9 HISTORIC PRESERVATION

Historic preservation plays an important role in maintaining the community's character and identity, and enhancing the quality of the built environment to ensure the community is an attractive and desirable place for residents and visitors. The Historic Preservation Element focuses on the protection of the historical and cultural resources in the Encanto Neighborhoods, and it supports educational opportunities and incentives to highlight, maintain, and preserve historic resources.

GOALS

1. Preservation of significant historical resources.
2. Educational opportunities and incentives to highlight, maintain, and preserve historic resources.

TABLE 9-1: HISTORIC PRESERVATION TOPICS ALSO COVERED IN OTHER PLAN ELEMENTS

HISTORIC PRESERVATION TOPIC AREAS	LAND USE	URBAN DESIGN	ECONOMIC PROSPERITY	CONSERVATION AND SUSTAINABILITY	ARTS AND CULTURE
Identification of historical and cultural resources			X		X
Preservation of historical and cultural resources	X	X	X	X	X

Many aspects of the Plan overlap with the Historic Preservation Element. For example, Historic Preservation is closely correlated with the Land Use, Economic Prosperity, and Arts and Culture elements. Table 9-1 shows some of the issues that may be covered in more than one element in the Plan, including Conservation and Sustainability and Urban Design.

9.1 Identification and Preservation of Historical Resources

The Encanto Neighborhoods have rich historical resources representing human settlements that date hundreds of years into the past. The history of its people and its physical form are closely connected, as documented in the historical and cultural resource technical studies prepared for this Plan. The archaeological resources report completed in 2013 by AECOM and the Southeastern San Diego Historic Context Statement completed in 2013 by Page and Turnbull are provided in Appendix D.

Archaeology Study

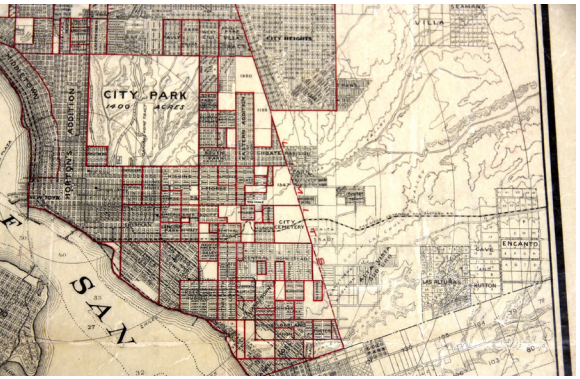
In Southeastern San Diego and Encanto Neighborhoods, 32 cultural resources have been recorded. The 13 prehistoric resources include two temporary camps; two shell scatters; two shell and lithic scatters; one lithic scatter; one shell, lithic, and groundstone scatter; one shell and lithic scatter with associated midden; one habitation site; the ethnographic village of Las Choyas; and two isolated finds. The 18 historic resources include 13 historic debris deposits, two historic foundations with associated features, two historic debris deposits with associated features, and one historic residence. One multi-component site is also present, consisting of two historic loci and two prehistoric loci. Numerous previously recorded and newly identified sites and/or features have been observed in a buried context during ground-disturbing construction and infrastructure installation, or maintenance activities.

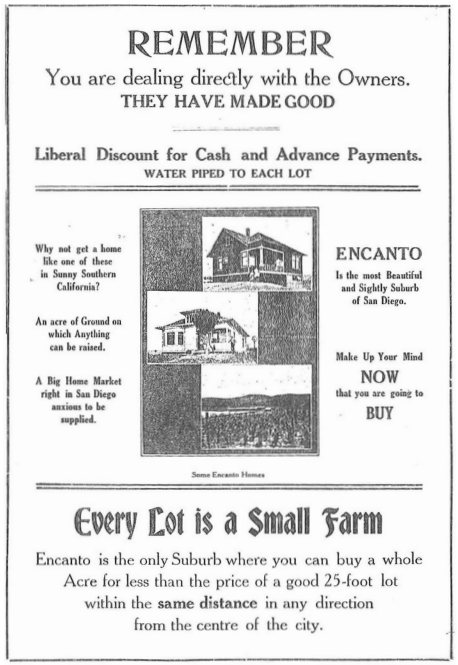
There are substantial pockets of land that remain undeveloped in Encanto Neighborhoods, located primarily in canyon areas and designated parks. The ethnographic village of Las Choyas has been identified archaeologically and ethnographically within the community and has been previously identified as an area of concern to the local Native American community. Water courses such as Chollas Creek, Imperial Creek, and South Chollas Creek were major transportation corridors and ecological resources used during both prehistoric and historic periods. Given these factors, these areas have a high level of cultural sensitivity. Because cultural resources have also been observed during ground-disturbing activities throughout the community, and because the plan area is crossed by multiple high-potential water courses, the remainder of the community plan area is considered to have a moderate level of sensitivity for buried archaeological resources.

