



Nelson Larson House, HRB 1363
4350 Hermosa Way, Mission Hills
Designated 6/25/2020

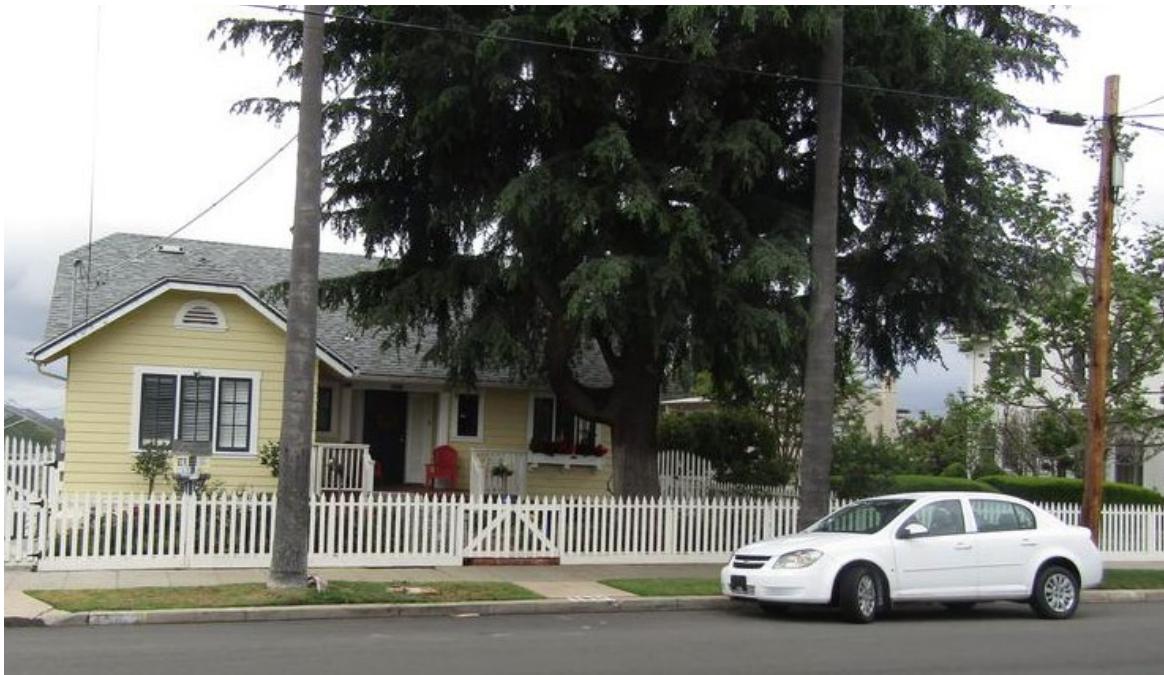
HRB Criterion C
Good example of the Colonial Revival style
Period of Significance: 1911

7320 Fay. Ave. La Jolla & The Colonial Revival Style

Historical Resources Board Meeting
January 22, 2026
Agenda Item #3

Diane Kane, Ph.D., AICP
Architectural Historian

Long history in America
Represents Patriotism &
American Democratic Experiment
Associated with several historical styles
Dating to 1880s



Walter and Margaret Trepte House #2, HRB 1473
1120 Hunter St., Mission Hills
Designated 10/27/2022

HRB Criterion C
Craftsman style with Colonial Revival influences
Period of Significance: 1922-23



Gabriel & Marie Berg House, HRB 1407
4825 Adams Ave.
Kensington-Talmadge
Designated 2/25/2021

HRB Criterion C
**Good example of Minimal Traditional/
Colonial Revival Style**
Period of Significance: 1942



3547 Indiana Street, North Park

Jessie Brown Spec House #1
and Jessie Brown Spec House #2
3547-3549 Indiana St., North Park

Designated 6/26/2014; HRB Criterion C

American Colonial Revival style

*“as applied to modest one-story residences
in the Greater North Park Community of San
Diego”*

Period of Significance: 1923

Staff Recommendation: Do not designate



3549 Indiana St.

1918 Federal Government promotes homebuilding to address slumped economy & housing shortage

Engages homebuilders, material suppliers & Building trades

Own Your Own Home Campaign, 2019

Home Building and Industrial Exposition
San Diego, July 16-31, 1921
Balboa Park

Better Homes in America, 1922
Commerce Sec. Herbert Hoover
Pres. Warren Harding
National Better Homes Advisory Council

San Diego Union, September 5, 1920

ANSWERING THE HOUSING PROBLEM

Do You Know

The housing problem is the biggest problem before San Diego today. Banks are urging people to build, and newspapers are strongly indorsing the movement.

