

GalvinPreservationAssociates



City of San Diego Midway Community Plan Area Historic Resources Reconnaissance Survey: Historic Context & Survey Report

Prepared for:
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Criteria for Evaluating Properties

GPA worked with the City to identify buildings within the plan area that have the potential to meet federal, state, or local landmark criteria. The project team evaluated the buildings within their identified historic context to determine if any of the buildings may be potentially eligible for the National Register or California Register or would be significant locally either individually or as contributing elements to a historic district. The following is a discussion of each of the evaluation criteria.

National Register of Historic Places

The National Register is "an authoritative guide to be used by federal, state, and local governments, private groups and citizens to identify the nation's cultural resources and to indicate what properties should be considered for protection from destruction or impairment."²

Criteria

To be eligible for listing in the National Register, a property must be at least 50 years of age and possess significance in American history and culture, architecture, or archaeology. A property of potential significance must meet one or more of four established criteria:³

- A. Associated with events that have made a significant contribution to the broad patterns of our history; or
- B. Associated with the lives of persons significant in our past; or
- C. Embody the distinctive characteristics of a type, period, or method of construction or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
- D. Yield, or may be likely to yield, information important in prehistory or history.

Physical Integrity

Integrity is the ability of a property to convey its significance. To be listed in the National Register, a property must not only be shown to be significant under the criteria, but it also must have integrity. The evaluation of integrity is grounded in an understanding of a property's physical features and how they relate to its significance. The California Office of Historic Preservation and the City of San Diego utilizes the same aspects of integrity as the National Register.

² Title 36 Code of Federal Regulations Part 60.2.

³ Title 36 Code of Federal Regulations Part 60.4.



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

- Location 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.
- Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.
- Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
- Feeling is a property's expression of the aesthetic or historic sense of a particular period of time.
- Association is the direct link between an important historic event or person and a historic property.

Criteria Consideration G

Certain kinds of properties, like those less than 50 years of age, are not usually considered eligible for listing in the National Register. 50 years is the general estimate of the time needed to develop historical perspective and to evaluate significance. These properties can be eligible for listing, however, if they meet special requirements called Criteria Considerations, in addition to meeting the regular requirements. *National Register Bulletin #15* states that a property less than 50 years of age may be eligible for the National Register if it is of exceptional importance.⁴ Demonstrating exceptional importance requires the development of a historic context statement for the resource being evaluated, a comparative analysis with similar resources, and scholarly sources on the property type and historic context.

California Register of Historical Resources

In 1992, Governor Wilson signed Assembly Bill 2881 into law establishing the California Register. The California Register is an authoritative guide used by state and local agencies,

⁴ *National Register Bulletin #15*, p. 2.



private groups and citizens to identify historic resources and to indicate what properties are to be protected, to the extent prudent and feasible, from substantial adverse impacts.

The California Register consists of properties that are listed automatically as well as those that must be nominated through an application and public hearing process.⁵ The California Register automatically includes the following:

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

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

1. It is associated with events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States; or
2. It is associated with the lives of persons important to local, California, or national history; or
3. It embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values; or
4. It has yielded, or has the potential to yield, information important in the prehistory or history of the local area, California, or the nation.

Historic resources eligible for listing in the California Register may include buildings, sites, structures, objects, and historic districts. Resources less than 50 years of age may be eligible if it can be demonstrated that sufficient time has passed to understand its historical importance. While the enabling legislation for the California Register is less rigorous with regard to the issue of integrity, there is the expectation that properties reflect their appearance during their period of significance.⁶

⁵ Public Resources Code Section 5024.1.

⁶ Public Resources Code Section 4852.



City of San Diego Register of Historic Resources

The Historical Resources Guidelines of the City of San Diego's Land Development Manual identifies the criteria under which a resource may be historically designated. It states that any improvement, building, structure, sign, interior element and fixture, site, place, district, area, or object may be designated a historic resource by the City of San Diego Historical Resources Board if it meets one of the following designation criteria:

- A. Exemplifies or reflects special elements of the City's, a community's, or a neighborhood's, historical, archeological, cultural, social, economic, political, aesthetic, engineering, landscaping, or architectural development; or
- B. Identified with persons or events significant in local, state, or national history; or
- C. Embodies distinctive characteristics of a style, type, period, or method of construction or is a valuable example of the use of indigenous materials or craftsmanship; or
- D. Is representative of the notable work of a master builder, designer, architect, engineer, landscape architect, interior designer, artist, or craftsman; or
- E. Is listed or has been determined eligible by the National Park Service for listing in the National Register of Historic Places or is listed or has been determined eligible by the State Historic Preservation Office for listing in the California Register of Historical Resources; or
- F. Is a finite group of resources related to one another in a clearly distinguishable way or is a geographically definable area or neighborhood containing improvements which have a special character, historical interest or aesthetic value or which represent one or more architectural periods or styles in the history and development of the City.

In addition to meeting one or more of the above criteria, a City of San Diego Register-eligible property must also retain sufficient integrity to convey its significance. Although the City's municipal code does use a 45-year threshold to review properties, which may be adversely impacted by development, a property need not be 45 years of age to be eligible for listing on the City's register.

The City's historic preservation program provides for the designation of individually significant resources as well as historic districts. A historic district is defined by the City's municipal code as "a significant concentration, linkage, or continuity of sites, buildings, structures, or objects that are united historically, geographically, or aesthetically by plan or physical development and that have a special character, historical interest, cultural or aesthetic value, or that represent one or more architectural periods or styles in the history and development of the City."



Historic Context Statement

Introduction

The Midway/Pacific Highway Corridor Community Plan Area encompasses approximately 800 acres of relatively flat land, which is situated north of the Centre City area between Old Town and the north end of the Point Loma peninsula. The community is comprised of two basic elements: the Midway area and the narrow, linear-shaped Pacific Highway Corridor.

The Midway area consists of an urbanized commercial core containing numerous shopping centers and institutional facilities that cater to the needs of nearby residential and visitor populations. Wide streets, flat topography, and a mixture of large and small commercial buildings characterize the area. There are pockets of multi-family residential buildings in the western portion of the community, adjacent to the Point Loma area. The Sports Arena, which is surrounded by acres of surface parking lots, is a focal point of the area. Interstate 8 (I-8) functions as the northern boundary. The San Diego River and the Mission Bay area are located on the other side of I-8.

The Pacific Highway Corridor, located between Interstate 5 (I-5) and the Lindbergh Field Airport, contains some of the city's oldest industrial areas. The image of the corridor is defined by large-scale buildings and unscreened commercial parking lots in the southern portion, and a group of smaller scale, low lying industrial buildings located between Witherby Street and Washington Street in the northern portion.

As part of the Midway/Pacific Highway Corridor Reconnaissance Survey, the following historic context statement was prepared. It is organized in the same fashion as the historic context statement in the General Plan in that it is divided into periods based upon the government in power. The Spanish and Mexican Periods are included only as background as there are no property types associated with these periods in the plan area. The designated and potential historic resources in the plan area date from the American Period. The themes that influenced the development of the plan area during the American Period are discussed, as are the associated property types that represent those themes.