Participation of local Native American tribes is crucial to the protection of cultural resources. Native American participation would be required for all levels of future investigations in Encanto Neighborhoods. Areas that have not been developed should be surveyed prior to any ground- disturbing activities. In areas that have been developed, ground-disturbing activities should be monitored.

Historic Context

The Southeastern San Diego Historic Context Statement presents the history of the built environment in Southeastern San Diego and Encanto Neighborhoods from pre-history to 1967 in order to support and guide identification and evaluation of historic properties throughout the neighborhood, as well as to inform future planning decisions. The Historic ContextStatement identifies periods and themes significant in the




REMEMBER

You are dealing directly with the Owners.
THEY HAVE MADE GOOD

Liberal Discount for Cash and Advance Payments.
WATER PIPED TO EACH LOT

Why not get a home like one of these in Sunny Southern California?

An acre of Ground on which Anything can be raised.

A Big Home Market right in San Diego anxious to be supplied.

ENCANTO
Is the most Beautiful and Sightly Suburb of San Diego.

Make Up Your Mind
NOW
that you are going to
BUY

Some Encanto Homes

Every Lot is a Small Farm

Encanto is the only Suburb where you can buy a whole Acre for less than the price of a good 25-foot lot within the **same distance** in any direction from the centre of the city.

Map of San Diego from 1910, showing subdivisions and city limits prior to the annexation of Encanto, which is shown on the far right (top). (San Diego Public Library) Advertisement for Encanto Heights in 1910 (bottom). (San Diego History Center Photo Archive)

historical development of Southeastern San Diego and Encanto Neighborhoods which include:

- Pre-History and Early San Diego History (to 1867)
- Building Southeast San Diego (1868-1916)
  - Acquiring the Land: Early Subdivisions
  - Residential Development
  - Encanto: Suburban Farms
  - Commercial Corridors
  - Development of Social and Community Services
  - Annexation
- Southeastern San Diego Expands (1917-1939)
  - Panama-California Exposition and World War I
  - The Automobile Arrives
  - Ethnic Diversity and Migrations
  - New Municipal Improvements
- Freeway Era (1940-1967)
  - World War II
  - Suburbanization
  - Freeway Construction
  - Education and Social Services

Pre-history and Early San Diego History (to 1867)

The longest period of human settlement in the San Diego area includes Native American, Spanish, and Mexican habitation, and is the period with the least physical evidence remaining today. As early as 12,000 years ago, Southeastern San Diego and Encanto Neighborhoods were primarily inhabited by the Kumeyaay people (called Diegueños by the Spanish missionaries). The development of San Diego had its start with the Mexican land grants in the area, namely Pueblo Lands and Ex-Mission Rancho de San Diego de Alcalá. These would serve as the base for all future development in the community. American settlement of San Diego began in 1850 with the subdivision of "New San Diego," and was solidified in 1867 when Alonzo Horton purchased 800 acres in downtown San Diego and began selling the lots at his real estate office. San Diego city leaders also tried to attract a railroad to further spur development in the city.

No known built resources exist from San Diego's earliest period within Encanto Neighborhoods. However, sub-surface archaeological artifacts discovered from this period are likely to yield information about the life and culture of the early Native American, Spanish, Mexican, and early American peoples. These remains are most likely to be found along Chollas Canyon and other waterways, and many archaeological sites in the community have been documented.