To date there has been much constructive advice but little action. The average man wants to own his own home but lacks the capital. Give him a fair chance and a helping hand and he will ACT.

A Solution of the Housing Problem Is Offered by the Great Western Building Company

incorporated under the laws of the State of California. This is a San Diego proposition. It is dedicated to a GREATER SAN DIEGO. As San Diego grows, so will the Great Western Building Company enlarge and expand.

The Great Western Building Company is a straight-cut business proposition, indorsed by leading financiers, and offers a splendid opportunity for investment. Investigate, and you will be convinced.

Call at our office, or write, for the folder telling of our plan. Our representatives will be pleased to lay the matter before you.

Great Western Building Co.
Suite 456 Spreckels Bldg.
Phone 66611 Permit No. 10674
"A Hammer used in the right way worketh wonders"



San Diego Union, June 14, 1921

EXPECT EXPOSITION TO DRAW 250,000 POTENTIAL BUYERS

'Own Your Home' Shows Have Proved Great Success In Other Cities, Reported

If San Diegans take an interest proportionate to its size in the Home Building and Industrial exposition to be held in Balboa park from July 16 to 21, it is declared, exhibitors at the show will bring the possibilities of home-owning to the attention of more than 25,000 men and women during the 16 days of the "Own Your Home" show. This estimate is based on reports obtained from the six cities in the country which have recently held Own-Your-Home expositions and in which the exhibits held the center of civic attraction for from eight to 16 days.

H. J. Penfold, managing director of the San Diego Home Building and Industrial exposition, has received detailed information of the great success attendant upon the Own-Your-Home expositions held in New York, Chicago, Omaha, Philadelphia, St. Louis and Minneapolis and is basing his figures of expected attendance on the response which greeted what is characterized by business men's organizations as the most practical builder of permanent prosperity that American cities have undertaken.

In Chicago, it was found necessary to install additional admission gates after the home building exposition had been in operation only a short time, as the daily attendance increased steadily as the public awoke to the full possibilities that the exposition offered. In that city the exposition was so successful that before the doors of the first show had closed 32 exhibitors had signed for increased floor space for a second show to be held as soon as the Chicago Coliseum is available for the purpose.

In New York hundreds of thousands of men and women returned to the show again and again and similar reports have been received from the other cities.

"This is a remarkable opportunity for San Diego business men to get acquainted with the possibilities of their own home town," said Carl H. Heilbron, president of the Southern Electrical company, as he signed up for exhibit space for his concern in the forthcoming show. "This sort of thing is immensely profitable for the business interests and for the city at large.

"Twenty years' experience has taught me that an exposition of this sort gives exhibitors an immense return for their small expenditure and as this is by far the most comprehensive exposition of the sort and the most appealing one to the visitor, we look for even more direct benefit from our proposed display than we have obtained from any similar project. My experience has also taught me that such exhibits on the part of business houses which are sufficiently progressive to seize these opportunities invariably pay for themselves many times over. I believe the Home Building and Industrial exposition is an excellent thing for San Diego and is an excellent business opportunity for our firm and that is why I am taking exhibit space." ***

Screenshot

HOME-BUILDING EXPOSITION OPENS ITS DOORS AT PARK

SAN DIEGO SHOWN
HOW TO PROVIDE
COMFORTS CHEAPLY

Every conceivable product displayed which enters into equipping of home.

IHAT has been done, how it can be done, how to buy to the best advantage, how to build the houses for the greatest possible comfort with the least possible expenditures—the San Diego Home-Building and Industrial exhibition opened in Balboa park yesterday. The total amount of money received by products here which goes into the making and equipping of a home.

In both San Diego just as here all the other papers and all other yesterday addressed to give evidence of the progress of the city in a domestic and industrial respects. Between 10,000 and 12,000 persons, the number of spectators of domestic art, started there were more than 100,000 admissions registered. All during the afternoon there was a constant stream of visitors leaving the exposition and the opening program officially opened the city's first night manager music with music.