Spanish Period (1769-1822)⁷

In spite of Juan Cabrillo's earlier landfall on Point Loma in 1542, the Spanish colonization of Alta California did not begin until 1769. Concerns over Russian and English interests in California motivated the Spanish government to send an expedition of soldiers, settlers, and missionaries to occupy and secure the northwestern borderlands of New Spain. This was to be accomplished through the establishment and cooperative inter-relationship of three institutions: the presidio, mission, and pueblo. In 1769 a land expedition led by Gaspar de Portola reached

⁷ This section was largely extracted from "Appendix E, HP-1 San Diego History" in the *City of San Diego General Plan*. Adopted Mar. 10, 2008.



San Diego Bay, where they met 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. Lack of water at this location, however, led to moving the camp in May to a small hill closer to the San Diego River and near the Kumeyaay village of Cosoy. Father Junípero Serra arrived in July of the same year to find the presidio serving mostly as a hospital. The Spanish built a primitive mission and presidio structure on the hill near the river. The first chapel was built of wooden stakes and had a roof made of tule reeds. Brush huts and temporary shelters were also built.

Bad feelings soon developed between the native Kumeyaay and the soldiers, resulting in construction of a stockade. By 1772 the stockade included barracks for the soldiers, a storehouse for supplies, a house for the missionaries, and the chapel, which had been improved. 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 fired brick.

In August 1774, the Spanish missionaries moved the Mission San Diego de Alcalá to its present location six miles up the San Diego River valley (modern Mission Valley) near the Kumeyaay village of Nipaguay. Begun as a thatched *jacal* chapel and compound built of willow poles, logs and tules, the new Mission was sacked and burned in the Kumeyaay uprising of November 5, 1775. The first adobe chapel was completed in October 1776, and the present church was begun the following year. A succession of building programs through 1813 resulted in the final rectilinear plan that included the church, bell tower, sacristy, courtyard, residential complex, workshops, corrals, gardens and cemetery.⁸ Orchards, reservoirs and other agricultural installations were built to the south on the lower San Diego River alluvial terrace and were irrigated by a dam and aqueduct system. The mission system had a great effect on all Native American groups from the coast to the inland areas and was a dominant force in San Diego County.

As early as 1791, presidio commandants in California were given the authority to grant small house lots and garden plots to soldiers and their families and some time after 1800, soldiers and their families began to move down from Presidio Hill near the San Diego River. Historian William Smythe noted that Don Blas Aguilar, who was born in 1811, remembered at least 15 such grants below Presidio Hill by 1821, of which only five within the boundaries of what would become Old Town had houses in 1821. These included the retired commandant Francisco Ruiz adobe (now known as the Carrillo Adobe), another building later owned by Henry Fitch on Calhoun Street, the Ybanes and Serrano houses on Juan Street near Washington Street, and a small adobe house on the main plaza owned by Juan Jose Maria Marron.

Associated Property Types

There are no known or potential historic resources from the Spanish Period in the plan area. The La Playa Trail ran through the Midway area, generally corresponding to present-day Rosecrans

⁸ Neuberburg 1986.



Street. It was the main link between La Playa, Old Town, and the mission.⁹ While archeological resources may be present, they were not included in this project and are addressed in a separate context statement.

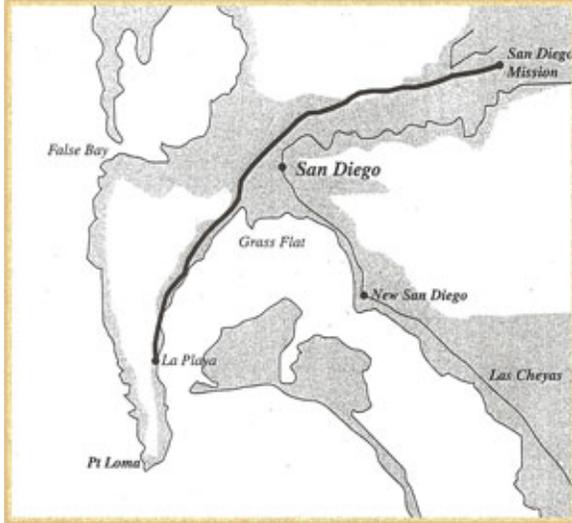


Figure 1: La Playa Trail.
Source: <http://www.laplayatrail.org/index.html>

Mexican Period (1822-1846)¹⁰

In 1822 the political situation changed as Mexico won its independence from Spain and San Diego became part of the Mexican Republic. The Mexican government opened California to foreign trade; began issuing private land grants in the early 1820s, creating the rancho system of large agricultural estates; secularized the Spanish missions in 1833; and oversaw the rise of the civilian pueblo. By 1827, as many as 30 homes existed around the central plaza and in 1835, Mexico granted San Diego official pueblo status. At this time the town had a population of nearly 500 residents, later reaching a peak of roughly 600. But the location several miles away from navigable water was less than ideal. Imports and

exports had to be carried over the La Playa Trail to anchorages in Point Loma.

Mission San Diego de Alcalá fared little better. In 1834 the Mexican government secularized the San Diego and San Luis Rey missions. The secularization in San Diego County had the adverse effect of triggering increased Native American hostilities against the Californios during the late 1830s. The attacks on outlying ranchos, along with unstable political and economic factors helped San Diego's population decline to around 150 permanent residents by 1840. San Diego's official pueblo status was removed by 1838, and it was made a sub-prefecture of the Los Angeles pueblo. The town and the ship landing area at La Playa (present Point Loma) were now the centers of activity in Mexican San Diego. When the Americans took over after 1846, the situation had stabilized somewhat, and the population had increased to roughly 350 non-Native American residents.¹¹

Associated Property Types

There are no known or potential historic resources from the Mexican Period in the plan area. While archeological resources may be present, they were not included in this project and are

⁹ The San Diego Historical Society initiated a program of marking the trail in the early 1930s. Rose Hanks designed a four-foot high concrete marker that was placed in eight locations. Olive trees were planted next to the markers and at half-mile intervals staggered from the left to the right side of the trail. *San Diego Union*, July 9, 1933.

¹⁰ This section was largely extracted from "Appendix E, HP-1 San Diego History" in the *City of San Diego General Plan*. Adopted Mar. 10, 2008.

¹¹ Killea 1966:24-32; Hughes 1975:6-7.



addressed in a separate context statement.

American Period (1846 - 1970)

When United States military forces occupied San Diego in July 1846, the town's residents split on their course of action. Many of the town's leaders sided with the Americans, while other prominent families opposed the United States invasion. In December 1846, a group of Californios under Andres Pico engaged U.S. Army forces under General Stephen Kearney at the Battle of San Pasqual near present-day Escondido and inflicted many casualties. However, the Californio resistance was defeated in two small battles near Los Angeles and effectively ended by January 1847. The Americans assumed formal control with the Treaty of Guadalupe-Hidalgo in 1848 and introduced Anglo culture and society, American political institutions, and especially American entrepreneurial commerce.

On February 18, 1850, the California State Legislature formally organized San Diego County. The first elections were held at San Diego and La Playa on April 1, 1850 for county officers. San Diego grew slowly during the next decade. Old Town remained the largest development within San Diego, it occupied a total of 48,557 acres of former pueblo land and consisted of approximately 65 buildings, many of which were of adobe construction.¹² A small portion of the Midway/Pacific Highway Corridor area (northeast of present-day Kurtz Street and northwest of present-day Witherby Street) was historically part of Old Town.