Building Encanto (1868-1916)

IIn contrast with the suburban development of the western portion of the Southeastern San Diego community, Encanto and the South Chollas Valley (formerly part of Ex-Mission Rancho de San Diego de Alcalá, and not part of the San Diego pueblo lands) were decidedly rural in the late nineteenth and early twentieth centuries. Encanto was a self-sufficient town, connected to the city by rail lines but isolated from the

land speculation that characterized Southeastern San Diego. Encanto was first platted in 1891, with ten-acre lots. In 1907, the Richland Realty Company purchased 1,100 acres in Encanto and re-platted it into one-half, five- and ten-acre lots, calling it Encanto Heights. The new subdivision was the first suburban stop outside of San Diego on the San Diego, Cuyamaca and Eastern Railway line. It was advertised for "suburban homes and small farms," ideal for fruit trees, chicken ranches, and gardening. By 1910 there were five additions to Encanto Heights: Rosemont, Sunny Slope, Highdale, Del Norte, and Empire Additions. Prices for one-half-acre tracts ranged from $50 to $500, and the Company also had a building department in connection with Encanto Heights to build homes for new buyers.

By 1910, a commercial center had developed on Imperial Avenue between 63rd and 65th streets. The town's first post office was constructed in 1910, and several feed stores, a general store, a bakery, a barber, and a pool hall were all listed in the 1911 City Directories. A portion of this historic business district remains today on Imperial Avenue, although all the existing buildings from this early period have been considerably altered.

The Pueblo Lands formed the boundary of the City of San Diego until the early twentieth century, when the city began annexing communities that had developed in the adjacent Ex-Mission San Diego lands. The Encanto area was incorporated into the city on April 1, 1916 because residents desired San Diego's municipal water services.

Encanto Neighborhoods Expand (1917-1939)

Parts of the community had already been subdivided during the real estate booms of the 1880s and the early 1900s. During the interwar period, construction in existing subdivisions grew. A few new subdivisions were recorded during this time. The automobile granted more flexibility for developers and homeowners, allowing areas farther from the city center to thrive without relying on public transportation. New subdivisions in the 1920s included Las Alturas Extensions around 1925, which extended the original 1888 "Las Alturas Villas" subdivision south to Churchward Street. In addition, Valencia Park was built in 1926 as a large subdivision with curvilinear streets at Imperial and Euclid avenues. Valencia Park was better-advertised than some of the other areas and had a large sign with free-standing letters to encourage buyers.

The street grid expanded to keep pace with these new suburban tracts. Broadway was extended into Encanto Neighborhoods in 1927, Market Street was extended beyond Mt. Hope Cemetery and paved in 1928, and Imperial Avenue became a major thoroughfare.

The influence of the automobile resulted in new businesses that catered to car owners. Garages and service stations sprang up along the main commercial corridors. In Encanto Neighborhoods, roadhouses, service stations, and garages catered to automobile travelers on Imperial Avenue, one of the main highways out to the communities in eastern San Diego County. Personal automobile garages soon became a fixture of the new auto-focused lifestyle in the community.

Beginning in the 1920s, ethnic enclaves began to form in Encanto Neighborhoods. This is attributed primarily to the increased use of restrictive covenants in housing contracts in other neighborhoods of San Diego. Minority groups settled in Southeastern San Diego and

