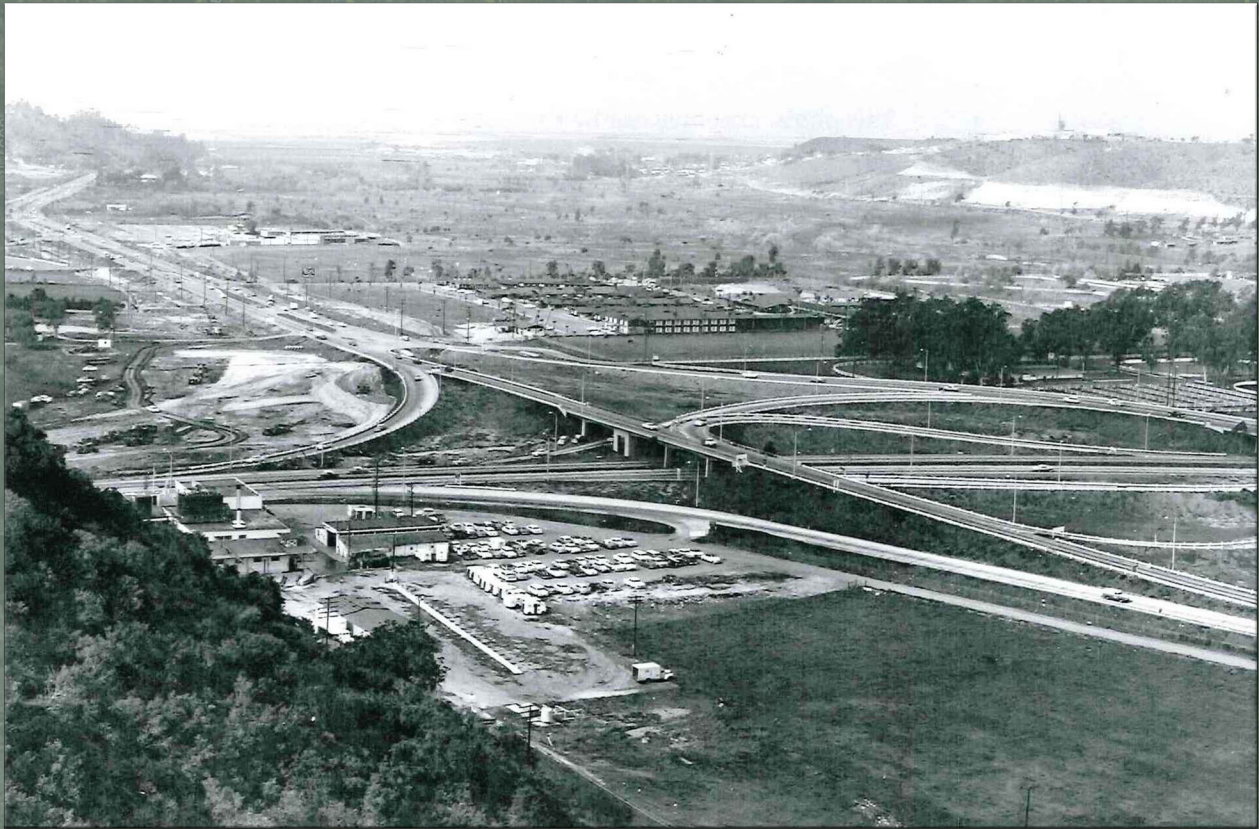


Appendix H: Historic Context Statement

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DRAFT

MISSION VALLEY COMMUNITY PLAN

HISTORIC CONTEXT STATEMENT

Prepared for:

City of San Diego Planning Department
9485 Aero Drive, San Diego, CA 92123

Prepared by:

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633 Fifth Avenue, San Diego, CA 92101

for:

Dyett & Bhatia
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January 31, 2019

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CITY OF SAN DIEGO
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SECTION I PROJECT OVERVIEW

A. INTRODUCTION

The Mission Valley Historic Context Statement was prepared for Dyett & Bhatia and the City of San Diego to provide a historical overview of the Mission Valley Community Plan area as an initial step to the plan update. The original Mission Valley Community Plan was adopted in 1985 and is undergoing a comprehensive update.

The intent of the Mission Valley historic context statement is to provide an analytical framework for identifying and evaluating resources of the built environment by focusing on the aspects of geography, history, and culture that significantly shaped the physical development of a community's land use patterns over time. This Historic Context Statement of Mission Valley's built environment will focus on pre-history through 1970, which coincides with the City of San Diego Municipal Code's 45 year threshold to review properties which may be adversely impacted by development.

The report identifies periods, events, themes, and patterns of development. It also provides a framework for evaluating individual historic properties and districts in accordance with the National Register of Historic Places, the California Register of Historical Resources, and the San Diego Register of Historical Resources.

Although the report will note key historical themes that shaped development of the Mission Valley Community Plan area, it is not a comprehensive history of the community, nor is it a definitive listing of all community's significant resources. Instead, it provides a general discussion of the principal influences that created the built environment; why the resources are important; and what characteristics they should have to be considered an important representation of their type and context.

Study Lists have been included under each theme to aid in the identification and evaluation of properties within the Mission Valley Community. Properties in these Study Lists should be evaluated at some level to determine whether they are significant; however, their inclusion in a Study List does not mean that these properties have been determined significant by this study. In addition, properties not included in these Study Lists may nevertheless be eligible for designation and should be evaluated if it appears that the property could be significant under one or more of the City's Designation Criteria.

B. PROJECT STUDY AREA

The Mission Valley Community Plan area encompasses approximately 3,216 acres and is located near the geographic center of the City of San Diego. It is bounded on the west by Interstate 5 (I-5), on the north by Friars Road west of State Route 163 (SR-163) and by the northern slopes of the valley east of SR-163, on the east by eastern bank of the San Diego River, and on the south by approximately the 150-foot elevation contour line.

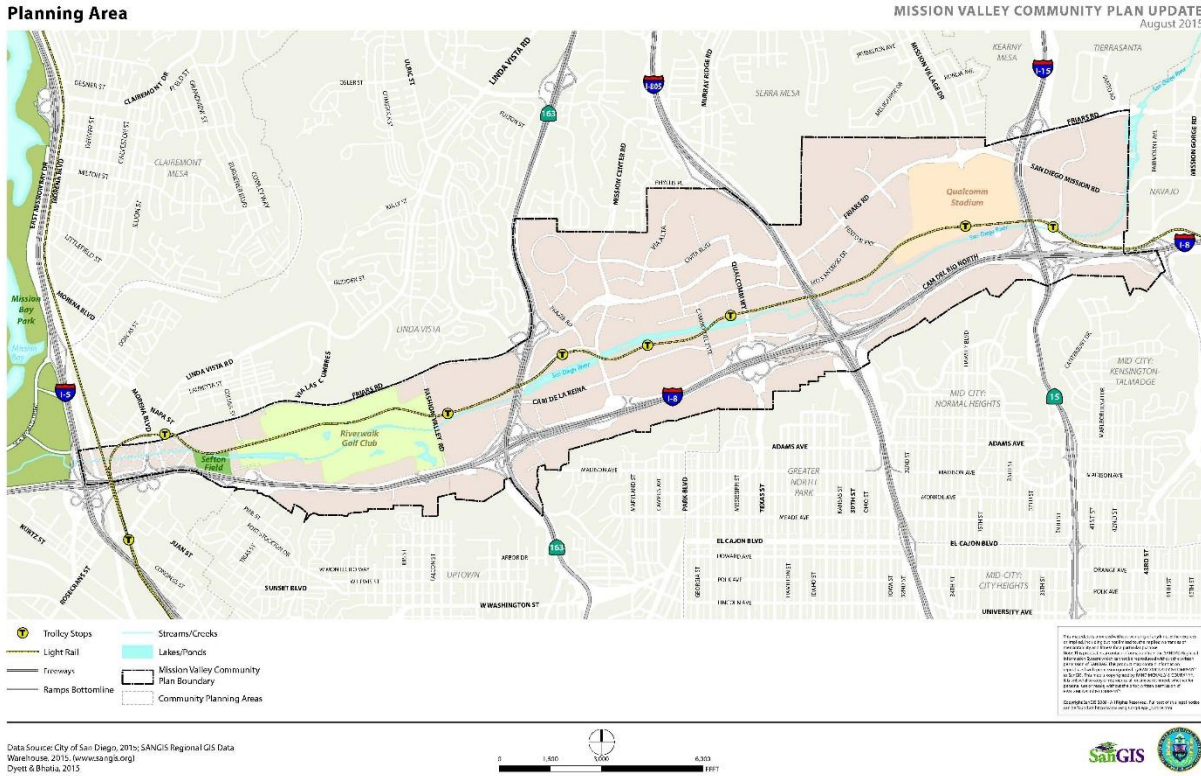


Figure 1-1: Mission Valley Community Plan project study area.

C. METHODS

The development of a historic context statement is a critical first step in assessing historical resources. The content and organization are prepared in accordance with the following guidelines established by the National Park Service:

- National Register Bulletin 15: *How to Apply the National Register Criteria for Evaluation*
- National Register Bulletin 16A: *How to Complete the National Register Form*
- National Register Bulletin 16B: *How to Complete the National Register Multiple Property Documentation*
- National Register Bulletin 24: *Guidelines for Local Surveys: A Basis for Preservation Planning*

In addition, the following guidelines were consulted:

- *Instructions for Recording Historical Resources*, California Office of Historic Preservation
- “Writing Historic Contexts”, California Office of Historic Preservation
- “Historic Resources Survey Guidelines,” City of San Diego
- “San Diego Modernism Historic Context Statement,” City of San Diego

This report was prepared using primary and secondary sources related to the development history of Mission Valley. Archival research was conducted to determine the location of previously documented historic and architectural resources within the project study area and to help establish a context for resource significance. National, state, and local inventories of architectural/historic resources were examined in order to identify significant local historical events and personages, development patterns, and unique interpretations of architectural styles.

Information was solicited regarding the location of historic properties in the project area from local governments, public and private organizations, online repositories, and other parties likely to have knowledge of or concerns about such resources. The following inventories, sources, and persons were consulted in the process of compiling this report:

- National Register of Historic Places
- California Historical Resources Information System (CHRIS) Information Center
- California Historical Landmarks
- California Points of Historical Interest
- California Register of Historic Resources
- City of San Diego Historical Resources Board
- San Diego History Center Research Library
- San Diego Central Public Library, California Room
- Modernsandiego.com

Materials included documentation of previous reports, photographs, news articles, and maps. Published sources focusing on local history were consulted, as well as material relating to federal, state, and location designation requirements. Research for the report was not intended to produce a large compendium of historical and genealogical material, but rather to provide selected information necessary to understanding the evolution of the area and its significance.

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SECTION II HOW TO USE THIS DOCUMENT

A. PURPOSE OF A HISTORIC CONTEXT STATEMENT

According to the Secretary of the Interior’s *Standards and Guidelines for Archaeology and Historic Preservation*, “the development of historic context statements is the foundation for decisions about the identification, evaluation, registration, and treatment of historic properties, and surveys.” They provide the basis for evaluating significance and integrity.

B. OVERVIEW OF DESIGNATION PROGRAMS

Federal, state, and local historic preservation programs provide specific criteria for evaluating the potential historic significance of a resource. Although the criteria used by the different programs (as relevant here, the National Register of Historic Places, the California Register of Historical Resources, and the City of San Diego’s Local Register of Historical Places) vary in their specifics, they focus on many of the same general themes. In general, a resource need only meet one criterion in order to be considered historically significant.

Another area of similarity is the concept of integrity — generally defined as the survival of physical characteristics that existed during the resource’s period of significance. Federal, state, and local historic preservation programs require that resources maintain integrity in order to be identified as eligible for listing as historic.

To date, the Mission San Diego de Alcalá is the only resource within the Mission Valley Community Plan area that has been identified and is listed in the National Register of Historic Places, the California Register of Historical Resources, and the City of San Diego’s Local Register of Historical Places.

1. National Register of Historic Places

The National Register of Historic Places (commonly referred to as the “National Register” or “NRHP”) is a Congressionally-authorized inventory of buildings, structures, objects, sites, and districts that possess historic, architectural, engineering, archaeological, or cultural significance at the national, state, or local level. According to the *National Register Bulletin Number 15, How to Apply the National Register Criteria for Evaluation*, resources over fifty years of age are typically eligible for listing if they meet any one of four significance criteria and if they possess historic integrity. The following are the four basic criteria set forth by the National Register (listed alphabetically):

Criterion A: Properties that are associated with events that have made a significant contribution to the broad patterns of our history; or

Criterion B: Properties that are associated with the lives of persons significant in our past; or

Criterion C: Properties that embody the distinctive characteristics of a type, period, or method of construction; represent the work of a master; possess high artistic values; or

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

Criterion D: Properties that have yielded or is likely to yield information important in prehistory or history.

Criteria Considerations

According to the National Register, not all property types are eligible for listing in the National Register. However, these properties can be eligible *if* they meet specific requirements, or Criteria Considerations, as well as meeting one or more of the four evaluation criteria described previously. These National Register Criteria Considerations are:

Criteria Consideration A: A religious property deriving primary significance from architectural or artistic distinction or historical importance; or

Criteria Consideration B: A building or structure removed from its original location but which is primarily significant for architectural value, or which is the surviving structure most importantly associated with a historic person or event; or

Criteria Consideration C: A birthplace or grave of a historical figure of outstanding importance if there is no appropriate site or building directly associated with his or her productive life; or

Criteria Consideration D: A cemetery which derives its primary importance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events; or

Criteria Consideration E: A reconstructed building when accurately executed in a suitable environment and presented in a dignified manner as part of a restoration master plan, and when no other building or structure with the same association has survived; or

Criteria Consideration F: A property primarily commemorative in intent if design, age, tradition, or symbolic value has invested it with its own exceptional significance; or

Criteria Consideration G: A property achieving significance within the past 50 years if it is of exceptional importance.

2. California Register of Historical Resources

The California Register of Historical Resources (“California Register” or “CRHR”) is an authoritative guide to California’s significant historical and archaeological resources to be used by state and local agencies, private groups, and citizens in identifying the existing historical resources of the state, and to indicate which resources deserve to be protected, to the extent prudent and feasible, from substantial adverse change. The California Register includes:

- Resources formally determined eligible for, or listed in, the National Register
- State Historical Landmarks number 770 or higher;
- Points of Historical Interest recommended for listing by the State Historical Resources Commission;

- Resources nominated for listing and determined eligible in accordance with criteria and procedures adopted by the State Historical Resources Commission, including
 - Individual historic resources and historic districts;
 - Resources identified as significant in historical resources surveys which meet certain criteria; and
 - Resources and districts designated as city or county landmarks pursuant to a city or county ordinance when the designation criteria are consistent with California Register criteria.