In the 1850s when the first attempt was made to build a city on the present area of downtown, a group of Old Town citizens bought the land to the south and established a rival subdivision closer to the bay. The subdivision began around present-day Witherby Street and extended south along the shoreline of the bay to about present-day A Street. The land was granted by Joshua H. Bean to a group of ten investors including Oliver S. Witherby, William H. Emory, Thomas W. Sutherland, Jose Maris Estudillo, and Charles P. Noell. The portion of the land that was subdivided and laid out into streets, squares, blocks, and lots was designated Middletown. The Pacific Highway Corridor occupies the other, undivided portions referred to as the reservations and the tidelands.¹³

The development of Middletown, as well as Old Town, was stymied by a severe drought, followed by the onset of the Civil War. The troubles led to an actual drop in the town's population from 650 in 1850, to 539 in 1860.¹⁴ Not until land speculator and developer Alonzo Horton arrived in 1867 did San Diego begin to develop fully into an active American town.¹⁵

Alonzo Horton's development of New Town in 1867 began to swing the community focus away from Old Town and began the urbanization of San Diego. He purchased 800 acres and began an

¹²Ibid.

¹³ Brandes, Dr. Ray. Historic Resources Inventory for the Middletown Area, University of San Diego, 1981.

¹⁴ Garcia 1975:77.

¹⁵ MacPhail 1979.



aggressive promotional campaign, offering free lots to anyone who would build a house worth \$500 on it. Horton's successful promotion attracted other speculators and developers to San Diego, and within the next five years 15 new subdivisions were laid out around Horton's Addition. Development centered on 5th Avenue and Market Street, and spread beyond downtown based on a variety of factors, including the availability of potable water and transportation corridors. Factors such as views and access to public facilities affected land values, which in turn affected the character of neighborhoods that developed.

1868 and 1869 were boom years, with steady growth over the next four years until the economic panic of 1873. Population dropped to 1,500 in 1875, but then rebounded. San Diego's civic leaders continued to focus on the development of the railroad. Construction of the Santa Fe Railroad began in 1880 and the first trains arrived in San Diego in 1882, leading to a period of renewed and steady growth. During the late 1800s and early 1900s, the areas of Golden Hill, Uptown, Banker's Hill, and Sherman Heights, located on hills immediately adjacent to downtown, were developed.

This period of steady growth was followed by another boom that resulted in a population of 35,000 and a full-fledged land investment and speculation frenzy, which created 30 new real estate tracts countywide by 1888. These new tracts included the areas of Hillcrest and University Heights, located roughly two miles outside of the downtown core and accessed by new streetcar lines running along 4th Avenue and Switzer Canyon into the Uptown area. These and other first ring subdivisions located on the periphery of downtown became San Diego's first streetcar suburbs. The boom resulted in over \$10 million in new improvements, including paving, electrical street lights and railways, sewage systems, and new construction before ending suddenly when the bottom fell out of the real estate market in the spring of 1888. By the 1890's the city's population settled to around 17,000.

Although it would appear that the Midway/Pacific Highway Corridor area was conveniently located between Old Town and Horton's Addition, attempts at development floundered because of the swamp-like conditions. Historically the Midway area was part of the San Diego River delta, comprising the flat land between the hill of the San Diego Presidio and the hills of Point Loma. The San Diego River switched back and forth between emptying into Mission Bay and emptying through the Midway area into the San Diego Bay. The silt it carried built sand bars and eventually blocked channels. To protect the main harbor from these deposits, the U.S. Army Corps of Engineers decided to make the Mission Bay route of the river permanent. In 1853 George Derby, an army land surveyor, engineered the construction of a dike just south of the present flood channel, extending northeasterly from what is now the junction of Midway Drive and Frontier Street. The building of this dike decided the supremacy of San Diego Bay. Later known as Derby's Dike, it was rebuilt in 1877.¹⁶ Now gone, the Derby Dike Site at the foot of Presidio Hill is designated San Diego Historical Resources Board Site #28.

One of the early settlers to the area was Louis Rose, the first Jew in San Diego. He arrived in

¹⁶ Papageorge, Nan Taylor. "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.



1850 and began to purchase land in the area, eventually called Roseville.¹⁷ Soon more Jews settled in San Diego. By 1861, they organized Adath Joshurun under the leadership of Marcus Schiller. Top priority would be acquiring land for a Jewish cemetery. Rose answered the need by deeding Adath Joshurun five acres on present-day Kenyon Street. Rose and Schiller were both buried there.



Figure 2: Louis Rose.

Source: <http://www.sandiegohistory.org/bio/rose/rose.htm>

Rose aimed to establish a new town site whose first settlers would be the employees of one of his business ventures. Sale of lots was recorded in 1873, with prices ranging from \$75 to \$125. But while Old Town grew south and Horton's Addition was taking off, Roseville failed to attract settlers. As such the cemetery was not in a fitting location for the Jewish community. Congregation Beth Israel petitioned the City for land in Mount Hope Cemetery for a new Jewish burial ground. They received the land in 1892, establishing the Home of Peace Cemetery. With Home of Peace available, the Jewish community discontinued use of the old cemetery. In 1937, they reinterred those buried at the old cemetery into the Home of Peace, but retained ownership of the land.¹⁸ The site is known as the Hebrew Cemetery and is designated San Diego Historical Resources Board Site #48.

The forces that shaped the development of the Midway/Pacific Highway Corridor Plan Area during the late 19th and early 20th centuries were transportation improvements and early industries as well as the presence of the airport and military.

Yet large sections of the area remained undeveloped. During World War II, areas along Pacific Highway were used for numerous defense industries. The post-war development of the area mainly consisted of small warehouses and commercial buildings that sprang up in a rather haphazard fashion. The remainder of the historic context statement explores these themes in more detail and discusses the associated property types.

¹⁷ While Roseville was based further south in the Point Loma area, it apparently reached into the southwest portion of Midway. Rose also owned property in Old Town.

¹⁸ Bissell, Laurie. "San Diego Cemeteries: A Brief Guide," *The Journal of San Diego History*, Vol. 28, No. 4, Fall 1982; During World War II Congregation Beth Israel leased the land to the federal government for a housing project called the Frontier Homes.



Theme: Transportation Improvements and Early Industrial Development (1882 – 1914)

At the turn of the century, Horton's Addition was firmly established as the new town site and development spread from there. During this period neighborhoods such as Golden Hill, Uptown, and Sherman Heights were subdivided. The fact that the Pacific Highway Corridor was bypassed for residential development allowed it to emerge as a transportation corridor for railroads, streetcars, and automobiles. However, it mainly functioned as a place one passed through rather than as a destination.

Since the 1830s, the citizens of San Diego had attempted to establish a direct rail link to the east. A rail link was an integral component to the vision some held of San Diego as a major seaport. Various companies were formed and routes were surveyed. The desired route was a direct connection with the Atlantic & Pacific in eastern California. Despite the fact that the community raised funds to subsidize the ventures, they all ended in failure. The line that was eventually opened is called the Surf Line, because much of the line is within a 100 feet of the Pacific Ocean. The line started as the California Southern Railroad. The first section opened in 1882 and connected National City to Oceanside, passing through the Midway/Pacific Highway Corridor Plan Area. The line became part of the Santa Fe Railroad's transcontinental rail line in 1885 via an extension of the California Southern from Colton to Barstow. The line through the Midway/Pacific Highway Corridor Plan Area was located at the bottom of and along the bluff that separates the area from Old Town. Without a stop in the area; however, the railroad line failed to ignite development.