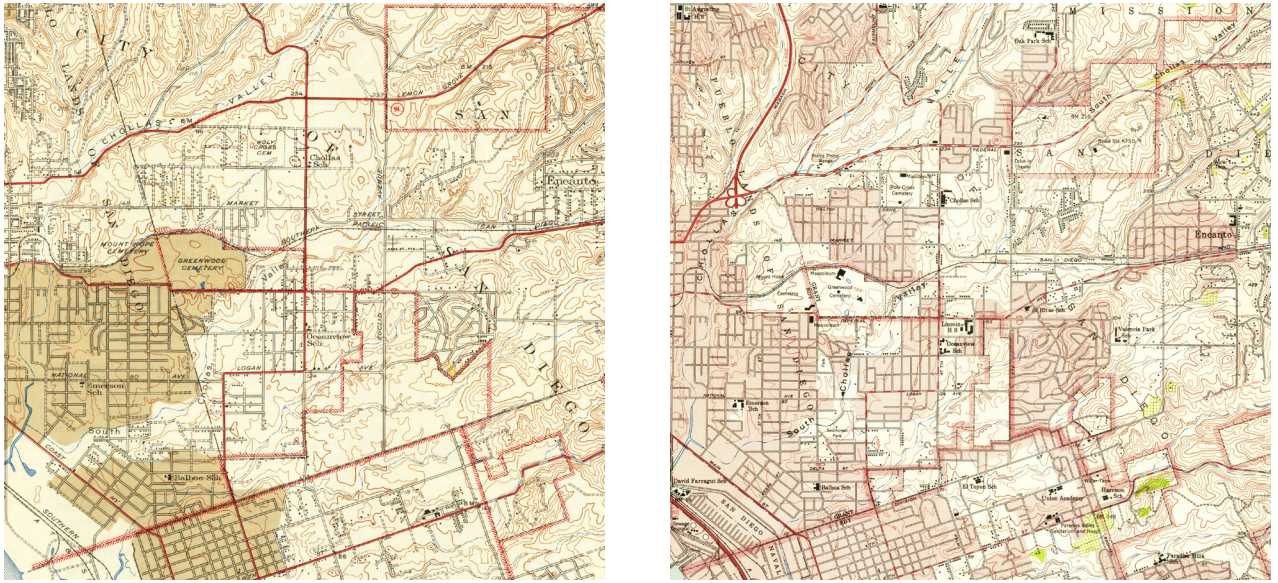
Suburban farms in Encanto Neighborhoods in 1915 (top). (San Diego History Center Photo Archive). Sanborn Fire Insurance Map from 1920 (middle), highlighting the new city limits after the annexation of Encanto. The new subdivision of Valencia Park (bottom) was built in the 1920s. (San Diego History Center Photo Archive)

Encanto Neighborhoods where such restrictions were absent or were not enforced. Other factors likely included proximity to jobs and social institutions such as churches, desire for cultural familiarity amongst others of the same culture, and international events that triggered large-scale population migrations across the country. Encanto Neighborhoods were still a rural suburb in the 1920s and 1930s, and attracted an enclave of Japanese farmers who cultivated the rolling hills.

In response to growth, new municipal improvements were undertaken. Ocean View School was constructed between 1920 and 1940 on 47th Street. In addition, older schools were remodeled or replaced, including the Encanto and Chollas Schools. All buildings were demolished and replaced with modern schools after World War II. Holy Cross Cemetery was opened by the Catholic Diocese in 1919, on 40 acres of land north of Hilltop Drive between 44th and 46th streets. The blue-domed mausoleum was originally constructed circa 1920s, and is now very prominently located adjacent to Highway 94.

Freeway Era (1940-1967)

The postwar era saw the rapid expansion of San Diego: over 2,500 new subdivisions were recorded citywide between 1940 and 1967, including several in Encanto Neighborhoods. In 1940, a dairy at 65th and Wunderlin streets was asked to leave because it was in the middle of a built-up area. The city acquired the property, which is now the Encanto Recreation Center. Many developers constructed speculative housing in their new subdivisions, typically using identical models with a few floor plan variations. Emerald Hills Estates is the best example of this



