Day Address	Year Built	Extant
3229 Chicago Street	J.D. Kissinger Residence	2435 Chicago Street	1937	Yes
3234 Chicago Street	J.H. Gallant Residence	2434 Chicago Street	1937	Yes
3251 Chicago Street	Alfred Olssen Residence	2451 Chicago Street	1937	No
3353 Chicago Street	Gudrun Kolback Residence	2453 Chicago Street	1937	No
2720 Denver Street	H.D. Boles Residence	1820 Denver Street	1937	Yes
2738 Denver Street	H.P. Conklyn Residence	1830 Denver Street	1937	Yes
3003 Denver Street	Stough-Beckett Cottage	2203 Denver Street	1888	Yes
3029 Erie Street	Cass Residence	2229 Erie Street	1892	Yes
3042 Erie Street	B.W. Speir Residence	2242 Erie Street	1937	No
2785 Frankfort Street	Manchester Residence	1985 Frankfort Street	1937	Yes
2801 Frankfort Street	O.I. Goodwin Residence	2001 Frankfort Street	1937	Yes
2719 Goldfield Street	Rush Residence	1819 Goldfield Street	1937	Yes
2753 Goldfield Street	Briggs Residence	1853 Goldfield Street	1937	Yes
2765 Goldfield Street	Walruff Residence	1865 Goldfield Street	1937	Yes
2835 Goldfield Street	Shelton Residence	1935 Goldfield Street	1937	Yes
3928 Littlefield Street	D.R. Kern Residence	4127 Littlefield Street	1937	No

Bay Park Village is an example of a second-ring suburb developed in the city of San Diego. Outside the bounds of the streetcar system, excepting a single rail stop on Morena Boulevard, the tract was developed with the automobile in mind and featured irregular street patterns, sidewalks and other capital improvements characteristic of comprehensively constructed communities. The Peterson Realty Company and the San Diego Urban Company set out to improve and sell residential lots according to FHA financing standards. They also endorsed and sold a package of model home options, dedicated lands for public purposes, and established a local-serving central business district, all with westerly views of Mission Bay. The tract represents an evolution in San Diego's suburban development history, and a sub-phase of second ring suburban development bookended by Oscar Cotton's Lexington Park in 1917 (partially demolished in the 1970s as part of Interstate 805), and Linda Vista in 1941, a WWII public housing project owned by the United States Housing Authority. Residential development in the Bay Park Village subdivision continued through the 1940s and beyond. In total, 246 buildings were constructed in the tract.

Subsequent to Bay Park Village and prior to major construction of Clairemont to the east, three additional tracts were recorded in the vicinity of the old Morena district: Weston Highlands (1941), Hazard Tract #1 (1949), and Bay Park Vista Unit #1 (1950). Weston Highlands, a resubdivision of Lot 123 of the Morena tract, yielded two homes. The Hazard Tract #1, was the first subdivision built in the area after the end of WWII. Sited immediately east of Morena Boulevard and immediately north of Bay Park Village, the tract offered two floor plans with nine exteriors advertised as "ranch type and modern styles."⁴⁵ Developed by contractor John W. Anderson, the tract added 100 homes to the area, giving Morena the largest percentage gain in housing for 1949.⁴⁶ Anderson worked as a homebuilder throughout the San Diego region, on single and multi-family properties. Subsequent to the Hazard tract Anderson developed residential projects in Chula Vista, Point Loma (Plumosa Manor No. 2 in 1950), El Cajon (Meadow Terrace tract in 1959), and San Diego, including Linbrook Homes in 1959 and 400 "Guide to Housing" homes in Mira Mesa in 1960-1961. Mr. Anderson appears to have continued to work as a contractor until at least 1993 when his general contractor's license was re-issued. He died in August of 1998. Nearly one decade after the Hazard Tract was developed, in November of 1950, property owner and developer David McGraw initiated construction of 95 single-family homes immediately north of Bay Park Village, within the Bay Park Vista Unit #1. These homes were completed in 1951 and subsequent years, all built in a Minimal Traditional or Transitional Ranch architectural style.

percent.

(Continued on Page 2, Col. 1)

COLONIAL TYPE MOST POPULAR, CONTEST SHOWS

The most popular trend in architecture here is the California colonial type, according to the results in a friendly competition of ballots conducted by the Peterson Realty Co. at its model homes exposition in Bay Park village.

Popular choice of "the prettiest home" in the village is an attractive bungalow of the California colonial style, and homes of similar type were judged second and third best. Announcement of the three homes which rated highest in the public's fancy was made yesterday by the Peterson Co., which in cooperation with leading San Diego home builders staged a free exposition that was estimated to have attracted more than 25,000 visitors in the last four weeks.

Watson Builds Winner

First choice is a five-room home built by W. B. Watson; second choice is a nifty home conceived by Stallard & Oates, and the third is the creation of Joseph C. Kelly. Each residence embraces numerous features, exterior and interior, which the builders worked into their plans.

Eighteen homes comprised the exposition. Each possesses distinctive features which, according to Scott King, sales manager for Peterson Realty Co., made first, second and third choices extremely difficult for the thousands who inspected them.

"The model homes exposition created high interest," Scott said. "The balloting right down the line was close, only a slim margin separating the three that received the highest votes, and all of the others finding an unusually large number of supporters. The exposition far exceeded our expectations as to the number of persons attracted to it. It was the first time an enterprise of this kind has been offered to the public, and it proved to be just what the public was waiting for. Among the visitors were many from all parts of southern California."

Interest Awakened

One of many tangible results of the exposition, he added, has been an awakening of interest in modern and moderately priced homes such as those being built at Bay Park village. Another result has been a stimulated interest in acquisition of home sites.

The model homes exposition will be open today, and the largest crowd yet to visit the tract is expected. Presentation of a choice lot will highlight the celebration, the award being announced at 4 o'clock.

All improvements, except paving, are in, King said, and this one remaining project will be started as soon as the ground is sufficiently dry from recent rains.

Home builders, other than those named, who cooperated with Peterson Realty Co., were D. C. Stevens, C. H. Tifal, A. R. Georgia & Son, Robert Lutes, Depew Building Co., Diamond Construction Co., P. M. Burrows, G. F. Samuel & Son, Loring & Co., Ira M. Johnson, Stanley J. Nash, A. L. and A. E. Dennstedt Building Co., Carl B. Hays, T. J. Lords, Louis Moisan.

NO FREE HOMES

Realtor Takes Vacation As Story Gets Out

SOUTH BEND, Ind., April 2 (A.P.)—Somehow the story got started that M. M. Dinan, a South Bend real estate dealer, was handing out free homes to all comers.

Until the story is straightened out he's taking a brief vacation.

It started with his announcement that in celebration of his 50th anniversary as a real estate

THREE HOMES CHOSEN AS PRIZE WINNERS AT 'VILLAGE'



This California Colonial type bungalow, built by W. B. Watson, was the popular choice as "prettiest home" in Bay Park village in a friendly voting competition that ended Wednesday. This house is one of 18 comprising the model homes exposition, which closes tonight. The exposition attracted more than 25,000 visitors.



Stallard and Oates built this attractive California Colonial type house, which was rated second choice in the competition to determine the "prettiest home" in Bay Park village. The model homes exposition, in which this house was entered, will come to a close today. Conceived by the Peterson Realty Co., the exposition received the cooperation of some of San Diego's foremost home builders.



Third choice in the "prettiest homes" competition at Peterson Realty Co.'s Bay Park village is this California Colonial type created by Joseph C. Kelly. This home, and the two pictured above, were closely grouped in the balloting by which visitors to the tract were asked to express their preferences among the 18 dwellings comprising a model homes exposition.

FHA CONTINUES ITS HOME-FINANCING ACTIVITIES

Figure 17.
Three Homes
Chosen as
Prize Winners
at "Village".
The San
Diego Union
April 4, 1937.

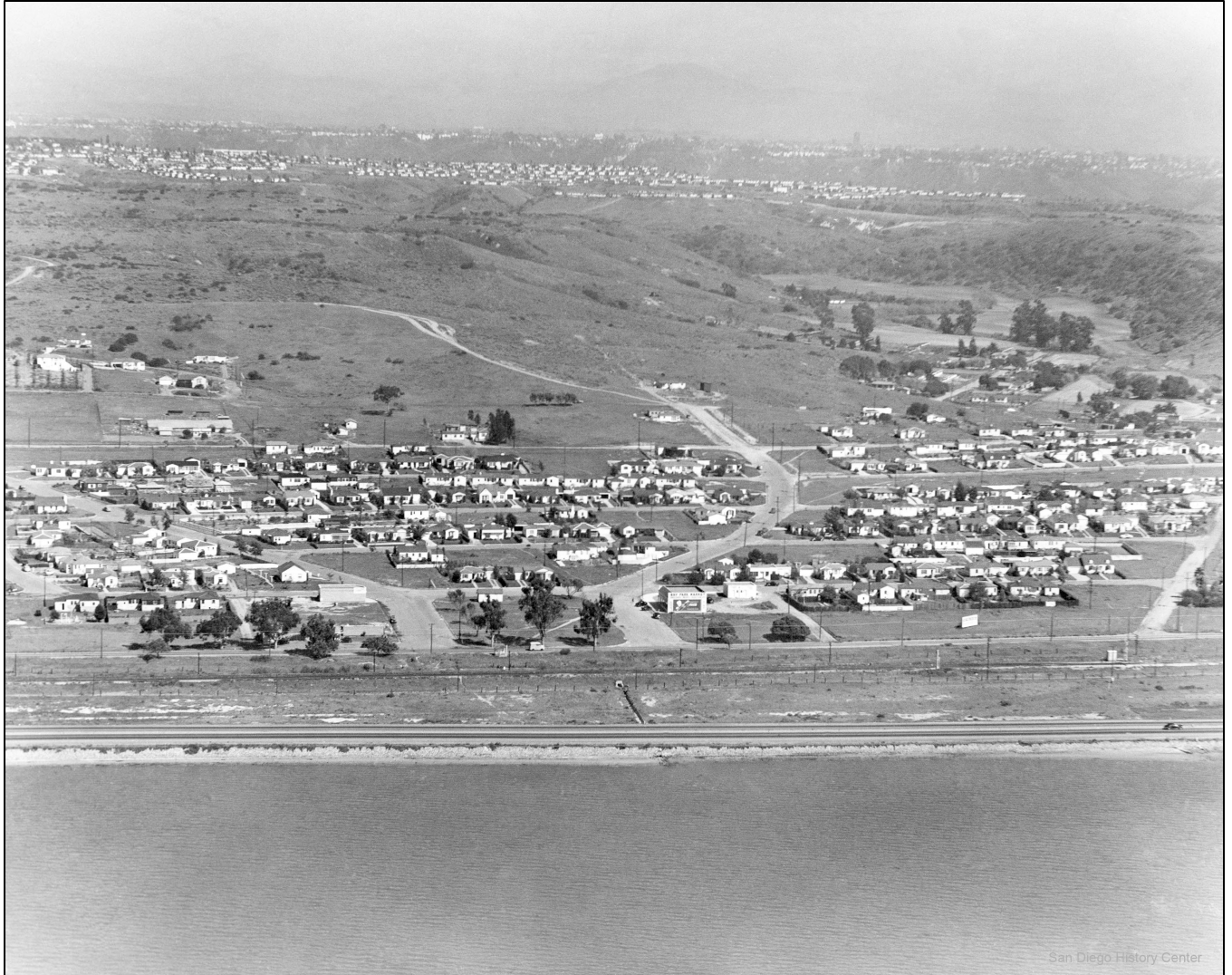


Figure 18. Bay Park Village Aerial (1946). Source: San Diego History Center

The last project completed in the old Morena district, within the 1936-1950 timeframe, represents a novel affordable housing experiment. In 1950, within the boundaries of the old Correla tract, Homes U Finish, Inc. (**Figure 19**), a corporation established by F.K. Cardwell, J.H. Cardwell, Dick Cardwell, and R.K. Broderson, constructed 16 homes along the 1300 blocks of Nashville and Frankfort Streets (**Table 4**), each sold with a finished exterior and rough-ins for plumbing and electrical wiring, leaving all interior work to the buyer.

The homes were advertised as two-bedrooms over 750 square feet with identical floor plans but varying exterior appearances including shake or redwood board siding. Buyers were required to finish the interior within one year of purchase.⁴⁷ Edward A. Huard, general contractor, completed initial construction of the homes, along with Gardner Electric and Harold A Stephens, plumbing and heating contractor. Mr. Stephens, a WWI veteran, retired from construction in 1959 and died in 1968.⁴⁸ Mr. Huard, a WWII veteran, worked as a self-employed building contractor for 15 years before his death in 1981.⁴⁹ F.K. Cardwell, head of Homes U Finish, Inc., was a property owner and motel proprietor in Old Town, and served as a member of the City of San Diego Architectural Control Board in circa 1968-1969. Registered as a California

corporation in March 1950, Homes U Finish, Inc. does not appear to have completed other projects beyond the Correla tract and the corporation ultimately dissolved. References to the company cease in local newspapers after 1951.

Figure 19. Homes U Finish advertisement. *The San Diego Union* advertisement (July 18, 1950)

By the early 1950s, as construction began at Clairemont, Bay Park and its immediate environs included approximately 360 dwellings, all serviced by a local elementary school, civic plaza, and commercial district. The area continued to develop into the contemporary-period, which, when combined with the infill development of earlier tracts in the Morena district, amounts to approximately 1,500 improvements constructed between 1936 and 1950.⁵⁰



Table 4. Homes U Finish, Inc. Properties

Original Address	Present-Day Address	Year Built	Extant
1326 Nashville Street	1326 Nashville Street	1950	Yes
1332 Nashville Street	1332 Nashville Street	1950	Yes
1340 Nashville Street	1340 Nashville Street	1950	Yes
1348 Nashville Street	1348 Nashville Street	1950	Yes
1356 Nashville Street	1356 Nashville Street	1950	Yes
1364 Nashville Street	1364 Nashville Street	1950	Yes
1370 Nashville Street	1370 Nashville Street	1950	Yes
1378 Nashville Street	1378 Nashville Street	1950	Yes
1325 Paul Street	1325 Frankfort Street	1950	Yes
1331 Paul Street	1331 Frankfort Street	1950	Yes
1339 Paul Street	1339 Frankfort Street	1950	Yes
1347 Paul Street	1347 Frankfort Street	1950	Yes
1355 Paul Street	1355 Frankfort Street	1950	Yes
1363 Paul Street	1363 Frankfort Street	1950	Yes
1369 Paul Street	1369 Frankfort Street	1950	Yes
1377 Paul Street	1377 Frankfort Street	1950	Yes

Associated Property Types and Architectural Styles, 1936-1950

Three property types and corresponding architectural styles are associated with the 1936-1950 period: Minimal Traditional style single-family dwellings, One-Part Commercial Block buildings, and Modernistic School buildings.

Minimal Traditional Dwellings & Residential Tracts

Minimal Traditional style single-family dwellings are most closely associated with the Clairemont CPA in the 1936-1950 timeframe. Minimal Traditional is the stylistic classification assigned to single- and multi-

family housing projects built in the 1930s-1940s consistent with FHA principles. Loosely based on the Tudor Revival and Colonial Revival style and occasionally designed to feature Modernistic details, Minimal Traditional housing was built in large numbers throughout the country immediately preceding and following WWII. Early examples built in Bay Park Village were additionally described as “Monterey,” “French Provincial,” “California Colonial,” “Early American,” “Cape Cod,” and “Modern” in newspaper articles, however, the terms utilized in these early newspapers do not align with current architectural history nomenclature. A study of available historic photographs and a windshield survey of the CPA did not specifically identify substantial stylistic differences relative to the aesthetic details at the Minimal Traditional style homes that characterize Bay Park Village. No Monterey, French Provincial, Early American, or California Colonial dwellings exist in the CPA. Limited Modernistic, Colonial Revival, and Cape Cod features can be observed at intact Minimal Traditional style homes within Bay Park Village.