EVERYTHING INCLUDED

Everything from a cigar box to a \$100,000 home is included in the 45 exhibits by local firms in the exposition. The women of the city, to build the houses of the city, to build the city, and the electrical fixtures to light it, the decorations, or whatever it is to please, to suit the taste of the latest plumbing equipment for the bathroom, the most luxurious of fixtures, and colors and choices for the living room, the most comfortable of the bedrooms, and the most comfortable for the home screened-in porch.

Everything is not new and up-to-date. The very best is in each line is shown. It is a tempting exhibit. One does not have to wait one or two days to get the best of the city. The home will have more convenience and luxuries.

"There are no expenses on this car is not to be paid," said Mrs. Rivers when he delivered the opening address at the show yesterday afternoon. "It is an attempt to interest the public. We can see where abouts when our neighbors in distant we will better understand.

The exhibits are put on the day by the exhibitors, and the car will

pay for itself.

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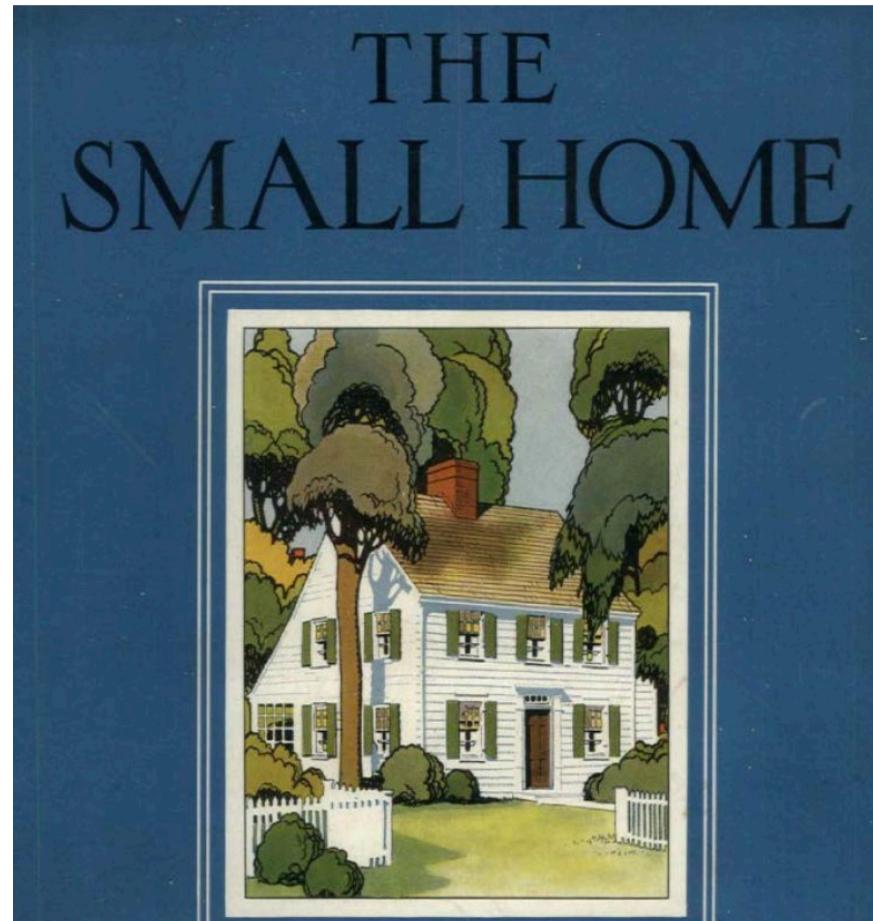
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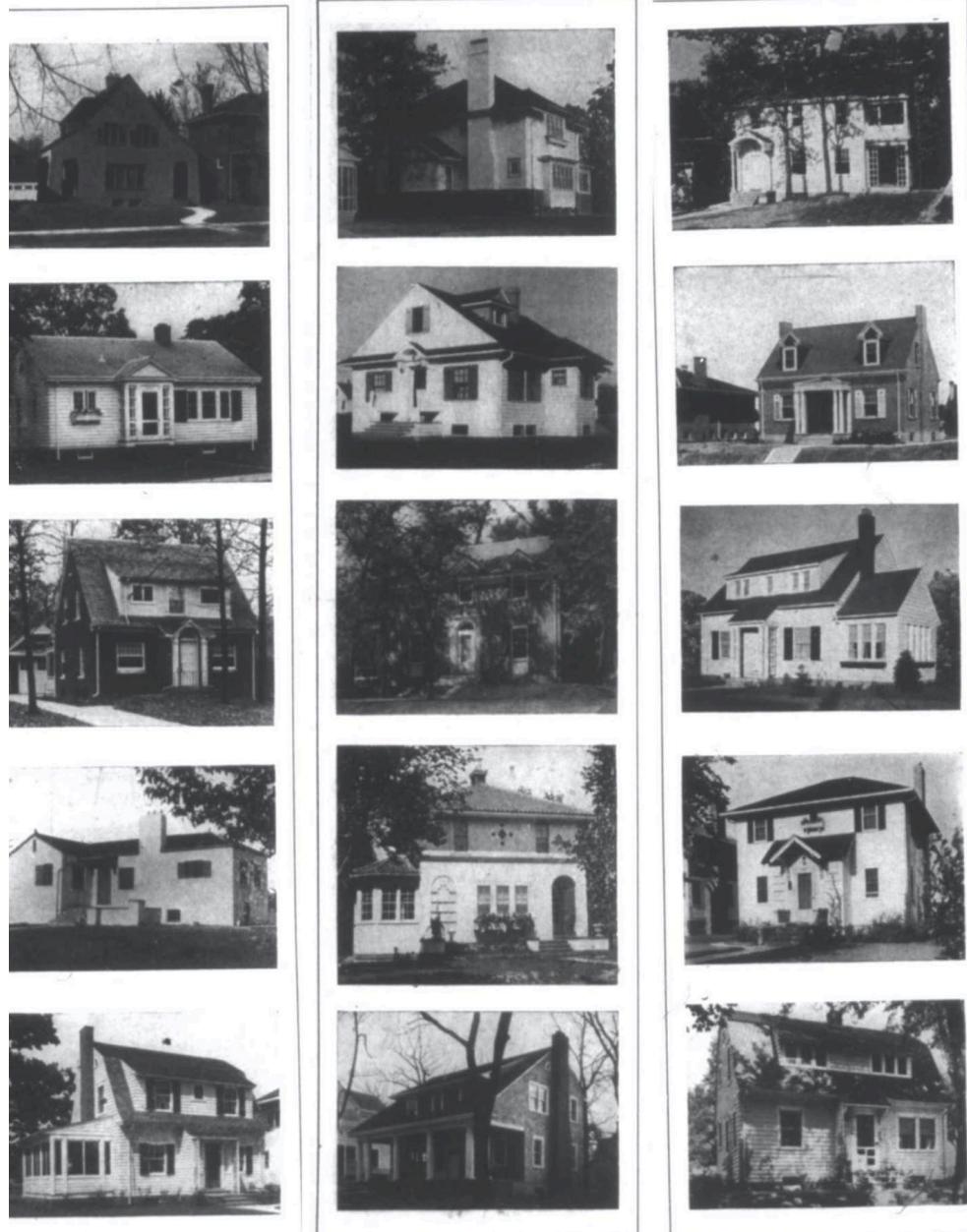
Colonial Revival becomes strongly associated with national movement