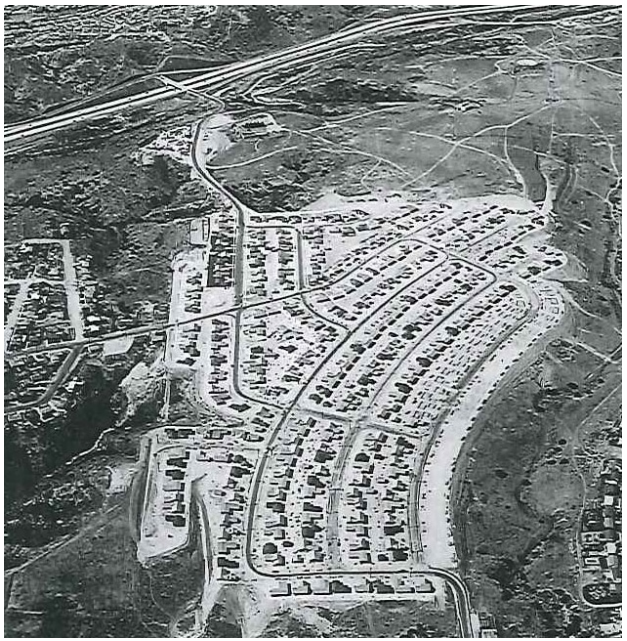
Settlement in the Chollas Valley in 1944 (left) and 1953 (right). The shaded areas are completely urbanized, showing the growth during this period.

type of housing tract constructed during the postwar period in Encanto Neighborhoods.

Restrictive zoning and discriminatory covenants in other parts of the city reinforced the segregated living conditions that had begun in the 1920s, and Southeastern San Diego became home to a majority of San Diego's poor and non-white residents during the postwar era. Many African-Americans moved to Encanto and Valencia Park from Logan Heights in the 1950s and 1960s, taking advantage of the first opportunity they had to own homes.

In the postwar era, "car culture" pervaded Southern California, and commercial development catered to the increasing number of car owners. New property types such car washes, drive-in restaurants, and drive-in movie theatres were built, and new avant-garde roadside architectural styles were developed to catch the eye of drivers. For example, the Johnson Wilshire Gas Station at 4689 Market Street (HRB site #954), built in 1962, embodies the futurist Googie style with a canopy pierced by three diagonal metal supports, much like car wash designs of the period.

As the population in Southern California continued to expand after World War II, increasing traffic congestion led city engineers to create a new transportation system to move large volumes of cars quickly without having to pass through congested business districts. In San Diego, master planning for the new freeways began in the early 1950s, and Encanto Neighborhoods were heavily affected by these plans. Large swaths of the community were razed



Aerial view of Emerald Hills Subdivision shortly after construction, 1957 (left). (San Diego History Center Photo Archive).
Aerial view over Euclid Avenue and Highway 94,1958 (right) (San Diego History Center Photo Archive)

to make way for the six and eight-lane freeways, effectively eliminating the once-fluid edges of the neighborhood. The freeways not only demolished some of the area's oldest buildings, but also displaced families and businesses.