The Minimal Traditional style reached its peak in popularity by the late 1940s. The building type represents a transition between the deep-set bungalows and cottages of the 1910s and 1920s and the horizontally oriented Ranch homes built in the 1950s and 1960s. However, the style of architecture at an individual dwelling is regarded as secondary in the 1936-1950 timeframe, when the Clairemont CPA was initially developed with residential tracts in a planned manner consistent with FHA guidelines and influenced by early 20th-Century urban planning and design principles. Thus, in addition to individual homes, the comprehensively constructed residential tract emerged as a property type within the Clairemont CPA in the 1936-1950 period.

Identifying Exterior Features of Minimal Traditional Architecture & Residential Tracts

Single-family Minimal Traditional homes are typically compact in size and single-story. Minimal Traditional style properties offer minimal articulations or stylistic enhancement.⁵¹ Identifying-exterior features of the Minimal Traditional style are listed below.⁵²

- Roof – low-pitched gabled roof or hipped roof with clipped / boxed eaves and rake, usually there is one front facing gable.
- Exterior Walls – clad in horizontal board siding, stucco, brick veneer, or stone veneer.
- Windows – wood frame with wide one-over-one or multi-lite divide sash pattern, often decorated with fixed wood shutters.
- Porches – small area recessed into the front facade and roofline or formed by addition of a small overhang / roof line extension above a small concrete slab, with or without wood posts and supports.
- Moderne articulations – porthole windows, glass block, and curvilinear corners.
- Colonial articulations – horizontal board siding, scalloped edge details, and brick at porches, doorframes, and base or ground floor walls.
- Tudor articulations – gable roofs, secondary dormers or lower gables, stone at feature facades, doorframes, and base or ground floor walls.
- Garages – single-car units with tilt-up wood door built in to the building mass, typically at the rear of the building accessible from an alley or secondary route.

Within the 1936-1950 timeframe, residential tracts in the CPA were generally constructed with Minimal Traditional dwellings. Identifying features for comprehensively constructed residential tracts include:

- Circulation patterns and spatial relationships between streets, sidewalks, and buildings;
- Site plan and design including distribution of housing, schools, shopping centers, parks, and other community uses;
- Architectural style and integrity of housing; and
- Distinctive aspects of landscape design.

Significance & Integrity Thresholds for Minimal Traditional Architecture & Residential Tracts

In comprehensively constructed residential tracts, including Bay Park Village and others developed in the 1936-1950 timeframe, historical significance is typically dependent on the cumulative importance of the entire residential tract for its embodiment of the principles of urban planning and urban design at residential communities, and for the overall embodiment and aesthetic attractiveness of the subdivision based on the architectural design applied to the homes within. Integrity of individual homes within the tract may be of lesser or secondary importance, if the tract still physically conveys its identified significance. Minimal Traditional homes developed within the Clairemont CPA are less likely to be found significant as an individual property, relative to the Minimal Traditional style of architecture. Rather homes are more likely to be significant as a contributor to a potential historic district, as defined by the boundaries of a particular residential subdivision. Public serving buildings such as schools and commercial buildings may also be identified as contributors if the buildings were developed as part of the comprehensive community building process.

Pending intensive level research and integrity analysis, some residential tracts developed between 1936 and 1950 in the Clairemont CPA may be eligible for designation, as a historic district, under:

- HRB Criterion A, as a special element of the City's historical or architectural development; or
- HRB Criterion B, for an association with an important person in local, state, or national history; or
- HRB Criterion C as a good or excellent example of residential subdivision development reflecting principles of urban planning and design and consistent with federal guidelines; or
- HRB Criterion D as a notable residential subdivision developed by a Master planner, architect, landscape architect, or community builder.

Individual Minimal Traditional style homes should be evaluated for significance and integrity under HRB Criterion C in accordance with the San Diego Modernism Historic Context Statement. Additionally, Minimal Traditional style homes may be eligible under HRB Criterion A as a special element of the City or community's development, Criterion B for an association with a significant person or event, or HRB Criterion D as a resource that reflects the notable work of a Master Architect, Builder or Designer, such as Tifal or Dennstedt.

The integrity of planned suburban communities – residential tracts – is based on the retention of historic qualities of spatial organization, such as massing, scale, and setbacks; architectural design and character; and the presence of historic plantings, circulation patterns, boundary demarcations, and other land uses and plan features. Relative to these qualities, a tract should retain overall integrity to its established period of significance. Examples of significant residential tracts within the Clairemont CPA may, but are not required to, exhibit all historic qualities. The most critical aspects of integrity will vary depending upon the context and designation criterion under which the resource is significant. Setting, location, feeling and association are generally more important to conveying significance under HRB Criteria A and B, while design, materials and workmanship are generally more important to conveying significance under HRB Criteria C and D.

Study List of Known Associated Resources

Residential tracts with Minimal Traditional style homes constructed within the Clairemont CPA in the 1936-1950 period of development include:

- Bay Park Village subdivision,
- Weston Highlands tract,
- Hazard Tract #1, and
- Bay Park Vista Unit #1.

An intensive level survey is necessary to accurately assess the potential for historical significance, period of significance, and integrity of these residential tracts. Typical examples of Minimal Traditional style dwellings that characterize the CPA are included below (**Figure 20**).



Figure 20. 2047 Denver Street (at left) and 2033 Denver Street (at right), both Minimal Traditional style homes, with Cape Cod, Colonial Revival, and limited French Provincial detailing applied to the street-facing facades.

One-Part Commercial Block Buildings

The CPA contains a limited number of commercial buildings from the 1936-1950 period concentrated in Bay Park. These are one-part commercial block buildings along Ashton and Napier Streets between Morena Boulevard and Chicago Street. The one-part commercial block building is a prevalent part of urban built environments established prior to the 1950s. This distinctly commercial street-front property type typically consists of a boxy structure with decorative elements and display windows limited to facades. The type first emerged during the second half of the 19th century and evolved from the lower portion of the more prevalent and higher rising two-part commercial block building. A consistent presence through periods of changing architectural trends and tastes, the one-part commercial block building can embody a variety of architectural styles depending on the period of its development.

Identifying Exterior Features of One-Part Commercial Block Buildings

One-part commercial buildings are by definition single story commercial structures oriented to street fronts and sidewalks. Such buildings can be freestanding or share party walls with adjacent buildings and thereby form a series of one-part commercial block buildings that extend across the length of a block and can also wrap around a block corner. In most cases, the type's display windows, principle entries, and decorative features are restricted to a single facade elevation. However, larger one-part commercial block buildings situated at corners may have two facades treated similarly, sometimes with a canted corner entry. In many cases, the type's decorative features amount to a stylized cornice or parapet above decoratively molded, scored, or tiled exterior surfaces, with facades dominated large bays incorporating recessed public entries and plate-glass display windows. Identifying exterior features of one-part commercial block buildings during the 1936-1950 period are listed below.

- Height and roof – one story, typically with a flat roof, often with stylized parapets or cornices.
- Windows – generally plate-glass display windows resting on bulkheads; sometimes with portions of glass block during the 1936-1950 period.
- Entries – symmetrically centered entries, sometimes canted at block corners, more often recessed, and in some instances with flanking canted display windows.
- Walls – brick, smooth plaster, stucco, or tile finish, in some instances with moldings or scoring
- Styles – Spanish Eclectic, Moderne, Late Moderne/Early Contemporary.

Significance and Integrity Thresholds for One-Part Commercial Block Buildings

The CPA contains few one-part commercial block buildings associated with the subject theme, all of which are concentrated in a small area of Bay Park, along Napier Street between Chicago Street and Morena Boulevard (**Figures 21-22**). Brief windshield-survey observation of existing buildings in the area indicates that most if not all examples have been altered. It is likely that none of those that remain present have both significance and sufficient historical integrity to convey individual significance. A one-part commercial block building in the Bay Park portion of the CPA may be eligible for designation, either individually or as a contributing element to a historic district, under:

- HRB Criterion A, as a special element of the City's historical or architectural development; or
- HRB Criterion B, for an association with an important person in local, state, or national history; in this case, as a building that best represents the productive life of a historically important person; or
- HRB Criterion C, as a good or excellent example of a type or period of construction or architectural style, or
- HRB Criterion D, as a good example of the work of a master architect or builder; although possible, a one-part commercial block building is less likely to have significance under the Criterion D than Criterion C.

A one-part commercial block building needs to retain integrity of location to convey significance under any applicable Criteria with respect to the subject theme and 1936-1950 period. Retention of original or in-kind replacement materials and design features, conferring a high degree of historical integrity of design, workmanship, and materials, is critical for a one-part commercial block building to convey significance under HRB Criteria C or D. Retention of a high degree of integrity of setting, feeling, and association can be weighed against somewhat lesser degrees of design, workmanship, and materials retention to justify designation of a one-part commercial block building with clear significance under HRB Criteria A or B.

Study List of Known Associated Resources

- 4100 Block of Napier Street, between Chicago Street and Morena Boulevard.



Figure 21. View northwesterly of the 4100 Block of Napier Street showing One-Part Commercial Block buildings that line the north side of the street.

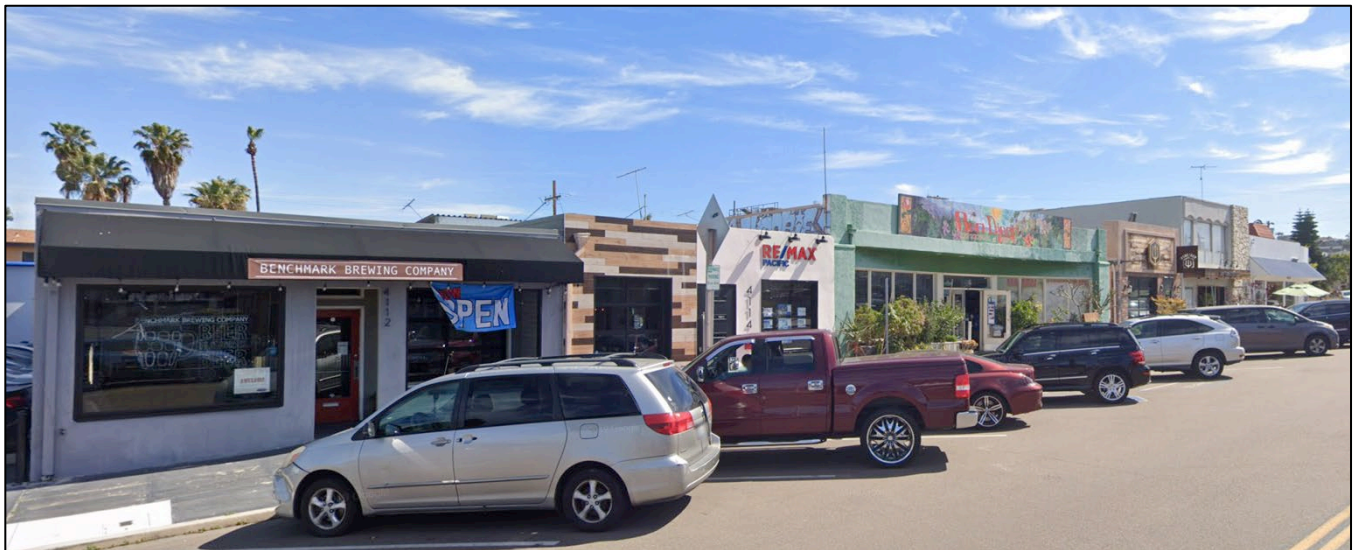


Figure 22. View northeasterly of the 4100 Block of Napier Street showing One-Part Commercial Block buildings that line the north side of the street.

Modernistic School Buildings

The CPA contains a limited number of school buildings or portions of school buildings from the 1936-1950 period at Bay Park Elementary School. These are semi-standardized rectilinear buildings with large classroom windows that reflect the mid-20th-century transition away from school facilities dominated by one or two larger, frequently multi-story and sometimes monumental buildings with interior circulation corridors, toward schools characterized by more dispersed finger, cluster, or hybrid finger-cluster plans composed of one-story classroom and administration buildings, multi-purpose “cafitorium” buildings or separate cafeteria and auditorium buildings rising to greater heights, open-air canopy-sheltered exterior circulation corridors, exterior classrooms entries, and interstitial courtyards, quads, and landscaping. A limited number of surviving San Diego public school buildings that date to the 1936-50 time frame and are located beyond Bay Park firmly embody Moderne style architecture. However, the more numerous examples of 1936-1950 school buildings constructed at Bay Park Elementary School and other San Diego schools are examples of permanent, low-cost, “Modernistic” school building design that do not firmly

embody the Moderne, Late Moderne, or International styles, but sometimes incorporate limited architectural features associated with those styles. Such buildings reflect the need to address classroom shortages in the contexts of the Great Depression of the 1930s, or rapid local population growth related to expanded military and defense-industry activity during and after World War II.

Identifying Exterior Features of Modernistic School Buildings

Assessed apart from the larger two-story school buildings and similarly scaled one-story buildings from this period that firmly embody Moderne style architecture, Modernistic buildings from the period are typically one-story, rectilinear structures of varying length oriented longitudinally along the edges of a campus. Most retain double-loaded interior circulation corridors along the lines of earlier school buildings, though some consist of adjacent classrooms across the length of the plan with exterior entries sheltered by eave extensions or attached canopies partially supported by steel pipe columns. Campuses with such buildings generally also have additional buildings constructed after 1950, sometimes attached to pre-1950 buildings. Identifying exterior features of Modernistic public school buildings constructed during the 1936-1950 period at Bay Park Elementary school and other San Diego campuses include:

- Height and roofs – one story, typically with a flat roofs and low parapets, or with low-pitched gabled or hipped roofs with simple cornices and boxed eaves; eave extensions or attached canopies partially supported by steel pipe columns along elevations with exterior entries.
- Windows – longer elevations punctuated by large window bays with stacks of original steel-framed sashes or non-original aluminum-framed sashes, usually with original or sensitively replaced wood surrounds, sills, and mullions.
- Entries – typically secured by non-original one or two-leaf institutional-grade doors, some with upper glazing or vision lights; recessed or set back entries; in some instances entries to interior circulation corridors have sheltering cantilevered “eyebrow” canopies or protruding, portico-like rectangular frames, some with tapered side walls.
- Walls – typically exterior stucco finish, with muted decorative scoring in some cases, and molded banding in rarer instances.

Significance and Integrity Thresholds for Modernistic School Buildings

Within the CPA, Bay Park Elementary School serves as an example of a Modernistic School Building (**Figure 23**). Modernistic School Buildings may be eligible for designation, either individually or as a contributing element to a historic district, under:

- HRB Criterion A, as a special element of the City's historical or architectural development; although not likely, a Modernistic school building from this period could potentially have significance as an example of federal public works in the San Diego area associated with the activity of an agency such as the Works Progress Administration or with education-oriented civil rights activism; or
- HRB Criterion B, for an association with an important person in local, state, or national history; in this case, a Modernistic school building that best represents the productive life of a historically important person, though such association would likely need to involve the productive life of historically important educator, or an educator important for civil rights-related activism; or
- HRB Criterion C or D; although possible, designation under these criteria is unlikely because low-cost Modernistic school buildings are not likely to qualify as a good or excellent example of a type or period of construction or particular architectural style, and not likely to qualify as a good or excellent example of the work of a master architect or builder.

A Modernistic school building needs to retain integrity of location to convey significance under any applicable criteria with respect to the subject theme and 1936-1950 period. Retention of original or in-kind replacement materials and design features is critical for a Modernistic school building to convey significance under HRB Criteria C or D, thereby conferring a high degree of design, workmanship, and materials integrity. Retention of a high degree of the setting, feeling, and association aspects can be weighed against lesser degrees of design, workmanship, and materials retention to justify designation of a Modernistic school building clearly possessing significance under HRB Criteria A or B.

Study List of Known Associated Resources

- Bay Park Elementary School, 2433 Denver Street.



Figure 23. Bay Park Elementary School, constructed in 1938 and opened in 1939, viewed from Denver Street.