Resources eligible for listing include buildings, site, structure, objects, or historic districts that retain historic integrity and are historically significant at the local, state, or national level under one of the following four criteria:

Criterion 1: Properties that are associated with events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States;

Criterion 2: Properties that are associated with the lives of persons important to local, California, or national history;

Criterion 3: Properties that embody the distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master or possess high artistic values; or

Criterion 4: Properties that have yielded or has the potential to yield information important in prehistory or history of the local area, California, or the nation.

In addition to having significance, resources must have integrity for the period of significance. The period of significance is the date or span of time within which significant events transpired, or significant individuals made their important contributions.

The California Register does not have strict Criteria Considerations as the National Register and are more flexible for properties that have been relocated, properties less than fifty years of age, and reconstructed buildings.

For **moved properties**, the California Register may consider eligibility if the resource was moved to prevent demolition at the former location and if the new location is compatible with the original character and use of the historic resource. The historical resource should retain its historic features and compatibility in orientation, setting, and general environment.

Properties that are have **achieved significance within the past fifty years** may be considered for listing in the California Register if it can demonstrate that sufficient time has passed to understand the resource's historical importance.

Reconstructed buildings are those buildings not listed in the California Register under the criteria stated above. A reconstructed building less than fifty years old may be eligible if it embodies traditional building methods and techniques that play an important role in a community's historically rooted beliefs, customs, and practices.

3. City of San Diego Register of Historical Resources

The Historical Resources Guidelines of the City of San Diego's Land Development Manual (LDM) identifies the criteria under which a resource may be historically designated. It states that any improvement, building, structure, sign, interior element and fixture, site, place, district, area, or object, typically over 45 years old, regardless of whether they have been altered or continue to be used, may be designated a historical resource by the City of San Diego Historical Resources Board (HRB) if it meets one or more of the following designation criteria listed below and retains sufficient integrity to convey its significance.

HRB Criterion A: Exemplifies or reflects special elements of the City's, a community's, or a neighborhood's, historical, archaeological, cultural, social, economic, political, aesthetic, engineering, landscaping or architectural development;

HRB Criterion B: Is identified with persons or events significant in local, state or national history;

HRB Criterion 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;

HRB Criterion D: Is representative of the notable work of a master builder, designer, architect, engineer, landscape architect, interior designer, artist, or craftsman;

HRB Criterion E: Is listed or has been determined eligible by the National Park Service for listing on the National Register of Historic Places or is listed or has been determined eligible by the State Historical Preservation Office for listing on the State Register of Historical Resources; or

HRB Criterion 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.

4. Integrity

The concept and aspects of integrity are defined in "Section VIII. How to Evaluate the Integrity of a Property Historical Resource" in *National Register Bulletin Number 15: How to Apply the National Register Criteria for Evaluation*. According to the Bulletin, "Integrity is the ability of a property to convey its significance." The evaluation of integrity must be grounded in an understanding of a property's physical features, and how they relate to the concept of integrity. Determining which of these aspects are most important to a property requires knowing why, where, and when a property is significant. To retain historic integrity, a property must possess several, and usually most, aspects of integrity:

- *Location* is the place where the historic property was constructed or the place where the historic event occurred.

- *Design* is the combination of elements that create the form, plan, space, structure, and style of a property.
- *Setting* is the physical environment of a historic property, and refers to the character of the site and the relationship to surrounding features and open space. Setting often refers to the basic physical conditions under which a property was built and the functions it was intended to serve. These features can be either natural or manmade, including vegetation, paths, fences, and relationship between other features or open space.
- *Materials* are the physical elements that were combined or deposited during a particular period of time, and in particular pattern or configuration to form a historic property.
- *Workmanship* is the physical evidence of crafts of a particular culture or people during any given period of history or prehistory, and can be applied to the property as a whole, or to individual components.
- *Feeling* is a property's expression of the aesthetic or historic sense of a particular period of time. It results from the presence of physical features that, when taken together, convey the property's historic character.
- *Association* is the direct link between the important historic event or person and a historic property.

5. Applying Designation Criteria and Integrity

While it is understood that nearly all properties undergo change over time—and thus minor alterations or changes are not uncommon—a building must possess enough of its original features to demonstrate why it is significant. When evaluating a property's integrity, evaluators should look closely at characteristics such as massing, roof forms, the pattern of windows and doors, cladding materials, and neighborhood surroundings.

In order to convey its historical significance, a property that has sufficient integrity for listing in the national, state, or local historical register will generally retain a majority of its character-defining features. However, the necessary aspects of integrity also depend on the criteria for which the property is significant.

National Register of Historic Places / California Register of Historical Resources

National Register Bulletin Number 15, How to Apply the National Register Criteria for Evaluation describes what aspects of integrity are essential for each of the four National Register criteria. Although the National Register Bulletin does not address the California Register, the same principles are utilized.

NRHP A/CRHR 1 (Events): A property that is significant for its historic association is eligible if it retains the essential physical features that made up its character or appearance during the period of its association with the important event or historical pattern. If the property is a site (such as a treaty site) where there are no material cultural remains, the setting must be intact. Archeological sites eligible under these criteria must be in overall good condition with excellent preservation of features, artifacts, and spatial relationships to the extent that these remains are able to convey important associations with events.

NRHP B/CRHR 2 (Persons): A property that is significant for its historic association with an important person(s) is eligible if it retains the essential physical features that made up its

character or appearance during the period of its association with the person(s). If the property is a site where there are no material cultural remains, the setting must be intact. Archeological sites eligible under these criteria must be in overall good condition with excellent preservation of features, artifacts, and spatial relationships to the extent that these remains are able to convey important associations with persons.

NRHP C/CRHR 3 (Architecture): A property important for illustrating a particular architectural style or construction technique must retain most of the physical features that constitute that style or technique. A property that has lost some historic materials or details can be eligible if it retains the majority of the features that illustrate its style in terms of the massing, spatial relationships, proportion, pattern of windows and doors, texture of materials, and ornamentation. The property is not eligible, however, if it retains some basic features conveying massing but has lost the majority of the features that once characterized its style. Archeological sites eligible under this criterion must be in overall good condition with excellent preservation of features, artifacts, and spatial relationships to the extent that these remains are able to illustrate a site type, time period, method of construction, or work of a master.

NRHP D/CRHR 4 (Information Potential & Archaeology): For properties eligible under this criterion, including archeological sites and standing structures studied for their information potential, less attention is given to their overall condition, than if they were being considered for events, persons, or design. Archeological sites, in particular, do not exist today exactly as they were formed. There are always cultural and natural processes that alter the deposited materials and their spatial relationships.¹

To summarize, properties significant under Events or Architecture criteria need only retain integrity of design, materials, and workmanship to the extent that they help the property convey integrity of feeling and/or association. Similarly, integrity of location and setting are crucial for properties significant under Events criteria, but are typically less important for properties significant under Persons or Architecture criteria. High priority is typically placed on integrity of design, materials, and workmanship for properties significant under Architecture criteria. For properties significant under any of these criteria, however, it is possible for some materials to be replaced without drastically affecting integrity of design as long as these alterations are subordinate to the overall character of the building. For example, minor alterations such as window replacement may be acceptable in residential districts but are less so for individual properties designed by a master architect.

Evaluations of integrity should also include some basis of comparison. In other words, the evaluator should understand the general extent of alterations common to each property type--especially for properties that are particularly old or rare. Conversely, properties that are less rare or not as old should retain all or nearly all of their original features to qualify for historic listing. *National Register Bulletin Number 15, How to Apply the National Register Criteria for Evaluation*, states that:

“...comparison with similar properties should be considered during the evaluation of integrity. Such comparison may be important in deciding what physical features are essential to properties of that type. In instances where it has not been determined what physical features a property must possess in order for it to reflect

¹ National Park Service. *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*, p. 48.

the significance of a historic context, comparison with similar properties should be undertaken during the evaluation of integrity. This situation arises when scholarly work has not been done on a particular property type or when surviving examples of a property type are extremely rare.”²

Properties that have undergone few or no alterations and retain all aspects of integrity are more likely to be eligible for listing in state or national historic registers. These properties should also be given high priority in preservation planning efforts. Finally, it should be stressed that historic integrity and condition are not the same. Buildings with evident signs of deterioration can still retain eligibility for historic listing as long as it can be demonstrated that they retain enough character-defining features to convey their significance.

City of San Diego

The City of San Diego’s Guidelines for the Application of Historical Resources Board Designation Criteria (adopted 27 August 2009) outlines significant aspects of integrity related to each criterion:

Criterion A (Events & Archeology): The significant aspects of integrity for a property significant under Criterion A may vary depending upon the aspect of development for which the resource is significant. For instance, design, materials, workmanship and feeling may be especially important for aspects of aesthetic, engineering, landscape and architectural development. Location, setting, feeling and association may be especially important for aspects of historical, archaeological, cultural, social, economic, and political development. It is critical for the evaluator to clearly understand the context and why, where, and when the property is significant in order to identify which aspects of integrity are most important to the resource.

Criterion B (Events & Persons): Location, setting, feeling and association are the most relevant aspects of integrity related to Criterion B. Integrity of design and workmanship might not be as important, and would not be relevant if the property were a site. A basic integrity test for a property associated with an important event or person is whether a historical contemporary would recognize the property as it exists today.

Criterion C (Architecture): Retention of design, workmanship, and materials will usually be more important than location, setting, feeling, and association. Location and setting will be important; however, for those properties whose design is a reflection of their immediate environment.

Criterion D (Master Architect/Builder): property important as a representative example of the work of a Master must retain most of the physical features and design quality attributable to the Master. A property that has lost some historic materials or details can be eligible if it retains the majority of the features that illustrate its style in terms of the massing, spatial relationships, proportion, pattern of windows and doors, texture of materials, and ornamentation. The property is not eligible, however, if it retains some basic features conveying massing but has lost the majority of the features that once characterized its style and identified it as the work of a Master.

² Ibid., p. 47.

C. DOCUMENT ORGANIZATION

The Mission Valley Historic Context Statement identifies development patterns and significant properties in the area. The document is organized as follows:

- **Section I – Introduction** provides an introduction to the document and defines the geographical boundaries of the study area.
- **Section II – How to Use this Document** provides an overview of the purpose of historic contexts, regulatory designation programs, and report organization.
- **Section III – Historic Context, Significant Themes, and Related Property Types** includes a narrative of the area’s developmental history. The history is broken down into periods which are defined by events, themes, and development trends. Property types associated with each of the periods are identified and analyzed. Analysis includes an architectural description, a list of character-defining features, an evaluation of historic significance, a summary of integrity considerations, and associated property study list.
- **Section IV – Appendix** includes a section on architectural styles and a study list of properties of architecture or thematic interest within Mission Valley.

SECTION III HISTORIC CONTEXT, SIGNIFICANT THEMES, AND RELATED PROPERTY TYPES

INTRODUCTION

This section provides a discussion of each of the historic themes important to the development of Mission Valley and the property types that are associated with those themes in a significant way. Mission Valley includes all of the land between overlying mesas on the lower ten miles of the San Diego River from the rocky construction of Mission Gorge to the lowlands of Mission Bay. The San Diego River, which runs through the center of Mission Valley and empties out into the San Diego Bay, played a key role on how Mission Valley has developed to the present time.

PRE- SETTLEMENT (Pre-1769)

The history of Mission Valley began long before the arrival of Spanish missionaries and soldiers in 1769. Originally home of the Kumeyaay tribes, the area had been inhabited for thousands of years prior to the development of the area by Europeans. Villages and settlements, such as Kosaii/Kosa'aay/Cosoy and Nipaguay, were located at modern-day Mission Valley, dotted the valley floor for centuries, as the groups were drawn by the water of the river and the abundance of plant and animal life.¹

Mission Valley was known to the Spanish as “La Canada de San Diego,” translated as “The Glen of San Diego” and the San Diego River was the center of life. The first mention of the San Diego River was in the diary of explorer Sebastian Vizcaino. In 1602, Vizcaino left San Diego Bay to explore False Bay (now Mission bay) and reported that it was a “good port, although it had at its entrance a bar of little more than two fathoms depth, and there was a very large grove at an estuary which extended into the land, and many Indians.”²

Associated Property Types

No built environment is known to exist from Mission Valley’s pre-contact period. The pre-contact and associated Tribal cultural and archaeological resources are addressed in the Cultural Resources Constraints Analysis of the Mission Valley Community Plan Update.

SPANISH AND MEXICAN PERIOD (1769-1847)

When the Spanish returned in 1769 with the intent to settle the area, Mission Valley and the San Diego River was found to be a “river with excellent water” by Captain Vincente Vila of the ship *San Carlos*.³ Soon thereafter a land expedition led by Gaspar de Portola reached San Diego Bay, where they met

¹ “San Diego River Context.” www.sandiegoriver.org/docs/our_vision_conceptual_plan/3.SanDiegoRiverContext.pdf; accessed September 27, 2015.

² Richard F. Pourade, *The Explorers* quoted in Nan Taylor Papageorge, “The Role of the San Diego River in the Development of Mission Valley.” *The Journal of San Diego History*, Vol. 17, No. 2, (Spring 1971). <http://sandiegohistory.org/journal/71spring/river.htm>; accessed August 31, 2015.

³ Nan Taylor Papageorge, “The Role of the San Diego River in the Development of Mission Valley.” *The Journal of San Diego History*, Vol. 17, No. 2, (Spring 1971). <http://sandiegohistory.org/journal/71spring/river.htm>; accessed August 31, 2015.

those who had survived the trip by sea on the *San Antonio* and the *San Carlos*. Initially, camp was made on the shore of the bay in the area that is now downtown San Diego. However, lack of water at this location led to moving the camp to a small hill closer to the San Diego River near the Kumeyaay village of Kosaii/Kosa'aay/Cosoy. The Spanish built a primitive mission and presidio structure on the hill near the river. The first chapel and shelters were built of wooden stakes and brush, with roofs of tule reeds.

