9 HISTORIC PRESERVATION

As one of the oldest settled communities in the City of San Diego, Southeastern San Diego has deep connections to the area's rich history and culture. 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 goals and policies of the Historic Preservation Element focus on the identification and protection of Southeastern San Diego's historical and cultural resources, and support educational opportunities and incentives to highlight, maintain, and preserve historic resources. These policies along with the General Plan policies provide a comprehensive historic preservation strategy for Southeastern San Diego.

GOALS

1. Identification and preservation of Southeastern San Diego's significant historical resources.
2. Greater use of educational opportunities and incentives to highlight, maintain, and preserve Southeastern San Diego's 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.

The Community Plan's Historic Preservation Element supports the Historic Preservation Element in the General Plan, whose purpose is to preserve, protect, restore and rehabilitate historical and cultural resources throughout the City of San Diego. It is also the intent of the element to improve the quality of the built environment, encourage appreciation for the City's history and culture, maintain the character and identity of communities, and contribute to the City's economic vitality through historic preservation. The element's goals for achieving this include identifying and preserving historical resources, and educating citizens about the benefits of, and incentives for, historic preservation.

9.1 Identification and Preservation of Historical Resources

Southeastern San Diego has 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.

While the majority of the community of Southeastern San Diego has been developed, 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 pockets within the community that remain undeveloped, located primarily in canyon areas and designated parks. The ethnographic village of Las Choyas has been identified archaeologically and ethnographically within the community of Southeastern San Diego 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 the Southeastern San Diego community. 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 Southeastern San Diego's built environment 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

Map of San Diego showing the extent of development in 1904 (top) and showing subdivisions and city limits circa 1910 (middle). San Diego Electric Railway Trolley in Logan Heights (bottom).

Context Statement identifies periods and themes significant in the historical development of Southeastern San Diego 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 was primarily inhabited by the Kumeyaay people (called Diegueños by the Spanish missionaries). The modern built environment in Southeastern San Diego had its start with the Mexican land grants in the San Diego area, namely Pueblo Lands and Ex-Mission Rancho de San Diego de Alcalá, which would serve as the base for all future development in the area. 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 Southeastern San Diego. 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 Creek and other waterways, and many archaeological sites in the community have already been documented, as discussed previously.

Building Southeastern San Diego (1868-1916)

Anticipating the arrival of the railroad, Southeastern San Diego was a patchwork of subdivisions and additions in the 1870s. Block and parcel size varied by subdivision, and some of the street grids did not align. One of the most important early subdivisions in San Diego was Sherman's Addition, located on Pueblo Lot 1155, encompassing 160 acres bounded by 15th and 24th streets, between Market and Commercial streets.

The arrival of the railroad had a huge impact on the residential growth of Southeastern San Diego in this early period of development. In 1885, the California Southern Railroad, a subsidiary of the Atchison, Topeka and Santa Fe line, established a line between San Diego and National City. The California Southern Railroad tracks ran along the waterfront through what is now Barrio Logan, with a depot at the foot of present-day Beardsley Street. The San Diego, Cuyamaca and Eastern Railway was completed in 1889, beginning at 9th and N (now Commercial) streets, traveling along N Street, and winding through Mt. Hope Cemetery and Encanto. The present-day San Diego Trolley runs along this historic route. Beginning in 1887, steam, mule-drawn, and then electric trolleys began serving the area. Neighborhoods within a few blocks of the rail and streetcar lines flourished as transportation improvements resulted in a corresponding construction boost, especially in Logan Heights.

Southeastern San Diego, especially west of 30th Street, was predominantly home to middle- and working-class families. Land was affordable, and the area developed into a small-scale residential area dominated by modest wood-frame cottages and bungalows. In the late nineteenth century, these single-family residences were rendered in Folk Victorian, Queen Anne, and Folk National architectural styles; by the 1910s, residences featured simplified Craftsman and Early Prairie styles. Most had an outbuilding or stable at the rear of the property.

Some of the earliest houses in Southeastern San Diego were large estates, especially in Sherman Heights and Grant Hill. Sherman Heights developed as a fashionable neighborhood for wealthier San Diegans because its hilltop location and proximity to downtown San Diego were desirable. The Sherman House (1886) and Villa Montezuma (1887) are among the most impressive residences in the neighborhood.