SAN DIEGO'S PREMIERE SUBURB: CLAIREMONT, A VILLAGE WITHIN A CITY, 1950s-1970s

From the 1940s forward the suburban landscape was transformed, both locally and nationally, by the creation of new residential communities using the same methods first employed by the Federal Government in the planning and development of greenbelt communities and wartime housing projects. A number of socio-economic and cultural factors additionally influenced the development of new planned communities: white flight from downtown areas and surrounding first ring subdivisions, removal of streetcar systems, increased reliance on the automobile, significant investments in highways and interstates, widespread use of residential mortgage financing programs backed by the United States government, and the "Baby Boom" that occurred between 1946 and 1964. National examples of comprehensively constructed communities, including Levittown, New York (1947), Park Forest, Illinois (1948), and Lakewood, California (1949), served as models for the new suburban landscape. These communities, and similar developments across the nation, are recognized as modern suburbs.

San Diego as well as California was particularly affected by defense spending to expand military capacity along the Pacific Coast during World War II. Defense manufacturing jobs were abundant while worker housing was lacking, resulting in many workers living in vehicles, tents, and other temporary shelters. Despite the passing of the Lanham Act in 1940, which appropriated \$1.3 billion for the construction of 700,000 homes, two years later, the War Production Board prohibited non-essential construction during wartime, including market-driven housing. This resulted in a substantial lack of housing, with construction being limited to single-family tracts for industry workers and quickly built multi-family housing intended to be temporary.

Relative to planned suburban communities, the 1940s were characterized by a series of housing directives passed down from the Federal Government stemming from the National Housing Act of 1934, which created the FHA. An aggressive timeline was established to tackle defense and war housing needs in the United States.

- The Defense Housing and Community Facilities and Services Act of 1940 (Lanham Act) authorized funding to assist affected communities provide for housing and associated infrastructure such as water, sewer and schools.
- March 1941 – Title VI *Defense Housing Insurance*, later renamed *War Housing Insurance*, was added to the National Housing Act.
- December 1941 – the United States officially entered WWII.
- February 24, 1942 – the National Housing Agency (NHA) was established via Executive Order. The FHA was made a constituent agency of the NHA.
- April 9, 1942 – the War Production Limitation Board halted all private construction that did not serve essential war needs.
- May 26, 1942 – Section 608 was added to Title VI of the National Housing Act. The purpose of Section 608 was to stimulate the production of rental housing for war workers.⁵³

In 1945, at the end of WWII, America faced the seemingly insurmountable task of providing new housing for a large population of returning veterans and their families. Title II of the 1949 National Housing Act set forth the goal of providing a "decent home and suitable living environment for every American family."⁵⁴ Veterans Administration (VA) home loans and the FHA mortgage programs provided the financing mechanisms that supported the goal of home ownership. Based on the need for housing and the availability of financing opportunities created by the Federal Government, the comprehensive development of American suburbs commenced in the post-WWII era. Developers planned and built large-scale suburban communities across the United States. Construction and expansion of a national highway system provided for the outward extension of American cities into previously undeveloped areas. During this period the Community Builders Council of the Urban Land Institute produced *The Community Builders Handbook*.

Government programs intended to assist working-class families and veterans contributed to a post-war development boom. The Servicemen's Readjustment Act of 1944, commonly known as the G.I. Bill, was a federal law that provided a range of benefits, including mortgage guarantees and subsidies, for veterans returning from World War II. While the GI Bill did not explicitly reference race, its administration resulted in localized discriminatory practices reflective of the period. As a result, white veterans saw substantial income and wealth growth while Black and other non-white veterans saw much lower financial gains, reinforcing San Diego's local racial disparities in homeownership and wealth accumulation.

First published in 1947 and updated intermittently in 1948, 1954, 1960, and 1968, *The Community Builders Handbook* provided guidance for community builders on the proper development of new residential communities.⁵⁵ Covering a range of topics including subdivision planning and layout, engineering, building, and the development permit process and applicable regulations, the *Community Builders Handbook* provides insight on the models that guided the creation of an automobile dependent post-WWII America. The publication established desired maximum distances between home and local and regional shopping centers, schools, churches and recreation, and employment. This model established the pattern of development and mode of transportation for planned suburban communities, and provided for the separation of uses in a community according to trip time and distance from the home (Figures 24-25). According to the ULI

The homesite should not be more than three-quarters of a mile to the local shopping center and one mile to the elementary school. Maximum distances to the high school should not exceed 2 ½ miles with 3 ½ miles to churches and recreation. Four miles to the central business district and 40 minutes to employment are considered maximum.⁵⁶

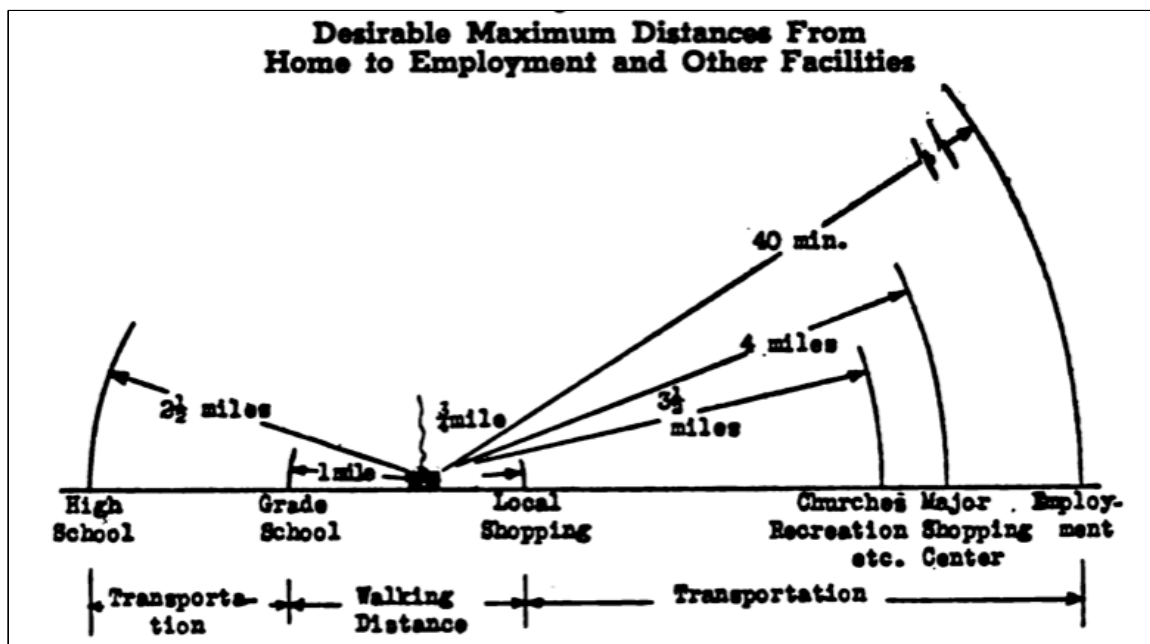


Figure 24. Urban Land Institute "Desirable Maximum Distance Model" for suburban communities, 1947.

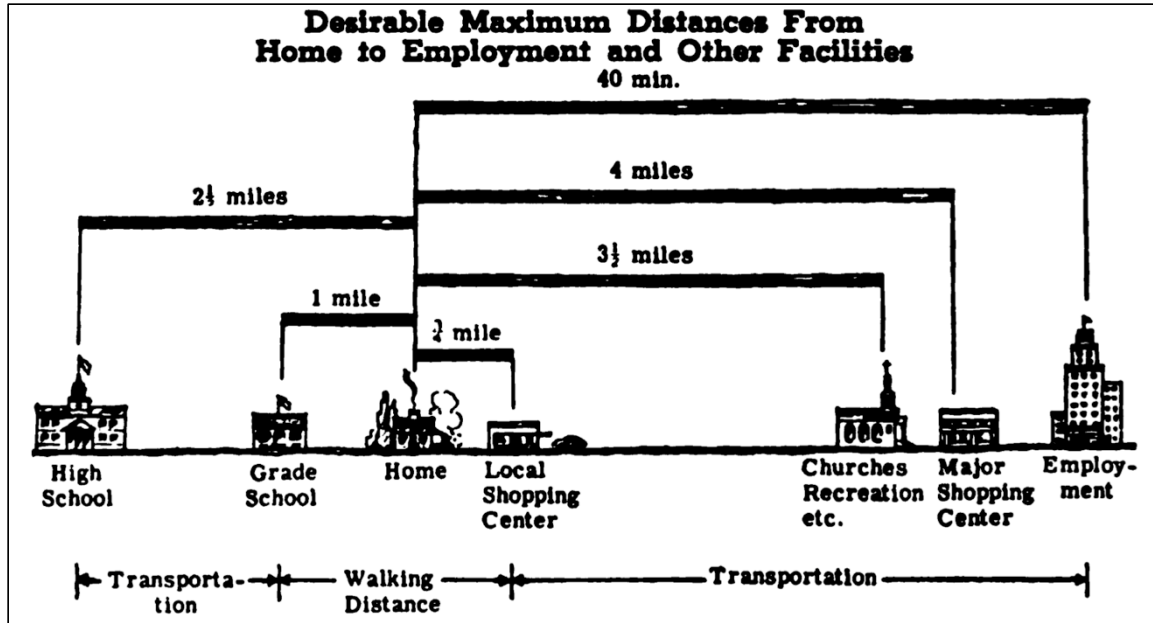


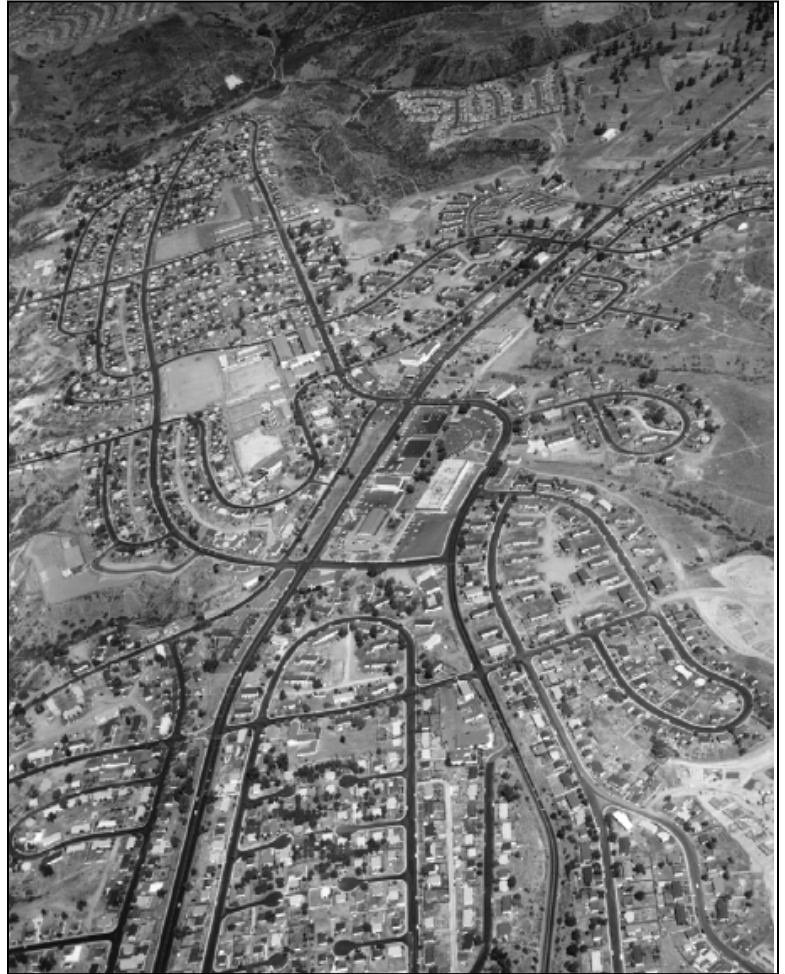
Figure 25. Urban Land Institute "Desirable Maximum Distance Model" for suburban communities, 1954.

Amidst the wartime housing directives, immediately south of the Clairemont CPA, construction of San Diego's largest wartime housing project, Linda Vista, commenced in 1941 on the hills above Mission Valley. Named for the views from its hilltop location, Linda Vista was a federally sponsored project intended to provide housing for military personnel and civilian workers in San Diego wartime industries. The initial development of Linda Vista was completed by early 1942 with the construction of a combined total of 3,000 permanent and temporary single-family homes, duplexes, and apartment buildings. In her article *Boomerang Boom: San Diego 1941-1942*, author Mary Taschner described the construction methods employed in the development of Linda Vista

Because of the urgent need for homes, the contractors, McNeil and Zoss Construction Companies, were placed under a contract period of 300 days. To accomplish the tremendous task of building a complete community for 13,000 people in such a short time, the contractors adopted mass production methods. The project was split into eight sections with several hundred units in each section. Work followed an assembly line where construction of each house was divided into forty-five operations from (1) surveying to (45) window shades. Many of the buildings were pre-fabricated before being trucked to the building sites. At the peak of production, enough materials were delivered, so that forty houses a day could be completed.⁵⁷

Similar to other mass-produced communities, Linda Vista featured a curvilinear street system radiating out from a centrally located local shopping center (present-day Kearny Mesa Shopping Center) and nearby Junior High School (present-day Montgomery Middle School) (**Figure 26**). The development of Linda Vista incorporated Neighborhood Unit principles of planning and served as a response to the urgent need for housing in the city resultant from a WWII-era population explosion. It additionally foreshadowed the type and intensity of development that would occur on the Morena Mesa, east of Bay Park Village beginning in 1950.

Figure 26. Aerial view of Linda Vista (1959).
Source: San Diego History Center / Wendy
L. Tinsley Becker personal archive.



Between 1941 and 1953 more than 36,500 homes were constructed in San Diego's municipal boundaries. Clairemont was the largest contributor to this count, with 77 subdivision units platted within the Clairemont CPA between 1950 and 1956, including 31 residential and commercial tracts developed by Carlos "Carl" Tavares and Louis Cowley Burgener through one of several corporations established for the purposes of building the community. Multiple local and national factors influenced the development of and served as the impetus for the creation of Clairemont, advertised as a "Village Within a City," including the demonstrated success of Bay Park Village, within the Clairemont CPA, construction of Linda Vista immediately south of the Clairemont CPA, and the need for housing in the San Diego region prompted by expanding military presence, returning veterans looking to settle in the area, and continuous growth of the aerospace and defense industries locally. Another precondition for the creation of Clairemont and local economic growth generally was federal intervention in 1944-47 to construct the first of the San Diego Aqueduct's multiple pipelines to convey water south from the Riverside County portion of the Metropolitan Water District's Colorado River Aqueduct.⁵⁸

Named after Tavares' wife, Marjorie Claire Tavares (**Figure 27**), at the time of its inception Clairemont was only second in size to Long Island's Levittown. As it developed, the community was planned in a manner consistent with the *Community Builders Handbook*, ultimately allocating lands for the construction of

schools, shopping centers, parks, and other civic and commercial uses. Its designers rejected the traditional street grid system and instead included curvilinear streets to conform the natural system of canyons and mesas that characterize the area, and to take advantage of scenic views from the Morena Mesa. In June of 1950, the San Diego City Planning Commission approved the community's first residential tracts: Clairemont Unit #1 (Map No. 2725) and Clairemont Heights Unit #1 (Map No. 2712), were constructed in present-day Bay Park, immediately north of Bay Park Village, offering westerly views of Mission Bay. 950 homes were planned for these inaugural tracts of Clairemont, a master planned community created by Midcity Heights, Inc., a real estate development firm owned by Carlos "Carl" Tavares (**Figure 28**) and Louis C. Burgener.⁵⁹



Figure 27. Marjorie Claire Tavares, philanthropist, wife of developer Carlos Tavares, and Clairemont's namesake. Source: legacy.com obituary



Figure 28. Carlos "Carl" Tavares, co-developer of Clairemont (ca.1950s). Source: California Homebuilding Foundation.