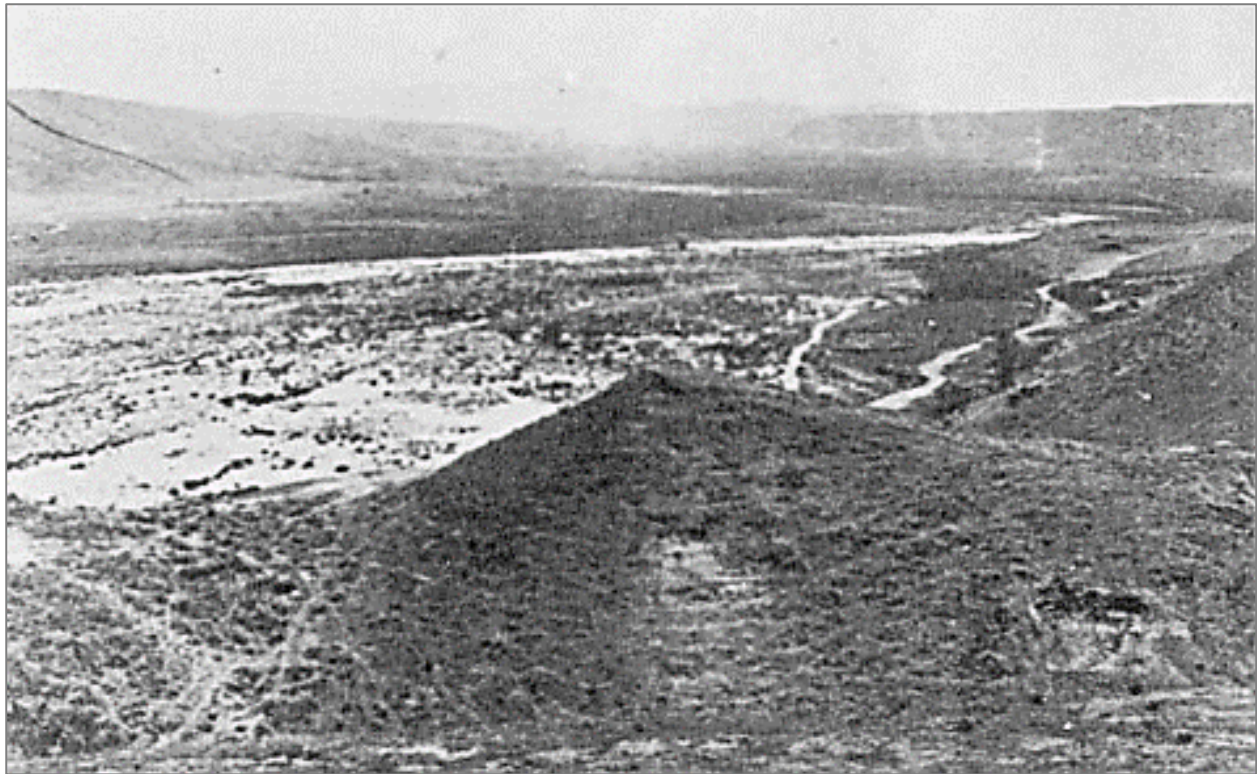


Figure 3-1: Mission Valley, dated 1847. Source: San Diego History Center.

Ill feelings soon developed between the native Kumeyaay and the soldiers, resulting in construction of a stockade. The original log and brush huts were gradually replaced with buildings made of adobe bricks. Pitched roofs with rounded roof tiles eventually replaced flat earthen roofs. Clay floors were eventually lined with fire brick.

Theme: Establishment of the Mission

The padres recommended that the Mission be moved further east in the valley. According to Father Serra's first report of the Mission, "It is determined to move the Mission within the same Canada of the port toward the northeast of the presidio, at a distance of a little less than two leagues. The place is much more suitable for a population, on account of the facility of obtaining necessary water, and

on account of the vicinity of good land for cultivation. The place is called Nipaguay.”⁴ The move was accomplished in August of 1774 and Mission Valley became its permanent location.⁵



Figure 3-2: Mission Valley looking northeast towards the Mission San Diego de Alcalá, n.d. Source: Heritage Architecture & Planning Archives.

The first chapel at that location was built of willow poles, logs, and tule. After it was burnt down during the Kumeyaay uprising of November 5, 1775, the first adobe chapel was completed in October 1776 followed by construction of the present church in 1777. A succession of building programs through 1813 resulted in the final quadrangle where the church formed one side with housing and

⁴ Fr. Zephyrin Engelhardt, *San Diego Mission* (San Francisco: James H. Barrey Company, 1920) p. 56. Letter from Fr. Serra; quoted in Papageorge, op. cit.

⁵ Papageorge, op. cit.

classrooms forming the other three sides. The Mission grounds included a church, bell tower, sacristy, courtyard, residential complex, workshops, corrals, gardens, and cemetery.⁶

Life for the new settlers at the San Diego presidio was isolated and difficult. The arid desert climate and conflicts with Native American population made life difficult for the Spanish settlers. According to British Captain George Vancouver who visited in 1794, the military were supported by the fields and labors of the missionaries and the Native Americans.⁷ They raised cattle and sheep, gathered fish and seafood, and did some subsistence farming along the San Diego River valley.⁸

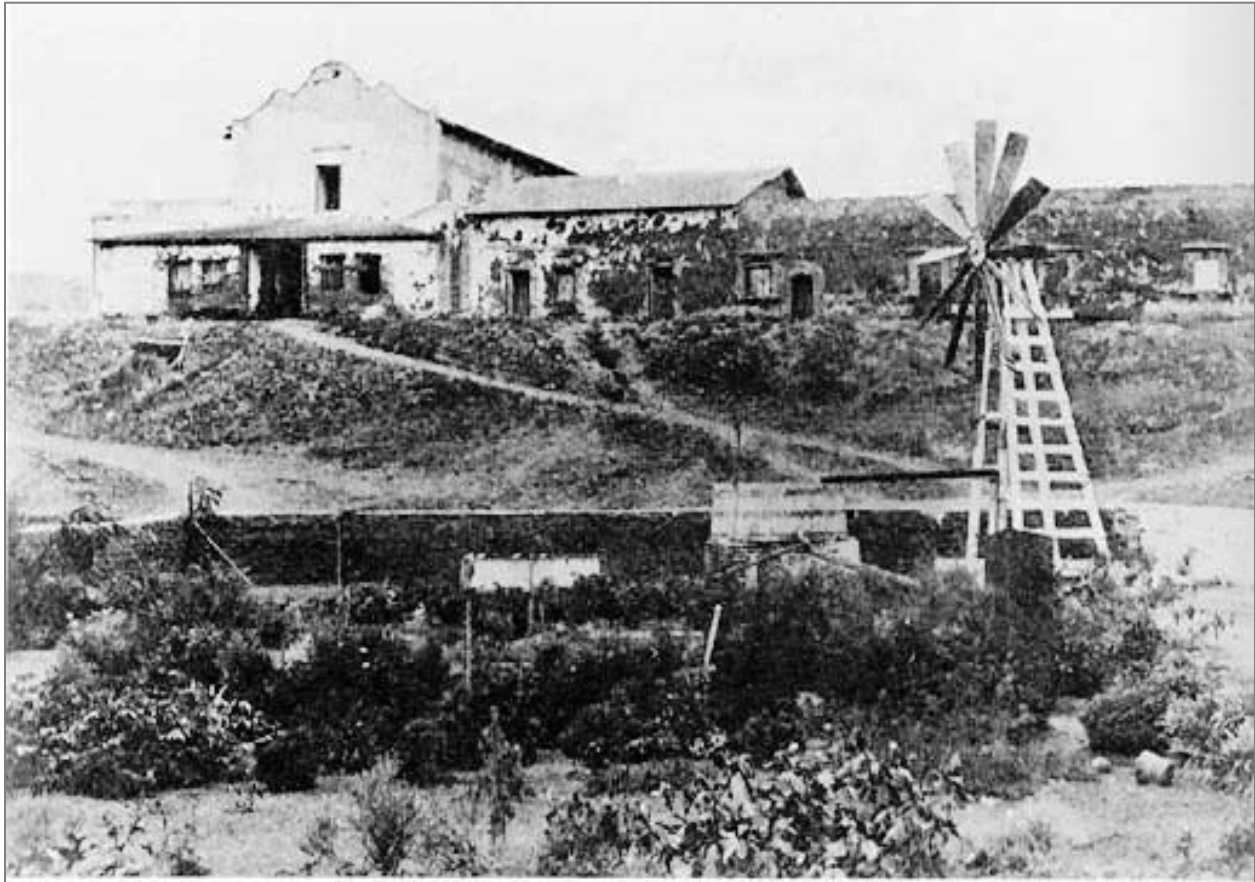


Figure 3-3: Mission San Diego de Alcalá, dated 1874. Source: San Diego History Center.

A dam and aqueduct were started in 1807 using Native American labor. The River was dammed at the head of Mission Gorge and an aqueduct was run nearly six miles through a rugged canyon to the fields of the Mission. At the Mission, the water was stored in a small basin. Construction of the flume involved creation of an earthworks system sufficient to support the mission tiles and bricks used to

⁶ Norman Neuerberg, “The Changing Face of Mission San Diego.” *The Journal of San Diego History*, Vo. 32, No. 1, (Winter 1986). <http://www.sandiegohistory.org/journal/86winter/mission.htm>; accessed September 27, 2015.

⁷ Papageorge, op. cit.

⁸ Appendix E, HP-1 “San Diego History” in the *City of San Diego General Plan*. Adopted March 10, 2008.

line the canal.⁹ With the advent of a more reliable water supply, Mission agriculture flourished. Vineyards, orchards and crops were successful, as were herds of cattle.¹⁰

In 1822, Mexico declared its independence from Spanish rule, and San Diego became part of the Mexican Republic. Mexican independence led to the final demise of California's mission system and in 1834, the Mexican government secularized the San Diego mission. The Act of Secularization and the Decree of Confiscation removed the administration of the mission from the Franciscans to the Mexican administrators.

The Mexican government opened California to foreign trade bringing manufactured goods from Europe in exchange for California's cattle hides. As the hide trade grew so did the need for additional grazing lands. Privatized land grants were issued establishing the rancho system of large agricultural estates.

Native Mexican Franciscan Francisco Garcia Diego y Moreno became the first Bishop of the California occupying the Mission until 1842 but only a few of the main buildings were habitable. In 1846, Governor Pio Pico sold the lands of Mission San Diego de Alcalá to prominent Californio Santiago Arguello, a former commandante of the Presidio from 1830-1835.¹¹ The land grant known as the Rancho Ex-Mission San Diego was approximately 58,875 acres. Arguello never lived on the former mission lands; but made his home at Rancho Tia Juana. In 1848, California was ceded by Mexico to the United States under the Treaty of Guadalupe Hidalgo.

During this period, definite paths developed between the Mission and the Presidio, and essentially the present network of roads in Mission Valley was created.¹² The La Playa Trail is known as the earliest European trail in the western United States, although the Kumeyaay have traversed this roadway prior to 1769. The Trail stretches from the harbor entrance at Point Loma to the Mission San Diego de Alcalá in Mission Valley, and beyond.¹³

Portions of the La Playa Trail run through Mission Valley and is the main link between the Mission and La Playa, in present day Point Loma. In the 1930s, the San Diego Historical Society developed a program of marking the 12-mile trail. A marker is located at the Mission site.

In the valley, the path along the northern side of the River became known as Friars Road in remembrance of the Mission's priests. The path on the southern side was referred to as Mission Road.

⁹ City of San Diego and Merkel & Associates, "Draft Final San Diego River Natural Resource Management Plan." May 2006.

¹⁰ Papageorge, op. cit.

¹¹ "History." www.missionsandiego.org; accessed January 6, 2016.

¹² Virgil Raymon Henson, "Mission Valley, San Diego County, California: A Study in Changing Land-Use from 1769-1960." Thesis, University of California, Los Angeles. September 1960. p. 49.

¹³ "La Playa Trail." www.laplayatrail.org Accessed September 4, 2016.

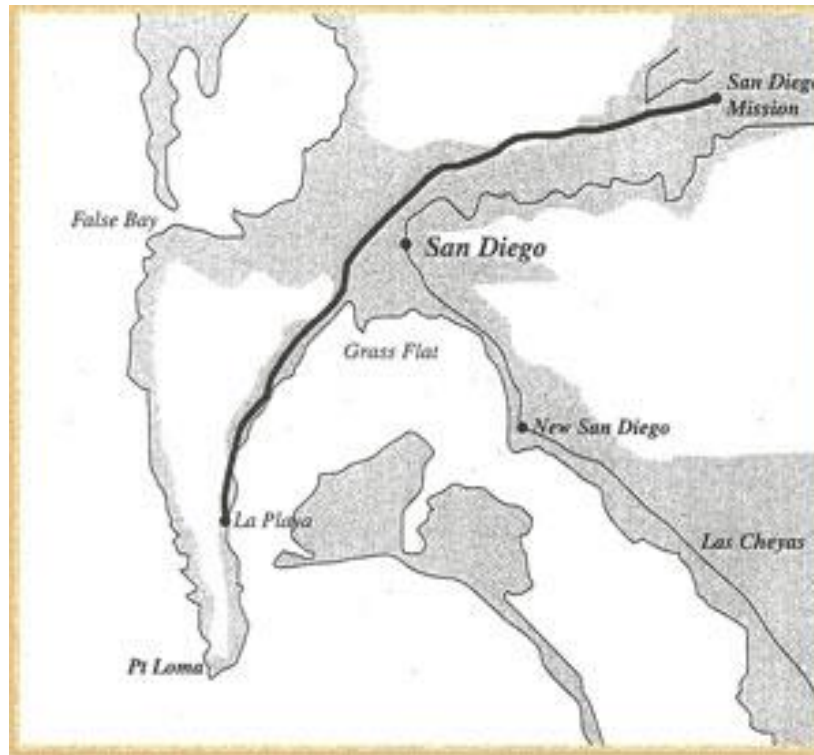


Figure 3-4: La Playa Trail. www.laplayatrail.org.

Associated Property Types

Property types comprise of individual resources including religious buildings (Mission/Church), cemeteries, and sites. The property types within this context are significant in the areas of exploration/settlement, social history, and ethnic history for their association with important events families, and/or persons dating from the Spanish and Mexican era settlement.