A real estate boom in the spring of 1887 brought thousands of people to Southern California, many of them traveling on the Santa Fe Railroad to San Diego. During the boom, developers realized the need for convenient public transportation. In 1887, San Diego's Electric Rapid Transit Company introduced the first electric street railway system in the western U.S. It traversed the Pacific Highway Corridor from D Street (now Broadway) in downtown to Old Town along Arctic Street (now Kettner Boulevard). The line was called the San Diego & Old Town Railway. A number of other lines emerged and faded. No fewer than 17 streetcar and interurban companies vied for track space in downtown.¹⁹ Eventually John D. Spreckels consolidated virtually all of them under the banner of the San Diego Electric Railroad Company.

The streetcar line through the Midway/Pacific Highway Corridor Plan Area is remembered as the Old Number Sixteen. It traveled north on Kettner Boulevard, then to Hancock and the Five Points area. It generally paralleled the Santa Fe Railroad line until it turned south around Witherby to connect to Barnett. The line serviced the Marine Corp Recruit Depot. Even during the 1930s, streetcar passengers traveling through the area described it as a salt marsh with open meadows.²⁰ During the early 1940s, the line was discontinued and the tracks were paved over in

¹⁹ Holle, Gena. "Transit in San Diego: ASCE Anniversary Project," *The Journal of San Diego History*, Vol. 48, No. 1, Winter 2002.

²⁰ Locker, Zelma Bays. "Remembering Old Number Sixteen," *The Journal of San Diego History*, Vol. 23, No. 4, Fall 1977.



an effort to improve the roadway for automobiles.²¹

Pacific Highway was one of the first paved roads through the area. At one time, it was part of Highway 101. While the southern terminus of Highway 101 is now Los Angeles, it used to travel all the way south through San Diego to the Mexican border in San Ysidro. However, this part was decommissioned and replaced in the late 1960s by Interstate 5. Significant portions of Highway 101 were historically part of El Camino Real, the route that connected Alta California's missions, presidios, and pueblos. It served as the main north-south road in California until the 1920s. Highway 101 was one of the first highways designated by the Bureau of Public Roads in 1925. Existing sections of roadway were designated routes and marked by signs so that motorists could find their way from one town to the next. Long distance automobile runs became a popular form of amusement, and soon auto camps were developed to provide over night accommodations.



Figure 3: Mission Brewery, 1915. Source:
<http://www.sandiegohistory.org/collections/brewery/brewery.htm>

During the late 19th and early 20th centuries, development in the area remained limited. There were a few isolated residential and commercial buildings. Located at 1751 Hancock Avenue, one of the earliest businesses in the area was the Mission Brewery. August Lang, a German immigrant purchased block 183 of the Middletown Addition in 1912 for the purposes of building a brewery. He hired another German immigrant as his architect, Richard Griesser. The quality of the local water was noted as an important reason for locating in San Diego. A bottling plant was constructed across Washington Street. With the impending passage of the National Prohibition Act, the brewery closed in 1918. The property was

sold to the American Agar Company in 1923. The Mission Brewery is designated San Diego Historical Resources Board Site #232 and is also listed in the National Register of Historic Places.

Associated Property Types

While the early transportation improvements during the late 19th and early 20th centuries influenced the later development of the plan area, there are no directly related property types remaining. The research indicated that industrial buildings were constructed in the plan area during this period; the only one remaining is the Mission Brewery, which is already listed. According to the reconnaissance survey, the other buildings remaining from this period are

²¹ No Author. "Opening of Side Streets Seen Between Kettner, Highway," *San Diego Union*, Jan. 19, 1940.



isolated single-family residences.

Residential – Single-family Residences

A few homesteaders constructed small houses in the plan area in the early part of the 20th century. They are not concentrated in any particular area, but rather scattered about. Most can be described as vernacular turn of the century cottages or Craftsman bungalows. They are one-story in height, sheathed in wood clapboard or shingles, and covered by gabled roofs. Some have been converted to commercial uses.

Criteria: San Diego Register Criteria B & C

Evaluation of Individual Resources: Single-family residences may be individually significant under Criterion B if they were the homes of persons significant in local history. Single-family residences may also be eligible under Criterion C if they embody the distinctive characteristics of a style, type, period, or method of construction. These buildings will possess the character-defining features of the style they represent (see the Architectural Styles in Appendix I). Considering the fact that there were once many but now few, even representative examples of single-family residential types and styles may qualify.

Essential Factors of Integrity: Under Criterion B, location, setting, feeling, and association must be strongly present. Setting, design, materials, and feeling must be retained in the evaluation under Criterion C. In both cases, the use of the building may have changed. It is assumed that the general setting will have changed since the period of significance; however, the immediate setting should remain intact.

Theme: Military, Aerospace and Related Industrial Development (1901 - 1953)

As early as 1900, San Diegans initiated efforts to attract the attention of the Navy Department in hopes that officials would choose it for naval bases and other shore activities. The military presence in San Diego began in 1901 with the establishment of the Navy Coaling Station in Point Loma. William Kettner is credited with the expansion of the military presence during the 1920s. In 1908, Kettner, a local businessman and recent transplant to San Diego, headed the program to welcome Theodore Roosevelt's "Great White Fleet" to San Diego harbor in April as it completed a circumnavigation of the world. Kettner immediately recognized the benefit of a military presence in San Diego, which would bring federal resources and national attention to the city. San Diego's harbor required immediate attention. Dredging was urgently needed to enable large ships to enter. It seemed a logical sequence would then follow: goods, trade, employment, and the development of a respectable commercial center. Upon his election to Congress in 1912, Kettner eventually convinced George Dewey, Admiral of the Navy, that the dredging of San Diego Bay was not only feasible, but also advantageous to the Navy. With Dewey's endorsement, the Senate Commerce Committee came forth with several large appropriations for San Diego. Kettner brought congressmen, senators, and high ranking government officials from all over the United States through the 1915 Exposition grounds, including Franklin D. Roosevelt,



Assistant Secretary of the Navy, who gave Kettner the impression he felt Naval recruits would fare better, health-wise, in a climate such as San Diego's. Kettner was introduced to Colonel Joseph Pendleton and Major General George Barnett. Kettner caught Barnett's attention and convinced him of his idea for the location of a new Marine base in Dutch Flats south of present-day Barnett Avenue and Pacific Highway.²² Together Kettner and Barnett reached Roosevelt, already enthusiastic about San Diego as the location for a new Naval Training Center. Both the Naval Training Center and the Marine Corps Recruit Depot were built in the early 1920s. Construction on the low-lying Dutch Flats area was accomplished only after a massive dredging and filling operation. Although they are located outside of the Midway/Pacific Highway Corridor Plan Area, they had a profound influence over the development of the area.

The development of the aerospace industry in San Diego also began in the Dutch Flats area. In 1922, T. Claude Ryan opened up a flying school in the Dutch Flats area, which led to the opening of a manufacturing plant. Ryan Airlines developed some of the most creative designs in aviation history, including a custom M 1 monoplane for Charles Lindbergh. Lindbergh tested the plane called the *Spirit of St. Louis* at Ryan Field before his 1927 nonstop solo flight from New York to Paris. The first regularly scheduled airline in America, the San Diego – Los Angeles Airline, operated out of this field beginning in 1925.²³ In 1934 Ryan formed the Ryan Aeronautical Company, and the school eventually became a subsidiary. During World War II, the school trained thousands of Army pilots. Ryan also had contracts with the Navy to build aircraft. Teledyne acquired the company in 1968. Now gone, Ryan Field was located near the intersection of Midway and Barnett Avenues.²⁴

Inspired by Lindbergh's historic flight, the City of San Diego passed a bond issue in 1928 for construction of a two-runway municipal airport. Lindbergh himself encouraged the idea and agreed to lend his name to it. Dedicated on August 16, 1928, it was called San Diego Municipal Airport – Lindbergh Field. The airport was the first federally certified airport to serve all types of aircraft, including seaplanes. The original terminal was located on the northeastern side of the field, along Pacific Highway.