Born in Shanghai, China, Tavares graduated from Aurora University in Shanghai and the University of Notre Dame where he received a Bachelor of Science in Civil Engineering. After graduation he worked as a design engineer for a French firm, Ledrux Minutti, and later worked as the general manager and chief engineer for the Vibro Piling Company in Shanghai. He returned to the United States and established Tavares Construction Company, Inc., initially focusing on heavy construction projects until WWII including replacement of concrete pilings at the Ford Plant in San Pedro, and raising the Bridge of the Gods over the Columbia River at the Washington-Oregon border. During WWII, Tavares became a partner in Concrete Ship Constructors, based out of National City, California. Under the sponsorship of the United States Defense Plant Corporation, Concrete Ship Constructors built 49 concrete tanker barges: B5 and B7 types measuring 265' and 375' in length.⁶⁰ In 1946 Tavares embarked on his first residential homebuilding campaign, Roberta Park in Chula Vista, a 100 home project composed of three adjacent tracts: Roberta Park, Roberta Park No. 2, and Roberta Park No. 3. Sited in the vicinity of 5th and E Streets in Chula Vista, dwellings in Roberta Park were constructed in the Minimal Traditional style, both wood framed single-family dwellings and concrete two-story apartment buildings.⁶¹ Although the project did not include schools, shopping, or improvements indicative of a comprehensively constructed community, it served as a practice run for Clairemont, Tavares' next major endeavor.

Tavares partnered with Louis Cowley Burgener, a Chicago-based real estate developer who relocated to San Diego in 1945-1946. Prior to his move, Burgener served as President of the Evanson-North Shore Real Estate Board, and led his own firm, the Cowley Construction Company. He additionally served as director of the Chicago Metropolitan Home Builders Association and Chicago Post-War Planning Commission before moving to California.⁶² On October 28, 1946, Burgener established the Burgener Construction Company, and set out building homes in the San Diego region. An early notable project

executed by Burgener was 98 medium priced homes in the city of Lemon Grove, near the intersection of Englewood Drive and Barton Drive, within the Monterey Heights tract. The homes varied between 800 and 1,000 square feet over two-to-three bedrooms and sold for \$8,600 to \$11,050. Burgener implemented variety in the appearance of the tract, offering five floor plans, with 30 different elevations. The project covered 21 acres and averaged four residential lots per acre.⁶³ His real estate and homebuilding experience led to speaking engagements in the San Diego area including a radio broadcast on "New Ideas in Home Building" in 1949.⁶⁴ Burgener and Tavares presumably met through professional networking and the local social scene, and by 1950 had established Mid-City Heights, Inc. to develop Clairemont. The duo later went on to create a number of corporations to finance and develop individual residential and commercial projects in the community. Known corporate entities include:

- Mid-City Heights, Inc.,
- Clairemont Land Company,
- Clairemont Company,
- Burgener Construction Company, Inc.,
- Clairemont Shopping Center, Inc.,
- Burgener-Tavares,
- Glen Oaks Heights, Inc. (with Irvin Kahn),
- North Clairemont Shopping Center
- Clairemont Business Properties, and
- Worlton, Incorporated.⁶⁵

On a near monthly basis, *The San Diego Union* published articles detailing new tracts to be constructed in the community (**Figure 29**). Proof of the community's importance in the housing industry came in the form of its main homebuilding firms being included on the "14 Largest Operators of 1953" list published by *House and Home Magazine* in January of 1954. Centex Construction Company, a predecessor to Centex Homes, was listed as No. 2 in the nation; Aldon Construction was ranked as No. 5; the Utah-Beck Construction Company was listed at No. 8; and Burgener-Tavares was ranked at No. 14.⁶⁶ Other homebuilders in the community included Del E. Webb and Martin Gleich, founder of the homebuilding company American Housing Guild. By 1956, Gleich had platted 12 subdivisions in the area including Clairemont Villas, a tract of 450 homes constructed by the American Housing Guild. Into the 1960s Mr. Gleich would develop residential tracts throughout the San Diego region including in Mission Village / Serra Mesa, Grossmont, and San Carlos.⁶⁷



Figure 29. Review of Clairemont's Planned Development Model (1953). Source: San Diego History Center.

By 1954, development at Clairemont was valued at \$70 million with approximately 18,000 residents occupying 6,000 dwellings.⁶⁸ In 1955, Clairemont had more than 7,000 living units, with an additional 5,000 units under contract or in the planning stages; the estimated population of the community was 25,000.⁶⁹ In January of 1955, *The San Diego Union* proclaimed the end of San Diego's housing shortage.⁷⁰ The City traded that shortage for management challenges relating to municipal budgets, reduction in property tax revenue as a result of increased use of the Veterans' tax exemption, deficiencies in public roads, and parallel development of new residential tracts and needed infrastructure, including connections to existing water and sewer lines.⁷¹

Separated from Linda Vista by Tecolote Canyon, the Clairemont Unit #1 and Clairemont Heights Unit #1 tracts featured lots sized between 55' and 90' wide with Ranch style homes valued between \$8,000 and \$20,000. By October of 1950, construction had begun for six model homes designed by Harold Abrams, AIA, and Benson Eschenbach, AIA.⁷² Other noted and Master Architects, including I.M. Pei, Lloyd Ruocco, Herluf Brydegaard, Richard Wheeler, Sim Bruce Richards, John Mock, and Robert Des Lauriers, would later design additional homes and public buildings within the community. Early newspaper advertisements promoted the community as embodying the character of San Diego.

The Story of Clairemont

Every-day thousands of Southern Californians drive along Highway 101, past Mission Bay – scarcely realizing that just to the east of them, less than a mile up from the bay, lies the most beautiful section of undeveloped land in the entire Southwest. High up from the Bay, with panoramic ocean view that defies description – is “Clairemont”, – the site of a Village. A thousand acres, with a view sweeping from San Diego Bay on the south to the tip of La Jolla on the north – 14 minutes from downtown San Diego, 5 minutes to the beaches, and at the very

doorstep of the new twenty-six million dollar Mission Bay development, “Clairemont” truly embodies “The Character of San Diego.”⁷³

In 1951, the first residents moved into the new community. These suburban pioneers experienced the growing pains of being modern settlers: mud where sidewalks were planned and mudslides at canyon slopes, navigating snakes in area canyons and yard spaces, temporary school buildings and the absence of public facilities, and unpaved streets and lack of services including mail, telephone, and fire protection.⁷⁴ In order to address these concerns, area residents formed a civic association in January 1952. Dues were set at \$3 in order to fund a consultation with an attorney over drainage and streets.⁷⁵ Housing starts continued at exponential rates throughout the mesa.



Figure 30. Clairemont New Subdivision (1951). Source: San Diego History Center

In September 1951, a new 65-acre rental housing development was announced: Clairemont Gardens. Constructed beginning in February 1953, Clairemont Gardens was advertised as the “largest single project in the country to be financed by the FHA Title IX (programmed defense housing)”.⁷⁶ Made up of one and two story frame and stucco buildings and offering one, two, and three bedroom units, the project was designed by I.M. Pei, a then 34 year old MIT and Harvard trained architect who served as the Director of Architecture for Webb & Knapp, the New York-based real estate development firm selected as the builder of the project.⁷⁷ Simultaneous to the offer of rental units, luxury homes were also being built

in the area. These luxury homes were priced between \$13,000 and \$18,000 and, as such, required a larger down payment with conventional financing. Clairemont offered housing for all economic levels and financing needs (**Figure 32**). Interest in the expanding suburban community culminated in a crowd of 10,000 attending the preview of model homes for the Clairemont Villas tract in late 1954.⁷⁸

Advertisements for the community promoted Clairemont as an “investment in good living,” and the “perfect location for your family and your home,” with safe streets, schools, public transportation, parks and recreation, a shopping center, and churches (**Figure 33**). In September 1954, the first Clairemont Town Council meeting was held. Bringing together community boosters, civic association representatives from the north and south tracts, woman’s clubs, and church and school leaders, the organization advocated for the burgeoning community as it continued to grow at an exponential rate, and specifically sought to “promote friendliness in the community and plan educational and recreational facilities for youth and adults”.⁷⁹ Early Clairemont Town Council projects included street tree planting along Clairemont Drive and working with the City of San Diego Parks and Recreation Department on the planning and construction of area parks.⁸⁰ Many improvements however, were completed prior to the town council’s involvement: Clairemont Drive was constructed and paved in 1953, bus service was initiated on Monday June 22, 1953, and funds were allocated to establish the South Clairemont Recreation Center in July of 1953.⁸¹

By the spring of 1953, crowded area schools operated on a multi-track year-round system, with students in one or more track on vacation while students in other tracks attended school, in order to accommodate the growing number of children enrolled. Parent-Teacher Associations were established to support the growing education and enrichment needs of Clairemont’s youth.⁸² Schools were situated within the desired maximum distances referenced in the *Community Builders Handbook*, including Whittier, Stevenson, Alcott, Field, Longfellow, and Cadman Elementary Schools set to accommodate a one-mile radius from each school site; Marston Junior High; and Clairemont High School serving homes within a 2.5-mile radius of the school site. All of these schools opened in temporary barracks prior to the construction of permanent campuses between 1954 and 1958.⁸³



Figure 31. Clairemont High School (1960). Source: Clairemont High School Yearbook

Other commercial, office, and civic / public serving uses were sited along the community's main thoroughfares: Morena Boulevard, Clairemont Drive, Balboa Avenue, and Clairemont Mesa Boulevard throughout the 1950s-1970s development period (**Figure 34**). The earliest commercial use opened on November 20, 1953, at the southwest corner of Clairemont Drive and Burgener Boulevard: J.N. Stockham's Chevron Service Station, an eight-pump and four-island station sited between Clairemont and Bay Park Village. Eight new churches were erected by 1954, including:

- St. Mark's Methodist Congregation at 3502 Clairemont Drive, near Whittier Elementary School;⁸⁴
- Clairemont Lutheran Church at 4271 Clairemont Mesa Boulevard;⁸⁵
- Northminster Presbyterian Church at 4234 Clairemont Mesa Boulevard; and
- Pioneer Congregational Church, at Fairfield and Arnott Streets, designed by Lloyd Ruocco, AIA.⁸⁶

In 1954 and 1955 fire stations were constructed to serve Clairemont and the surrounding communities. Engine Station No. 25, located at 1972 Chicago Street (within the Bay Park Village tract) opened in 1954 to serve Clairemont (present-day Bay Park and South Clairemont), Pacific Beach, and Mission Valley.⁸⁷ A second fire station, intended to serve the North Clairemont neighborhood, opened in 1955, at 5064 Clairemont Drive.⁸⁸ Local and major shopping centers sited consistent with the *Community Builders Handbook* were constructed throughout the community in 1954, 1957, and 1958:

- The Clairemont Quad, a local shopping center in today's South Clairemont neighborhood;
- The North Clairemont Square, a major shopping center in North Clairemont; and
- Moreno, a local shopping center at the intersection of Clairemont Drive and Morena Boulevard.

Constructed in 1954 by the Burgener-Tavares organizations and developer Irvin Kahn, the Clairemont Quad (**Figure 35**) was designed to serve 50,000 people, and at its grand opening (**Figure 36**), was advertised as containing 3,851 parking spaces.⁸⁹ Architects Harold Abrams and Earl Gilberson, in conjunction with planner Seward H. Mott and retail specialist James C. Downs, Jr, designed the Quad.⁹⁰ The North Clairemont Square was built on a 50-acre site at the intersection of Clairemont Drive and Clairemont Mesa Boulevard. At its opening, in September 1957, the Square was one of the largest shopping centers in the city with 120,000 square feet of retail space.⁹¹ The Square and the Quad shopping centers were developed by Irving Kahn. Mr. Kahn's entry into Clairemont is marked by his 1953 acquisition of the 20-acre Quad shopping center site from Tavares-Burgener, and then in his role as Secretary of Clairemont Shopping Center, Inc., an organization led by Carlos Tavares. The Tavares-Kahn partnership next appeared in Southclaire Terrace Unit #1, a residential tract sited immediately south of the Quad, at Field Street, west of Tecolote Canyon. Kahn's role in the area's development increased in the late 1950s and early 1960s as he undertook construction of additional residential and commercial tracts in East Clairemont, and went on to develop University City, immediately north of the Clairemont CPA, with Carlos Tavares and Norman Smith. A conspicuous personality in San Diego history, Kahn worked as a defense attorney and lobbyist for labor unions, and in the late 1940s, became an owner of the San Diego Padres. In 1951 he developed his first residential project, a 312-unit apartment complex in Point Loma. The experience helped to inform his work in Clairemont and future efforts in East Clairemont, San Carlos, University City, and Borrego Springs, all in conjunction with Carlos Tavares. In 1958 Mr. Kahn constructed Moreno, anchored by a Safeway grocery store and sited approximately .75-miles from The Quad.⁹²

Clairemont Community Planning Area Historic Context Statement



Figure 32: Historic Views of Clairemont Model Home and Real Estate Advertisements.
Source: *The San Diego Union* 1950-1959.

Figure 33.
All This for
Everyone in
Clairemont.
The San Diego
Union (May 9,
1954).

THE SAN DIEGO UNION Run - May 9, 1954 SAN DIEGO, CALIFORNIA 47



SAFE STREETS
Every home and apartment includes wide paved streets, sidewalks and curbs for maximum safety for you and your children.

Burgener - Tavares
COMMUNITY BUILDERS
Now offers YOU

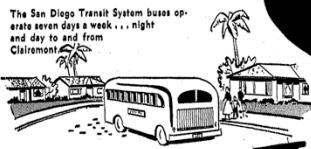


PARKS and RECREATION
Construction of a recreation building will begin soon on the Central Park site, containing 15 acres, which is one of two park sites recently purchased by the City of San Diego in Clairemont.

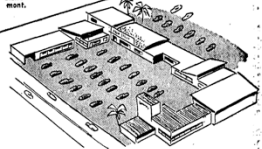
SCHOOLS . . .
At the present time there are five elementary schools in operation in Clairemont. The George W. Marston Junior High School will be under construction soon.



PUBLIC TRANSPORTATION
The San Diego Transit System buses operate seven days a week . . . night and day to and from Clairemont.



SHOPPING CENTER
Construction is now underway on Clairemont's super ultra modern one stop Shopping Center, which will be the finest, all inclusive Shopping Center in Southern California with acres of paved parking.



CHURCHES
At present there are eight different churches conducting regular services in Clairemont, of which four have beautiful new churches under construction with the others starting soon.



ALL THIS
for
EVERYONE
IN

CLAIREMONT
and for so little . . .

FOR RENT.

3-BEDROOM HOMES . . .

Perfect for those who prefer to rent, but still prefer the privacy of an individual home. In these homes we have San Diego's finest rental value and you'll agree when you see them. All have garages which is included in this exceptional low rental price.

\$85 PER MO.

2-BEDROOM DUPLEXES . . . (ECONOMY)

Here is real value for the smaller family. We pay the water and the fire customers. (Because of limited supply) may use our kitchen ranges at no additional cost. Each unit has its own garage which is included in this terrific low rental price and you can move in today.

\$72 PER MO.

2-BEDROOM DUPLEXES . . . (DE LUXE)

These are our lovely Faber Apartments which offer a very attractive modern designed exterior and feature spacious vacationing living inside. Unusually large rooms, picture windows, gleaming metal appliances in the kitchen, and garage are just a few of the many outstanding features that these truly de luxe apartments have to offer. You can move in today for only . . .

\$75 PER MO.

For RENTAL information stop in at the Main Rental Office located at 3300 CLAIREMONT DRIVE or Phone BRowning 7-5701.

FOR SALE "G.I."



Vets—Move in Now!

2-BEDROOM HOMES

\$288⁰⁰ DOWN \$62⁰⁰ per mo.

INCLUDES EVERYTHING . . . THAT'S ALL YOU PAY

These quality homes feature: Open beam ceilings, center-hall plan, electric fan over stove, fully landscaped, 30-gallon water heaters, paved streets, sidewalks, curbs and sewers. A model home completely furnished by United Furniture Co. will be open daily from 9 a.m. to 7 p.m. for your inspection . . . located at 4812 Genesee Street.

Also a few for the
NON VETERANS
2- AND 3-BEDROOM HOMES

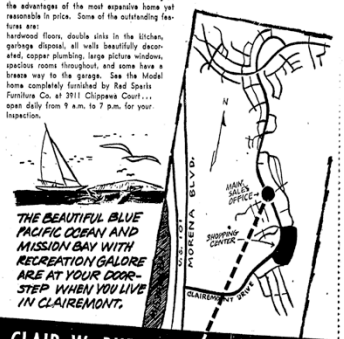
\$600⁰⁰ DOWN \$75⁰⁰ to \$85⁰⁰ PER MONTH

FOR SALE "G.I."