Character-Defining Features:

- Adobe construction
- Arcade
- Curved, pedimented gables
- Terraced bell towers
- Wide, projecting eaves
- Unadorned wall surfaces
- Tile roofs

The property types associated with the Spanish and Mexican period have been listed and include historic sites and reconstructed buildings including the Mission San Diego de Alcalá (HRB#113; NR 1970-04-15). The Mission San Diego de Alcalá is known as the Mother of the Missions as it was the first of 21 Spanish missions established, in part, by Father Junipero Serra. The mission was founded in 1769. The present church is the fifth in the history of the mission, four of which were on the mission's present site. The fourth and final reconstruction of the Mission Church took place in the

1930s and is built of reinforced concrete. The decorative and adobe tiles within the Church are reproductions of the originals, hand hewn timbers and lintels make up the roof, and wrought iron hardware is of the style of the Mission era. The Mission is located at 10818 San Diego Mission Road.

AMERICAN PERIOD (1848-1975)

At the conclusion of the Mexican-American War, California was ceded by Mexico to the United States under the Treaty of Guadalupe Hidalgo in 1848. The transfer of control of California from Mexico to the United States would represent a significant turning point in the development of San Diego. Prosperity for the city would be elusive for many years as American interests after 1850 were focused on the gold fields of the Sierra Nevada as well as opportunities in San Francisco and Los Angeles.

By 1850, San Diego began to develop under land speculators like William Heath Davis and Alonzo Horton. Davis, along with Andrew Gray and several investors, began purchasing 160 acres and laid out a subdivision named New San Diego. Davis, the wealthier of the partners, paid for the construction of the wharf and imported prefabricated houses to stimulate sales. The enterprise, however, failed and within years New San Diego became known as “Davis’ Folly.”¹⁴ In 1867, growth of San Diego became realized with the arrival of Alonzo Horton who acquired 800 acres in present-day downtown. Horton had a subdivision map drawn, went back to San Francisco, opened a real estate office, and began to sell land. By 1870, 2,300 people lived in New Town San Diego.¹⁵ The city would continue to grow as the promise of the railroad made commercial and economic success viable. The city underwent a “boom and bust” cycle in the 1880s but recovered and continued to grow into one of the largest cities in the United States. As the expansion of New Town and its surrounding communities gained momentum, Mission Valley, remained predominately rural.

In his survey of the San Diego River in 1853, Lt. George H. Derby records the area as Mission Valley due to the proximity of the Mission San Diego de Alcalá.¹⁶ By 1870, Mission Valley becomes the adopted name.¹⁷

¹⁴ Clare B. Crane, “The Pueblo Lands: San Diego’s Hispanic Heritage.” *The Journal of San Diego History*, Vol. 27 No. 2 (Spring 1991). <http://www.sandiegohistory.org/journal/91spring/pueblo.htm>; accessed October 28, 2015.

¹⁵ Ibid.

¹⁶ George H. Derby, “Survey of San Diego River and Its Vicinity.” 1853.

¹⁷ A.D. Bache, “San Diego Bay California from a Trigonometrical Survey under the direction of A.D. Bache Superintendent of the Survey of the Coast of the United States.” 1859 www.raremaps.com Accessed September 15, 2016.



Figure 3-5: Partition of Rancho Mission San Diego, dated 1886. Source: www.raremaps.com

Due to earlier political separation of Mission Valley between the presidio and the mission, individual land patents were necessary for the city and county portions. The eastern portion of Mission Valley was included in the land patent for Ex-Mission lands belonging to the county and were divided into irregular lots. The western portion of Mission Valley was covered in the land patent for the Pueblo Lands of the city of San Diego and were divided in quadrangles. The border appears to be where the I-805 currently runs through the valley but has since disappeared as a result of later development.

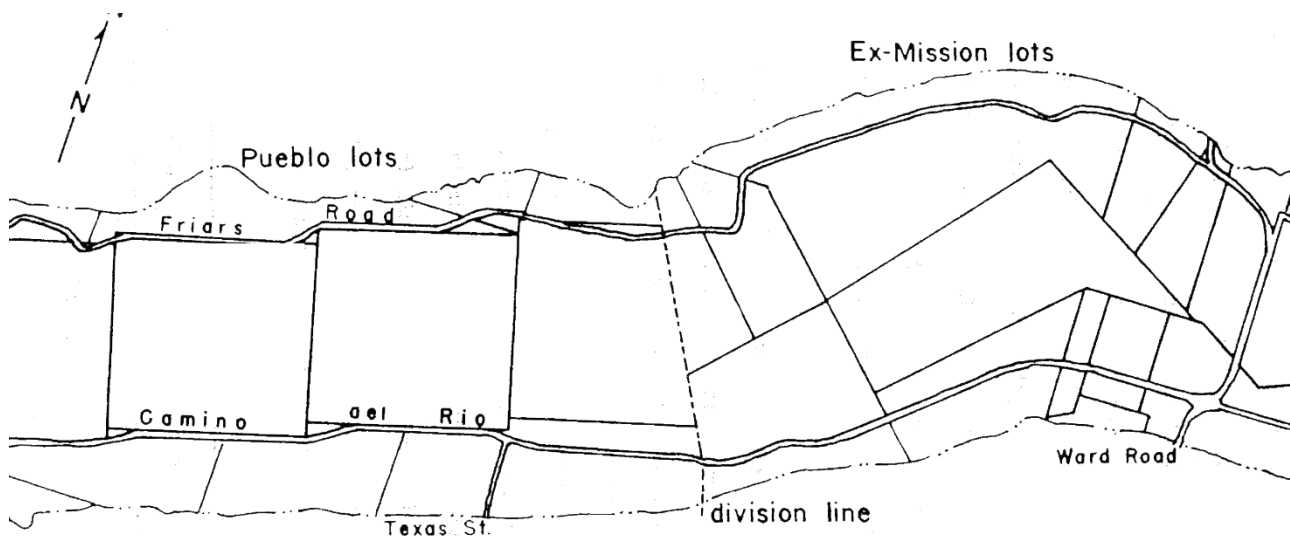


Figure 3-6: Detail of the division line between the Pueblo lots and Ex-Mission lots. Source: Virgil Raymon Henson, "Mission Valley, San Diego County, California: A Study in Changing Land-Use from 1769-1960."

Following the Treaty of Guadalupe Hildalgo, the United States military set up post in the abandoned Mission San Diego de Alcalá from 1846-1862. The army divided the church into two stories, using the top for dormitories and the bottom as stables. After the military left, the church fell into ruins and the mission was returned to the church and utilized as a school from 1887-1907.¹⁸ In 1891, Father Ubach began the efforts to restore the Mission.

Theme: Development of Natural Resources (1850-1968)

Other parts of the San Diego River valley began to draw homesteaders with interest in dry farming which utilized specific cultivation techniques for lands associated with drylands, that is, areas characterized by a cool wet season followed by a warm dry season. Dry farm crops in the valley included oats, barley, and alfalfa. During the next few years as the ranchers continued to work and cultivate their land, many began to sell their surplus crops, operating as local truck gardens which raise and sell fresh produce at local markets. The farm lands were intensively cultivated, producing tons of vegetables each year. The farmers added poultry, orchards, and vines to the list of products produced in the valley. City/County Directories dating to 1887-1888 reveal the following Mission Valley ranchers: Serano D. Allen, H.J. Cleveland, C.B. Baskill, J. Hornback, John Varney, and George Vasey. Most were located at the south side of the River, but there were a few that were located at the northern

¹⁸ Martha Schimitschek. "Travel: Start at the Beginning—Mission San Diego." *San Diego Union-Tribune*. March 6, 2011. Accessed September 15, 2016.

portion. Sandrock Grade, known as Texas Street today, was one of the few roads that crossed the San Diego River. Grocer C.W. Sandrock operated his store at the foot of Sandrock Grade.¹⁹



Figure 3-7: Mission Valley, 1890. Source: San Diego History Center

As little money could be made in truck farming, soon dairies became a part of Mission Valley's landscape. The valley provided the large, flat areas needed for dairy operations. In addition, the cost for land in the valley was cheap, as most people feared the floods from the San Diego River.²⁰ An 1893 *Union* advertisement offered 400 acres of level land in Mission Valley for \$60 an acre.²¹

The first commercially successfully dairy farm was the Allen Dairy owned by Sereno Allen from Kansas. The Dairy initially delivered milk door-to-door on horseback as early as the 1880s.²² By the 1920s and 1930s, the Allens sent their milk trucks up to Mission Hills and Hillcrest via the steep canyon path near their dairy known as "Allen Road" or "Allen's Dairy Road" up towards Fort Stockton Drive. Portions of this road still exist as Allen Road Trail. The dairy prospered under sons Fred and Harvey, who also owned two ranches in the valley and kept a retail shop in Hillcrest.²³ The Allen Dairy operated in Mission Valley until 1957 when it relocated to El Cajon.

Dairy in Mission Valley
Best Milk and Cream
ALLEN'S DAIRY
R. F. D. No. 2
PHONES
Home 261
Mission Valley
Main 2831

Figure 3-8: City/County Directory advertisement.

¹⁹ Papageorge, op. cit. Also see 1893-1894 San Diego City/County Directory.

²⁰ Richard Crawford, "Before Malls, Cows Ruled Mission Valley." *The San Diego Union-Tribune*. May 31, 2008

²¹ Linda Freischlag, ed. "The Role of the San Diego River in the Development of Mission Valley." *The Journal of San Diego History*. Spring 1971, Volume 17, Number 2.

²² Crawford, op. cit.

²³ Margot Sheehan, "Lost Roads of San Diego." *San Diego Reader*. November 5, 1992



Figure 3-9: 1963 Texaco Map noting Allen Road. Source: "Lost Roads of San Diego," San Diego Reader. November 5, 1992.

The Ferraris established a dairy farm in Mission Valley with operations dating from 1914-1968. Louis Ferrari, an immigrant from Genoa, Italy initially purchased 60 acres of land in 1896 and began truck farming. While many of his neighboring ranchers turned to dairy farming, Ferrari eventually followed suit and turned to dairy farming. He initially started with 30 cows, his first barn, and several horse stables.²⁴ Ferrari later joined the Challenge Cream and Butter Association, which established a cooperative located at the southeast corner of the valley and eventually became a major retailer of dairy products. Ferrari's son, Pete Ferrari, later took over and expanded the business and by World War II, it became the biggest dairy in San Diego producing 600 gallons a day.²⁵ By the 1950s, Mission Valley had 20 dairy farms that dotted the landscape.²⁶

²⁴ "They Offer Me Big Money for This Land, But I Like it Here." *Los Angeles Times*. July 14, 1985.

²⁵ Ibid.

²⁶ Nan Taylor Papageorge, "The Role of the San Diego River in the Development of Mission Valley." *The Journal of San Diego History*, Vol. 17, No. 2, (Spring 1971). <http://sandiegohistory.org/journal/71spring/river.htm>; accessed August 31, 2015. Also refer to, Henson, op cit. p. 34.



Figure 3-10: Based on the Mission Valley map featured in an interview with Fritz Ohre, dairy owner, in 2002. The map notes location of various Mission Valley dairies. Source: San Diego Reader.

List of Mission Valley Dairies*As identified by Fritz Obre (2002) and noted in the following map (Figure 3-10)*

- | | | |
|--|---|--|
| 1. Guglielmetti | 17. McCready (Mountain Meadow Dairy at the old 6 th St. Extension; Replaced Poor Farm/County Hospital) | 28. Baughman dairy (Indian Canyon) |
| 2. Jepson (west of Clark at the foot of the hill) | 18. Mills (grew alfalfa) | 29. Russell Grant Family |
| 3. Jepson | 19. Henry Gray | 30. Cliff |
| 4. Ohre | 20. Allen Dairy (south side of the I-8) | 31. Hazard block plant |
| 5. Gibson (south of Guglielmetti) | 21. Adolph Levi / Levi-Cushman (north and west of Bernard, possibly down to Morena bridge) | 32. Pumping station |
| 6. McDermot (between Ferrari & Gibson) | 22. Ruben (Highland Ranch) | 33. Sandrock Store |
| 7. Ferrari | 23. Bernard Nursery | 34. Isolation Hospital |
| 8. Ricard | 24. Harvey Allen Dairy (Murphy Canyon) | 35. Stairway down to Isolation Hospital (later moved to Gaines Street) |
| 9. Clark (with pumping station) | 25. Ernie Allen (in Murray Canyon) | 36. |
| 10. Railroad track | 26. Hong Far gardens later Tom Choy | 37. |
| 11. Reland (west of Jepson; 2 story house) | 27. Chinese vegetable garden | 38. Hilkwitz |
| 12. Officer (south side of the road; 2 story house w/ dirt floors) | | 39. Jausauds |
| 13. Sandrock Grade | | 40. Teisseire |
| 14. Scott | | 41. Barry Jakes |
| 15. Ross Bond | | 76. Summers |
| 16. Reed (right side of Camino del Rio) | | |

Aiding in the maintaining the rural landscape were sand and gravel plants littered throughout the valley. The sand and gravel industry in Mission Valley began modestly in 1913 and expanded in earnest in the 1920s-1930s. Sand and gravel operations and related activities once occupied about 596 acres within the valley. Primary sources were sands along the San Diego River and Murphy Canyon area, and the conglomerate rocks in adjacent Serra Mesa. These plants were essential to fostering materials utilized for construction and development of many of local neighborhoods throughout the city. Furthermore, although extraction of materials from the valley was not a recent practice, the development of the sand and gravel plants into large businesses during this period was influential. Some of these companies later diversified and included the V.R. Dennis Construction Company, Ed Denton's American Sand Plant, H.G. Fenton, Nelson and Sloane, Griffith Company, Caudell and Johnson, Woodward Sand Company, Daley Corporation, and R.E. Hazard Company. Many of these companies were highly influential in the development and construction of local buildings and infrastructure throughout the city with many of their names memorialized and stamped along city sidewalks.