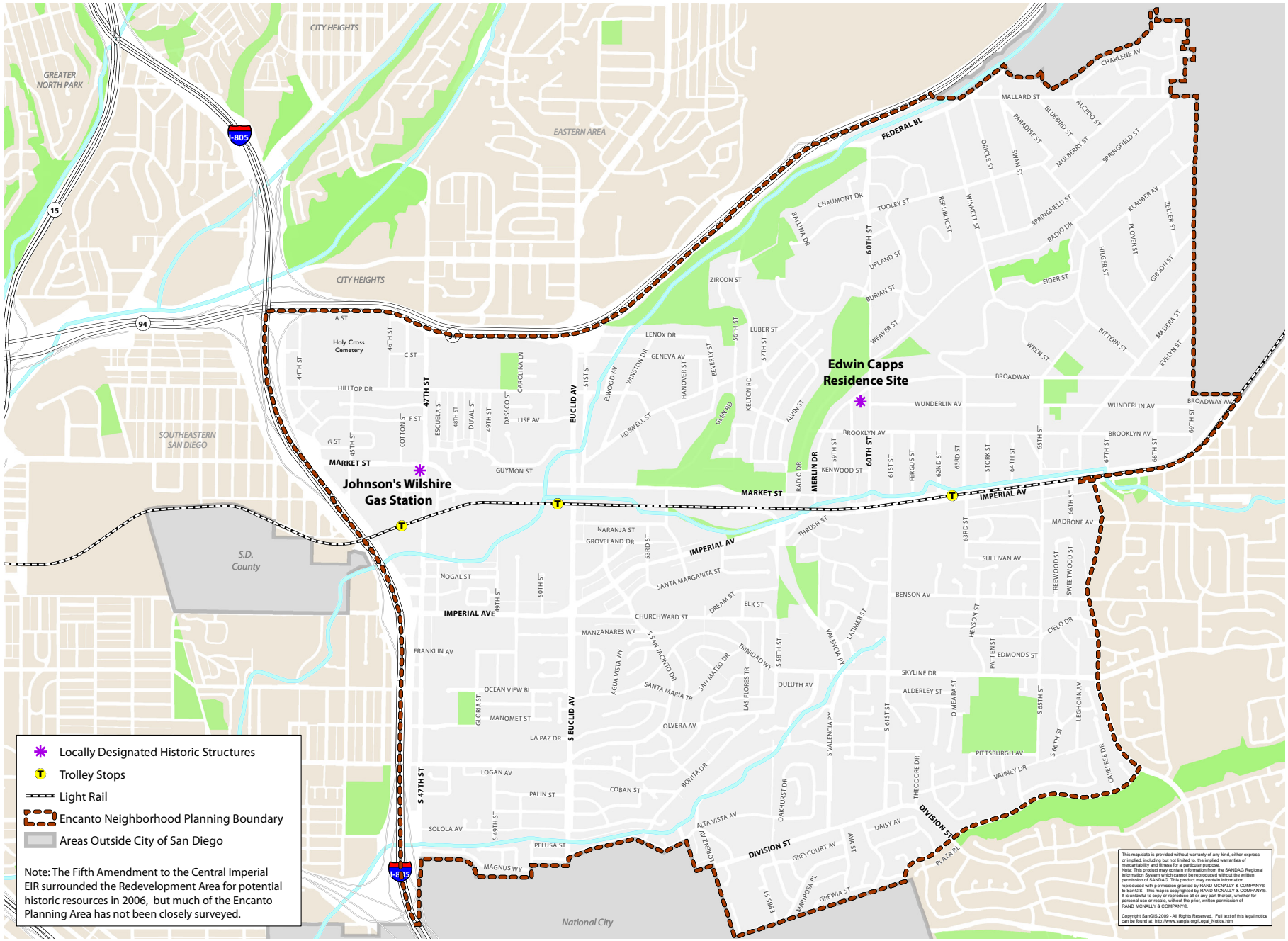
Homes were built so quickly during the postwar period that schools struggled to keep up with the demand of the "baby boom." Many schools were first opened in portable buildings, and were replaced later with more permanent construction. Unlike schools from previous periods, these postwar schools still exist and in good condition today. Schools from this period include Valencia Park Elementary School (1951); Gompers Junior High School (1955); Johnson Elementary School (1957); Knox Middle School (1957); Horton Elementary School (1958); and O'Farrell Middle School (1959). In addition to the new schools, existing schools were remodeled and expanded. Schools that still retain their Mid-Century Modern designs from this period include Chollas/Mead Elementary and Encanto Elementary.

Designated Historical Resources

Encanto Neighborhoods contain two properties listed in the San Diego Register of Historical Resources: the Edwin Capps Residence Site, 910 60th Street (HRB site #248) and Johnson's Wilshire Gas Station, 4689 Market Street (HRB site #954). The Edwin Capps residence was constructed between 1911 and 1917 by Edwin Capps, a two time City Engineer (1893-1899 and 1909-1911), City Harbor Engineer (1912-1915), and two time Mayor of the City (1899-1901 and 1915-1917). Mr. Capps oversaw the establishment of Old City Hall at 5th Avenue and "G" Streets in 1899. He designed the Spruce

Johnson's Wilshire Gas Station on Market Street, built in 1962, retains distinctive characteristics of Googie architecture and is listed on the City's Register of Historical Resources.

FIGURE 9-1: HISTORIC RESOURCES



In order to qualify for listing in the local, state, or national historical registers, a property must be shown to possess both significance and integrity. Properties shown here are for example only.

Street Suspension Bridge and the City Jail on 2nd Avenue. He also was responsible for the Harbor Improvement Plan which dredged the harbor, erected a seawall and the Broadway pier, and generally transformed the harbor into a modern and functional asset of the city. Mr. Capps served as the Mayor and official host during the 1915-16 Panama-California Exposition and was an early proponent for the preservation of Torrey Pines as a public park and an earnest worker for improvement of Balboa Park.