Because of the close proximity and ease of connection to San Diego's downtown commercial core, the community remained primarily residential with only scattered neighborhood commercial development. Commercial uses were primarily located along the main transportation corridors linking the neighborhoods together: Imperial Avenue, National Avenue, Logan Avenue, and Market Street. Shops and light industrial uses such as livery stables, breweries, and harness-makers were the primary types of commercial uses in the Planning Area during this period.

Example of residential cottages and bungalows from early subdivisions in Southeastern San Diego remain in the community today.

Wood-frame cottages and early multi-family residences (top and middle). The Mt. Hope and Greenwood cemeteries are significant cultural landscapes (bottom).

As residential development progressed, schools and churches were constructed to serve the growing community. The locations of schools from this period help to explain the larger residential development patterns, as schools typically indicate a certain concentration of nearby single-family homes for families.

Southeastern San Diego Expands (1917-1939)

The 1915 Panama-California Exposition and World War I greatly affected the development of Southeastern San Diego because both the exposition and the war called attention to San Diego and brought new people to the city. At the same time, a dramatic increase in automobile production made cars increasingly affordable to the middle classes. Most of the area 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. By 1930, small-scale residential development now extended all the way to the edge of the Pueblo Lands. The automobile granted more flexibility for developers and homeowners, allowing areas farther from the city center to thrive without relying on public transportation.

Single-family residences were still the primary property type in the community during this period, but the size, style, and layout of the houses began to change to reflect newer architectural trends. The introduction of bungalow courts featured clusters of individual units arranged around a central garden or courtyard, allowing sufficient density while still providing greenery and private space. Bungalow courts included detached garages, indicative of the increasing role of the automobile in urban life. Duplexes and apartment buildings also gained popularity during this interwar period of expansion.

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 Southeastern San Diego: National Avenue, Logan Avenue, Ocean View Boulevard, Imperial Avenue, and Market Street. The 1920 Sanborn Fire Insurance maps show a large garage at Imperial Avenue and 30th Street, as well as many corner gas stations along all the main commercial corridors. Furthermore, personal automobile garages soon became a fixture of the new auto-focused lifestyle in Southeastern San Diego.

Like commercial and residential uses, the industrial district was influenced by the automobile. Industrial and light industrial uses no longer had to be located along the rail lines or at the port. The industrial area began to expand into Barrio Logan and the greater Logan Heights area beginning in the 1920s. According to Sanborn Fire Insurance Maps, breweries, bottling works, a concrete block factory, Saratoga Chip Factory, and a candy factory were all located between Kearney and Logan streets (present-day I-5 corridor). Lumber yards and other agricultural industries were located near Encanto.

Beginning in the 1920s, ethnic enclaves began to form in the community, especially in the greater Logan Heights area. 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 where such restrictions were absent or were not enforced. Other factors

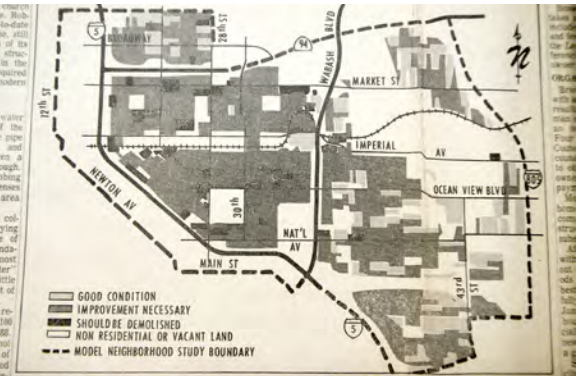
likely included proximity to jobs and social institutions such as churches, desire for cultural familiarity amongst others of the same culture, and international events that triggered large-scale population migrations across the country. Additionally, as the automobile opened new lands for settlement, wealthier white residents who had once lived in the neighborhoods close to the downtown commercial core took the opportunity to move further afield beginning in the 1920s, leaving vacancies for minority groups in the inner city.

The Memorial Park neighborhood became a center of San Diego's African-American population in the mid-1920s. By 1926, six of the city's seven black churches were located in the Memorial Park neighborhood, and by 1940, all eight of the city's black churches were located in the neighborhood.

