UPTOWN COMMUNITY PLAN UPDATE

DRAFT HISTORIC CONTEXT STATEMENT

JUNE 2010

THE CITY OF SAN DIEGO
CITY PLANNING AND COMMUNITY INVESTMENT
202 C STREET
SAN DIEGO, CALIFORNIA 92101

TABLE OF CONTENTS

PROJECT OVERVIEW

A. INTRODUCTION AND DEFINITION OF GEOGRAPHIC AREA

Purpose and Scope of the Historic Context

This historic context statement applies to the Uptown Community Planning Area (Planning Area), and was prepared in conjunction with the City of San Diego's Uptown Community Plan Update. The information contained in this document will be used to identify locations within Uptown that may contain significant historical resources. In addition, this document will be used to shape the Historic Preservation element of the Community Plan Update.

Uptown spans a number of districts and neighborhoods in San Diego's urban core. Located north of downtown and adjacent to Balboa Park, the Planning Area encompasses nearly 2,700 acres and contains the smaller communities of Park West, Middletown, Mission Hills, Hillcrest, the Medical Complex area, as well as the western half of University Heights.[1] The Planning Area is bounded by the steep hillsides of Mission Valley to the north; Presidio Park, Old Town and Interstate 5 to the west and south; and Balboa Park and Park Boulevard to the east (Figure 1).

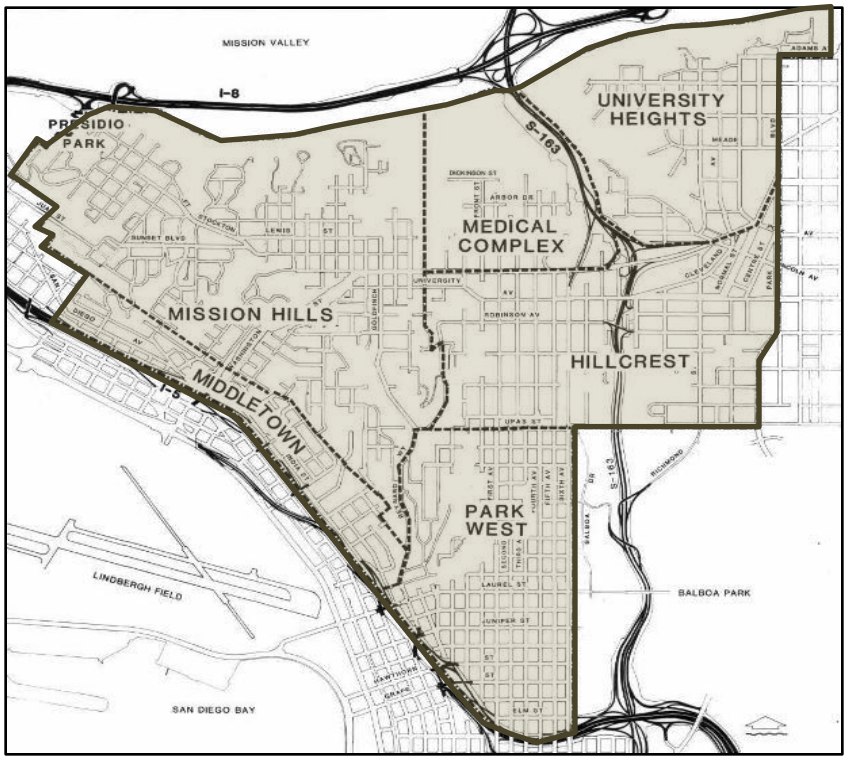

Figure 1. Map of the Uptown Planning Area, showing boundaries.
Source: Uptown Community Plan (1988)

[1] City of San Diego Planning Department, *Uptown Community Plan* (1988), 3.

Aside from general location and topography, Uptown's constituent districts and neighborhoods are remarkably distinct. To account for differences in neighborhood character, this historic context makes specific reference to each neighborhood (Park West, Middletown, Mission Hills, Hillcrest, the Medical Complex area, as well as the western half of University Heights). Whereas the identification of these neighborhoods eases analysis and provides a sense of geographic orientation, it should be noted that, in actuality, their boundaries overlap and are much more fluid.