Johnson's Wilshire Gas Station was constructed beginning in 1957. In 1962, the Googie style canopy was constructed after the Wilshire Oil Company standardized the design of its pumping areas using "futuristic" design in the early 1960's. The canopy measures 76 feet wide by 26 feet deep and covers three rows of fueling pumps on raised concrete pads. The canopy itself is flat roofed and tilts slightly down to the west. Constructed of wood planks with metal eaves, the canopy is pierced by three diagonal metal supports approximately 16 feet in height which are bolted to the concrete floor. The supports, which were designed to attract attention of motorists, extend through and upward above the canopy, tapering at the top and bottom and flaring out at the intersection with the canopy. Two metal beams brace the canopy and the supports; and single metal cables extend from each of the diagonal supports to the eastern edge of the canopy. The canopy was designated under HRB Criterion C as a good example of Googie style architecture.

Potentially Significant Historical Resources

In the next twenty years, there will be historical resources that have not yet been identified as significant that could be added to the National, State, or City Registers for Historical Resources. The Southeastern San Diego Historic Context Statement identifies important periods, events, themes, and patterns of development, and provides a framework for evaluating individual historic properties and districts for the National Register of Historic Places, California Register of Historical Resources, and San Diego Register of Historical Resources. Historic property types associated with these periods and themes are also identified and described in the Historic Context Statement, and significance and integrity considerations are included for each. It is important to note that while the context statement identifies key historical themes that shaped development in Southeastern San Diego and Encanto Neighborhoods, it is not a comprehensive history of the city, nor is it a definitive listing of all the neighborhood's significant resources. Instead, it provides a general discussion of the overarching forces that created the built environment, the reasons why properties associated with that development are important, and what characteristics they need to qualify as historic resources.

Historical Resources Inventory for the Fifth Amendment to the Central Imperial Redevelopment Plan

Much of the community has not been closely evaluated for potential historic resources, but a cultural and historic resources inventory was conducted in 2006 as part of environmental review of the Fifth Amendment to the Central Imperial Redevelopment Plan. The Redevelopment Plan Area generally covers the portion of Encanto Neighborhoods between Ocean View Boulevard and Market Street from I-805 to Euclid Avenue, as well as the Imperial Avenue corridor from Euclid to approximately 69th Street and the west side of Euclid Avenue between Market Street and SR-94.

The survey found 76 buildings with a recorded construction date prior to 1960 or an estimated age of over 45 years in Central Imperial Redevelopment project area. Buildings were evaluated for potential historic register eligibility. Most of the buildings are located along Imperial Avenue, especially clustered between 63rd and 66th streets, the focal point of the Encanto community from the 1910s into the late 1950s. Many of these may be eligible for listing on the City Register as contributing elements to a proposed Encanto Commercial Historic District. Some, notably 6365 Imperial Avenue, the Art Deco-style red brick building that housed the Encanto Post Office in the 1920s, and 6493 Imperial Avenue, a Mission-style commercial building dating from the 1920s, may also be eligible for listing as an individual resource on the basis of architectural style. Three additional buildings in the Lincoln Park neighborhood were also identified as potentially eligible for individual listing.

Other Potentially Significant Historical Resources

Other potentially eligible sites include the former Emerald Hills Golf Course and Country Club located at 1601 Kelton Avenue. The clubhouse was contructed in 1939 ad operated by Art Cloninger, a widely know restaurant operator, and was intended to take the place of another local dine and dance rendezvous. A potentially historic property type associated with one of the significant themes of the development period is the suburban farms, which is unique to Encanto Neighborhoods area. Contructed between 1900 and 1916, the properties can be assocaied with the earliest development and sale of land in Encanto Neighborhoods. These units were the center of suburban farms and are presently located throughout the hills of the community.

Identification and Preservation Policies

In addition to General Plan Historic Preservation Element Policies, the following policies are specific to Encanto Neighborhoods:

P-HP-1: Conduct a Historic Resources Reconnaissance Survey to identify architecturally and historically significant buildings and potential historic districts.