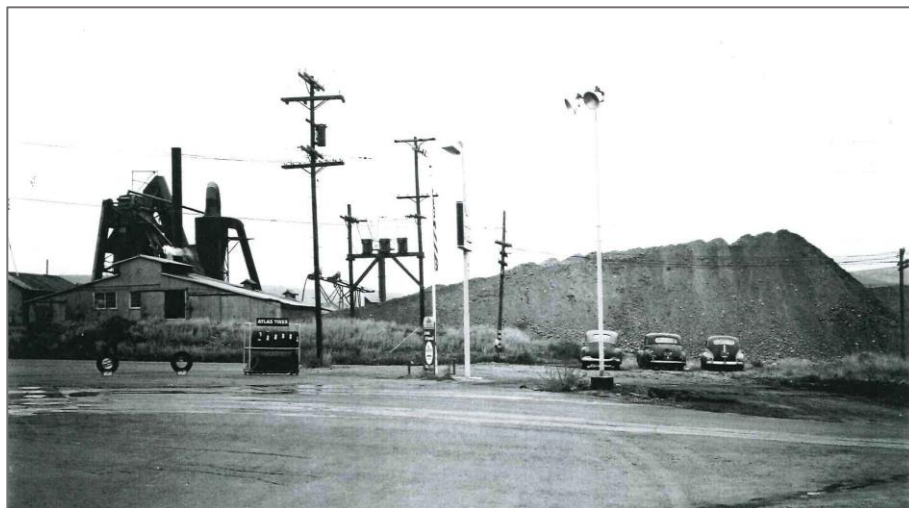


Figure 3-11: Gravel pit in Mission Valley, ca. 1940s. Source: San Diego History Center.

Circulation networks during this period were generally dirt, gravel, or paved roads connecting the ranches to the primary roads. Improvements to the community's transportation network were undertaken beginning in the 1930s. Unlike the subdivisions of the communities located along the mesas, Mission Valley maintained much of their dirt roads which were often muddy and impassable during rainy seasons.

Early access roads to and from the valley to the upper mesas correspond to present-day roadways such as Ward Road at the east, which also provided a direct link to the Mission; Sandrock Grade (now Texas Street); and the 6th Street Extension also referred to as Mission Grade/Poor Farm Grade, now Hwy 163.

Along with these roads were private roads which included Allens Road, located a quarter mile east of the Presidio, which directly connected Allen's Dairy to Fort Stockton in Mission Hills. Today, only the south portion of the complete pathway has been paved. Bachman Place (sometimes referred to as Homeland Place) provided a route from the Valley to the County Hospital, just west of the 6th Street Extension (Highway 163). It is now a private road for UCSD Medical Center and connects to Hotel Circle South on the north end.

Early maps record west-to-east roads running parallel on both the north and south side of the San Diego River. The northern road was always referred to as Friars Road and the south side was initially known as Mission Road, but was later renamed Camino del Rio.²⁷ By the early 1930s, Camino del Rio's dirt road was replaced with a two-lane paved road by the San Diego County Highway Development Association and was constructed by the Work Projects Administration.²⁸ "Paving was of immeasurable value to farmers and dairymen, and would have probably served rural valley for years, but the roads also opened the valley to those who wished to reside there and commute to work in the urban portions of San Diego. The result was that the valley was made ready for the first serious encroachments of urbanism, non-farm residences."²⁹



Figure 3-12: Camino del Rio South, ca. 1940. Source: San Diego History Center.

²⁷ Refer to the 1926 Rodney Stokes roadmap and the 1935 Lowell E. Jones roadmap.

²⁸ Virgil Raymon Henson, "Mission Valley, San Diego County, California: A Study in Changing Land-Use from 1769-1960." Thesis, University of California, Los Angeles. September 1960.

²⁹ Virgil Raymon Henson, "Mission Valley, San Diego County, California: A Study in Changing Land-Use from 1769-1960." Thesis, University of California, Los Angeles. September 1960.

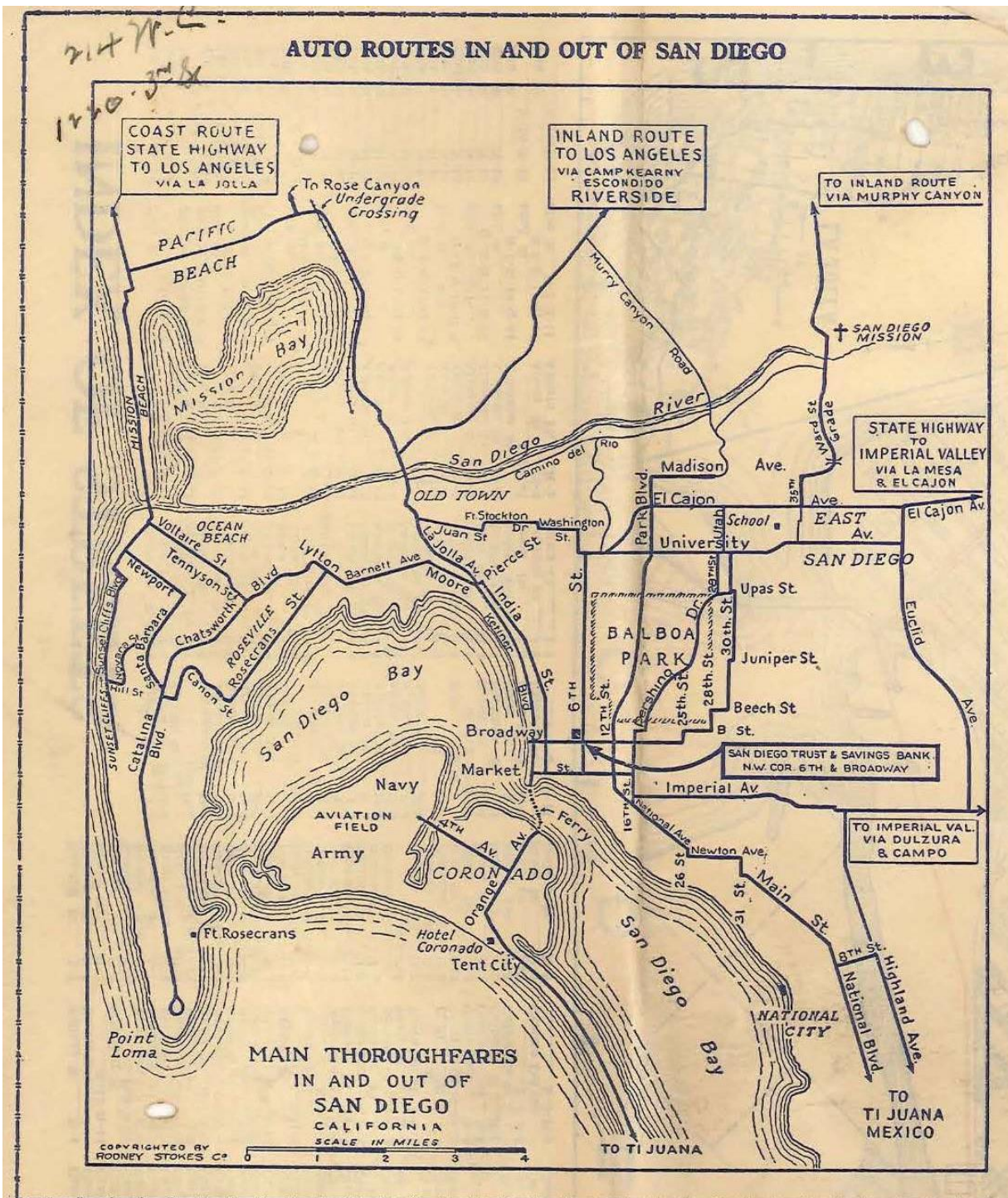


Figure 3-13: A portion of the 1926 Rodney Stokes map showing the early automobile routes to and from Mission Valley.

Associated Property Types

Ranches dominated the landscape during this period of development. Ranch sites encompassed a cluster of buildings generally containing a primary residence, typically of a simple, vernacular style; barns for livestock and equipment; stables; outbuildings reflecting the property's use; and housing for workers. Other buildings, structure, or objects designed for various functions associated with the property include cisterns, windmills, privies, and corrals for dairy cows or other animals.

Due to later development, most of these properties did not survive. The few buildings that may have survived, are primarily vernacular ranch houses, one- to two-story in height with wood siding, gabled roofs, and wood windows. In rare occasions, other related ranch buildings may still be extant. Properties are located on both Camino del Rio North and Camino del Rio South.

Character-Defining Features:

- Domestic buildings include vernacular primary residences, usually wood-framed and two-stories.
- Barns for housing and feeding livestock or storing equipment generally dominate the cluster in size and scale.
- Small-scale elements may include signs announcing the ranch's name, water and feeding troughs, corrals, windmills, and cattle guards.



Figure 3-14: Fagerheim Dairy, 1927. The ranch included a residence that was set back from Friars Road and four barns in front. Source: "Life Along the San Diego River." The Reader, July 25, 2002.

Eligibility Criteria and Integrity Thresholds*Significance Evaluation*

The ranch site and its associated buildings, represents a critical component of the agricultural history of Mission Valley. Ranches may be individually significant under the NRHP Criterion A/CRHR Criterion 1 if they are associated with events that contributed to the broad patterns of local history, particularly in regard to the agricultural and dairy industry and development; or under HRB Criterion A if they represent special elements of the City's or Mission Valley's historical development.

Associated ranch sites and their resources may be individually significant under NRHP Criterion B/CRHR Criterion 2 or HRB Criterion B if the property was association with persons or a family significant in local history or have made a significant contribution to the dairy industry.

Eligibility under NRHP Criterion C/CRHR Criterion 3 if they embody the distinctive characteristics of a style, type, period, or method of construction; and/or HRB Criterion C as a resource that embodies the distinctive characteristics of a style, type, period, or method of construction. Because many of the buildings associated with the ranch's form and function are synonymous to their use, buildings may exhibit only a few character-defining features.

Significance under other criteria may be identified following future site-specific survey and evaluation.

Essential Factors of Integrity

Due to their relative rarity, extant ranch-related buildings may not retain their historic setting and still be eligible, particularly under local criteria. A property significant under NRHP Criterion A, CRHR Criterion 1, and HRB Criterion A may possess location, feeling, and association. Under NRHP Criterion B, CRHR Criterion 2, and HRB Criterion B, location, feeling, and association must also be present. For NRHP Criterion C, CRHR Criterion 3, and HRB Criterion C, design, materials, and feeling should be retained. In all cases, the building's original use may have changed.

Agriculture and Dairy Industry Properties Study List

STREET NUMBER	STREET NAME	NOTES
2495	Hotel Circle Place	U-Haul building
3154	Camino del Rio South	Ferrari Residence

Theme: Modern Commercialization, Tourism, and Commercialization of the Valley (1940-1970)

Mission Valley's character as it exists today, began to take shape during the Post-WWII era. Prior to World War II, commercial development around Mission Valley was random and sparse and mostly serviced the local farmers. Open areas around the major principle traffic arteries attracted early businesses, which were initially mostly recreational related. Resistance to development began as early as 1940 with the birth of the Mission Valley Improvement Association which hoped to prevent the area from development. However, with the ease of access in and out of the Valley by expansion of

the freeway system, developers began to scout undeveloped areas along the principal traffic arteries, namely Camino del Rio, Hotel Circle, and Friars Road.

A second wave of roadway and freeway expansions during this period facilitated commercial development along the valley which catered to both locals and tourists alike. It was these transportation networks through the valley connecting downtown and the suburbs with new Post-World War II auto-oriented suburbia, that helped set the stage for the development of Mission Valley as a commercial and recreational destination.



Figure 3-15: Mission Valley looking east, dated 1951. Source: San Diego History Center.

The increase in population brought on by World War II in the surrounding communities of La Mesa and El Cajon to the east and the development of Linda Vista and Kearney Mesa to the north created a need for additional east-west and north-south access routes through the city. This included the conversion of the 6th Street Extension into the Cabrillo Freeway (US Route 395, now SR-163) from 1946-1948. The two-lane Camino del Rio could no longer meet the high commute demand and eventually the Mission Valley Freeway (US 80, now I-8) was constructed and then expanded to include four lanes by 1953. Two years later, these routes were converted to full freeways with eight lanes resulting in large sections of Mission Valley land changed from farm use to transportation use. By 1960, over 350 acres had been switched to transportation. Over 50,000 vehicles a day passed through the Valley on these new highways and the traffic would grow continuously in the coming decades.

Planning for an inland north-south freeway mirrored the valley's development. In 1967, construction of the Interstate 805 began. It would cross both the I-8 and the San Diego River and would bisect Mission Valley at the center. The I-805 was a late addition to the freeway system in San Diego and was completed in 1971. The 3,900-foot Mission Valley Viaduct, the top stack of which was later named the Jack Schrade Interchange, a four-level symmetrically stacked interchange that allowed a smooth flow of traffic between the I-805 and I-8 freeways, was at one time the longest concrete box girder bridge in the world.



Figure 3-16: I-805 completed in 1971. Source: Heritage Architecture & Planning Archives.

The ease of access brought on by the freeways facilitated the growth and development of destinations for retirement- and tourist-related entertainment and recreation. It was to be an extension of Mission Bay, complete with golf courses, resort hotels, and open space.³⁰ Mission Valley's location for this type of land use was also key due to its close proximity to other major city tourist attractions and was incorporated into a "Tourist Loop" along with Balboa Park, Shelter Island, and Mission Bay that was envisioned by City Planners.³¹

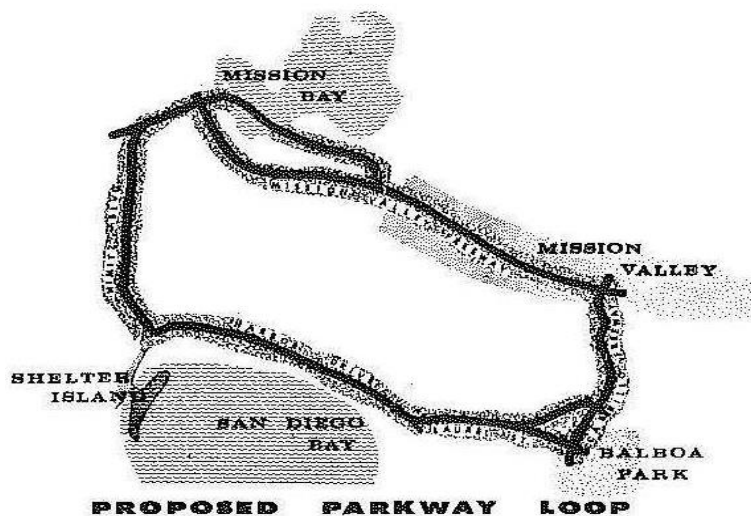


Figure 3-17: "Tourist Loop" as envisioned by City Planners, in their 1960 land use study.