Historical Overview of the Planning Area

Prior to the arrival of Spanish explorers in the eighteenth century, the Uptown study area was sparsely populated due to its distance from streams and other freshwater sources. The area remained largely undeveloped as California passed through Spanish and Mexican hands, and it was not until the early American period that developers took note of Uptown's uplands and mesas. For the most part, early development was speculative and was limited to the acquisition and subdivision of expansive parcels.

The completion of a transcontinental rail line in 1885 catalyzed the first notable wave of development in Uptown. At the time, speculation still abounded, but a substantial number of homes were constructed near the southern border of Uptown, in present-day Park West. Over the next two decades, new development shifted north towards present-day Hillcrest and University Heights, due in large part to the construction of several public transit lines. Development at this time was primarily residential, but by the early 1900s the area was also home to several businesses, a state Normal School and a popular public park.

Development activity accelerated once more in anticipation of the much awaited 1915 Panama-California Exposition. In addition to private homes, numerous apartments, hotels, businesses, churches and institutions were constructed across Uptown and shaped its communities into discernible streetcar suburbs. By the 1920s, both Park West and Hillcrest were almost entirely developed, and the more distant communities of University Heights and Mission Hills were nearly built out by the 1930s.

Following the Great Depression and World War II, Uptown was the target of several redevelopment efforts and witnessed a considerable amount of physical change. Due to the scarcity of available land for development, many older buildings were replaced with larger buildings including both residential and commercial properties. Development from this era reflected Post-War American values and design trends, such as automobile oriented commercial development and Modern design in both residential and commercial buildings.

Today, Uptown is perhaps best characterized in terms of its diversity. In recent years, both Park West and Hillcrest have continued to experience redevelopment and contain an eclectic mix of turn-of-the-century residences, streetcar-era homes and businesses, postwar infill projects and contemporary high rises. Despite being bisected by Interstate 5 and Highway 163, Uptown still contains cohesive blocks of historic structures, especially in Park West, Hillcrest, and University Heights. In addition, Mission Hills has retained its historic fabric and contains a sizable concentration of single family homes dating from the 1910s, 1920s and 1930s.

B. Research Design and Methodology

This historic context statement was developed primarily through archival research, and synthesizes information collected from a variety of primary and secondary sources. In addition to consulting the historical resource files at the City Planning and Community Investment Department, research was conducted at the San Diego Public Library, the San Diego Historical Society, and the libraries at the University of California, San Diego and San Diego State University.

Primary sources included historic maps, photographs, newspapers, and media advertisements. Specifically, original subdivision maps, in conjunction with Sanborn fire insurance maps, were evaluated to ascertain the broad patterns of development within the Planning Area. Historic photographs provided imagery of the community's evolving landscape, predominant building types and architectural styles. Other primary materials were collected from the archives of the *San Diego Union.*

Secondary sources were consulted to supplement primary materials, and included later accounts of history recorded in a variety of books, essays, journal, theses and previous historic resource assessments. While some of these sources provide information specific to Uptown, others convey the historical development of the Planning Area in the broader context of San Diego history.

C. Identification of Historic Contexts and Periods of Significance

The Uptown Community Planning Area embodies several historic contexts, each of which reflects a notable period of development within the community. While some of these contexts are unique to the study area, others are tied to larger historical trends and can be applied to additional communities in San Diego. Generally, the following contexts and periods of significance follow a chronological framework:

- Early History (1769-1885)
- The Railroad Boom and Early Residential Development (1885-1909)
- The Panama-California Exposition and Streetcar Suburbs (1909-1929)
- Great Depression and World War II (1929-1948)
- Suburbanization, the Automobile, and Modernism (1948-1970)
- Neighborhood Revitalization (1970-present)

These contexts are discussed in further detail in the following section.