DE LUXE 3-BEDROOM 2-BATH HOMES with 2-CAR GARAGES . . .

\$650⁰⁰ DOWN \$85⁰⁰ per mo.
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This is really wonderful home value . . . offering all the advantages of the most expensive home yet reasonable in price. Some of the outstanding features are: hardwood floors, double sinks in the kitchen, garbage disposal, all walls beautifully decorated, copper plumbing, large picture windows, spacious rooms throughout, and some have a breezy way to the garage. See the Model home completely furnished by Rad Spauls Furniture Co. at 3911 Chippewa Court . . . open daily from 9 a.m. to 7 p.m. for your inspection.



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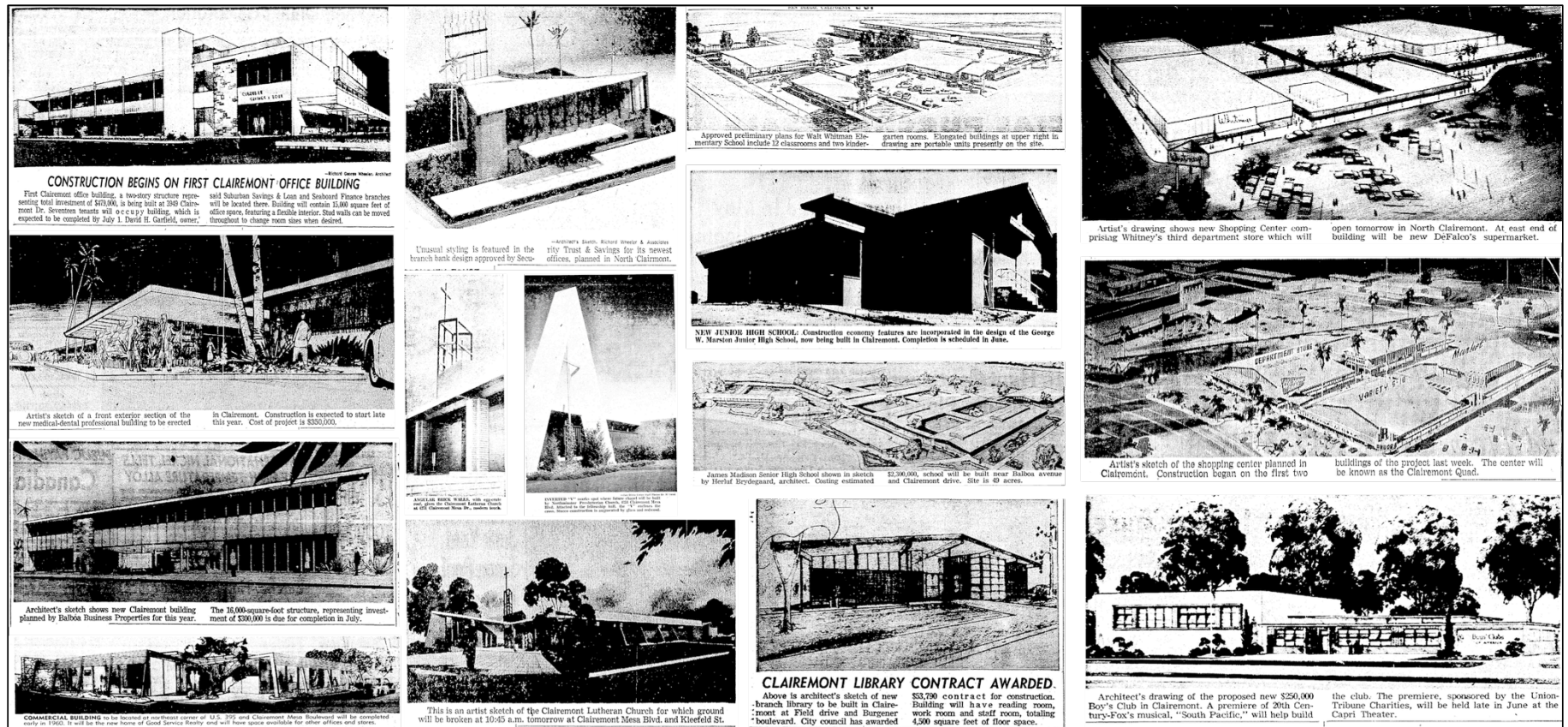


Figure 34. Historic Views of Clairemont Commercial and Public Serving Buildings.

Source: *The San Diego Union* 1950-1959.

Figure 35. Clairemont Quad Shopping Center (1959). Source: San Diego History Center



Figure 36. Mayor Butler - Clairemont Shopping Center Opening (1954). Source: San Diego History Center



As the community continued its northerly expansion, concerns grew over the proximity to Miramar. In the Spring of 1955, the FHA began to reject mortgage loan applications for properties in North Clairemont and Kearny Mesa due to accident and noise hazards at the airbase.⁹³ Potential expansion of Montgomery Field presented additional concerns for North Clairemont. The Clairemont Town Council urged Navy officials to identify a realistic solution for these neighboring land uses and ultimately was successful in its request for the Navy to change the approach pattern in the area.⁹⁴ The Planning Commissions of the City of San Diego and the County of San Diego further buffered North Clairemont from Miramar by rezoning 230-acres in Kearny Mesa, immediately south and west of Miramar, for light manufacturing, despite opposition of the Navy.⁹⁵

In early 1956, with the original Clairemont tracts nearly planned-out, Tavares and Burgener set their sights east to create a larger master planned community: East Clairemont.

A major expansion of Clairemont is expected to be announced soon. It will be known as East Clairemont and will be spread over most of the plateau and valley acreage between the present Clairemont and Highway 395 on the east.

This project is being put together by Lou Bergener and Carlos Tavares, the developers of Clairemont. Although no one in the Bergener and Tavares organization would comment - it's still too early, they said - it is known for the last several months they have been buying large parcels of property in this area, much of it in the name of associates in their organization.

Draftsmen and engineers are preparing a master community plan, with sites proposed for shopping centers, churches, parks, and school. This area will provide 4,000 and 5,000 new home sites, almost doubling the size of Clairemont.

Already a major limited access highway has been included in the master planning, providing a direct link between Highway 101 and Highway 395 across the northern part of this property. With this highway, the entire Clairemont area will have easy access to the proposed missile plant on Kearny Mesa and to Downtown San Diego.⁹⁶

As construction continued in Clairemont, plans to move east continued in 1956 with the opening of Pioneer Road, a three-mile extension of Clairemont Mesa Boulevard that spanned to Highway 395. The road project was financed by the City and County to bring traffic relief to Clairemont.⁹⁷ In November 1956, Tavares and Bergener filed their first East Clairemont subdivision map: East Clairemont Unit #1 (map No. 3601) marking the official start of the new community.⁹⁸ Generally bound by Tecolote Canyon to the west, Burford Street / Tamres Drive / Mesa College to the South, Interstate 805 to the east, and State Route 52 to the north, East Clairemont provided direct access to the burgeoning aerospace industries opening in Kearny Mesa. Between 1957 and 1973, 280 subdivision tracts were platted in the Clairemont CPA, the majority of these tracts filled in the empty Moreno Mesa to form East Clairemont. Similar to Clairemont, the eastern extension developed with schools, shopping plazas, libraries, and fire stations. Many of the builders responsible for the construction of buildings in Clairemont remained on-board for East Clairemont and new construction companies joined the effort (**Figure 37 and Table 5**). Clairemont and East Clairemont provided much needed housing for the military uses to the north and the aerospace industry in Kearny Mesa to the east.

Figure 37. Men of Clairemont.
The San Diego Union (May 4, 1958).



Table 5. Builders of Clairemont and East Clairemont (incomplete list)

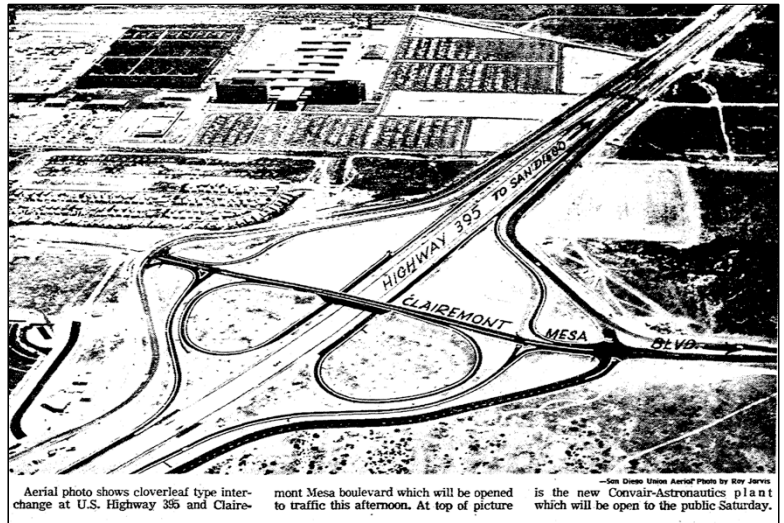
Name	Location
Burgener & Tavares (multiple corporations)	Clairemont & East Clairemont
Lewis Soloman & Associates / Soloman Construction	Clairemont - housing
Utah-Beck Construction Company	Clairemont - housing
American Housing Guild (Martin Gleich)	Clairemont - housing
Centex Construction	Clairemont - housing
Del E. Webb Construction Company	Clairemont – housing & East Clairemont – housing
Aldon Construction Company	Clairemont - housing
Irvin Kahn	Clairemont & East Clairemont – shopping centers
Midway Properties Company	Clairemont – shopping centers
David Sapp	East Clairemont – housing
American Housing Guild	Clairemont – housing & East Clairemont – housing
Johnson, Tyson, and Lynds	East Clairemont – housing
Hobart Homes	East Clairemont – housing
Marine Development Company	East Clairemont – housing
Glen Oaks, Inc. (Irvin Kahn)	East Clairemont – housing
Norman Development Company (Norman Smith)	East Clairemont – housing
Leonard Drogin	East Clairemont – housing
Pueblo Construction Company (Ray Hommes)	East Clairemont – housing
J.R. Shattuck	East Clairemont – housing
Casey Construction Company (Robert Casey)	East Clairemont – housing
William Canning, D. Norman Charleston, Tom Killin	East Clairemont – housing
Mel Brown, James L. Lambert	East Clairemont – housing
Charles C. Richardson	East Clairemont – housing
Padres Building Corporation	East Clairemont – housing

Initial settlement of Kearny Mesa occurred in the early 1910s, with limited homesteading, beekeeping and animal husbandry activities occurring in the area. During the early 1930s, several flower farms with

wholesale operations began in the area and continued until the mid-1970s. In 1937, Gibbs Airfield was established by property owner William (Bill) Gibbs.⁹⁹ In 1940, Bill Gibbs leased the airfield to the Ryan School of Aeronautics to train Army Air Corps cadets to fly. In 1947-1948, the City of San Diego acquired Gibbs Airfield and 1,000-acres of surrounding property for a metropolitan airport. On May 20, 1950, the City of San Diego named the airport Montgomery Field in honor of John J. Montgomery, who is credited with making the first controlled flight in a fixed wing aircraft.¹⁰⁰ Montgomery's first glider flight took place in the Otay Mesa area of San Diego in 1883. When airspace conflicts with Marine Corps Air Station Miramar preempted the airport from expanding, the surplus acreage north and northeast of the airport became the San Diego Industrial Park. In 1956, the City of San Diego approved a deal to sell 250-acres of land in Kearny Mesa to General Dynamics / Convair for the purposes of developing a factory to build the Atlas Missile.¹⁰¹ In 1957 the General Dynamic Corporation contributed \$50,000 towards construction of a cloverleaf highway interchange at the intersection of Clairemont Mesa Boulevard and Highway 395 (Figure 38). The interchange was viewed as a vital need for the East Clairemont community and the ongoing industrial expansion of Kearny Mesa, including the construction of Convair's facility that would bring 7,000 people into the area.¹⁰²

Figure 38. Astronautics Plant Cloverleaf
The San Diego Union (July 10, 1958).

The plant opened in 1958, and with that came a cluster of aggregate defense and aeronautical engineering companies, spurring the need for housing and the eastern expansion of the Clairemont CPA. Clairemont and East Clairemont provided homes to thousands of San Diego's military and defense industry personnel. Aerospace and aviation were not entirely new industries to the area, however. In 1937, aviation mogul Howard Hughes constructed an aircraft hangar and helicopter manufacturing building on the east side of Morena Boulevard. In 1976, the property was adaptively reused as the first Price Club, a membership-based wholesale goods store that merged with Costco, an industry competitor, in 1993. The Costco store remains at the former Hughes hangar. Between 1947 and 1951, the San Diego Air Park, a small airport, operated along present-day Clairemont Drive, near Whittier Elementary School. The San Diego Air Park was "one of countless general aviation airports which were established across America" immediately after WWII. The facility featured two unpaved runways in a cruciform plan, the largest of which measured roughly 2,900' in length. Managed by E.H. Sullivan, the airport featured several buildings utilized for office and café purposes, as well as hangars for aircraft storage. The land was sold to Burgener and Tavares, in the early phases of Clairemont's development, and became the temporary headquarters for the Clairemont Company. St. Mark's Methodist Church later constructed its campus on the former airpark property.¹⁰³



Development in East Clairemont and Clairemont peaked during Convair's operations in Kearny Mesa, circa 1958-1975, and shared transportation routes with Kearny Mesa's industrial complexes. In January of 1954 Convair reported employment levels at 23,000. Additionally, San Diego's three other major aircraft

firms had solidified favorable positions in the aerospace industry. Ryan Aeronautical doubled its research budget and staffing from 200 to 400 engineers in 1953. That same year, Solar Aircraft increased employment locally by 2,300, and Rohr Aircraft Corporation reported even larger gains.¹⁰⁴ By 1960 the Clairemont CPA was home to 18,700 employed individuals. Of that amount, approximately 7.25% were armed services members, 8.79% were employed in the public administration field, and 15.25% were government employees. 22.68% of area residents were categorized as professional / technical workers, 17.17% were classified as craftsman / foreman / kindred workers, and 11.61% were categorized as operatives (semi-skilled) / kindred workers. Nearly one-fourth (23.87%) of all employed residents worked in metal manufacturing, 7.39% worked in transportation equipment, and 2.86% worked as machinists. Each of these census classifications relate to defense industry jobs and demonstrate that the communities of Clairemont and East Clairemont were closely associated with post-WWII defense in terms of permanent privately constructed housing opportunities for defense personnel.¹⁰⁵ As the defense industry grew, so did Clairemont and East Clairemont.

Today the Clairemont CPA contains more than 22,000 improved properties. Approximately 19,133 of those improvements were completed between 1950 and 1975, primarily within the Clairemont and East Clairemont areas, but also in the form of infill in and around the Morena district and Bay Park Village **(Figures 39-43)**.¹⁰⁶ This volume of development is attributable to increased American suburbanization and the influence of planned suburban communities. It was further spurred by local industry in the post-WWII and Cold War periods and the resultant need for housing. As the Clairemont CPA ages, change has come in the form of closures or remodeling of original stores and shopping centers, decommissioning of schools and conversion of land to additional residential uses, and passing of the first generation of homeowners, "the suburban pioneers" that helped to establish the area as one of San Diego's premier post-WWII suburban communities.



Figure 39. Aerial View of the Clairemont CPA (1953).
Source: United States Geological Survey.