Left: Architects' Small House Service Bureau monthly periodical.
The Small Home, 1929

Right: AIA memo
Examples of
Bureau influence



The Small House Movement of the 1920s: Preserving Small “Better” Houses, Valerie Smith, MA Thesis, May 2022



Oakland Tribune, August 9, 1922

DISTINCTIVE HOMES-No. 24

THE SMALL COLONIAL COTTAGE

Printed by courtesy of The Home Designer Magazine (of Oakland), which is prepared to furnish prints and specifications to readers of The OAKLAND TRIBUNE at a special and very reasonable figure.

The designing of the small home has always been somewhat of a puzzle. The general mass is so small that it is hard to get the broad, generous effect so necessary in good design, and then again the question of money enters into the problem, so that the designer is limited as to the materials he can use, and is also somewhat handicapped in securing the really good results that are most desirable.

One of the cheapest forms of exterior covering for the house is wood in the form of rustic, or clapboard. Shingles are next in cost, stucco or cement plastering being still higher. In using clapboards, the house designed along classic or Colonial lines lends itself best to this type of material, and a shingled roof is more effective than the composition roof, although the latter roofing can be used if the sides are of a re-sawn, of rough texture, and stained.

THE HOMESITE

(By the Oakland Real Estate Board.)

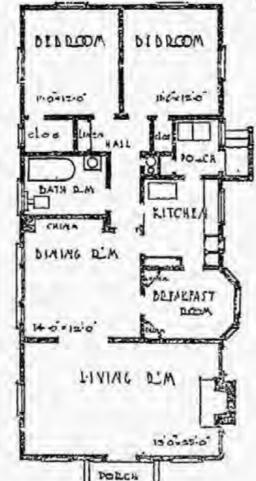
The site required for the



The central gabled entrance with its hooded doorway, the brick steps and buttresses, and green sheltered windows make this home most attractive.

home here shown may be very munificient at prices which make it inexpensive. It does not require ownership of such a home to be within the reach of the average wage-earner and involving an investment for house and lot which makes renting an expensive luxury.

Any member of the Oakland Real Estate Board who



handles residence property can aid materially in the selection of a desirable location for such a home and in its financing and construction.



Recommendation: Designate 7320 Fay Ave. under HRB Criterion C as a good example of the Colonial Revival Style associated with the Small House Movement in America and San Diego that is representative of a dwindling supply of affordable housing stock characteristic of 1920s La Jolla.

Highlights homeownership

- Patriotic
- Affordable & Convenient
- Effective Design
- Inexpensive materials
- Small lot size