³⁰ Clare B. Crane, Ph.D. "Citizens and Coordinate and the Battle for City Planning in San Diego." *The Journal of San Diego History*. Vol 57 No. 3, Summer 2011. Also, City of San Diego Planning Department, "Mission Valley Plan: A Land Use Study." November 1960.

³¹ City of San Diego Planning Department, "Mission Valley Plan: A Land Use Study." November 1960.

The presence of the freeway contributed to the substantial numbers of commercial establishments in direct response to traffic along the route and along major roads such as Camino del Rio and Hotel Circle. These sites utilized Modernist architectural styles such as Ranch, Contemporary, Tiki-Polynesian, Futurist/Googie, and Brutalist in their design.³² Developers such as Charles H. Brown and William Sample, Jr. of Atlas Hotel, Inc. and A.A. Stadtmiller, Paul Borgerding, and Harry Handlery hired modernist architects and designers for their projects including Ronald K. Davis; Deems Lewis Martin & Associates; Frank L. Hope & Associates; John R. Mock; Richard Wheeler; Perkins, Will, Inwood; Leonard Veitzer; William Pereira; and Hal Sadler of Tucker, Sadler & Bennett.³³

TABLE 3-1: MISSION VALLEY ARCHITECTS³⁴

ARCHITECT/FIRM	STREET NUMBER	STREET NAME	PROPERTY NAME	CONSTR DATE	NOTES
CJ PADEREWSKI	1895	CAMINO DEL RIO SOUTH	BOWLERO (SCOTTISH RITE TEMPLE)		
CJ PADEREWSKI	950	HOTEL CIRCLE	STARDUST MOTOR HOTEL		
DEEMS & LEWIS	3255	CAMINO DEL RIO SOUTH	INDUSTRIAL INDEMNITY CO.	1970-1974	
DEEMS & LEWIS		CAMINO DEL RIO NORTH	MISSION VALLEY CENTER	1960	
FRANK HOPE / JOHN R. MOCK			VALLEY HO RESTAURANT		DEMOLISHED
FRANK L. HOPE & ASSOC	350	CAMINO DE LA REINA	UNION TRIBUNE BUILDING	1974	
FRANK L. HOPE & ASSOC	875	HOTEL CIRCLE SOUTH	MISSION VALLEY INN	1958	DEMOLISHED
FRANK L. HOPE & ASSOC	1640	CAMINO DEL RIO NORTH	MAY COMPANY, MISSION VALLEY CENTER		
GARY ALLEN / FRANK L. HOPE & ASSOC	9449	FRIARS ROAD	SAN DIEGO STADIUM	1967	

³² City of San Diego, “San Diego Modernism Historic Context Statement.” October 17, 2007.

³³ www.modernsandiego.com Accessed October 10, 2018.

³⁴ www.modernsandiego.com Accessed December 3, 2018.

MISSION VALLEY COMMUNITY PLAN

Historic Context Statement

Section III – Historic Context, Significant Themes, and Related Property Types

DRAFT

January 31, 2019

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ARCHITECT/FIRM	STREET NUMBER	STREET NAME	PROPERTY NAME	CONSTR DATE	NOTES
JONES & EMMONS, FRANK L. HOPE & ASSOC, A QUINCY JONES		CAMINO DEL RIO NORTH	MISSION VALLEY WEST		
KENDRICK BANGS KELLOGG			HYPNOS MORPHEUS OFFICE INTERIORS	1979	
LEONARD VEITZER		CAMINO DEL RIO SOUTH	MISSION SQUARE OFFICE BUILDING	1961	
PERKINS, WILL, INWOOD	2111	CAMINO DEL RIO SOUTH	FIRST UNITED METHODIST	1964	
RICHARD GEORGE WHEELER	875	HOTEL CIRCLE SOUTH	MISSION VALLEY LODGE	1959	DEMOLISHED
RICHARD GEORGE WHEELER	404	CAMINO DEL RIO SOUTH	ASSOCIATED GENERAL CONTRACTORS	1960	
ROBERT E. DES LAURIERS	8404	PHYLLIS PLACE	CITY VIEW CHURCH		
TUCKER SADLER	6855	FRIARS ROAD	APARTMENTS	ca. 1966	
WILLIAM F. CODY, FAIA			MISSION VALLEY COUNTRY CLUB	1955	
WILLIAM F. CODY, FAIA			STARDUST HOTEL		DEMOLISHED
WILLIAM KRISEL			CIRCLE 8 1/2 MOTEL	1962	

Sub-Theme: Sports, Recreation, & Leisure

In the 1940s, the rural environment of the valley attracted recreation and leisure activities such as horse farms, riding stables, and polo clubs. At that time, Mission Valley was advertised as a horse's paradise containing twenty miles of bridle trails.³⁵ In 1947, the Mission Valley Golf Club was established along the agricultural greenbelt of the San Diego River. Its popularity and challenging layout made it one of the best golf courses nationwide. It later attracted the professional golf tour in 1957 when it hosted the San Diego Open Invitational, in which Arnold Palmer won that same year. The club was renamed Stardust Country Club in 1962.

Commercial-recreational facilities were also encouraged. Bowling was a very popular sport and recreational activity during the 1950s. As a result, the Bowlero Bowling Alley opened in 1957 along Camino del Rio South. At the time of its construction it was the largest bowling center in the west and included 56-lanes and a lounge. By 1965, the bowling alley closed, and new ownership and occupancy was assumed by the Scottish Rite Valley of San Diego.



Figure 3-18: Bowlero, early 1960s. Source: www.pillartopost.org

³⁵ Ibid.

Businessman C. Arnholt Smith, owner of Westgate-California Tuna Packing Co., had acquired the Pacific Coast League (PCL) Padres and immediately began to make plans to develop a new, modern stadium for the minor league team in 1955. He set his eyes on the undeveloped Mission Valley. After approval by the City Council in 1956, an aggressive construction schedule began, which included the surfacing of Friars Road. Westgate Park was opened to the public on April 28, 1958.



Figure 3-19: Westgate Park, ca. 1958. Source: San Diego History Center.

That same time in 1958, the Los Angeles-based football team, the Chargers, expressed interest in moving their team to San Diego with hopes of a new, larger municipal stadium in Mission Valley.³⁶ They temporarily moved into the 1914 Balboa

Stadium in Balboa Park and played their first game on August 6, 1961. In order to retain the national league football team, the City would have to provide a large facility. In November 1965, a \$27 million bond was passed, allowing construction to begin on a new multi-purpose stadium. The stadium's location would be in "fast-growing Mission Valley."³⁷ "The...stadium is '20 minutes away from 90 percent of the population of San Diego County, making it the most accessible stadium anywhere."³⁸

The construction of the San Diego Stadium (now SDCCU Stadium) from 1966-1967 by architect Frank L. Hope's office, took more of the valley land away for large parking lots and stadium grounds.³⁹ However, at its completion, the Stadium's design would mark the first ballpark to receive the distinguished National AIA Design Award and its televised exposure would aid in bringing national attention to the area. Westgate Park was demolished in 1967 to make room for Fashion



Figure 3-20: Aerial postcard of the San Diego Stadium (SDCCU), looking east, ca. 1967. Source: Heritage Architecture & Planning Archives.

³⁶ City of San Diego, "San Diego Modernism Historic Context Statement." October 17, 2007.

³⁷ *The San Diego Stadium Story*. (San Diego: CA: Hall & Ojeda Publication Division, 1967), p. 15

³⁸ "Can't Beat Stadium, S.D. Architect Beams." *The San Diego Union*. July 11, 1967.

³⁹ K.A. Crawford, "Macy's, 1702 Camino Del Rio North, San Diego, CA 92108 Draft HRRR." June 2014. The stadium incurred various names such as the Jack Murphy Stadium and Qualcomm Stadium.

Valley Shopping Center following the Padres' relocation to the new joint use stadium.⁴⁰

The San Diego Stadium's multi-purpose design concept departed from the "cookie-cutter" circular plan that was being used at the time. For many of the newer multi-purpose stadia, the "cookie-cutter" circular plan offered poor sight line angles for spectators at baseball and football games. Instead, the horseshoe shape, originally termed as "supercircle" by the architectural team, would incorporate eight radiuses. The "supercircle" was developed as a result of the architectural team's studies conducted nationwide on six of the most current stadiums built.⁴¹ San Diego Stadium's design would allow spectators of both football and baseball to have an unobstructed sight line to the entire playing field, and to provide a greater quality of choice seats between extensions of the goal lines and first and third base lines.⁴² It was a unique design shape of its time and influenced other similar designs such as the 1971 Veterans Stadium in Philadelphia, no longer extant. As part of the original design, the horseshoe shape would also "allow expansion to a total of 70,000 by extending the structure to completely enclose the field."⁴³ The Stadium development solidified Mission Valley as a regional sports and recreation-destination by establishing two professional sports teams that drew thousands of sports enthusiasts year around.

Associated Property Types

Sports, recreation, and leisure properties in the planning area includes stadiums, bowling alleys, and golf courses.

Character-Defining Features:

- Incorporates Modern architectural styles.
- Buildings were set-back from the public right of way.
- Incorporates ample surface parking with spaces adjacent to and surrounding the facilities.
- Large stadium seating capacities.
- Visitor amenities such as restaurants, lounges, snack bars, and small retail shops were located within the facilities.

Eligibility Criteria and Integrity Thresholds

Significance Evaluation

Sports, recreation, and leisure buildings may be individually significant under the NRHP Criterion A/CRHR Criterion 1 if they are associated with events that contributed to the broad patterns of local history, particularly in regard to commercial history and development; or under HRB Criterion A if

⁴⁰ Richard Crawford, "Westgate Park a Major Marvel as Home for Minor-League Padres." *The San Diego Union-Tribune*. April 9, 2009. <http://www.sandiegouniontribune.com/news/2009/apr/09/1cz9history191218-westgate-park-major-marvel-home>. Accessed July 7, 2015. Westgate Park was demolished in in 1967 when plans were made for a new shopping center, Fashion Valley, on site.

⁴¹ The multi-purpose stadiums built in the 1960s include RFK Stadium (1961), Shea Stadium (1964-2009), Astrodome (1965, 2013 partial demolition), Atlanta-Fulton Co. Stadium (1965-1997), Oakland Coliseum (1966), Busch Stadium (1967-2005), and San Diego Stadium (1967).

⁴² Frank L. Hope & Associates Architects and Engineers, "San Diego All-American Stadium Phase 2 Report." Prepared for the City of San Diego. May 25, 1965.

⁴³ Ibid. "Stadium 95% Complete; Solve Scoreboard Problem: Board Reviews Progress." *The San Diego Union*. July 11, 1967.

they represent special elements of the City's or Mission Valley's historical and commercial development.

Eligibility under NRHP Criterion C/CRHR Criterion 3 if they embody the distinctive characteristics of a style, type, period, or method of construction; and/or HRB Criterion C as a resource that embodies the distinctive characteristics of a style, type, period, or method of construction. Candidates for individual listing should be a highly representative example of a significant type or style and/or contain high artistic value.

Significance under other criteria may be identified following future site-specific survey and evaluation.

Essential Factors of Integrity

A property significant under NRHP Criterion A, CRHR Criterion 1, and HRB Criterion A may possess location, setting, feeling, and association.

For NRHP Criterion C, CRHR Criterion 3, and HRB Criterion C, design, materials, and workmanship aspects of integrity are especially important and must be intact for a resource to be eligible. Resources evaluated under Criterion C should also retain most of the character-defining features of their construction types, as well as retain the primary character-defining features of any recognized style identified with the property.

Sports, Recreation, & Leisure Properties Study List

STREET NUMBER	STREET NAME	NOTES
1895	Camino del Rio South	Scottish Rite Temple (Bowlero Bowling Alley)
9494	Friars Road	SDCCU Stadium (San Diego Stadium)
1102, 1150	Fashion Valley Road	Riverwalk Golf Club (Mission Valley Golf Club)

Sub-Theme: Motels/Hotels



Figure 3-21: Looking west at Hotel Circle, ca. 1960, included the Stardust Motor Hotel, Town and Country, Kings Inn, Vagabond Inn, Mission Valley Inn, and Del Webb's Highway House (later Travelodge). Source: San Diego History Center.

The development of Hotel Circle was spearheaded by Charles H. Brown, a local developer, in an effort to increase property values and draw business towards Mission Valley and away from downtown. In the 1950s, Brown helped secure zoning variances from the San Diego City Council, founded Atlas Hotel, Inc. and began developing hotels and motels along the I-8. Conditional use permits were granted by the City Council under pressure, despite the City Planning Department's stance of wanting to preserve open space. To assuage the City's resistance to denser development in Mission Valley, the hotel developers committed to keeping a rural character in Mission Valley with low density, rustic, landscape, garden-themed hotels.⁴⁴

The Town and Country Resort, located at 500 Hotel Circle North, was the first hotel in Mission Valley. It was initially developed by Charles J. Brown in 1953 as a 46-room motor inn.⁴⁵ Others soon followed such as the Mission Valley Lodge Stardust Hotel & Country Club. These garden motels along the route were one- and two-stories in height and were comprised of several buildings typically laid out in L or U shape and integrated modern architectural styles of the time.⁴⁶ They provided ample parking at the rear or sides of the building. Customers could easily access their car and their motel unit from the exterior doors.

⁴⁴ AECOM, "Historical Resource Technical Report for Town & Country Hotel and Convention Center Redevelopment Project San Diego, California." Prepared for Lowe Enterprises, Revised February 2016.

⁴⁵ Mary Lou Philips, ed. "Town and Country History." *Town and Country Cookbook*. n.d.

⁴⁶ In the postwar period, the terms motel and hotel are sometimes used interchangeably as the properties often had the same function, form, and materials.