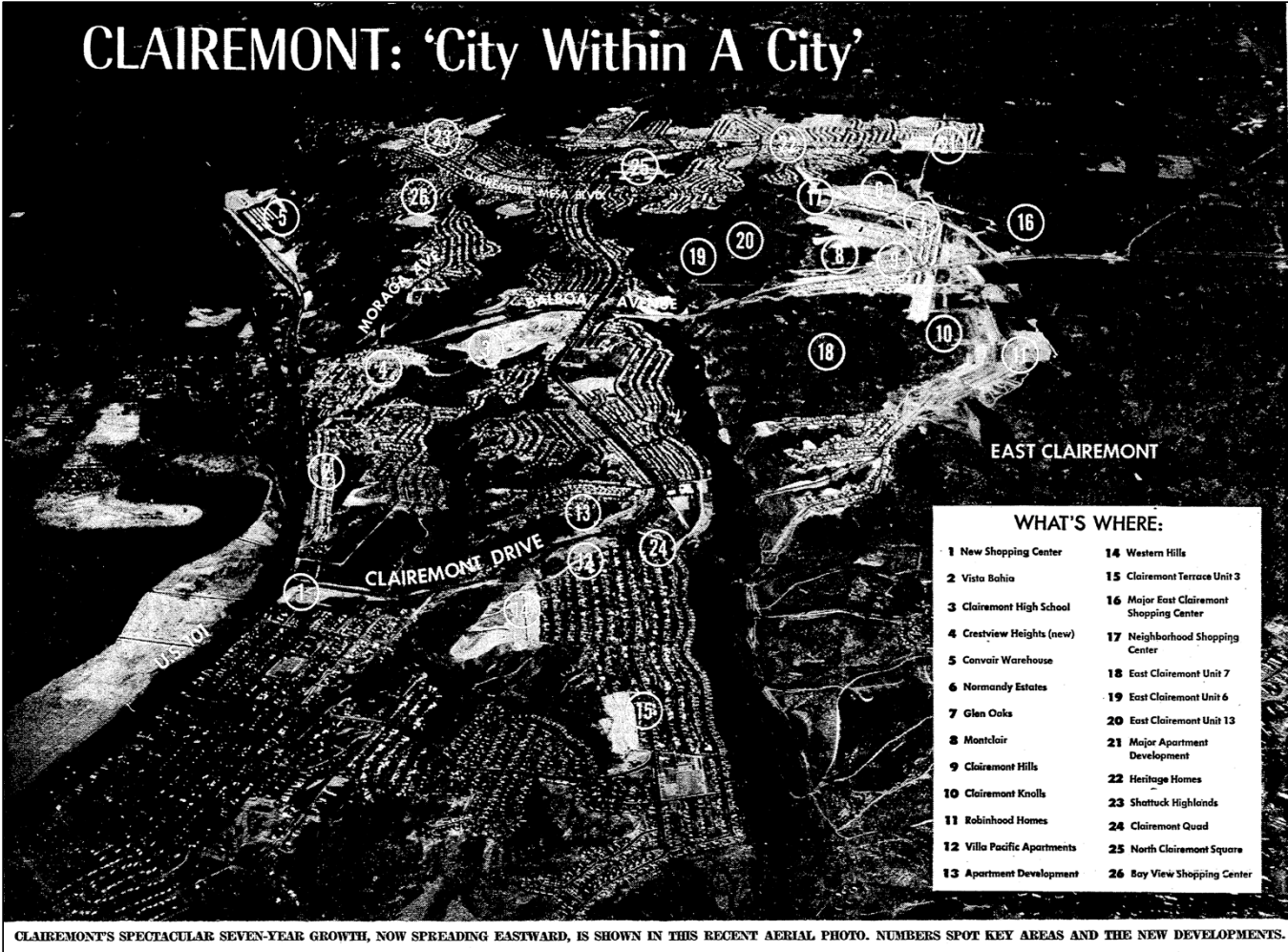


Figure 40. Clairemont: 'City Within A City'. *The San Diego Union* (May 4, 1958).



Figure 41. Aerial View of Clairemont (1959).
Source: San Diego History Center / Wendy L. Tinsley Becker personal archive.



Figure 42. Aerial View of the Clairemont CPA (1966).
Source: United States Geological Survey.

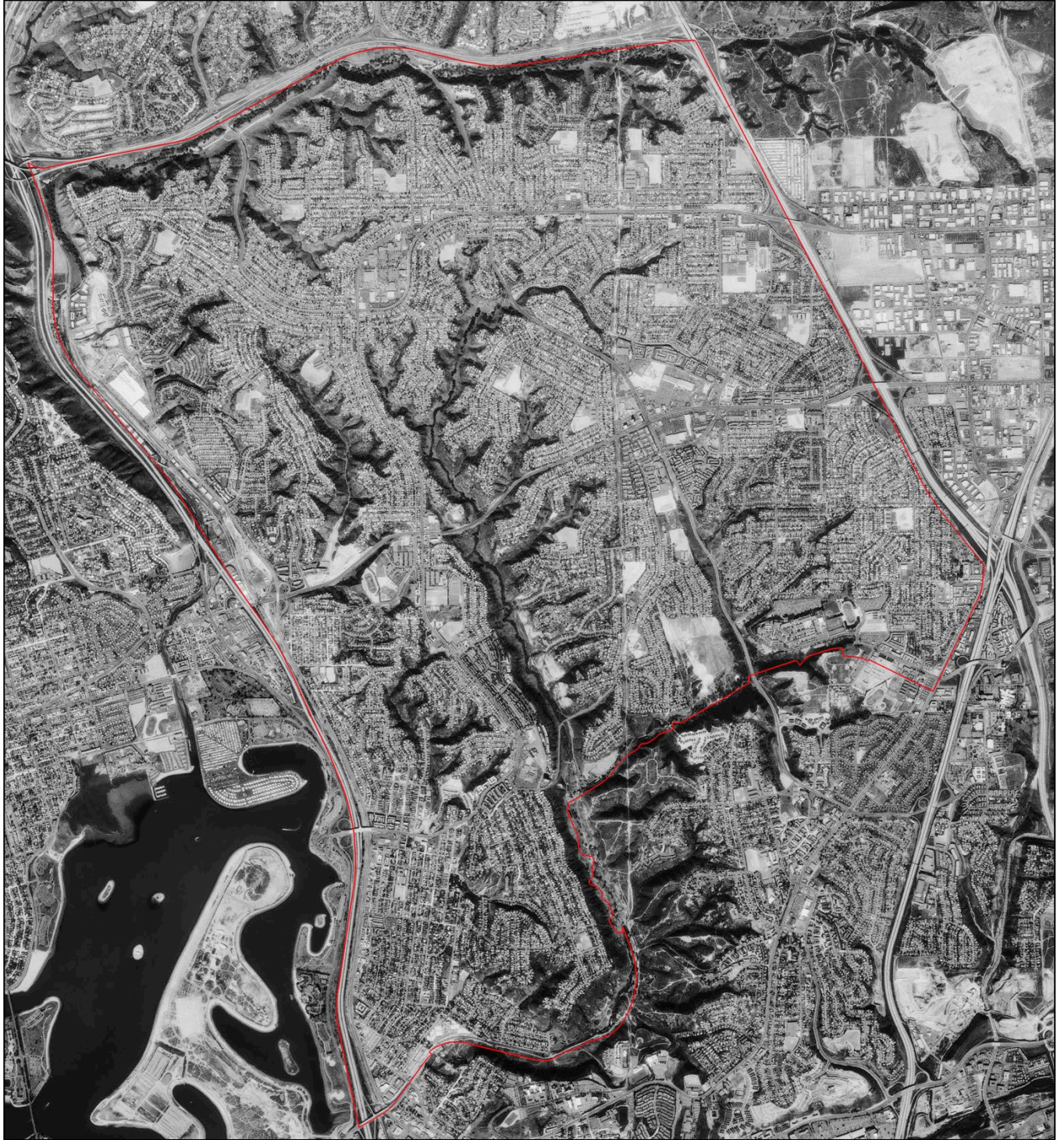


Figure 43. Aerial View of the Clairemont CPA (1979).
Source: United States Geological Survey.

Associated Property Types and Architectural Styles, 1950s-1970s

In the 1950s-1970s period of development, the Clairemont CPA was developed with Ranch style single-family dwellings (**Figure 44**), and Contemporary single-family dwellings (**Figure 45**) and commercial, civic, religious, and public serving buildings (**Figure 46**).

Referred to as the "Tract Ranch" style in the City of San Diego *Modernism Historic Context Statement*, the Ranch style house first emerged in the early 1930s, when in 1932, Architect Cliff May designed the first of its kind in San Diego. Initially designed to be low-cost tract housing, the style was not intended to be eye-catching.¹⁰⁷ Its low profile appearance and plain use of materials was a precursor architectural style to the post-WWII privatization of homes and extended the Minimal Traditional-style aesthetic popularized in the 1930s and 1940s. Into the 1950s, Ranch style homes represented sheltered privacy and a sense of security from the happenings of the Cold War, when Civil Defense propaganda stressed strength of the family and home as strength of the country. Throughout the United States, the Ranch style dominated residential tracts developed in the 1950s, 1960s, and 1970s. Inspired by the sprawling Spanish haciendas scattered throughout Mexico and Southern California in the 1800s, but shrunken to individual 1/8 - 1/4 acre lots, the hacienda floor plan was adapted for modern living with stretched interior spaces in a linear, L-shaped, U-shaped, or H-shaped fashion, and embraced the outdoors through redefining courtyards and patios as out-door "rooms." New meaning was given to the roles and locations of rooms. The kitchen was brought forward to the front of the house and the living room, because of the houses shallow depth, usually opened to both the front and rear of the dwelling. Ranch style homes typically had open floor plans, combining the kitchen, dining, and living room into one communal family area. *Sunset Magazine's* 1958 publication "Western Ranch Houses by Cliff May" further popularized the style.

Residential tracts developed in the 1950s-1970s period typically offered larger lots, lower and more horizontally oriented structures, and groupings of different shapes, planes, materials, colors, and textures. Rather than offering just one or two models, developers commissioned architects to design several basic floor plans and elevations for their home models, with each developer then offering custom upgrades relating to interior and exterior fixtures and finishes. As the suburban building trend continued, consistent with increased promotion of and reliance on the automobile, garages were expanded to accommodate two vehicles and the garage portion of Ranch style homes were oriented toward the street. Tract Ranch homes are typically single-story, with several stylistic variations including Colonial or Spanish Hacienda.¹⁰⁸ In hilly neighborhoods, the Ranch style is occasionally adjusted to accommodate a split-level or two-story home, in which case the typology is identified as a Split-Level Ranch or a Raised Ranch. Within the Clairemont CPA, Tract Ranch style homes often exhibit "Birdhouse" or "Cinderella" details, including gingerbread trim (a Cinderella feature) and dovecotes (Birdhouse features).

In suburban communities, including within the Clairemont CPA, developers constructed Contemporary style tracts in response to demand for housing that reflected the latest architectural aesthetic, stylistic details, and materials including interior courtyards, aluminum framed windows, sliding-glass doors, flat roofs, masonry screen walls, and clerestory and transom units at primary facades and on attached carports or garages. The landscape style was as modern as the homes, featuring junipers and clustered palms with lava rock and seeded aggregate paving.

In addition to its use as a style for tract housing, the Contemporary style was ubiquitous in San Diego during the 1950s and 1960s as a style for commercial and other public-use buildings and streetscapes. The Contemporary style was widely used on major streets and boulevards throughout San Diego including El Cajon Boulevard (in the greater North Park CPA), Girard Avenue (in the La Jolla CPA), Washington Street (in the Uptown CPA), Rosecrans Boulevard (in the Peninsula CPA), and Clairemont Drive, Clairemont Mesa Boulevard, Balboa Avenue, and Morena Boulevard within the Clairemont CPA. These buildings display many of the same design features as Contemporary style homes, such as angular massing, varied materials use, and unusual roof forms, especially on free-standing commercial buildings. Signage for

street front commercial buildings in the Contemporary style was generally large, with bold free-standing letters attached to building facades that were frequently illuminated to attract passing motorists. For Contemporary buildings with private parking lots such as grocery stores, signage was frequently taller and rose above the building itself, serving as a beacon to customers. These Contemporary style buildings – residential, commercial, and public serving – functioned as visual landmarks within the Clairemont CPA.



Figure 44. Tract Ranch style home built in Clairemont Heights Unit No. 1, constructed in 1952 at 2303 Illion Street.



Figure 45. Contemporary Tract home within the Clairemont CPA. This home was constructed in 1961 and was designed by Robert Des Lauriers, AIA.



Figure 46. Contemporary Public Serving building, the South Clairemont Recreation Center, constructed in 1957 and designed by Sim Bruce Richards, AIA.

**Identifying Exterior
Features of Ranch and Contemporary Architecture & Residential Tracts**

Identifying-exterior features of the Tract Ranch style include:

- Horizontal massing, usually single-story over a rectilinear, L-shaped, H-shaped, or U-shaped plan.
- Minimally pitched side or cross-gabled roof with deep overhangs.
- Attached carport or garage.
- Vertical articulation via full-height wood-frame focal window.
- Decorative details at the primary (street-facing) facades including but not limited to:
 - wood shutters,
 - wood windows with diamond pattern sash,
 - wide brick or stone chimneys,
 - fascia boards extending to the ground and gingerbread trim (Cinderella features), and
 - cupola or dovecote built into the roof ridge or street-facing gable (Birdhouse features).
- Traditional exterior building materials:
 - wood shingle roofing,
 - horizontal board siding,
 - board and batten siding,
 - brick siding (often installed from the foundation to mid-level with wood above), and
 - stucco or stone accents.

Identifying-exterior features of the Contemporary Tract style include:

- Horizontal, angular massing.
- Strong roof forms including flat, gabled, shed, or butterfly, typically with deep overhangs.
- Attached garage or carport.
- Vertical articulation via full-height aluminum-frame focal window with or without mullions.
- Large windows, often aluminum framed, with or without mullions.
- Sun shades, screens or shadow block accents.
- Non-traditional exterior finishes including but not limited to:
 - vertical wood siding,
 - concrete block,
 - stucco,
 - flagstone, and
 - mullion-free window walls.

Identifying-exterior features of Contemporary style commercial and public serving buildings include:

- Horizontal, angular massing.
- Strong roof forms including flat, gabled, shed, or butterfly, typically with deep overhangs, and occasionally with distinctive triangular, parabolic, or arched features.
- Large windows, often aluminum framed, with or without mullions.
- Sun shades, screens or shadow block accents.
- “Eyebrow” overhangs.
- Integrated, stylized signage with secondary pylons in dedicated surface parking lots or property entrances.
- Non-traditional exterior finishes including but not limited to:
 - vertical wood siding,
 - concrete block,
 - stucco,
 - flagstone, and
 - mullion-free window walls.

Identifying features for comprehensively constructed residential tracts, with Ranch Tract or Contemporary Tract homes include:

- Circulation patterns and spatial relationships between streets, sidewalks, and buildings;
- Site plan and design including distribution of housing, schools, shopping centers, parks, and other community uses;
- Architectural style and integrity of housing; and
- Distinctive aspects of landscape design.

Significance and Integrity Thresholds for Ranch and Contemporary Architecture & Residential Tracts

In comprehensively constructed residential tracts developed in the 1950s-1970s timeframe, historical significance is typically dependent on the cumulative importance of the entire residential tract for its embodiment of the principles of urban planning and urban design at residential communities, and for the overall embodiment and aesthetic attractiveness of the subdivision based on the architectural design applied to the homes within. Integrity of individual buildings within the tract may be of lesser or secondary importance, if the tract still physically conveys its identified significance. Ranch style homes developed within the Clairemont CPA are less likely to be found significant as an individual property, relative to the Ranch style of architecture. Rather homes are more likely to be significant as a contributor to a potential historic district, as defined by the boundaries of a particular residential subdivision. Similarly, Contemporary style homes developed as part of a residential tract may similarly likely derive significance from the tract itself as a comprehensively developed subdivision of Contemporary Tract homes.

Pending intensive level research and integrity analysis, some residential tracts developed in the 1950s-1970s in the Clairemont CPA may be eligible for designation, as a historic district, under:

- HRB Criterion A, as a special element of the City's historical or architectural development; or
- HRB Criterion B, for an association with an important person in local, state, or national history; in this case, as a planned residential tract that best represents the productive life of a historically important person; or
- HRB Criterion C as a good or excellent example of residential subdivision development reflecting principles of urban planning and design and consistent with federal guidelines; or
- HRB Criterion D as a notable residential subdivision developed by a Master planner, architect, landscape architect, or community builder.