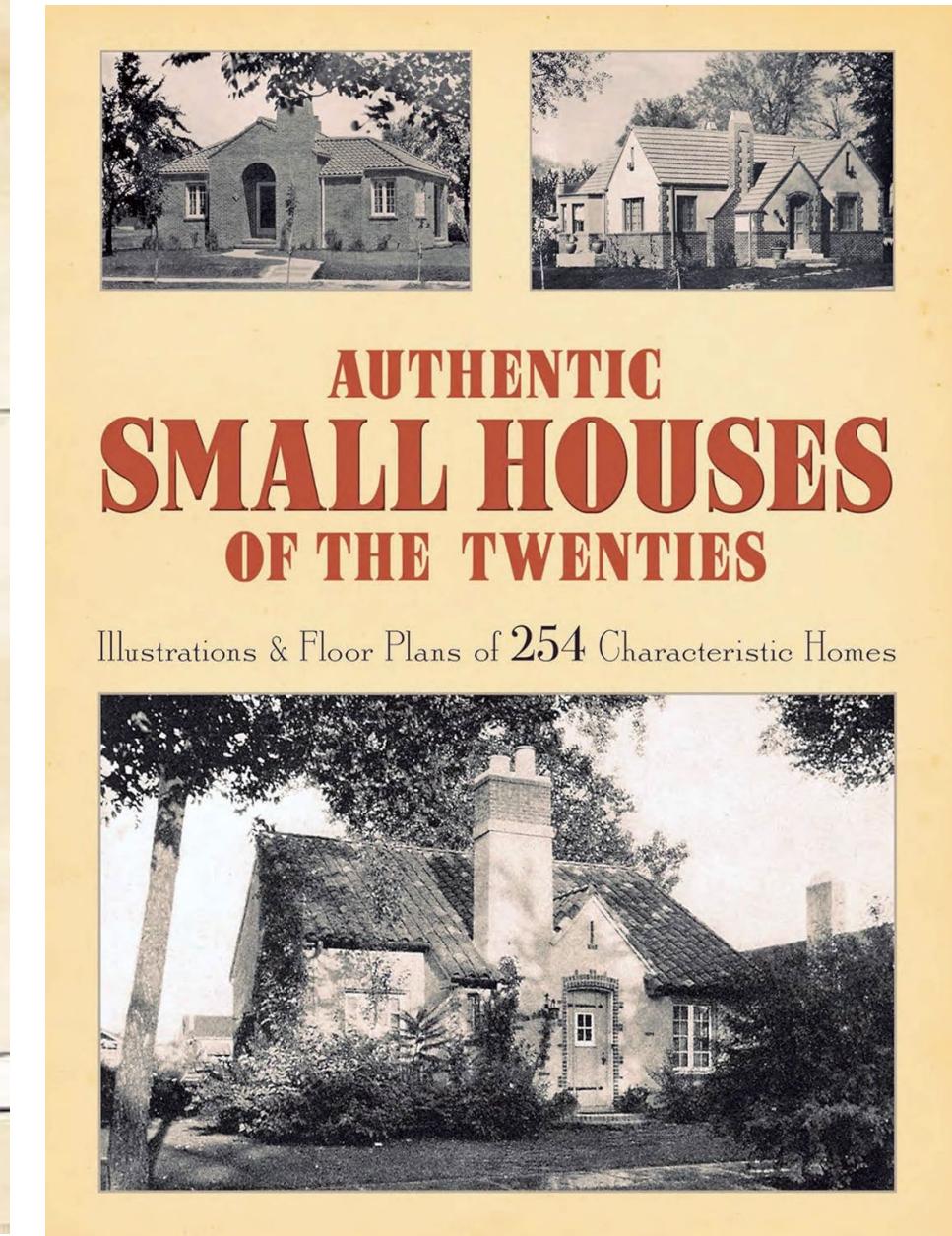