HISTORIC CONTEXT

A. EARLY HISTORY: 1769-1885

Native American, Spanish, Mexican and Early American Periods

In the years preceding European contact, Southern California was home to an estimated 10,000 Native Americans, many of whom were settled throughout the San Diego vicinity.[2] The uplands and mesas of Uptown, however remained largely uninhabited at this time, due to lack of fresh water sources, though sources indicate the presence of a small Native American settlement near the western border of Balboa Park.[3]

Upon the arrival of Gaspar de Portolà and Father Junípero Serra in 1769, indigenous settlements were uprooted and replaced with the Spanish land use system, which consisted of the presidio, pueblo and mission. It was during the Spanish period of California history (1769-1822) that most of San Diego, including Uptown, was placed under the jurisdiction of the Mission San Diego de Alcalá. Despite its proximity to the presidio, Uptown remained a distance from population centers, and experienced no development in the years marked by Spanish occupation. This trend of relative inactivity persisted into the Mexican period (1822-1846), when the mission lands were transformed into vast cattle *ranchos.*

Following the Mexican American War and the ratification of the Treaty of Guadalupe Hidalgo in 1848, California was admitted to the United States and the expansive *ranchos* lost their prominence. In subsequent years, a series of federal legislation encouraged Americans to move west and establish homesteads, Native Americans who could neither own nor purchase land, were often relegated to marginal *rancherias*, most often on the fringes of development. One such *rancheria* occupied the southwestern corner of the Planning Area, near the present-day intersection of India and Cedar streets.[4]

Aside from the Indian *rancheria,* development in Uptown remained stagnant until a group of real estate speculators, led by attorney Thomas Sutherland, purchased 687 acres near Uptown's western border and established the Middletown tract in 1850. Thereafter, the tract was surveyed and subdivided into streets and blocks, and plans called for the construction of five public squares and an open community lot known as the Triangle.[5] At the time, however, San Diegans had little incentive to relocate from their settlement at Old Town, and plans for Middletown failed to materialize.

[2] Richard Pourade, *The Explorers* (San Diego: Union Tribune Publishing Company, 1960).
[3] City of San Diego Planning Department, 3.
[4] Stephen Van Wormer and Susan Walter, *Uptown Historic Context and Oral History Report* (2003), 10-11.
[5] Ibid.

Speculation and the Influence of Alonzo Horton

Among the most significant events in the early history of Uptown occurred in 1867, when real estate magnate Alonzo Horton purchased 960 acres and established Horton's Addition (Figure 2). While the focal point of his subdivision was New Town San Diego, Horton's Addition also encompassed a sizable portion of Uptown. This included the area approximately bounded by present-day Front and Upas streets, Sixth Avenue and Interstate 5. Initially, the 50 x 100-foot lots in Horton's Addition sold for $125 apiece, but to encourage development Horton offered free parcels to those who constructed a substantial home.[6]