World War II brought significant change to the airfield when the Army Air Corps took it over in 1942 to support the war effort. The infrastructure of the airport was improved to handle the heavy bombers being manufactured in the region during the war. This transformation, including the 8,750-foot runway, made the airport jet ready long before jet passenger plans came into widespread service. After the war, commercial air service at Lindbergh Field expanded rapidly. In 1960, Lindbergh Field gained its first jet service.

The greatest impact to San Diego's aerospace industry was the arrival of Consolidated Aircraft. The company was founded in 1923 by Reuben H. Fleet in Buffalo, New York. He served as a

²² Shrage, Abraham. "I Like the Cut of Your Jib: Culture of Accommodation Between the U.S. Navy and Citizens of San Diego, California, 1900-1951," *The Journal of San Diego History*, Vol. 48, No. 3, Summer 2002.

²³ City of San Diego Historical Site Board Register Form, no date.

²⁴ Ryan Aeronautical Company <http://www.centennialofflight.gov/essay/Aerospace/Ryan>. (Accessed January 26, 2010).



pilot in the U.S. Army during World War I and organized the first airmail service in 1918. In 1935, Fleet moved the company to San Diego because the weather in Buffalo was not suitable for test flights much of the year. Consolidated Aircraft constructed a new plant on the northeast side of Lindbergh Field. In his dedicatory address, Major Fleet noted that, “We have now \$9 million of unfilled orders which will occupy the new plant at 80% capacity on a one-shift basis for a year and a half. We have 874 employees now, should have 2,000 within six months and about 3,000 next summer....Our directors seriously questioned the advisability of moving here [to San Diego] because we were in the valley of the world’s worst depression. Finally we made up our minds to have faith in the future....”²⁵



Figure 4: Consolidated Aircraft, early 1940s. Source: <http://www.spawar.navy.mil/sti/visualmedia/photos/otc40s.html>

By the end of the Depression, 9,000 employees worked for Consolidated and the physical plant doubled in size. Still not large enough, another plant was constructed between Pacific Highway and Kurtz Street, northwest of Witherby Street in 1943. That same year Vultee Aircraft Inc. bought operating control of Consolidated Aircraft and became Consolidated Vultee Aircraft (Convair). Convair was headquartered in San Diego. A majority interest in Convair was purchased by General Dynamics in 1953. The company continued to produce aircraft and aircraft components until being sold to McDonnell Douglas in 1994.

Consolidated Aircraft was the giant among San Diego manufacturing companies and brought about the establishment of smaller firms, all designed to produce aircraft tooling, parts, and sub-assemblies. During the war years, San Diego’s population soared due to a massive influx of military personnel and defense workers. The population of San Diego County grew from 289,348 in 1940 to over 400,000 in 1945. The impact of the population growth affected housing, transportation, and schools.

The City attempted to assist in the search for homes by developing a Defense Housing Commission, which listed available vacancies within the area. The City also lifted ordinances against rooming houses in residential zones, but nothing could meet the continuous immigration

²⁵ Wagner, William. *Reuben Fleet and the Story of Consolidated Aircraft*. Fallbrook: Aero Publishing Inc., 1976, p. 182-183.



of defense workers. Finally, in 1940, the federal government passed the Lanham Act, which appropriated \$150 million to the Federal Works Agency to provide massive amounts of housing in congested defense industry centers. The development of defense housing units within San Diego would be located in undeveloped areas both east and north of the city's downtown.²⁶ The Frontier Housing Project was one of the largest such developments.²⁷ It was located at the intersection of Midway and Rosecrans. In 1943, the Federal Public Housing Agency took bids for the construction of 3,500 temporary dwelling units. By May of 1944, 1,100 units were ready for occupancy. Although the buildings were only intended to last for two years, some remained for 20. The children who lived in the Frontier Housing Project attend the Midway or Bernard Elementary Schools.



Figure 5: Frontier Housing Project, 1946. Source: <http://www.johnfry.com/pages/PhotoRozelle48.html>

²⁶ *San Diego Modernism Context Statement*, City of San Diego, 2007, p. 33.

²⁷ Linda Vista was the largest project. It consisted of 3,000 permanent dwelling units that were sold after the war.



Associated Property Types

Property types associated with this theme include industrial buildings, which can be categorized by type relating to their specific function. The two most common types of industrial buildings present in the plan area are multi-use warehouses such as the building at 1929 Hancock Avenue and light manufacturing buildings like the one at 3430 Hancock Avenue. They are mostly concentrated in two areas: the Pacific Highway Corridor and the northeast area of Midway. The residential buildings specifically constructed to house defense workers have been demolished.

Industrial – Multi-use Warehouses

There are numerous multi-use warehouses in the plan area that are concentrated in the two areas described above. Warehouses used for industrial or commercial purposes generally have the same physical characteristics. More often than not, these buildings were designed without the benefit of an architect. Most constructed during this period have reinforced concrete or steel-framed structures. The development of steel truss roof systems allowed for large unbroken expanses of floor areas for the storage of goods. Many of the warehouses in the plan area are utilitarian in design and box-like in shape. Some are sheathed in sheet metal, while others are concrete block structures. They may have flat or gabled roofs. A few Quonset huts are present in the area and are used as warehouses. While some warehouses have loading docks, others have large sliding doors so that automobiles and trucks can drive directly into the building.

Criteria: San Diego Register Criterion A & C

Evaluation of Individual Resources: Multi-use warehouses may be individually significant under Criterion A, if they reflect a special element of the plan area's historical or economic development and are directly related to this theme. They must be strongly associated with a company or business enterprise that played an important role in the history of the military, aerospace, and related industrial development of the plan area. These buildings may also be eligible under Criterion C if they embody the distinctive characteristics of a style, type, period, or method of construction. Good examples of multi-use warehouses will reflect their original function and the era in which they were constructed. A few buildings or structures on a single parcel should be evaluated as a single resource. Large collections of buildings or structures on multiple parcels should be evaluated as historic districts.

Essential Factors of Integrity: Location, setting, association, and feeling are the essential factors of integrity under Criterion A. Setting, design, materials, and workmanship must be strongly present in the evaluation of integrity under Criterion C.

Industrial – Light Manufacturing Buildings

Light manufacturing buildings tend to be more substantial in size and construction than warehouses. In terms of architectural treatment, they fall into two categories: those clothed in the popular styles of the day and those purely functional and utilitarian in design. The application of a style is often limited to the façade or front office portion of the building. Most constructed



during this period have reinforced concrete or steel-framed structures. Unlike warehouses with solid exterior walls, the spaces between the columns are filled with steel-framed windows or maximum daylight. Light manufacturing buildings often feature repeating rows of north facing clerestory windows that create a saw tooth roof shape. Operable sections allow for ventilation.