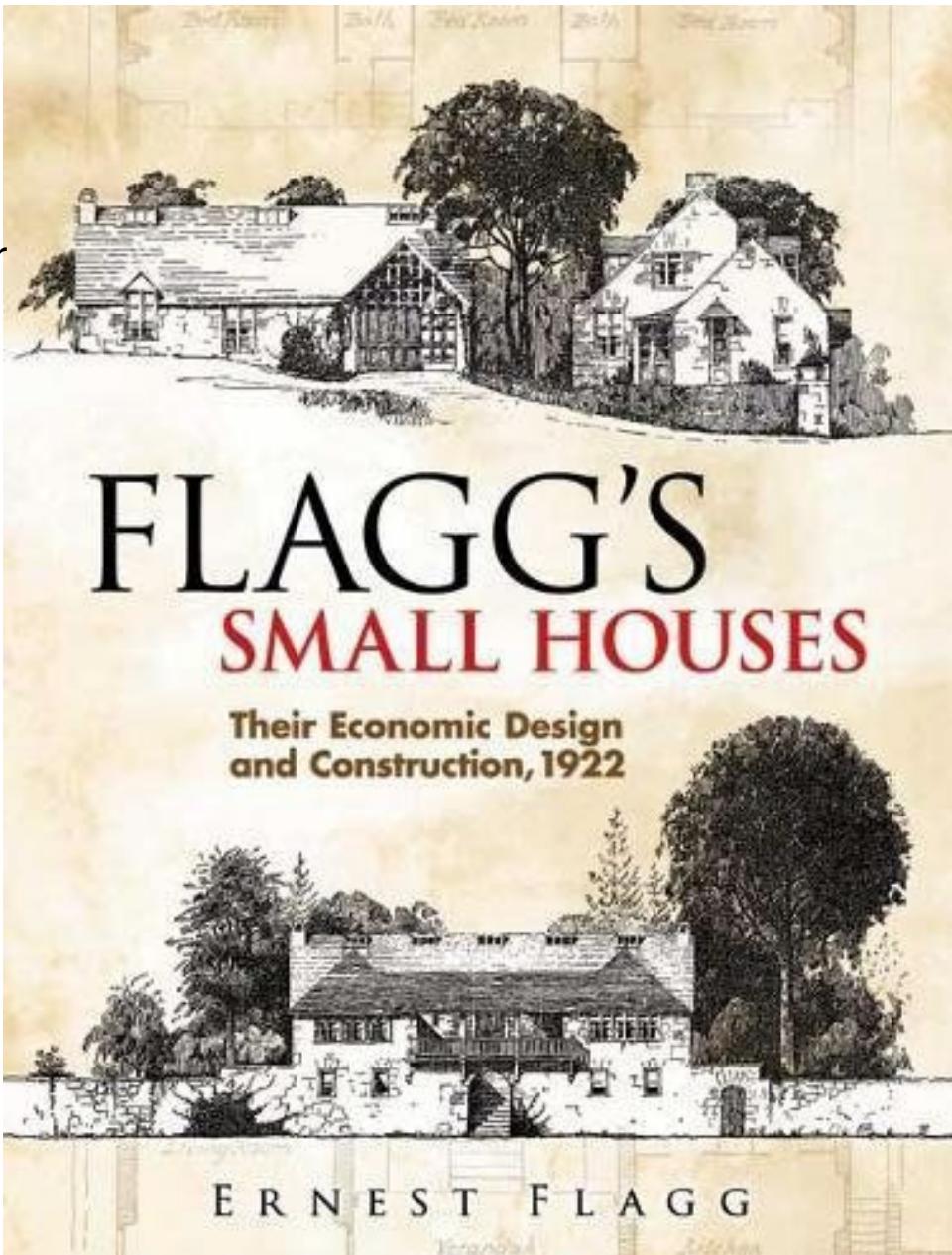
Small Houses