The integrity of planned suburban communities – residential tracts – is based on the retention of historic qualities of spatial organization, such as massing, scale, and setbacks; architectural design and character; and the presence of historic plantings, circulation patterns, boundary demarcations, and other land uses and plan features. Relative to these qualities, a tract should retain overall integrity to its established period of significance. Examples of significant residential tracts within the Clairemont CPA may, but are not required to, exhibit all historic qualities. Additionally, the most critical aspects of integrity will vary depending upon the context and designation criterion under which the resource is significant. Setting, location, feeling and association are generally more important to conveying significance under HRB Criteria A and B, while design, materials and workmanship are generally more important to conveying significance under HRB Criteria C and D.

While constructed within commercial shopping centers and other commercially zoned parcels within the planned residential community, public serving buildings in the CPA may be identified as significant for their association to the larger planned suburban community and to specific residential tract or tracts which the public serving building or center historically served, or may be identified as individually eligible. Pending research and integrity analysis, public serving buildings may be eligible for designation individually or as a contributing element to a historic district, under one or more of the following HRB

Criteria:

- HRB Criterion A, as a special element of the City's historical or architectural development; or
- HRB Criterion B, for an association with an important person in local, state, or national history; in this case, as a building that best represents the productive life of a historically important person; or
- HRB Criterion C as a good or excellent example of Contemporary style building; or
- HRB Criterion D as a Contemporary style building designed or constructed by a Master architect, designer, or builder.

A Contemporary style commercial or public serving building needs to retain integrity of location to convey significance under any applicable Criteria with respect to the subject theme and 1950s-1970s period. Retention of original or in-kind replacement materials and design features, conferring a high degree of historical integrity of design, workmanship, and materials, is critical for a Contemporary style commercial or public serving building to convey significance under HRB Criteria C or D. Retention of a high degree of integrity of setting, feeling, and association can be weighed against somewhat lesser degrees of design, workmanship, and materials retention to justify designation of a Contemporary style commercial or public serving building with clear significance under HRB Criteria A or B.

Study List of Known Associated Resources

Subdivisions developed in the Clairemont CPA, in the 1950s-1970s period of development, are listed in **Table 6** (1950-1956) and **Table 7** (1957-1973). Due to the limited nature of this Historic Context Statement, these subdivisions have not been surveyed or evaluated for significance and designation eligibility.

The Clairemont CPA is associated with mid-20th Century suburban development, including dwellings, schools, churches, and other community and civic use buildings designed in a Modernist aesthetic by noted Master Architects. These Tract Ranch, Contemporary Tract, and Contemporary style commercial and public buildings, listed in **Tables 8-9**, serve as visual landmarks throughout the planning area and give contextual depth to the community within its history as a comprehensively constructed suburban neighborhood. Due to the limited nature of this Historic Context Statement, these individual dwellings and public serving buildings have not been surveyed or evaluated for significance and designation eligibility.

Table 6. Tracts Recorded in the Clairemont CPA, 1950-1956.

Map No.	Tract Name	Year Recorded
002712	CLAIREMONT HEIGHTS UNIT # 1	1950
002725	CLAIREMONT UNIT#01	1950
002751	BAY PK VISTA UNIT # 2	1951
002757	CLAIREMONT UNIT#02	1951
002776	CLAIREMONT UNIT#03	1951
002845	CLAIREMONT UNIT#05	1952
002846	TECOLOTE HTS RESUB POR BLK J	1952
002861	CLAIREMONT COURT	1952
002864	MAGNOLIA DOWNS	1952
002865	CLAIREMONT UNIT#06	1952
002869	BAY PK VISTA UNIT # 3	1952
002870	VISTA PK UNIT # 1	1952
002872	CLAIREMONT UNIT#07	1952
002889	CLAIREMONT UNIT#08	1952
002902	CLAIREMONT UNIT#09	1952
002929	CLAIREMONT UNIT#10	1952
002943	CLAIREMONT MANOR UNIT # 1	1952
002944	CLAIREMONT UNIT#11	1952
002947	CLAIREMONT GARDEN	1953
002954	CLAIREMONT UNIT#12	1953
002968	CLAIREMONT TERRACE UNIT # 1	1953
002973	CLAIREMONT MANOR UNIT # 2	1953
003004	CLAIREMONT VILLAGE	1953
003007	CLAIREMONT MANOR UNIT # 5	1953
003008	CLAIREMONT UNIT#15	1953
003013	CLAIREMONT MANOR UNIT # 3	1953
003016	CLAIREMONT MANOR UNIT # 4	1953
003079	CLAIREMONT POINT	1954
003090	CLAIREMONT UNIT#14	1954
003093	BAYBERRY	1954
003134	LAHOUD TERRACE	1954
003138	CLAIREMONT MANOR UNIT # 6	1954
003144	CLAIREMONT VILLAS UNIT # 1	1954
003145	CLAIREMONT UNIT#16	1954
003172	CLAIREMONT VILLAS UNIT # 2	1955
003184	CLAIREMONT UNIT#16 ANNEX	1955
003199	CLAIREMONT VILLAS UNIT # 3	1955
003200	CLAIREMONT TERRACE UNIT # 2	1955
003211	CLAIREMONT REGIONAL BUSINESS CENTER UNIT # 1	1955
003225	WESTERN HILLS UNIT # 1	1955
003228	CLAIREMONT VILLAS UNIT # 4	1955

Table 6. Tracts Recorded in the Clairemont CPA, 1950-1956 (Continued).

Map No.	Tract Name	Year Recorded
003229	MORENA HOTEL BLOCK	1955
003232	MESA PK UNIT # 1	1955
003239	VISTA MESA UNIT # 1	1955
003245	MARINE VIEW TERRACE	1955
003255	SOUTHCLAIR TERRACE UNIT # 1	1955
003295	BOWMANS TERRACE	1955
003298	WESTERN HILLS UNIT # 2	1955
003304	MESA PK UNIT # 2	1955
003306	CLAIREMONT UNIT#17	1955
003334	SOUTHCLAIR TERRACE UNIT # 2	1955
003335	WESTRIDGE UNIT # 1	1955
003350	CLAIREMONT VISTA UNIT # 1	1956
003372	WESTERN HILLS UNIT # 3	1956
003389	CLAIREMONT UNIT#17 ANNEX	1956
003395	CLAIREMONT POINT UNIT # 2	1956
003398	WESTRIDGE UNIT # 4	1956
003405	WESTRIDGE UNIT # 2	1956
003418	BAYBERRY UNIT # 2	1956
003430	WESTRIDGE UNIT # 3	1956
003434	GLEN OAKS HEIGHTS UNIT # 1	1956
003435	CLAIREMONT VILLAGE UNIT # 2	1956
003446	CORYELL HEIGHTS	1956
003461	VISTA MESA UNIT # 3	1956
003477	POWERS TERRACE	1956
003484	NORTH CLAIREMONT PLAZA	1956
003493	BAYBERRY UNIT # 3	1956
003495	CLAIREMONT PLAZA UNIT # 4	1956
003500	VISTA MESA UNIT # 2	1956
003529	ROBYN HEIGHTS	1956
003535	CLAIREMONT PK UNIT # 1	1956
003539	GLEN OAKS HEIGHTS UNIT # 2	1956
003541	CLAIREMONT VILLAS UNIT # 6	1956
003542	CLAIREMONT VILLAS UNIT # 7	1956
003559	CLAIREMONT PLAZA UNIT # 3	1956
003561	CLAIREMONT MANOR UNIT # 7	1956
003564	BELLAIRE TERRACE UNIT # 1	1956

Table 7. Tracts Recorded in the Clairemont CPA, 1957-1973.

Map No.	Tract Name	Year Recorded
003577	CLAIREMONT PLAZA UNIT # 2	1957
003580	BAY PK ESTS	1957
003588	SHATTUCK HIGHLANDS UNIT # 1	1957
003601	EAST CLAIREMONT UNIT#01	1957
003602	CLAIREMONT PK UNIT #1 RESUB #1	1957
003605	BELLAIRE TERRACE UNIT # 2	1957
003606	CLAIREMONT VILLAGE UNIT # 3	1957
003615	GLEN OAKS HEIGHTS UNIT # 3	1957
003617	HERITAGE ADD UNIT # 1	1957
003618	EAST CLAIREMONT UNIT#02	1957
003628	VISTA BAHIA UNIT # 1	1957
003632	EAST CLAIREMONT UNIT#03	1957
003637	GLEN OAKS HEIGHTS UNIT # 4	1957
003641	GLEN OAKS HEIGHTS UNIT # 2 ANNEX	1957
003647	BELLAIRE TERRACE UNIT # 3	1957
003655	GRACE MANOR	1957
003656	SHATTUCK HIGHLANDS UNIT # 2	1957
003661	VISTA MESA UNIT # 4	1957
003666	HERITAGE ADD UNIT # 3	1957
003667	CRESTVIEW HEIGHTS	1957
003672	WESTERN HILLS UNIT # 4	1957
003673	EAST CLAIREMONT UNIT#04	1957
003698	CLAIREMONT PK UNIT # 2	1957
003730	CLAIREMONT TERRACE UNIT # 3	1957
003741	UNIVERSITY ESTS UNIT # 1	1957
003749	SHATTUCK HIGHLANDS ANNEX	1957
003750	VISTA MESA ANNEX UNIT # 2	1957
003751	EAST CLAIREMONT UNIT#11	1957
003759	SHATTUCK HIGHLANDS UNIT # 3	1957
003780	WEST CLAIREMONT PLAZA UNIT # 1	1958
003781	HERITAGE ADD UNIT # 4	1958
003787	ROSE CANYON WAREHOUSE SUB	1958
003816	HERITAGE ADD UNIT # 2	1958
003849	VISTA MESA ANNEX UNIT # 1	1958
003882	CLAIREMONT MESA UNIT#01	1958
003884	CLAIREMONT PK UNIT #1 RESUB #2	1958
003885	CLAIREMOUNT PK UNIT #1 RESUB #3	1958
003886	CLAIREMONT PK UNIT #1 RESUB #4	1958
003888	VISTA MESA UNIT # 5	1958
003896	EAST CLAIREMONT UNIT#06	1958
003908	SHATTUCK HIGHLANDS UNIT # 4	1958

Table 7. Tracts Recorded in the Clairemont CPA, 1957-1973 (Continued).

Map No.	Tract Name	Year Recorded
003914	EAST CLAIREMONT UNIT#14	1958
003923	EAST CLAIREMONT UNIT#05	1958
003925	HERITAGE ADD UNIT # 5	1958
003944	HERITAGE ADD UNIT # 7	1958
003948	VISTA MESA ANNEX UNIT # 3	1958
003960	HERITAGE ADD UNIT # 6	1958
003970	EAST CLAIREMONT UNIT#15	1958
003972	CLAIREMONT PK UNIT # 3	1958
003976	EAST CLAIREMONT UNIT#10	1958
003986	CLAIREMONT MESA UNIT#02	1958
003987	CLAIREMONT MESA UNIT#03	1958
004000	SHATTUCK HIGHLANDS UNIT # 5	1958
004002	VISTA MESA ANNEX UNIT # 4	1958
004006	EAST CLAIREMONT UNIT#07	1958
004016	LAUDYS SUB	1958
004040	EAST CLAIREMONT UNIT#16	1958
004055	UNIVERSITY ESTS UNIT # 2	1959
004056	WEST CLAIREMONT CENTER	1959
004104	NORTH TERRACE UNIT # 1	1959
004115	EAST CLAIREMONT UNIT#13	1959
004120	EAST CLAIREMONT UNIT#09	1959
004127	VISTA MESA UNIT # 6	1959
004140	AVALON	1959
004146	CLAIREMONT MESA UNIT#04	1959
004155	VISTA MESA UNIT # 7	1959
004156	VISTA MESA UNIT # 8	1959
004174	EAST CLAIREMONT UNIT#17	1959
004175	CLAIREMONT UNIT#18	1959
004177	HANCO TERRACE	1959
004179	VISTA MESA ANNEX UNIT # 5	1959
004211	CLAIREMONT MESA UNIT#05	1959
004235	EAST CLAIREMONT UNIT#18	1959
004259	BAYVIEW KNOLLS	1959
004260	NORTH TERRACE UNIT # 2	1959
004264	CAMBRIDGE CENTER	1959
004275	CLAIREMONT MESA UNIT#06	1959
004289	EAST CLAIREMONT UNIT#22	1959
004290	VISTA MESA ANNEX UNIT # 6	1959
004298	SAN CARLOS UNIT#04	1959
004300	TECOLOTE MANOR	1959
004319	JEFFREE HEIGHTS UNIT # 1	1959

Table 7. Tracts Recorded in the Clairemont CPA, 1957-1973 (Continued).

Map No.	Tract Name	Year Recorded
004320	SOUTHEAST CLAIREMONT UNIT # 1	1959
004334	NORTH TERRACE UNIT # 3	1959
004349	EAST CLAIREMONT UNIT#20	1959
004355	VISTA MESA ANNEX UNIT # 7	1959
004356	VISTA MESA ANNEX UNIT # 8	1959
004362	CLAIREMONT MESA UNIT#07	1959
004385	NORTHEAST CLAIREMONT UNIT # 2	1959
004426	CLAIREMONT MESA UNIT#08	1959
004496	CLAIREMONT MESA UNIT#09	1960
004499	LOIS MANOR	1960
004513	DIANE CENTER	1960
004541	CLAIREMONT PLAZA UNIT #4 RESUB #1	1960
004556	MISSION VILLAGE WEST UNIT#01	1960
004566	SOUTHEAST CLAIREMONT UNIT # 3	1960
004568	UNIVERSITY ESTS UNIT # 1 RESUB #1	1960
004589	ECOCHEE HEIGHTS	1960
004599	CLAIREMONT MESA UNIT#10	1960
004609	CLAIREMONT MESA UNIT#11	1960
004610	CLAIREMONT MESA UNIT#12	1960
004612	TERRA TERRACE	1960
004613	EAST CLAIREMONT UNIT #11 ANNEX RESUB #1	1960
004632	TRIUMPH ANNEX	1960
004634	BRIERWOOD UNIT # 1	1960
004635	MISSION VILLAGE WEST UNIT#02	1960
004645	TRIUMPH UNIT # 1	1960
004661	CLAIREMONT MESA UNIT#13A	1960
004673	CLAIREMONT MESA UNIT#13B	1960
004682	NORTH TERRACE UNIT # 4	1960
004687	CLAIREMONT MESA UNIT#13C	1960
004699	CLAIREMONT MESA UNIT#14	1961
004702	MEDALLION TERRACE UNIT # 1 A	1961
004715	MISSION VILLAGE WEST UNIT#03	1961
004729	BELLE-VUE PINES	1961
004735	BRIERWOOD UNIT # 2	1961
004738	MISSION VILLAGE WEST UNIT#04	1961
004739	PINE MANOR	1961
004744	BRIERWOOD UNIT # 4	1961
004745	TRIUMPH UNIT # 2	1961
004754	JORDANA MANOR UNIT # 1	1961
004755	MEDALLION TERRACE UNIT # 1-B	1961
004777	NOPARTEE UNIT # 1	1961

Table 7. Tracts Recorded in the Clairemont CPA, 1957-1973 (Continued).