Criteria: San Diego Register Criteria A & C

Evaluation of Individual Resources: Light manufacturing buildings may be individually significant under Criterion A, if they reflect a special element of the plan area's historical or economic development and are directly related to this theme. They must be strongly associated with a company or business enterprise that played an important role in the history of the military, aerospace, and related industrial development of the plan area. Buildings that exemplify the architectural development of the plan area will possess the character-defining features of the style they represent (see the Architectural Styles in Appendix I). These buildings may also be eligible under Criterion C if they embody the distinctive characteristics of a style, type, period, or method of construction. Good examples of light manufacturing buildings will reflect their original function and the era in which they were constructed. A few buildings or structures on a single parcel should be evaluated as a single resource. Large collections of buildings or structures on multiple parcels should be evaluated as historic districts.

Essential Factors of Integrity: Under Criterion A, location, setting, feeling, and association must be strongly present. Setting, design, materials, and workmanship must be strongly present in the evaluation of integrity under Criterion C. Manufacturing equipment should not play a role in the evaluation of integrity as it is replaced as technology changes.

Theme: Post War Commercial and Residential Development (1945-1970)

After World War II small warehouses and industrial buildings began to fill in the undeveloped areas along the Pacific Highway Corridor. The Consolidated Aircraft plant continued to be a strong visual element and economic force in the area. The Midway area gave way to commercial strip and shopping center development that mainly catered to nearby residential and visitor populations. Streets were widened, removed, and renamed to facilitate the movement of automobiles. Interstate 5 and 8 were constructed, which formed rigid barriers between the neighborhoods on the north and east.

Prior to World War II, the commercial and residential development of the area was random and sparse. A few homesteaders constructed small houses, but the earth was too sandy or salty for agriculture. Commercial businesses were largely related to the airport, aircraft plants, and military bases. The city directory for 1941 lists one house and one business on Midway south of Rosecrans. The few other businesses in the area were mostly gas stations and drive-in restaurants like Topsy's and the Bali.

During the 1950s, several of the large parcels occupied by the Frontier Housing Project were purchased by the City of San Diego and later sold for development. According to an article in the *San Diego Union*, the population of the area declined by 10,000, which caused a major drop in



sales at local retail establishments. A master plan was developed for 500 acres, but failed to attract interest. Instead commercial business continued to be oriented toward the automobile and mainly consisted of freestanding buildings surrounded by large surface parking lots. Consequently, they are physically and architecturally disconnected from each other. The 1956 Sanborn map documents the presence of several motels and auto camps in the area interspersed with single-family residences, commercial buildings, and vacant lots. Businesses that required large flat parcels such as lumberyards, drive-in theaters, and nurseries also began to locate in the area.

The character of the area that exists today began to take shape during the 1960s. Modern commercial buildings were constructed on vacant lots or replaced older commercial and residential buildings. The building at 3564 Kettner Boulevard is one of several automobile showrooms that were constructed during this decade. Automobile related businesses such as service stations and garages were also attracted to the Pacific Highway area. Multi-family residential complexes also began appearing in the Midway area during the 1960s. The Loma Portal Apartment complex at 3131 Cauby Street is representative of this type.



Figure 6: San Diego International Sports Arena, artist's rendering. Source: [http://www.the-doors-world.com/pics/clubs%2Bhallen/ USA/ Offene%20 Arena/San-Diego-International-Spo.jpg](http://www.the-doors-world.com/pics/clubs%2Bhallen/USA/Offene%20Arena/San-Diego-International-Spo.jpg)

The greatest change to the area in the 1960s was the construction of the International Sports Arena. As early as the 1950s, San Diego had been seeking to attract professional sports franchises. Robert Breitbard acquired the Gulls, then a member of the Western Hockey League and then laid plans for the construction of an indoor arena. The land was formerly part of the Frontier Housing Project and owned by the City of San Diego; however, the

\$6,500,000 for construction was privately financed. The arena opened in November of 1966. It was designed for seating 13,500 hockey and 16,000 for other sporting and public events. Within a year a professional basketball team, the San Diego Rockets, was added. The Gulls continued to play in the arena until 1995 when the team disbanded.

Associated Property Types

The San Diego Modernism Historic Context Statement was prepared in 2007. It should be used in the evaluation of property types from the post-war period. Property types associated with this theme in the plan area include residential and commercial buildings. Residential buildings are almost exclusively apartment buildings, while commercial buildings are represented by a wide variety of types including restaurants, retail buildings, shopping centers, motels, gas stations, branch banks, grocery stores, and automobile dealerships. Residential buildings are concentrated in the Midway area, northwest of Rosecrans Avenue. Post-war commercial buildings are found throughout the plan area. Those in the Pacific Highway Corridor tend to be oriented toward the



airport such as rental car businesses. When only one or two examples of a property type from the period were observed in the field, separate registration requirements were not developed.

Residential – Single-family Residences

Sanborn maps from the 1950s indicate that at one time there were significant concentrations of single-family residences in the area. They were usually mixed with commercial and industrial uses. Most have been demolished so those that remain are isolated. There is one small pocket of single-family residences near Rosecrans and Lytton. Most single-family residences are one-story in height and have no particular style. A few have Minimal Traditional characteristics.

Criteria: San Diego Register Criterion C

Evaluation of Individual Resources: Single-family residences may be individually significant under Criterion C if they embody the distinctive characteristics of a style, type, period, or method of construction. These buildings will possess the character-defining features of the style they represent (see the Architectural Styles in Appendix I as well as the San Diego Modernism Historic Context Statement).

Essential Factors of Integrity: Setting, design, materials, and workmanship must be strongly present in the evaluation of integrity under Criterion C.

Residential - Apartment Buildings

The post-war period was marked by the construction of an increasing number of apartment buildings. This was largely in response to the overall housing shortage that created a need for higher density to accommodate the influx of new residents. It should be noted that apartment buildings from this period typically include at least six units and usually more. The two most common multi-family housing types in the area are dingbats and apartment complexes. Dingbats are two-story apartment buildings with parking tucked under the second story. They are rectangular in shape and entry to the units is from the exterior. There are also several large apartment complexes in the plan area. They are typically comprised of two-story buildings with very minimal setbacks and surface parking lots or carports along the edges. Open space takes the form of interior courtyards, often occupied by swimming pools. These buildings typically have flat roofs, steel sash windows, and minimal ornamentation. While they make no specific references to historical styles, they are not truly modern. Stylistically they are best described as Minimal Traditional because of their solid walls and punched windows. In some cases they have Google style elements.

Criteria: San Diego Register Criterion C

Evaluation of Individual Resources: Apartment buildings may be individually significant under Criterion C if they embody the distinctive characteristics of a style, type, period, or method of construction. These buildings will possess the character-defining features of the style they represent (see the Architectural Styles in Appendix I as well as the San Diego Modernism



Historic Context Statement). To be eligible, they should also be important examples of their type and clearly reflect the era in which they were constructed.

Essential Factors of Integrity: Setting, design, materials, and workmanship must be strongly present in the evaluation of integrity under Criterion C.

Commercial – Restaurants

There are numerous restaurants in the plan area. Most are located in one-story freestanding buildings surrounded by surface parking lots. While it can be said that virtually all are oriented toward customers arriving by automobile, only some were developed as drive-ins with curbside service. Restaurants constructed toward the end of the period featured drive-through windows. Regional and national restaurant chains also formed during this period and constructed outlets in the plan area including Denny's and IHOP. The designs of such buildings are usually based on prototypes that can be found throughout the country.