The 1920s saw a dramatic increase in the Mexican-American population in Southeastern San Diego, as large numbers of immigrants fled to the United States after the Mexican Revolution (1910-1920). Additionally, restrictions on European and Asian immigration imposed by the federal government after World War I left many jobs in agriculture, construction, transportation, and mining available for Mexican immigrants. Many Mexican immigrants settled in Logan Heights, which transformed into the largest concentration of Mexican families in the city during the 1920s. The Neighborhood House was founded downtown in 1916, in keeping with the nationwide "settlement house movement" that sought to reach out to poor migrants. Although the organization's services were available to anyone in need, the primary goal of the Neighborhood House was to assist San Diego's Mexican immigrants.

Apartment buildings, top, and bungalow courts, middle, were popular during the 1920s and 1930s. Commercial buildings, like the one pictured at the bottom, also appeared along main commercial corridors in this period.

During the 1920s, the Logan Heights and Memorial Park neighborhoods became centers of San Diego's Mexican-American and African-American populations. Calvary Baptist (top) and Our Lady of Guadalupe (bottom) are part of this history.



Aerial view of Chollas Valley, showing postwar subdivisions in 1957 (top). A map from the Model Neighborhoods project (bottom), in which dark shading was used to indicate "that the structures are past renovation and must be torn down."

Freeway Era (1940-1967)

San Diego has long had a military presence, but its place as a major military hub was solidified when the United States entered World War II in 1941. Naval Station San Diego, at the foot of 32nd Street just south of the community, was the largest Navy base on the West Coast and the home port of the U.S. Pacific Fleet. The influx of military personnel and defense workers created an immense housing shortage in San Diego. Fifty thousand workers arrived in the city in 1940 alone. In Southeastern San Diego, the "Dells" defense housing project was completed circa 1945 and demolished in 1955. Aerial photos from 1946 also reveal a large housing complex just north of Greenwood Memorial Park (south of Market Street at 43rd Street) labeled as "Market Street Extension Housing." About four blocks of the development still exist today between 43rd Street and I-805.

The postwar era saw the rapid expansion of San Diego: over 2,500 new subdivisions were recorded city wide between 1940 and 1967. With large tracts of rural land available so close to the center city, postwar developers quickly saw the potential to create new suburbs in the valley. A study of San Diego County Assessor's records revealed that subdivisions recorded in the 1950s and 1960s included Ocean View Terrace, on the south side of Ocean View Boulevard between Pueblo Lands boundary and San Pasqual Street (1950).

In the 1950s, the City of San Diego rezoned the greater Logan Heights area—especially in present-day Barrio Logan—from primarily residential to an industrial or mixed-use classification. This zoning change resulted in major changes to the land use and character of the neighborhood: commercial and industrial businesses were now located adjacent to residences, and noisy, unsightly automotive scrap yards proliferated. This zoning change combined with municipal transportation decisions and post-war migration patterns to created conditions of blight in the community, especially in greater Logan Heights. As a result, Southeastern San Diego (roughly equivalent to the greater Logan Heights area) was one of two neighborhoods in San Diego officially designated as "Model Cities Neighborhoods," under an ambitious federal urban aid program that operated between 1966 and 1974. A comprehensive profile of Southeastern San Diego was prepared for the Model Cities Program in 1968, and an action plan for fixing the decay was developed in 1972.

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.

Passage of the Civil Rights Act of 1964 and the Fair Housing Act of 1968 formally put an end to discriminatory housing practices, but Southeastern San Diego never fully recovered from the declining socioeconomic conditions that had been exacerbated by years of segregated living.

In the postwar era, "car culture" pervaded Southern California, and commercial development catered to the increasing number of car owners. New property types such

as car washes, drive-in restaurants, and drive-in movie theatres were built. Another architectural type exhibited in World War II-era and post-war commercial and light industrial buildings is the prefabricated Quonset hut, developed during World War II. After the war, the corrugated metal buildings were adapted to commercial buildings and warehouses.

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 Southeastern San Diego was heavily affected by these plans. Large swaths of the neighborhood were razed in the 1950s and 1960s 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 and exacerbated social issues. Socioeconomic consequences caused by the freeway construction included segregation of lower-income and ethnic minorities; reduction in existing affordable housing stock; and separation of communities from services such as stores, churches, and schools. For example, Highway 94 was designed to connect San Diego to Lemon Grove, La Mesa, and El Cajon to the east, and was completed in three stages between 1956 and 1958. Everything on the blocks between F and G streets between 17th and 30th streets was demolished.

