



---

# Historical Resources Board

April 23, 2026

## ITEM X: MALCOLM ROGERS/ JOSEPH AND DOROTHY BRENNAN/ CARTER CONSTRUCTION COMPANY APARTMENTS

Megan Walker,  
Associate Planner

 SD City Planning Department

# Overview



## Location

- 3020 1<sup>st</sup> Ave
- Uptown

## Nomination

- BFSA
- Nomination
- Designation Criteria
  - B: Association with Malcolm Rodgers
  - C: Exemplifies Spanish Colonial Revival
  - D: Carter Construction

# Overview



## Location

- 3020 1<sup>st</sup> Ave
- Uptown

## Nomination

- BFSA
- Nomination
- Designation Criteria
  - B: Association with Malcolm Rodgers
  - C: Exemplifies Spanish Colonial Revival
  - D: Carter Construction

# Building Information

- **Style:**  
Spanish
- **Year Built:**  
1926
- **Architect:**  
None listed
- **Builder:**  
Carter



Primary Elevation (E)

# Building Information

- **Style:**  
Spanish
- **Year Built:**  
1926
- **Architect:**  
None listed
- **Builder:**  
Carter



Side Elevation (NSEW)

# Building Information

- **Style:**  
Spanish
- **Year Built:**  
1926
- **Architect:**  
None listed
- **Builder:**  
Carter



Side Elevation (NSEW)

# Building Information

- **Style:**  
Spanish
- **Year Built:**  
1926
- **Architect:**  
None listed
- **Builder:**  
Carter



Rear Elevation (NSEW)

# Character Defining Features

- Tiled roof
- Varied roof form
- Stucco cladding
- Arched motifs
- Loggias
- Balconies
- Decorative corbels
- Decorative frieze elements



# Alterations

---

- **Significant:**
- **Moderate:**
  - Rear window replacement, Unknown date
  - Rebuilt garage, 2016
- **Minor:**
  - Patched stucco, Unknown date
  - Rear pergola, 1970



# Alterations

- **Significant:**
- **Moderate:**
  - Rear window replacement, Unknown date
  - Rebuilt garage, 2016
- **Minor:**
  - Patched stucco, Unknown date
  - Rear pergola, 1970



# Interiors Included in Nomination

- 3020 Fireplace in living room
- 3022 Fireplace in living room
- 3024 Fireplace in living room



# Designation Criterion

---

## Nominated Designation Criteria

**The property at 3020 1<sup>st</sup> Ave is nominated for its association with Malcolm Rodgers**

- Work in the field of Archeology and as head of the Museum of Man
- Location where he lived during his time at the museum and while he working on his archeological timeline for the region and his influential work on cultural mixing

# Designation Criterion

---

## Integrity Analysis

**The property at 3020 1<sup>st</sup> Avenue does retain integrity under HRB Criterion B**

- Feeling and Association
- The building remains in the same location and with the same appearance as when Malcom Rogers lived there during his time as head of the Museum of Man and while developing his theories in the fields of archeology and anthropology

# Designation Criterion

---

## Staff Recommendation

**B** Staff recommends designation of the property at 3020 1<sup>st</sup> Ave under HRB Criterion B

- Criterion B as a historical resource for its association with Rodger Malcom a prominent archeologist and anthropologist.

# Designation Criterion

---

## Nominated Designation Criteria

The property at 3020 1<sup>st</sup> Ave is nominated as a resource that embodies the distinctive characteristics of Spanish Colonial Revival

- Tiled roof
- Varied roof form
- Stucco cladding
- Arched motifs
- Loggias
- Balconies
- Decorative corbels
- Decorative frieze elements

# Designation Criterion

---

## Integrity Analysis

The property at 3020 1st Ave does retain integrity under HRB Criterion C

- Design, Workmanship, Materials
- The rebuilt garage was done in kind and in line with the Standards, the replacement of rear windows is in line with changes and the addition of the pergola does not alter any character defining features

# Designation Criterion

---

## Staff Recommendation

A large, light blue, 3D-style letter 'C' graphic that serves as a background for the main text.

Staff recommends designation of the property at 3020 1<sup>st</sup> Ave under HRB Criterion C

- Criterion C as a historical resource with a period of significance of 1926 as an example of Spanish Colonial Revival style architecture.

# Designation Criterion



---

## Nominated Designation Criteria

The property at 3020 1<sup>st</sup> Ave is nominated as a resource that embodies the notable work of Carter Construction an established Master Builder

- Specifically, the resource is significant as an example of the company's work in the Spanish Colonial Revival style during the height of the revival craze in the 1920s after transitioning from their earlier work in the Swiss Chalet style.

# Designation Criterion

---

## Integrity Analysis

The property at 3020 1st Ave does retain integrity under HRB Criterion D

- Association Design Materials
- Retains its materials, look, and is documented as a property by Carter Construction

# Designation Criterion

---

## Staff Recommendation

**Staff recommends designation of the property at 3020 1st Ave under HRB Criterion D**

- The building maintains the design, materials and workmanship associated with the Carter Construction company a prominent builder responsible for the construction of influential buildings in the San Diego area.

# Staff Recommendation

## Staff recommends that the HRB designation and under Criteria B, C, and D

- Criterion B as a historical resource with a period of significance of 1938-45 as for its association with Malcom Rogers.
- Criterion C as a historical resource with a period of significance of 1926 as an example of Spanish Colonial Revival style architecture.
- Criterion D as a historical resource with a period of significance of 1926 as an example of the work of Carter Construction Company as a Master Builder