P-HP-2: Identify, designate, preserve and restore historical buildings in Encanto Neighborhoods and encourage their adaptive reuse in a manner consistent with the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties.

P-HP-3: Develop a historic context statement related to the Japanese-American community within Southeastern San Diego and Encanto Neighborhoods to assist with the identification, evaluation and preservation of resources significant to that history. Include an oral history component in the context statement to inform about those properties valued by the community. Conduct subsurface investigations at the project level to identify potentially significant archaeological resources in Encanto Neighborhoods.

P-HP-4: Protect and preserve significant archaeological resources. Refer significant sites to the Historical Resources Board for designation.

P-HP-5: Conduct project-specific Native American consultation early in the development review process to ensure adequate data recovery and mitigation for adverse impacts to significant archaeological and Native American sites. Refer potentially significant historical and cultural resources to the Historical Resources Board for designation.

Buildings along Imperial Avenue (top) and the former Emerald Hills Golf Course (bottom) may be eligible for historic listing.

P-HP-6: Allow concerned Native American parties an opportunity to comment on or participate in any treatment plan for any sites with cultural and religious significance to the Native American community.

P-HP-7: Recommend that concerned parties seek to avoid direct and indirect impacts to the site(s) as the primary mitigation alternative in the event that Native American burials are anticipated or inadvertently discovered during controlled archaeological excavations or any phase of construction. Proceed according to applicable laws and in accordance with the Native American Graves Protection and Repatriation Act (NAGPRA; 43 CFR 10), as appropriate, as well as according to any agency-specific rules and procedures, concerning the treatment of sites containing human remains, funerary objects, sacred objects or objects of cultural patrimony.

P-HP-8: Recommend that if human remains are uncovered, no further disturbance of the site shall occur until the County Coroner has made the necessary finds as to origin and disposition of the remains.

P-HP-9: Include measures during new construction to monitor and recover buried deposits from the historic period and address significant research questions related to prehistory.

9.2 Educational Opportunities and Incentives Related to Historic Preservation

Revitalization and adaptive reuse of historic buildings and districts has many benefits. These include conservation of resources, use of existing infrastructure, local job creation and tax revenue from consumer purchases, supports small business development and heritage tourism, and enhances quality of life and community character.

There are a number of incentives available to owners of historic resources to assist with the revitalization and adaptive reuse of historic buildings and districts. The California State Historic Building Code provides flexibility in meeting building code requirements for historically designated buildings. Conditional Use Permits are available to allow adaptive reuse of historic structures consistent with the U.S. Secretary of the Interior's Standards and the character of the community.

The Mills Act, which is a highly successful incentive, provides property tax relief to owners to help rehabilitate and maintain designated historical resources. Additional incentives recommended in the General Plan, including an architectural assistance program, are being developed and may become available in the future. In addition to direct incentives to owners of designated historical resources, all members of the community enjoy the benefits of historic preservation through reinvestment of individual property tax savings into historical properties and an increased historic tourism economy. There is great opportunity to build on the existing heritage tourism base drawn to the community's

historic neighborhoods by highlighting and celebrating the rich history of Encanto Neighborhoods.

Educational and Incentives Policies

In addition to General Plan Historic Preservation Element Policies, the following policies are specific to Encanto Neighborhoods for implementation of educational opportunities for preservation of the community's historical resources:

P-HP-10: Promote community education and awareness of the significance of Encanto Neighborhood's potential and listed historic resources.

P-HP-11: Include well-preserved archaeological artifacts in an exhibit that could temporarily be housed at the Valencia Park/Malcolm X, Skyline and Paradise Hills libraries to better inform the public about the prehistoric occupation and the historic development of Encanto Neighborhoods.

P-HP-12: Promote the maintenance, restoration, rehabilitation and continued private ownership and utilization of historical resources through a variety of financial and development incentives.

P-HP-13: Continue to use existing incentive programs and develop new approaches, such as architectural assistance and relief from setback requirements through a development permit process, as needed.

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