Today

Today, Southeastern San Diego remains one of the most ethnically diverse neighborhoods in all of San Diego, continuing the population migration trends that began in the 1920s. In recent years, demolition and deterioration of older housing stock combined with numerous urban infill projects have changed the built environment in the community. However, the resources that remain, which include over a dozen individually designated historic resources. two historic districts encompassing nearly 450 contributing resources, and potential resources in the form of individually exceptional properties and smaller clusters of significant houses, work collectively to tell the important stories of Southeastern San Diego's past.

Designated Historical Resources

Southeastern San Diego is home to one historic building listed in the National Register of Historic Places, the Villa Montezuma located at 1925 K Street, as well as twelve other individual properties and two historic districts listed in the City of San Diego Register of Historic Resources.

Designed by architects Comstock and Trotshe and constructed in 1887 for musician Jesse Shepherd, the Villa Montezuma defies exact architectural classification, combining elements, forms and detail of Moorish or Turkish and Gothic influence in the general Queen Anne style. A community landmark since its construction, the Villa Montezuma is an integral part of the Sherman Heights community and was designated Historical Resources Board (HBB) Site #11 in 1970.

An architectural type exhibited in post-war commercial buildings is the prefabricated Quonset hut, including this example on Market Street (top). Swaths of the neighborhood were razed to make way for freeways (bottom).

Old Firestation #19, located at 3601 Ocean View Boulevard and designated as HRB Site #893, reflects special elements of social history in the development of the African American community in San Diego and is associated with the early history of the City's African-American firefighters. African-American firefighters were moved to Old Fire Station #19 in the late 1920s and were not allowed to work out of any other fire station in the City, thus reinforcing segregation and discrimination. Though the station became a community center for residents and other African-Americans working in other City departments, institutional discrimination did not allow firefighters to advance or earn promotions in the department. The San Diego Fire Department was the first to attempt integration in 1951 several years before the Civil Rights Movement would take shape; however, African American firefighters continued to be harassed by their colleagues for many years until integration was widely accepted.

Located at 2930 Marcy Avenue, The Boys Club of San Diego, designated as HRB Site #1114, has provided a safe and enriching environment for positive character development to San Diego's youth since its construction in 1942. Construction of the building was done using loaned heavy equipment, donated labor, and materials that were either donated or purchased at cost. The building of the Boys Club was truly a community effort that required the cooperation and support of many different people. Those who believed in it and helped it along understood its importance as an investment in the quality of life of future generations.

In addition to individually significant historic resources, Southeastern San Diego contains two historic districts, Sherman Heights and Grant Hill. The Sherman Heights District lists 390 contributors and the Grant Hill District lists 48 contributors. The historical resources in the community of Southeastern San Diego are shown in Table 9-2 and Figure 9-1.

Potentially Significant Historical Resources

In the next twenty years (the timeframe of this plan), 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, 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.