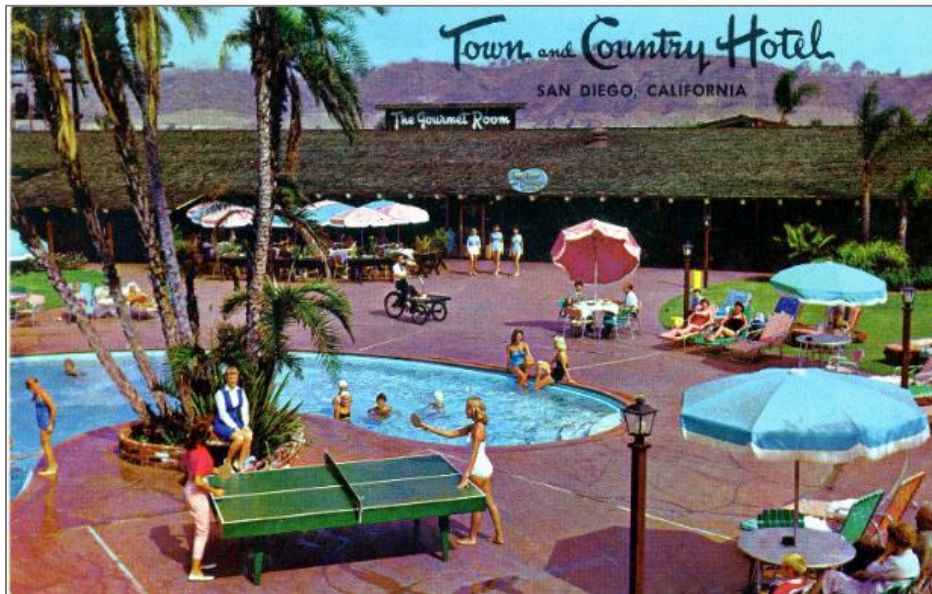


Figure 3-22: The Town & Country Hotel was the first garden hotel developed in Mission Valley in 1956. Source: Heritage Architecture & Planning Archives.

Charles Brown, along with developers A.A. Stadtmiller, Paul Borgerding, and Harry Handlery, proposed zoning changes to permit denser hotel development in Mission Valley, with Brown claiming that “limitations of motel development less than 50 percent land coverage for 30 units an acre is not economically feasible,” and that “planning staff is not qualified to make such recommendations to hotel men.”⁴⁷ Brown and the developers were successful in convincing the City Planning Commission to recommend rezoning of western Mission Valley to permit denser development of motels, hotels, and recreational facilities in March 1959. This was followed by the rapid development of five additional hotels, the Stardust Motel, Rancho Presidio Hotel (Hanalei Hotel), Vagabond Hotel, Kings Inn, and Del Webb’s Highway House. The seven hotels were located within a mile of each other along service roads on either side of the I-8 forming “Hotel Circle.”⁴⁸ The low-density concept of the garden-themed hotels was quickly abandoned with the Hotel Circle developers requesting new zoning to allow multistory density in 1963.⁴⁹

Associated Property Types



Figure 3-23: Kings Inn at 1333 Hotel Circle South.

Character-Defining Features:

- Incorporates Modern architectural styles.
- Designed and built as a planned unit.
- Buildings were set-back from the public right of way.
- Ample parking with spaces adjacent to and surrounding the buildings.
- One- to two-stories in height.
- Rooms typically accessed from the exterior door.
- Linear arrangement of buildings, typically I, U, or L-shaped plans.
- Large, free-standing signage near the road or attached to the building.
- Some provide guest amenities such as restaurants, lounges, and small retail shops in separate buildings or adjacent to the main lobby.
- Some incorporate garden features and pools.
- Later multi-story additions were usually located at the rear of the property.

Eligibility Criteria and Integrity Thresholds

Significance Evaluation

The motel industry developed as a hybrid between auto camps and conventional hotels in the 1920s. The combination of easy access to rooms and to the highway, reasonable prices, amenities, and privacy was an attraction to the industry. In the plan area, the convenience of the I-8 and the central location of Mission Valley to other local destinations, was an easy attraction for tourists.

The motel is a building type designed for temporary lodging with direct link between the automobile and the room. A motel evaluated under this sub-theme is significant in the area of commerce with most examples also significant under the area of architecture. They illustrate the evolution of the motel as a significant commercial building type related to the automobile and San Diego's flourishing car culture. They show how a building type's design is shaped by accommodating the needs of the automobile as well as the stylistic economic trends of the day. In most cases, travel accommodating motels should retain integrity of location, association, feeling, and setting as these are important to establish the property's relationship to the commercial development along the I-8 and the establishment of Hotel Circle. Extant, intact examples are becoming increasing rare.

Motels may also be individually significant under the NRHP Criterion A/CRHR Criterion 1 if they are associated with events that contributed to the broad patterns of local history, particularly in regard to commercial history and development; or under HRB Criterion A if they represent special elements of the City's or Mission Valley's historical and commercial development.

Associated motel properties may also be individually significant under NRHP Criterion B/CRHR Criterion 2 or HRB Criterion B if the property was association with persons in local history or have made a significant contribution in the category of commerce within the City.

Eligibility under NRHP Criterion C/CRHR Criterion 3 if they embody the distinctive characteristics of a style, type, period, or method of construction; and/or HRB Criterion C as a resource that

embodies the distinctive characteristics of a style, type, period, or method of construction. Candidates for individual listing should be a highly representative example of a significant type or style and/or contain high artistic value.

Significance under other criteria may be identified following future site-specific survey and evaluation.

Essential Factors of Integrity

A property significant under NRHP Criterion A, CRHR Criterion 1, and HRB Criterion A may possess location, setting, feeling, and association.

Under NRHB Criterion B, CRHR Criterion 2, and HRB Criterion B, location, setting, feeling, and association must also be present.

For NRHP Criterion C, CRHR Criterion 3, and HRB Criterion C, design, materials, and workmanship aspects of integrity are especially important and must be intact for a resource to be eligible. Resources evaluated under Criterion C should also retain most of the character-defining features of their construction types, as well as retain the primary character-defining features of any recognized style identified with the property.

Motel Properties Study List

STREET NUMBER	STREET NAME	NOTES
1333	Hotel Circle South	Kings Inn
1201	Hotel Circle South	Atwood Hotel (formerly Travel Lodge)
625	Hotel Circle South	Hotel Iris
950	Hotel Circle North	Handlery Hotel

Sub-Theme: Commercial Regional Shopping Centers and Office Development

The large span of open land in Mission Valley also began to attract the potentiality of a large regional shopping center at the center of the Valley. At the same time that the Hotel Circle was rezoned, other areas of Mission Valley were rezoned for general commercial construction, specifically for the Mission Valley Shopping Center developed by the May Company in 1958, which became the precedent for the broad commercialization of the community.

As early as 1954, May Company, based out of Los Angeles, began surveying the San Diego region. According to David May, executive vice president of the nation-wide department store, “San Diego is our first choice of five cities for building a new shopping center of this magnitude.”⁵⁰ In October 1957, the May Company announced plans for an \$18 million “major department store and shopping center in Mission Valley.” The original site for the proposed Mission Valley Center included 80 acres located north of US 80 between US 395 and Texas Street which was utilized for truck farming and other agricultural purposes.⁵¹

⁵⁰ May Co. Bares Plan for Valley.” *Tribune*. October 9, 1957.

⁵¹ Zone Shift Sought for May Co. Unit.” *Evening Tribune*. April. 10, 1958.

In April of 1958, the City Council approved the May Company’s request to rezone the 90 acres in Mission Valley for commercial use. Although the project was opposed by a variety of groups, a poll taken in 1958 found that 79% of San Diego residents favored the project. When completed, the project was to provide “the largest and most complete facility for shopping south of downtown Los Angeles.” Construction of the shopping center commenced in July 1959 and was completed in February of 1961.⁵² Designed by William S. Lewis, FAIA of Deems Lewis Martin & Associates, the construction of the May Company building would change zoning and the community landscape within Mission Valley forever from agriculture to commercial. By the end of the decade, a second regional shopping center was developed by Ernest Hahn. Fashion Valley, partially located at the former Westgate Park property, would boast four anchor stores in 1969.

By the end of the 1960s, office building development began to take root in areas of Mission Valley, particularly along Camino del Rio South and portions of Camino del Rio North. They included low- and mid-rise standalone buildings with flexible interior spaces for single tenant occupancy or multiple tenants. Buildings were set back and surrounded by surface parking adjacent to buildings.

Associated Property Types

Regional Shopping Centers

Large regional shopping centers were retailing destinations that represented a radical break from traditional, individually owned buildings facing the street. The shopping centers were built to the full extent of the lot and were separated from the streets by large parking lots and often featured internal entrances and courtyards. Massive in scale, regional shopping centers were generally anchored by one or several department stores and numerous smaller retail shops. Unlike strip malls, shopping centers incorporated pedestrian courtyards and walkways, creating a unique shopping environment sheltered from traffic and parking lots. The grouping of stores in areas where parking could be made available and access from major highways was a growing trend in San Diego County.

Character-Defining Features:

- Incorporates Modern architectural styles, particularly with the anchor stores.
- Designed and built as a planned unit.
- Buildings were set-back from the public right of way.
- Dedicated surface parking lot on all sides.
- One- to two-stories or more in height.
- Two or more anchor department stores with numerous smaller retail shops placed along an inner, pedestrian walkway.
- Linear arrangement of buildings, typically I or T-shaped plans.
- Individualized, prominently-placed signage for each tenant.

⁵² K.A. Crawford, “Macy’s, 1702 Camino Del Rio North, San Diego, CA 92108 Draft HRRR.” June 2014.



Figure 3-24: Mission Valley Shopping Center, ca. 1961, looking east. Source: San Diego History Center.

Office Buildings

Office buildings in Mission Valley during this period incorporated high-designed Modernist examples in Contemporary, Brutalist, and New Formalist sub-styles.

Character-Defining Features:

- Incorporates Modern architectural styles.
- Buildings were set-back from the public right of way.
- Dedicated surface parking lot adjacent to the building.
- Low- to mid-rise standalone buildings with varying massing. Some high-rise examples possible.



Figure 3-25: UFCW Local 135 offices along Camino del Rio South. Note the expanses of glass at the entry and the use of metal decorative metal grilles at the left.



Figure 3-26: San Diego Community College District Offices at 3375 Camino del Rio South. Note the building's symmetrical composition, simple geometric form, flat roof, clear expression of structure and materials, and large expanses of glass.

Eligibility Criteria and Integrity Thresholds*Significance Evaluation*

The commercial, regional shopping centers, and office properties may be individually significant under the NRHP Criterion A/CRHR Criterion 1 if they are associated with events that contributed to the broad patterns of local history, particularly in regard to commercial history and development; or under HRB Criterion A if they represent special elements of the City's or Mission Valley's economic, cultural, and/or historical development. Resources should be considered in the context of significant companies, developers, or categories of commerce within the City.

Eligibility under NRHP Criterion C/CRHR Criterion 3 if they embody the distinctive characteristics of a style, type, period, or method of construction; and/or HRB Criterion C as a resource that embodies the distinctive characteristics of a style, type, period, or method of construction. Candidates for individual listing should be a highly representative example of a significant type or style and/or contain high artistic value. While some of the office development may be less than 45 years old, there may be early and/or exceptional examples that still merit designation.

Significance under other criteria may be identified following future site-specific survey and evaluation.

Essential Factors of Integrity

A property significant under NRHP Criterion A, CRHR Criterion 1, and HRB Criterion A may possess location, setting, feeling, and association.

For NRHP Criterion C, CRHR Criterion 3, and HRB Criterion C, design, materials, and workmanship aspects of integrity are especially important and must be intact for a resource to be eligible. Resources evaluated under Criterion C should also retain most of the character-defining features of their construction types, as well as retain the primary character-defining features of any recognized style identified with the property.

Commercial, Regional Shopping Centers, and Office Properties Study List

STREET NUMBER	STREET NAME	NOTES
3255	Camino del Rio South	County of San Diego Behavioral Health Services (originally Industrial Indemnity Co.)
3375	Camino del Rio South	Charles W. Patrick Building, San Diego Community College District Offices
2001	Camino del Rio South	UFCW Local 135
350	Camino de la Reina	San Diego Union-Tribune
7007	Friars Road	Fashion Valley
1640	Camino del Rio North	Westfield Mission Valley (formerly Mission Valley Shopping Center)

Sub-Theme: Residential – Apartments

Unlike other neighborhoods, residential properties within Mission Valley came much later following the commercialization of the valley. Briefly starting in the late 1960s with a brutalist designed apartment complex located on Friars Road, the complex was designed by Tucker Sadler and included views into the adjacent golf course site. A wave of residential development did not readily follow until the 1970s when apartment complexes began to develop further east above the Mission San Diego site along Rancho Mission Road. These later apartment developments were generally two-stories complexes that did not incorporate strong stylistic statements. The apartments were generally rectangular in shape with entry to units along the exterior.

Associated Property Types



Figure 3-27: 1965 apartment complex designed by Tucker Sadler along Friars Road.

Character-Defining Features:

- 1960s apartments incorporate Modern architectural styles.
- Apartments were set-back from the public right of way.
- Dedicated surface parking or carports were provided for residents.
- Two- to three-stories buildings.

Apartment Properties Study List

STREET NUMBER	STREET NAME	NOTES
6855	Friars Road	Tucker Sadler, Architect

Eligibility Criteria and Integrity Thresholds*Significance Evaluation*

Apartment complexes derive their eligibility under NRHP Criterion C/CRHR Criterion 3 if they embody the distinctive characteristics of a style, type, period, or method of construction; and/or HRB Criterion C as a resource that embodies the distinctive characteristics of a style, type, period, or method of construction. Candidates for individual listing should be a highly representative example of a significant type or style and/or contain high artistic value. While some of the apartment complexes may be less than 45 years old, there may be early and/or exceptional examples that still merit designation.

Significance under other criteria may be identified following future site-specific survey and evaluation.

Essential Factors of Integrity

For NRHP Criterion C, CRHR Criterion 3, and HRB Criterion C, design, materials, and workmanship aspects of integrity are especially important and must be intact for a resource to be eligible. Resources evaluated under Criterion C should also retain most of the character-defining features of their construction types, as well as retain the primary character-defining features of any recognized style identified with the property.

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A. ARCHITECTURAL STYLES

Mission Valley exhibits a wide range of architectural styles. The styles discussed are those represented among the potentially historic resources within the Mission Valley Plan area. The following section, presented chronologically, describes the prominent styles and their character defining features. It does not establish historic significance, but rather provides a guidance to assist in the identification and evaluation of resources within the community plan area. The character defining features listed are intended to assist in resource identification but does not necessarily prescribe that all resources exhibit all the features listed. The descriptions of architectural styles are used in conjunction with Virginia and Lee McAlester's *A Field Guide to American Houses* (New York: Alfred A. Knopf, 1988) and the City of San Diego's *San Diego Modernism Historic Context Statement* (2007).