Ernest B. Flagg, 1922

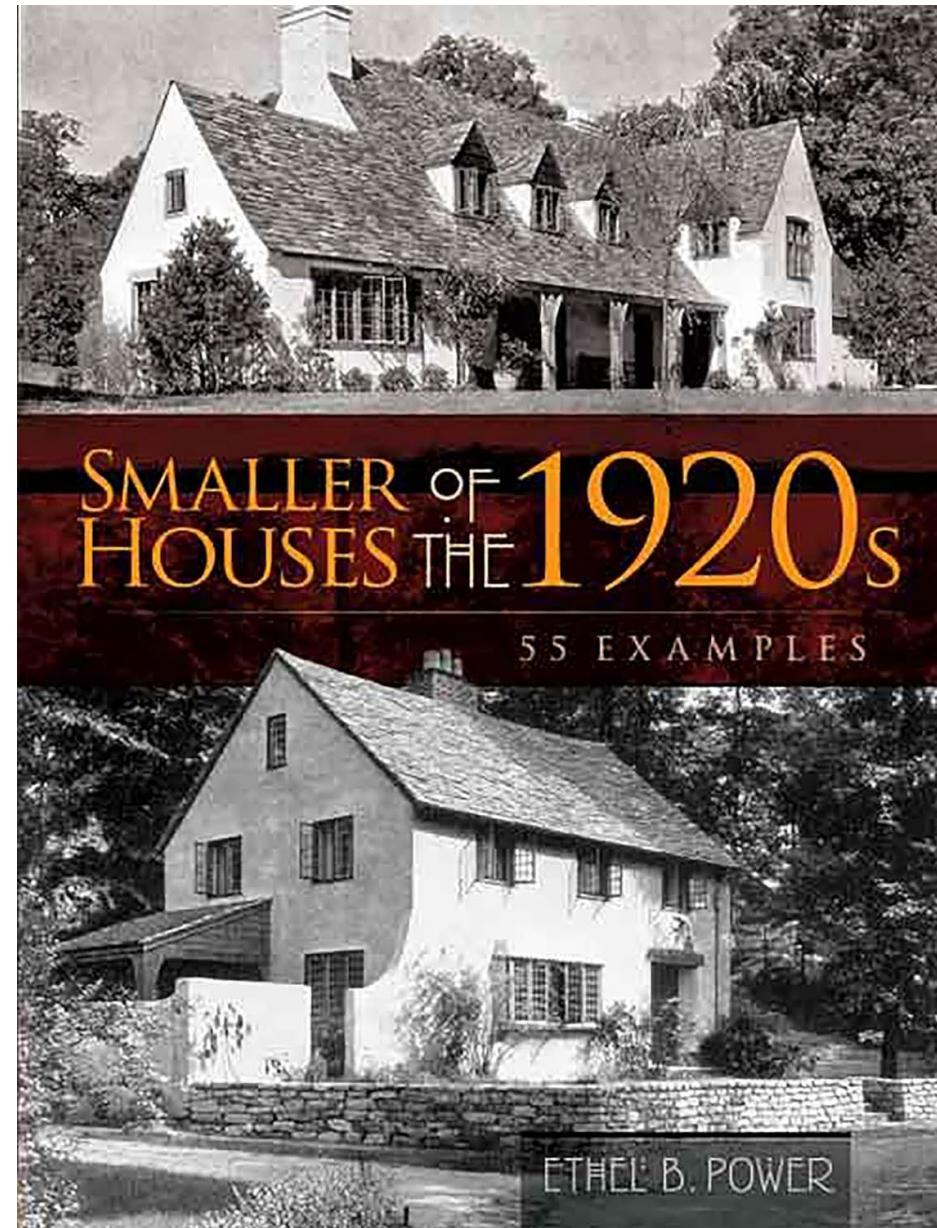
- 526 blueprints, photographs, and other illustrations,
- modular designs,
- the use of ridge-dormers costs saving space & materials

Authentic Small
Houses
Of the Twenties
Architects' Small
House
Service Bureau, 1919
Robert T. Jones

- 254 homes
- 800 Drawings & Photos
- Floor Plans
- Construction & Materials



Smaller
Houses
Of the 1920s
Ethyl B. Power
55 Floor Plans
155 Illustrations



Home Builder's
Catalog, 1928
• Plans for a hooded
bungalow