TABLE 9-2: HISTORIC PLACES, LANDMARKS AND DISTRICTS

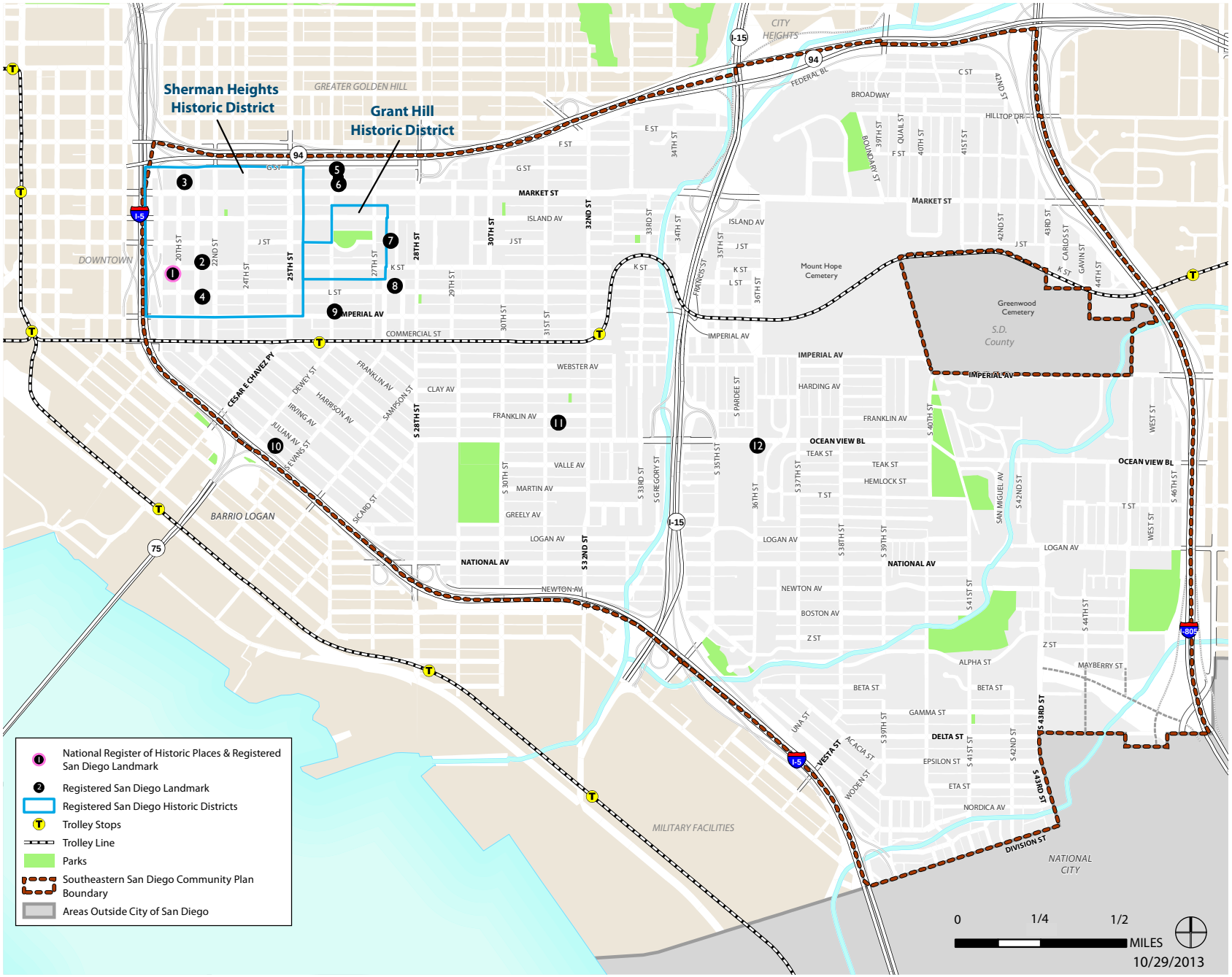
MAP ID	SITE	ADDRESS
National Register of Historic Places		
1	Villa Montezuma	1925 K Street
Registered San Diego Landmarks		
1	Villa Montezuma	1925 K Street
2	Sherman Heights Apartments	2106 K Street
3	Sherman Hearns House	633 20th Street
4	Hollington House	171 21st Street
5	Frank Zinnel House	643 26th Street
6	Newby-Whitney House	629 26th Street
7	Strandlund Family Residence	402 Langley Street
8	Italian Stone Pine	2736 L Street
9	Claus A. Johnson Commercial Building	2602-2608 Imperial Avenue
10	Gorham House	2040-2042 Kearney Avenue
11	Weldon Glasson House (Chateau de Toman)	3139 Franklin Avenue
12	Old Fire Station #19	3601 Ocean View Boulevard
13	Boys Club of San Diego	2930 Marcy Avenue
Historic Districts		
1	Sherman Heights Historic District	Bounded by Hwy 94, 25th Street, Commercial Street, and I-5 Fwy
2	Grant Hill Historic District	Bounded by the alley south of K Street, the alley east of 27th Street, the alley north of Island Avenue, and the alley east of 25th Street (excluding 2500 block of Island Avenue & north side of 2500 block of J Street)

Source: Page & Turnbull, 2012.

Villa Montezuma and Hollington House (top and bottom) are listed in the National Register of Historic Places and the San Diego Register of Historical Resources, respectively.