Criteria: San Diego Register Criterion C

Evaluation of Individual Resources: Restaurants may be individually significant under Criterion C if they embody the distinctive characteristics of a style, type, period, or method of construction. These buildings will possess the character-defining features of the style they represent (see the Architectural Styles in Appendix I as well as the San Diego Modernism Historic Context Statement). To be eligible, they should also be important examples of their type and clearly reflect the era in which they were constructed.

Essential Factors of Integrity: Setting, design, materials, and workmanship must be strongly present in the evaluation of integrity under Criterion C. Signage may have changed unless it was an integral component of the architecture.

Commercial – Retail Stores

Popular from the 1930s through the 1970s, the stand-alone retail building is noted for its accommodation of the automobile. These detached single-use buildings feature a dedicated surface parking lot on one or more sides. They may or may not share a common front setback with neighboring commercial buildings. These buildings can take various forms and styles. They typically have flat roofs, steel sash windows or storefronts, and minimal ornamentation.

Criteria: San Diego Register Criterion C

Evaluation of Individual Resources: Retail stores may be individually significant under Criterion C if they embody the distinctive characteristics of a style, type, period, or method of construction. These buildings will possess the character-defining features of the style they represent (see the Architectural Styles in Appendix I as well as the San Diego Modernism Historic Context Statement). To be eligible, they should also be important examples of their type and clearly reflect the era in which they were constructed.



Essential Factors of Integrity: Setting, design, materials, and workmanship must be strongly present in the evaluation of integrity under Criterion C. Signage may have changed unless it was an integral component of the architecture.

Commercial – Motels

The motel developed as a property type in the 1920s as a hybrid between auto camps and conventional hotels. The combination of easy access to rooms and to the highway, reasonable prices, and privacy caught on in the lodging industry. The earliest motels in the plan area were one-story buildings organized in rows or U-shapes. Customers parked directly in front of their units. Constructed in 1948, the Twin Palms Motor Hotel is representative of this type in its early form. As the type evolved, it grew in size. Motels constructed in the 1960s are typically two-story buildings. Units are still accessed from the exterior, but parking could be on the rear or sides of the building.

Criteria: San Diego Register Criterion C

Evaluation of Individual Resources: Retain stores may be individually significant under Criterion C if they embody the distinctive characteristics of a style, type, period, or method of construction. These buildings will possess the character-defining features of the style they represent (see the Architectural Styles in Appendix I as well as the San Diego Modernism Historic Context Statement). To be eligible, they should also be important examples of their type and clearly reflect the era in which they were constructed.

Essential Factors of Integrity: Setting, design, materials, and workmanship must be strongly present in the evaluation of integrity under Criterion C. Signage may have changed unless it was an integral component of the architecture.



Architectural Style Guide

The architectural character of the Midway/Pacific Highway Corridor Community Plan Area reflects the fact that it was mostly developed after World War II. A few homesteaders constructed small houses in the plan area in the early part of the 19th century. They are not concentrated in any particular area, but rather scattered about. Most can be described as vernacular turn of the century cottages or Craftsman bungalows. The Pacific Highway Corridor contains some of the city's oldest industrial areas including multi-use warehouses and light manufacturing buildings. More often than not, these buildings are purely functional and utilitarian in design. But in some cases they were clothed in the popular styles of the day ranging from Mission Revival to Streamline Moderne. The Midway area consists mostly of post-war commercial and some institutional and multi-family residential buildings. While most can be generally described as Contemporary, a few examples International Style and Gooogie/Futurists can also be found.

The styles discussed below are those currently represented among the potential historic resources identified in the plan area. These include those styles that are prevalent in this area, or are represented by prominent examples. This typology does not establish historic significance. Rather, it describes the existing population of buildings constructed prior to 1980 in this portion of the city.



Spanish Colonial Revival

Enormously popular in Southern California from the late 1910s through the late 1930s, the Spanish Colonial Revival style emerged from a conscious effort by architects to emulate older Spanish architectural traditions, and break with Eastern colonial influences. The style attained widespread popularity throughout Southern California following the 1915 Panama-California Exposition in San Diego, designed by chief architect Bertram Grosvenor Goodhue. At the peak of its popularity, design features of other regions of the Mediterranean were often creatively incorporated, including those of Italy, France, and North Africa.

The style was applied to a broad range of property types including commercial, residential, and institutional. Red clay tile roofs or flat roofs rimed by parapets trimmed in red clay tile and stucco exterior cladding are the most common features. Because of the extensive vocabulary of the style, designs could be endlessly varied.

Character-Defining Features

Primary

- Horizontal massing and emphasis
- Flat, gabled, or hipped roofs with red clay tiles
- Smooth or textured stucco exteriors
- Asymmetrical facades

Secondary

- Wood-framed casement or double-hung windows, typically with divided lites
- Arched colonnades, window or door openings
- Decorative grilles of wood, wrought iron, or plaster
- Decorative terra cotta or tile work
- More elaborate versions may display balconies, patios, or towers



3630 Enterprise Avenue



Craftsman

The Craftsman style of architecture grew out of the late 19th century English Arts and Crafts movement. It reflected a conscious search for the supposed simplicity of a pre-industrial time when objects revealed the skill and craftsmanship of the laborer; and further, a rejection of the highly ornamental Victorian era aesthetic. The Craftsman style was most commonly applied to domestic architecture and ranged from custom-designed two-story houses to modest bungalows that were mass-produced. Craftsman style houses are characterized by their glorification of natural materials and promotion of outdoor living with a typically generous front porch. Custom-designed houses in San Diego often featured workmanship and design of high quality and represent the Craftsman style at its peak of expression. Although the bungalow has been closely associated with the Arts and Crafts movement and the Craftsman style of architecture, it refers to a type of house rather than a style of architecture.

The Craftsman bungalow became the dominant residential style in Southern California during the first two decades of the 20th century. Craftsman bungalows generally have shingled exteriors and broad front porches supported by stone, clinker brick, or stuccoed piers. Other character-defining features include low-pitched gabled roofs with wide overhanging eaves and exposed rafter tails.

Character-Defining Features

Primary

- One to two stories in height
- Building forms that respond to the site
- Low-pitched gabled roofs
- Shingled exteriors, occasionally clapboard or stucco
- Partial or full-width front porches

Secondary

- Overhanging eaves with exposed rafters, beams, or braces
- Stout porch piers, often of river rock or masonry
- Wood-framed windows, often grouped in multiples
- Widely proportioned front doors



3304 Midway Drive



3311 Midway Drive



Art Deco

Art Deco was a movement in the decorative arts and architecture that originated in the 1910s and developed into a major style during the 1920s. Its name comes from the Exposition Internationale des Arts Decoratifs et Industriels Modernes held in Paris in 1925 where the style was first exhibited. The fair's organizers demanded the creation of a new modern aesthetic. The architecture of the Art Deco movement rejected the organizational methods of the Beaux Arts style where buildings were clearly anchored by a foundation and terminated by a cornice. Eliel Saarinen's Helsinki train station (1904-14) is considered the first, fully realized Art Deco building. It is the very essence of Art Deco with its four giant figures, symmetrically arranged, each holding a globe of light. The style was typically applied to civic buildings, commercial structures, and apartment buildings. In contrast to the Streamline Moderne style of the same period, the equally stylized Art Deco emphasizes verticality, and features elaborate detailing including geometric or floral motifs.