Map No.	Tract Name	Year Recorded
004778	NOPARTEE UNIT # 2	1961
004798	BRIERWOOD UNIT # 3	1961
004800	CLAIREMONT MESA SOUTH UNIT # 1	1961
004811	BALBOA SHOPPING CENTER	1961
004814	SAN CLEMENTE UNIT # 1	1961
004823	JORDANA MANOR UNIT # 2	1961
004843	WEST CLAIREMONT UNIT # 2	1961
004846	BRIERWOOD UNIT # 5	1961
004848	TRIUMPH UNIT # 3	1961
004852	MISSION VILLAGE WEST UNIT#05	1961
004856	CLAIREMONT MESA WEST UNIT # 1	1961
004887	CHAPEL KNOLLS	1961
004889	UNIVERSITY VIEW ESTS UNIT # 1	1961
004903	BRIERWOOD UNIT # 6	1962
004911	CAMEO VALLEY	1962
004919	BOLCHINI SUB	1962
004932	CLAIREMONT MESA UNIT#15	1962
004947	FIRESIDE PK UNIT # 2	1962
004949	TRIUMPH UNIT # 5	1962
004950	VILLA MARINA UNIT # 1	1962
004974	CLAIREMONT CHURCH OF THE NAZARENE	1962
004985	UNIVERSITY VIEW ESTS UNIT # 2	1962
004986	BAY PK MANOR	1962
004987	NORTON SUB UNIT # 1	1962
004993	CAMPBELL SUB	1962
004996	CAVALIER TERRACE UNIT # 1	1962
005001	CLAIREMONT PK UNIT # 4	1962
005013	MISSION VILLAGE WEST UNIT#06	1962
005014	TRIUMPH UNIT # 6	1962
005039	BECKER SUB	1962
005045	DE VILLE ARMS	1962
005053	BETH EL PK	1962
005055	TRIUMPH UNIT # 7	1962
005062	MISSION VILLAGE WEST UNIT#07	1962
005063	MISSION VILLAGE WEST ANNEX	1962
005068	UNIVERSITY VIEW ESTS UNIT # 3	1962
005088	LORRAINE HEIGHTS UNIT # 1	1962
005093	TRIUMPH ANNEX UNIT # 2	1962
005103	CLAIREMONT MESA NORTH UNIT # 1	1962
005106	CLAIREMONT MESA UNIT#17	1962
005111	WEST CLAIREMONT UNIT # 1	1963

Table 7. Tracts Recorded in the Clairemont CPA, 1957-1973 (Continued).

Map No.	Tract Name	Year Recorded
005112	WEST CLAIREMONT UNIT # 3	1963
005113	WEST CLAIREMONT UNIT # 4	1963
005119	BALBOA ANNEX UNIT # 2	1963
005126	VILLA MARINA UNIT # 2	1963
005168	CAVALIER TERRACE UNIT # 2	1963
005177	VILLA MARINA UNIT # 3	1963
005193	SAN CLEMENTE VIEW UNIT # 1	1963
005197	CLAIREMONT PK UNIT #2 RESUB #1	1963
005207	STALMER TRACT	1963
005212	CLAIREMONT MESA NORTH UNIT # 2	1963
005215	WEATHERSTONE UNIT # 1	1963
005253	TRIUMPH UNIT # 8	1963
005257	CLAIREMONT MESA UNIT#16	1963
005258	CLAIREMONT PLAZA UNIT # 5	1963
005260	NORTON SUB UNIT # 2	1963
005284	PUEBLO VISTA UNIT # 1	1963
005285	PUEBLO VISTA UNIT # 5	1963
005288	EAST CLAIREMONT ESTS	1963
005290	SAN CLEMENTE VIEW UNIT # 2	1963
005310	COLONY WEST UNIT # 1	1963
005317	CLAIREMONT MESA UNIT#18	1963
005329	BALBOA CREST UNIT # 1	1964
005330	TRIUMPH UNIT # 9	1964
005333	DAVIDSON-MILLER TRACT	1964
005348	PUEBLO VISTA UNIT # 4	1964
005353	DE ANZA CRESTVIEW ESTS	1964
005355	TRIUMPH UNIT # 10	1964
005363	CLAIREMONT MESA NORTH UNIT # 3	1964
005398	CLAIREMONT PK UNIT # 5	1964
005402	PUEBLO VISTA UNIT # 8	1964
005403	BALBOA ANNEX UNIT # 3	1964
005420	COLONY WEST UNIT # 2	1964
005421	TRIUMPH UNIT # 11	1964
005422	TRIUMPH UNIT # 12	1964
005423	HARBORVIEW HEIGHTS NO 2	1964
005427	NORTON SUB UNIT # 3	1964
005455	PUEBLO VISTA UNIT # 6	1964
005488	PARK WEST UNIT # 1	1964
005495	TRIUMPH UNIT # 4	1964
005526	CLAIREMONT MESA NORTH UNIT # 4	1965
005548	BAYVIEW GLEN	1965

Table 7. Tracts Recorded in the Clairemont CPA, 1957-1973 (Continued).

Map No.	Tract Name	Year Recorded
005550	PARK WEST UNIT # 2	1965
005577	SLACUM SUB	1965
005606	PACIFIC BLUFFS	1965
005622	BALBOA TOWNHOUSE RESUB #1	1965
005637	HARBORVIEW HEIGHTS UNIT # 1	1965
005638	BALBOA TOWERS UNIT # 1	1965
005672	CLAIREMONT MESA SOUTH UNIT # 3	1966
005692	MONAIR ESTS	1966
005710	CLAIREMONT ARMS	1966
005720	RICE SUB UNIT # 1	1966
005723	HARBORVIEW HEIGHTS UNIT # 7	1966
005728	PARK WEST UNIT # 3	1966
005740	PUEBLO VISTA UNIT 2	1966
005741	STONE SUB	1966
005749	PACIFIC BLUFFS RESUB # 1 UNIT # 1	1966
005763	CLAIREMONT MESA SOUTH UNIT # 9	1966
005767	CLAIREMONT MESA SOUTH UNIT # 5	1966
005773	PACIFIC BLUFFS RESUB # 1 UNIT # 2	1966
005776	HARBORVIEW HEIGHTS UNIT # 4	1966
005778	CLAIREMONT MESA SOUTH UNIT # 4	1966
005789	CLAIREBAL SUB	1966
005790	CLAIREMONT PK UNIT # 6	1966
005810	BURAD PLAZA	1966
005811	BALBOA GREEN	1966
005815	HARBORVIEW HEIGHTS UNIT # 5	1967
005842	CLAIREMONT GENESEE PLAZA	1967
005844	PACIFIC BLUFFS RESUB # 1 UNIT # 3	1967
005855	DIANE VILLAGE	1967
005857	PARK WEST UNIT # 4	1967
005882	PUEBLO VISTA UNIT # 7	1967
005907	CLAIREMONT MESA SOUTH UNIT # 7	1967
005921	PARK WEST UNIT # 5	1967
005925	CLAIREMONT MESA SOUTH UNIT # 8	1967
005936	HARBORVIEW HEIGHTS UNIT # 3	1967
005937	HARBORVIEW HEIGHTS UNIT # 6	1967
005943	DILLON HEIGHTS	1967
005949	BALBOA TOWNHOUSE RESUB #2	1967
005951	DAVIDSON-MILLER TCT RESUB	1967
006045	BALBOA TOWERS RESUB #1	1968
006057	CLAIREMONT MESA NORTH UNIT # 5	1968
006086	BIG BEAR SUB	1968

Table 7. Tracts Recorded in the Clairemont CPA, 1957-1973 (Continued).

Map No.	Tract Name	Year Recorded
006094	CLAIREMONT GENESEE PLAZA UNIT # 2	1968
006120	TECOLOTE HIGHLANDS	1968
006155	CLAIREMAR SUB	1968
006167	BURAD PLAZA UNIT #2	1968
006240	TELLAM - TRUSTEE SUB	1968
006256	BALBOA SHOPPING CENTER RESUB # 1	1968
006283	MILTON PARK	1969
006343	BALBOA CREST UNIT NO 2	1969
006364	CLAIREMONT GENESSEE PLAZA #3	1969
006455	BURAD MANOR	1969
006566	BALBOA TOWERS COMM SITE	1970
006670	GENESEE PLAZA SUB	1970
006680	ROTO AIRE PROP SUB	1970
006691	GARDENA VISTAS	1970
006777	ALCOTT ESTATES	1970
006778	FAIRWAY PARK #1	1970
006799	CLAIREMONT PARK #6A	1970
006802	LOMA MANOR #1	1970
006840	ABERNATHY HIGHLANDS #1	1970
006885	FAIRWAY PARK #2	1971
006889	ALCOTT ESTATES #2	1971
006977	PADRE GLEN	1971
007028	PARK SANTA FE #1	1971
007054	VIEW TERRACE	1971
007247	SERBIAN PLACE	1971
007283	SID'S SUB	1972
007357	TRIUMPH ANNEX #3	1972
007425	DO DO BIRD GREENS	1972
007434	MESA VILLA	1972
007522	FOREST PARK PLAZA	1973
007649	VISTA BAY HO	1973
007726	BALBOA PLAZA #1	1973
007731	LOUISE STRONG ADDITION	1973
007853	SARN-SMITH SUBDIVISION	1973

Table 8. Contemporary Style Buildings of Interest to the Clairemont CPA.

Identifier	Year Built	Architect/Designer	Location	Source
Clairemont Branch Public Library	1958	Herluf Brydegaard	2920 Burgener Boulevard	SOHO Clairemont Tour Modern San Diego
Balboa Branch Public Library	1971		4255 Mt. Abernathy Avenue	SOHO Tiki Guide
South Clairemont Shell Station / Auto Garage	1960	A.E. Chase	3034 Clairemont Drive	SOHO Clairemont Tour
Clairemont Health Center	1960	Richard Wheeler	3040 Clairemont Drive	SOHO Clairemont Tour Modern San Diego
Commercial Building	1963	Alan Daun Arthur C. Hoelck	3050 Clairemont Drive	SOHO Clairemont Tour Modern San Diego
Buena Vista Garden Apartments	1958		3103 Clairemont Drive	SOHO Clairemont Tour
Whittier Elementary School	1954	Herluf Brydegaard	3401 Clairemont Drive	SOHO Clairemont Tour Modern San Diego
St. Mark's United Methodist Church	1962	Hal Whittemore & Associates	3502 Clairemont Drive	SOHO Clairemont Tour
South Clairemont Recreation Center	1957	Sim Bruce Richards John Mock	3605 Clairemont Drive	SOHO Clairemont Tour City SD Modernism
Clairemont Medical Dental Building	1955	Richard Wheeler	3650-3670 Clairemont Drive	SOHO Clairemont Tour
George W. Marston Junior High School	1955	Herluf Brydegaard	3799 Clairemont Drive	SOHO Clairemont Tour
Esau Richfield Service & Gasoline Station	1958	Nigg Engineering Corporation	3904 Clairemont Drive	SOHO Clairemont Tour
First Baptist Church of Clairemont	1956 / 1967	David L. Mitchell	3219 Clairemont Drive	SOHO Clairemont Tour SOHO Tiki Guide
North Clairemont Branch Library	1960	Robert J. Platt	4616 Clairemont Drive	SOHO Clairemont Tour Modern San Diego
Bank of America Clairemont Branch	1958	Richard Wheeler	4002 Clairemont Mesa Boulevard	SOHO Clairemont Tour
Security Trust National Bank	1958	Richard Wheeler	4003 Clairemont Mesa Boulevard	Modern San Diego City SD Modernism
First National Bank	1963	Richard Wheeler	Clairemont Drive and Balboa Avenue	City SD Modernism
Clairemont Lutheran Church	1965	Robert Des Lauriers	4271 Clairemont Mesa Boulevard	SOHO Clairemont Tour Modern San Diego
North Clairemont Fire Station No. 27	1959		5064 Clairemont Drive	SOHO Clairemont Tour
Northminster Presbyterian Church	1965	Robert Des Lauriers	4234 Clairemont Mesa Boulevard	SOHO Clairemont Tour Modern San Diego
Sequoia Elementary School	1960	Thomas Erchul	4690 Limerick Avenue	SOHO Clairemont Tour Modern San Diego
Clairemont Mortuary and Crematorium	1963	Victor L. Wulff	4266 Mt. Abernathy Avenue	SOHO Clairemont Tour Modern San Diego SOHO Tiki Guide
Fire Station No. 36	1969		5855 Chateau Drive	SOHO Clairemont Tour
International House of Pancakes	1969	Bert R. Levine	6135 Balboa Avenue	SOHO Clairemont Tour
Cubic	1961	Lykos and Goldhammer	Balboa Avenue and Ponderosa Avenue	Modern San Diego

Table 8. Contemporary Style Buildings of Interest to the Clairemont CPA (Continued).

Identifier	Year Built	Architect/Designer	Location	Source
Star Realty Building	1969	John Mock	4433 Convoy Street	City SD Modernism
St. Catherine Laboure Roman Catholic Church	1965-1967	Alfonso Macy	4124 Mt. Abraham Avenue	SOHO Clairemont Tour Modern San Diego
Clairemont Family Reformed Church / The Potter's House Christian Fellowship Church	1960	Norman S. Johnson	3520 Mt. Acadia Boulevard	SOHO Clairemont Tour Modern San Diego
Atonement Lutheran Church	1962	Maul and Piver	7250 Eckstrom Avenue	Modern San Diego
Pioneer Congregational Church / Pioneer Ocean View United Church of Christ	1954 / 1966	Lloyd Ruocco	2550 Fairfield Street	SOHO Clairemont Tour Modern San Diego
Alvin E. and Maxine Green Home	1952		2847 Arnott Street	SOHO Clairemont Tour Modern San Diego
George Residence	1953	Richard Wheeler		City SD Modernism
First Horizon Homes Contest Winner	1961 / 1962	Robert Des Lauriers	5708 Abernathy Way	SOHO Clairemont Tour Modern San Diego
American Housing Guild Pacific Style Homes	1962-1965	Henry Hester	5534 Chandler 5554 Chandler 5626 Chandler 5755 Chandler 5756 Chandler 5815 Chandler 4373 Mt. Abernathy 4379 Mt. Abernathy 6846 Boxford 6968 Bettyhill 4421 Berwick 4424 Berwick 4560 Berwick 4614 Berwick 4670 Berwick 4676 Berwick 4737 Berwick 4747 Berwick	SOHO Clairemont Tour

Table 9. Tract Ranch and Contemporary Tract Style Buildings of Interest to the Clairemont CPA.

Identifier	Year Built	Architect/Designer	Location	Source
Alvin E. and Maxine Green Home	1952		2847 Arnott Street	SOHO Clairemont Tour Modern San Diego
George Residence	1953	Richard Wheeler		City SD Modernism
First Horizon Homes Contest Winner	1961 / 1962	Robert Des Lauriers	5708 Abernathy Way	SOHO Clairemont Tour Modern San Diego
American Housing Guild Pacific Style Homes	1962-1965	Henry Hester	5534 Chandler 5554 Chandler 5626 Chandler 5755 Chandler 5756 Chandler 5815 Chandler 4373 Mt. Abernathy 4379 Mt. Abernathy 6846 Boxford 6968 Bettyhill 4421 Berwick 4424 Berwick 4560 Berwick 4614 Berwick 4670 Berwick 4676 Berwick 4737 Berwick 4747 Berwick	SOHO Clairemont Tour

PART IV: RECOMMENDATIONS FOR FUTURE ACTION

RECOMMENDATIONS FOR FUTURE ACTION

1. Utilize the provided context, and significance and integrity thresholds in this document to conduct a reconnaissance level survey of Bay Park Village, developed between 1936 and 1950 as a planned suburban community, in order to preliminarily assess historical resource eligibility and integrity. The results of the study will inform historical resource management considerations for the Clairemont CPA.
2. Utilize the provided context, and significance and integrity thresholds in this document to conduct a reconnaissance level survey of Clairemont, developed between 1950 and 1956 as a planned suburban community, in order to preliminarily assess historical resource eligibility and integrity. The results of the study will inform historical resource management considerations for the Clairemont CPA.
3. Utilize the provided context, and significance and integrity thresholds in this document to conduct a reconnaissance level survey of East Clairemont, developed between 1957 and ca. 1973 as a planned suburban community, in order to preliminarily assess historical resource eligibility and integrity. The results of the study will inform historical resource management considerations for the Clairemont CPA.
4. Complete an intensive level survey of Contemporary style commercial and public serving buildings, including but not limited to the buildings listed in **Table 8**, and Tract Ranch and Contemporary Tract dwellings, including but not limited to the dwellings listed in **Table 9**, to inform historical resource management considerations for the Clairemont CPA. Consider establishment of a Multiple Property Listing for such resources.

APPENDIX A: BIBLIOGRAPHY

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