WORKING DRAFT: April 1, 2014

FIGURE 9-1: HISTORIC DISTRICTS AND STRUCTURES



Identification and Preservation Policies

In addition to General Plan Historic Preservation Element Policies, the following policies are specific to Southeast San Diego:

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 Southeastern San Diego 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 African-American community within Southeastern San Diego 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 the context about those properties valued by the community. Include an oral history component to inform the context about those properties valued by the community.

P-HP-4: Develop a historic context statement related to the Mexican-American "sense of place" and cultural landscape evident throughout the community 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 the context about those properties valued by the community.

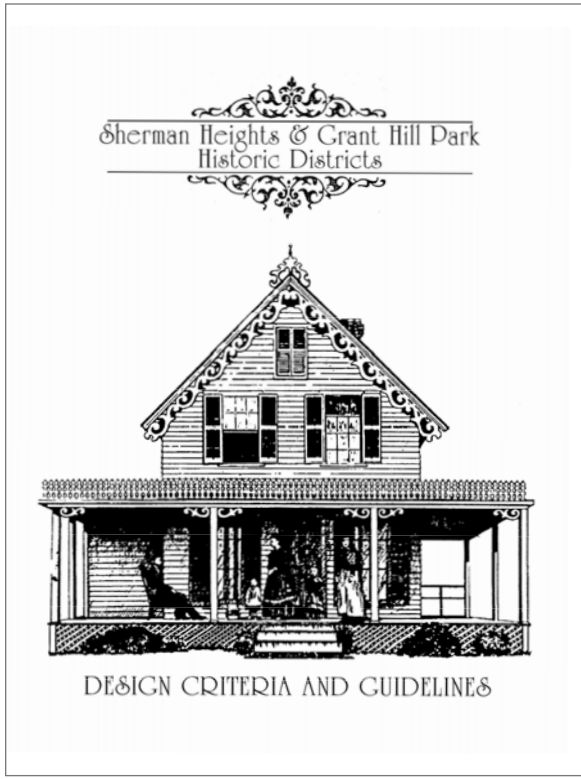
P-HP-5: Develop a historic context statement related to the Japanese-American community within Southeastern San Diego to assist with the identification, evaluation and preservation of resources significant to that history. Include an oral history component in the context statement to inform the context about those properties valued by the community. Conduct subsurface investigations at the project level to identify potentially significant archaeological resources in Southeastern San Diego.

P-HP-6: Protect and preserve significant archaeological resources. Refer significant sites to the Historical Resources Board for designation.

P-HP-7: 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.

P-HP-8: 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-9: Recommend that in the event that Native American burials are anticipated or inadvertently discovered during controlled archaeological excavations or any phase of construction, the concerned parties seek to avoid direct and indirect impacts to the site(s) as the primary mitigation alternative. Treat sites containing human



The Sherman Heights Historic District covers the northwestern corner of the Plan area. Design criteria and guidelines aim to maintain the integrity of historic districts and the structures that comprise them.

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.

remains, funerary objects, sacred objects, or objects of cultural patrimony according to applicable laws and in accordance with the Native American Graves Protection and Repatriation Act (NAGPRA; 43 CFR 10), as appropriate, and any agency-specific rules and procedures for handling such matters.

P-HP-10: 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-11: 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, support of small business development and heritage tourism, and enhancement of 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 Southeastern San Diego.

Educational and Incentives Policies

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

P-HP-12: Promote community education and awareness of the significance of Southeastern San Diego's potential and listed historic resources.

P-HP-13: Partner with Sherman Elementary School, located in the heart of the Sherman Heights Historic District, to provide information on the history and significance of the surrounding community. Materials could include photographs, printed brochures and walking tours that could be utilized for local field trips.

P-HP-14: Include well-preserved archaeological artifacts in an exhibit that could temporarily be housed at the Logan Heights and Mountain View/Beckwourth libraries to better inform the public about the prehistoric occupation and the historic development of Southeastern San Diego.

P-HP-15: Promote the maintenance, restoration, rehabilitation and continued private ownership and utilization of historical resources through a variety of financial and development incentives.

P-HP-16: 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.

Sherman Heights Community Center (top), Bread & Salt (the former Weber's Bakery, middle), and Walmart Neighborhood Market (the old Farmers' Market Building, bottom) are examples of rehabilitation and adaptive reuse.

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