Character-Defining Features

Primary

- Vertical massing and emphasis
- Flat roofs, often with towers and stepped parapets
- Smooth stucco or concrete exteriors

Secondary

- Steel sash windows
- Elaborate detailing, including zig-zags, chevrons, reeding and fluting, sunrise patterns, and other stylized motifs



3150 Rosecrans Street



Streamline Moderne

Influenced by the Cubism and Modern movements in Europe, Moderne structures were characteristically smooth walled and asymmetrical, with little unnecessary ornamentation and simple aerodynamic curves of concrete, plaster, and glass block. The popularization of this new modern style was reinforced by the government during the Depression as government funded New Deal projects such as the 1936-38 San Diego Civic Center (now the County Administration Center) adopted the style as the embodiment of government efficiency. This new Streamline Moderne style was a stark contrast to the lavishly ornamented Art Deco and Period Revival buildings of the pre-Depression years, which had come to represent government waste and excess. Examples of the Streamline Moderne style can be found on almost every building type including commercial, multi-family residential apartments, and some single-family residences.

Character-Defining Features

Primary

- Horizontal massing and emphasis
- Flat roofs with coping or flat parapets
- Smooth stucco or concrete exteriors
- Asymmetrical façades

Secondary

- Horizontal accents, or “speedlines”, and restrained detailing
- Curved building corners, railings, overhangs, and coping with horizontal projections above doorways and at cornice lines
- Steel sash windows
- Corner windows
- Glass block accents
- Round “porthole” windows and nautical theme



3489 Noell Street



1895 Hancock Avenue



Minimal Traditional

Minimal Traditional style buildings reflect traditional architectural forms and eclectic styles, but generally display simpler and less extensive decorative architectural detailing of the previous Period Revival styles. Minimal Traditional houses are usually modest in scale with one level, although there are some two-story examples. Common decorative features include smaller, simple front porches, chimneys, and low pitch, shallow eave roofs. Pre-war examples reference Moderne and older styles, and usually have a detached garage. Post-war examples often integrate the garage and reflect the emerging Contemporary trends. Though sometimes employing brick or stone materials, this was the first style to typically delete these expensive treatments from the side and rear façades, reflecting the frugal times.

This style is most prevalent in residential construction, but is also common in small-scale commercial, retail, and office uses. Minimal Traditional style houses are usually clustered together, especially in 1940's residential neighborhoods, although they can also be found separately as later infill in previously developed neighborhoods of Craftsman bungalows and earlier styles.

Character-Defining Features

Primary

- Compact size, usually one story in height
- Simple floor plans with minimal corners
- Low-pitched gabled or hipped roofs with shallow overhanging eaves
- Traditional building materials (wood siding, stucco, brick, and stone) emphasizing the street façade

Secondary

- Small front porches
- Simplified details of limited extent, reflecting traditional or Moderne themes
- Modestly sized wood-framed windows, occasionally one large picture window
- Detached or attached front-facing garages, frequently set back from the house



3634 Kettner



4432 Pacific Highway



International Style

The International Style was a major worldwide architectural trend during the 1920s and 30s and reflected the formative decades of Modernism prior to World War II. Although the International Style originated in Western Europe, it transcended any national or regional identity because International Style architecture made no reference to local vernaculars or traditional building forms. The style quickly migrated to the United States as architects fled from war torn Europe. In Los Angeles, immigrant architects Rudolph Schindler and Richard Neutra were instrumental in popularizing the style. The emergence of International Style architecture in San Diego came later with most examples built after 1935.

The International Style is characterized by a radical simplification of form and a complete rejection of ornament. Common features of the style include square and rectangular building footprints, simple cubic or extruded rectangular forms, horizontal bands of windows, and strong right angles. Predominant building materials include concrete, smooth stucco, brick, and, glass.

Character-Defining Features

Primary

- Single or groups of rectangular masses
- Flat roofs (cantilevered slabs or parapets)
- Exterior materials including concrete, brick, and stucco
- Lack of applied ornamentation
- Asymmetrical facades



3469 Kurtz Street

Secondary

- Horizontal bands of flush windows
- Steel sash windows, typically casement
- Windows meeting at corners



4250 Barnett Avenue



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, oversized 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. The name “Googie” comes from the well-known coffee shop in Los Angeles called 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 architectural design often incorporates 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.

Character-Defining Features

Primary

- Abstract, angular, or curved shapes
- Expressive roof forms such as upswept, butterfly, parabolic, boomerang, or folded-plate
- Assortment of exterior materials including stucco, concrete block, brick, stone, plastic, and wood siding
- Large and expansive plate glass windows



3055 Rosecrans Place

Secondary

- Bright colors
- Screen block and shadow block accents
- Thematic ornamentation including Polynesian and Space Age motifs
- Prominent signage (neon or lighted)



3335 Midway Drive



Custom Ranch

Custom Ranch construction is differentiated from Tract Ranch because these homes were typically custom-designed with a specific client in mind. Designers of these custom homes 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 post-war era's most prevalent type of residential construction in San Diego. Custom Ranch houses are generally much more lavish than their tract counterparts; they frequently included a large landscaped property, with a deep street setback creating a generous front yard. These homes may also feature larger garages, motor courts, servant's quarters, expanded kitchens, and generous living spaces. Like Tract Ranch housing, materials and detailing are generally traditional. Typical exterior materials include wood siding, stone, concrete block, brick, and even adobe. Detailing may include paneled wood doors, divided lite windows, wood shutters, and prominent chimneys.

Character-Defining Features

Primary

- Usually one story in height
- Horizontal massing, wide to the street
- Prominent low-pitched gabled or hipped roofs with wide overhanging eaves
- Expensive building materials (wood shingle roofing, wood siding, brick, stone, and adobe), more generous in materials and craftsmanship than tract homes

Secondary

- Custom details (wood shutters, large wood windows, or large prominent brick or stone chimneys)
- Sprawling floor plan frequently "L" or "U" shaped around a central courtyard
- Large attached carports or garages



3821 Sports Arena Drive



Contemporary

Contemporary tract houses represented a growing sophistication of the residential homebuyer and an increasing public demand for housing that reflected the latest styles. They employed modern features such as interior courtyards, aluminum-framed windows, sliding-glass doors, and attached carports or garages; and flexible plans, allowing the homebuyer to customize their properties.

In addition to its use as a style for tract housing, the Contemporary style was ubiquitous in San Diego during the 1950s and 1960s for commercial buildings. These buildings display many of the same design features as Contemporary style homes, such as angular massing, varied materials, and unusual roof forms, especially on freestanding commercial buildings. Signage for street front commercial buildings in the Contemporary style was generally large, with bold freestanding letters attached to façades that were frequently lighted in order to attract passing motorists. For Contemporary buildings with private parking lots such as grocery stores, signage was frequently taller and rose above the building itself, serving as a beacon in large parking areas.

Character-Defining Features

Primary

- Horizontal, angular massing
- Strong roof forms including flat, gabled, shed, or butterfly, typically with wide overhanging eaves
- Non-traditional exterior finishes including vertical wood siding, concrete block, stucco, flagstone, and mullion-free glass



3604 Leland Street

Secondary

- Large windows, often steel or aluminum
- Sun shades, screens, or shadow block accents
- Distinctive triangular, parabolic, or arched forms
- “Eyebrow” overhangs on commercial buildings
- Integrated, stylized signage on commercial buildings



3333 Midway Drive



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