Mission/Spanish Colonial Revival

The Mission/Spanish Colonial Revival style, as its name implies, encompasses two major subcategories. The Mission Revival vocabulary, popular between 1890 and 1920, drew its inspiration from the missions of the Southwest.

Character-Defining Features:

- Quatrefoil windows
- Curved parapets
- Low-pitched, red-tiled roofs and coping, (usually with overhanging eaves)
- Arcaded porch supported by large, square piers, arches
- Smooth stucco wall surfaces



Mission San Diego de Alcalá, 10818 San Diego Mission Road.

The Spanish Colonial Revival flourished between 1915 and 1940, reaching its apex during the 1920s and 1930s. The movement received widespread attention after the Panama-California Exposition in San Diego in 1915, where lavish interpretations of Spanish and Latin American prototypes were showcased.

Character-Defining Features:

- Low-pitched roofs, usually with little or no overhangs and red tile roof coverings,
- Flat roofs surrounded by tiled parapets;
- Smooth stucco wall surfaces



Nazareth School, 10728 San Diego Mission Road.

Craftsman Bungalow

The Craftsman Bungalow, also referred to as the “California Bungalow” in other areas of the country, was popular in the early 1900s for use on residential properties. It emerged out of the Arts and Crafts movement, the proponents of which desired to return to traditional building materials and techniques. The principles of honest design, often characterized by exposure of structural building elements, were applied to small homes (bungalows), many available from house-kit companies and pattern books to create the Craftsman Bungalow. The bungalow, with its simple structure and popular styling, made home ownership possible for many Americans at the beginning of the 20th century. The style is typically one to one-and-a-half stories, with low-pitched, gabled roof, has oversized eaves with exposed rafters, and windows placed in groups or bands.

Character-Defining Features:

- Low-pitched, hipped or gable-front roof with oversized eaves and exposed decorative rafters
- Windows arranged in bands or singly; three-over-one or one-over-one; rectangular top
- Clad with clapboard, shingles, stone, or brick
- Porch, either large or small, supported by columns or piers that begin either at porch floor or from porch balustrade.



One of the few remaining single-family residences associated with the Dairy Industry is the Ferrari Residence, 3154 Camino del Rio South.

Ranch

Ranch construction were typically custom designed with a specific client in mind, mainly for custom homes. Designers of this style include such noted San Diego designers as Cliff May, Richard Wheeler, CJ Paderewski, and Weir Brothers Construction. Cliff May was instrumental in popularizing the Ranch style in California with his book and articles published by *Sunset Magazine*. The Ranch style became the era’s most prevalent type of residential construction in San Diego and was also utilized in hotel/motel architecture, as seen in Mission Valley. Ranch buildings frequently included a large landscaped property, with a deep street setback. Materials and detailing on Ranch buildings are generally traditional. Typical exterior materials include wood siding, stone, concrete block, brick, and even adobe. Detailing may include



Inner courtyard at the Town & Country Hotel, 500 Hotel Circle North.

paneled wood doors, divided lite windows, and wood shutters. They offered “contemporary” styling, modern amenities, sprawling floor plans, included ranch style landscape features such as split-rail fences and wide lawns reminiscent of open fields.

Character-Defining Features:

- Horizontal massing
- Usually single-story
- Sprawling floor plan frequently “L” or “U” shaped around a central courtyard
- Large attached carports, porte-cocheres, or garages
- Prominent low-sloped gabled or hipped roofs with deep overhangs
- Traditional details (wood shutters, wood windows, and large prominent brick or stone chimneys)
- Traditional building materials (wood shingle roofing, wood siding, brick, and stone)



1960s postcard of the King's Inn, 1333 Hotel Circle South.

Futurist-Googie

The Futurist style of Modern architecture began after World War II as Americans became entranced with technology and the space age. At that time America was also being transformed by a car culture. As automobile use increased, roadside architecture evolved. It was intended to attract the consumer with bright colors, over-sized lighted signage, and exaggerated forms. In short, the building was the billboard. The Futurist style was used overwhelmingly on coffee shops, gas stations, motels, restaurants, and retail buildings.



Scottish Rite Event Center (formerly the Bowlero), 1895 Camino Del Rio South.

The name “Googie” comes from the well-known coffee shop in Los Angeles named Googies which was designed by renowned Modernist architect John Lautner in 1949. Futurist architecture is also

referred to as “Coffee House Modern,” “Populuxe,” “Doo-Wop,” and “Space Age.” Futurist architecture was popular throughout the 1950s and fell out of favor by the mid-60s, as America became more sophisticated in its understanding and interpretation of space travel and futurist technology. Futurist architecture often has sharp angles, boomerang or flying saucer shapes, large expanses of glass, exposed steel structural elements, and dramatic roof overhangs. The basic form and size of Futurist buildings varies significantly from building to building. An abstract arrangement of shapes and textures is typical.

In San Diego, examples of Futurist or Googie architecture generally have commercial uses such as retail, hotels, service stations, restaurants, and offices. These buildings can be found along commercial strips in many neighborhoods including Mission Valley.

Character-Defining Features:

- Building as billboard
- Abstract or angular shapes
- Prominent signage (neon or lighted)
- Prominent roof forms (flat, gabled, upswept, butterfly, parabolic, boomerang, or zig-zag)
- Asymmetrical facades
- Variety of exterior finishes including stucco, concrete block, brick, stone, and wood siding
- Bright colors
- Large windows (aluminum framed)
- Screen block and shadow block accents

Secondary:

- Variety of exterior finishes including stucco, concrete block, brick, stone, plastic, and wood siding
- Bright colors
- Screen block and shadow block accents
- Building as billboard
- Asymmetrical facades



First United Methodist Church, 2111 Camino Del Rio South.



Macy's at the Mission Valley Shopping Center (now Westfield Mission Valley), 1640 Camino Del Rio North.

Tiki-Polynesian

Tiki-Polynesian architecture is related to Futurist-Googie architecture in that it employed exaggerated forms to attract the consumer, but it does so using an island theme which has been reinterpreted with modern design elements. America's infatuation with native Polynesian style architecture was fueled by World War II GIs who had served in the South Pacific. The trend peaked at about the time of Hawaii's admission in to the Union in 1959 and waned by 1970. The Tiki theme was used frequently in hotels, restaurants, and retail buildings and was popular throughout southern California which already attracted visitors interested in the beaches and warm weather.



Early advertisement for the Hanalei Hotel, 2270 Hotel Circle North.

Tiki or Polynesian style architecture is characterized by strong roof lines often with a steep primary cross-gable marking the main entry. Roofs are generally wood shingled with exposed wood structural members. The ridge of the primary cross-gable may be straight or upswept to further accentuate the entry. Many Tiki buildings also incorporate a dramatic porte-cochere to further emphasize the main entry. The exterior wall finish is usually some type of un-painted wood siding, generally wide-width. It is also common for Tiki style buildings to have stone or rock wall features and accents. Tiki style buildings usually have a strong horizontal massing which is accentuated by the roof lines and horizontal bands of windows.

One of the major character-defining features of most Tiki style buildings is the surrounding landscape. Usually tropical with a variety of palms, and flowering plants, the landscape is an important component of Tiki architecture in that it reinforces the fantasy aspect of this style.

Interiors of Tiki-Polynesian buildings were intended to perpetuate the fantasy as much as the landscapes. Decorative features may include lighted signage, wood tikis, tribal motifs, wood carvings, bamboo accents, torch lights, boulders, and water features.

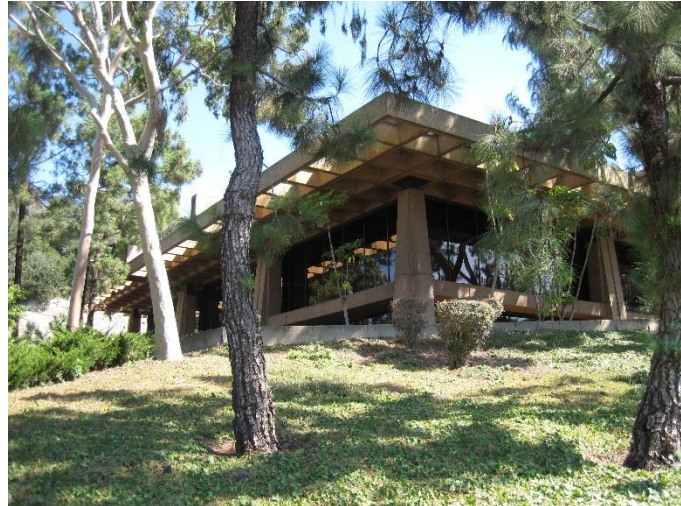
Character-Defining Features:

- Prominent roof forms. Usually gabled with a cross gable marking the main entry
- Pitched or upswept ridge beams
- Exposed heavy timber roof framing
- Horizontal massing
- Porte-cocheres
- Natural finishes (wood siding, wood shingles, and stone)
- Lush tropical landscaping

- Tropical accents (tikis, torch lights, and boulders)
- Lighted neon signage

Brutalist

The name “Brutalist” originated from the French *béton brut* which means “raw concrete”. The style was largely inspired by Swiss architect Le Corbusier. Brutalist buildings are generally strikingly blockish, geometric, and composed of repetitive shapes. The predominant building material is concrete, frequently revealing the intentional textures of the wood formwork. The concrete is intended to be fully expressed as both the primary structural material and finish. Critics of the style argued that it disregarded the social environment, making such structures inhuman, stark, and out of place.



County of San Diego Behavioral Health Services, 3255 Camino Del Rio South.

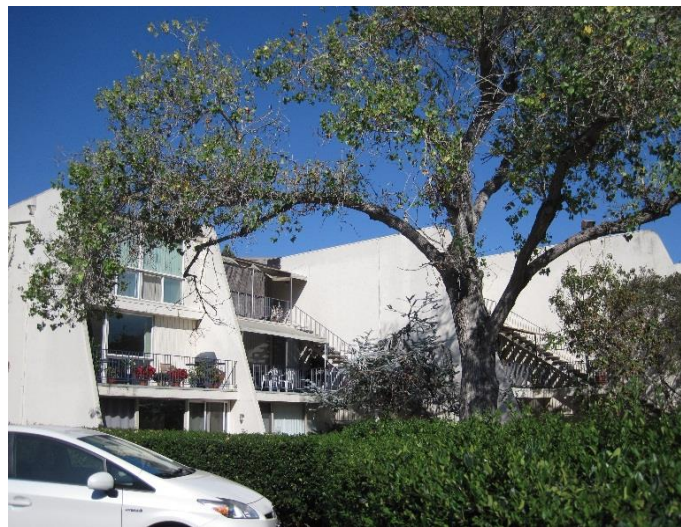
The Brutalist style is most represented by Qualcomm Stadium (Frank Hope and Associates, 1965).

Character-Defining Features:

- Monumental concrete massing
- Exposed concrete as building finish
- Angular and rectilinear forms
- Repetitive patterns

Secondary:

- Repetitive patterns
- Intentional avoidance of traditional elements or ornament



A 31-unit ca. 1965 condominium, 6855 Friars Road.

Utilitarian Industrial

Utilitarian Industrial refers to buildings whose architecture is significantly determined by the use of the building. For instance, a utilitarian industrial style manufacturing facility may have a particular roof built to accommodate the interior crane. Utilitarian style structures are of various sizes, roof styles, and clad in different materials, but what distinguishes them is that the builder has made no attempt to impose any detailing or ornamentation besides those that are deemed necessary for the business of the building. Utilitarian buildings includes factories, warehouses, and storage sites and usually are industrial structures. Most industrial buildings built from the mid-20th century to the present are utilitarian.

Character-Defining Features:

- Various roof types
- Various window types
- Masonry, corrugated metal, or stucco siding
- No ornamentation
- Design based on use of the building



Kinder Morgan Mission Valley, 9950 San Diego Mission Road.

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B. STUDY LIST

No formal survey was undertaken as part of this study. However, the following study list represents properties of architecture or thematic interest within Mission Valley. This is not an exhaustive list of all eligible properties, but a representation of potentially eligible resources identified during the archival research and limited fieldwork conducted in the development of this historic context statement. Conversely, a resource's presence on this study list does not automatically constitute eligibility.

STREET NUMBER	STREET NAME	BUILDING	THEME / SUB-THEME / CRITERION	NOTES
2945	Hotel Circle Place	U-Haul Building	Agriculture & Dairy Industry	
3154	Camino del Rio South	Ferrari Residence	Agriculture & Dairy Industry	
1895	Camino del Rio South	Scottish Rite Temple	<ul style="list-style-type: none"> Commercial: Sports, Recreation, & Leisure Architect 	Bowlero CJ Paderewski, Architect
9449	Friars Road	SDCCU Stadium	<ul style="list-style-type: none"> Commercial: Sports, Recreation, & Leisure Architect 	San Diego Stadium Frank L. Hope & Associates, Architect
1333	Hotel Circle South	Kings Inn	Commercial: Motels/Hotels	
1201	Hotel Circle South	Atwood Hotel	Commercial: Motels/Hotels	Travel Lodge / Del Webb's Hiwayhouse
625	Hotel Circle South	Hotel Iris	Commercial: Motels/Hotels	
950	Hotel Circle North	Hadlery Hotel	Commercial: Motels/Hotels	Hanalei Hotel
3255	Camino del Rio South	County of San Diego Behavioral Health Services	<ul style="list-style-type: none"> Commercial: Regional Shopping Centers and Office Development Architect 	Industrial Indemnity Co. Deems & Lewis, Architect
350	Camino de la Reina	San Diego Union Tribune Building	<ul style="list-style-type: none"> Commercial: Regional Shopping Centers and Office Development Architect 	Frank L. Hope & Associates, Architect
3375	Camino del Rio South	Charles W. Patrick Building, San Diego Community College District Offices	Commercial: Regional Shopping Centers and Office Development	

STREET NUMBER	STREET NAME	BUILDING	THEME / SUB-THEME / CRITERION	NOTES
2111	Camino del Rio South	First United Methodist Church	Architect	Perkins, Will, Inwood, Architect
404	Camino del Rio South	Associated General Contractors	<ul style="list-style-type: none"> • Commercial: Regional Shopping Centers and Office Development • Architect 	Richard Wheeler, Architect
6855	Friars Road		Residential: Apartments Architect	Tucker Sadler, Architect
10728	San Diego Mission Road	Nazareth School	Architecture	