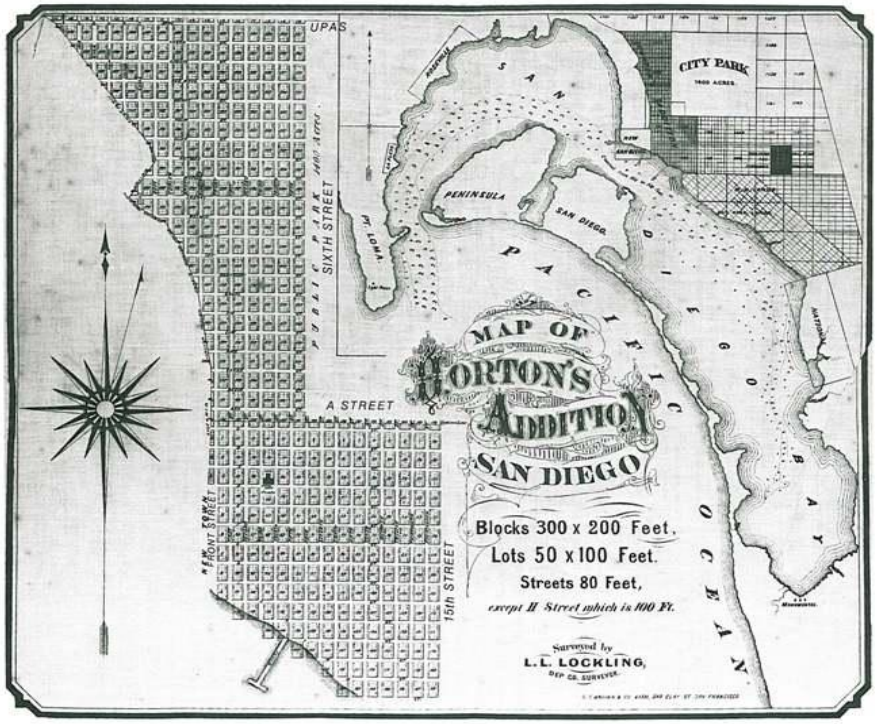

Figure 2. Map of Horton's Addition to San Diego.
Source: Elizabeth MacPhail (1979)

The success of Horton's venture encouraged other eager speculators to follow suit. In 1869, Captain Henry James Johnston, skipper of the merchant vessel *S.S. Orizaba*, purchased 65 acres of pueblo lands near Mission Hills. The following month, Johnston capitalized on his investment by selling half of the acreage to Ormsby Hite, his first mate, for a 700 percent profit. [7] Though he intended to construct his home on the property, this failed to materialize and the property remained undeveloped upon Johnston's death in 1878. It was later subdivided by his daughter who was said to have attained it for "love, affection and $1." [8]

[6] Ibid. 13.
[7] Jerry MacMullen, "The Orizaba – and Johnston Heights," *The Journal of San Diego History* 5.3 (1959).
[8] Ibid.

Land speculation in Uptown accelerated during the early 1870s, when the Texas and Pacific Railway Company announced its intent to construct a transcontinental rail line to San Diego. Within Horton's Addition alone, nearly $83,000 in property sales was recorded in the two months following the company's announcement.[9] In 1872, touted by boosters as San Diego's "year of awakening", a large parcel near Johnston's property in Mission Hills was purchased. Speculators Cyrus Arnold and Daniel Choate purchased the property and jointly filed a subdivision map for Arnold and Choate's Addition later that year.[10]

Demand for real estate abruptly decreased, however, when the Financial Panic of 1873 left the Texas and Pacific Railway unable to fund the construction of a transcontinental rail line. While numerous parcels in Uptown had been sold prior to the bust, very little construction had taken place. Many settlers, who had financed their purchase on installment plans, defaulted on their payments and fled San Diego altogether.[11] Without the demand for real estate, development activity in Uptown ceased for the remainder of the 1870s.

In its early years, therefore, Uptown failed to evolve into the neighborhood envisioned by such investors as Horton, Johnston, Hite and Arnold and Choate. Rather, the area remained undeveloped and sparsely populated, as development activity at this time consisted primarily of speculation and subdivision. Among the few extant resources from this period include remnants of the former Calvary Cemetery (HRB # 5) in Mission Hills' Pioneer Park, which was established by Father Antonio Ubach in 1874 and has earned the distinction of San Diego's oldest civilian cemetery.[12]

B. THE RAILROAD BOOM AND EARLY RESIDENTIAL DEVELOPMENT: 1885-1909

Completion of the California Southern Railroad

Development activity in Uptown remained stagnant until Southern California experienced a period of unprecedented economic growth in the mid-1880s. After years of planning and construction, the California Southern Railroad was completed in 1885 and connected San Diego with the transcontinental Atchison, Topeka and Santa Fe line at its hub in Barstow.[13] In San Diego, the completion of the railroad touched off the "Great Boom" between the years 1885 and 1887, wherein the city experienced a population increase unparalleled in its history.

[9] Elizabeth C. MacPhail, *The Story of New San Diego and of its Founder Alonzo E. Horton* (San Diego: San Diego Historical Society, 1979), 48.
[10] Vaughn.
[11] William Ellsworth Smythe, *History of San Diego: 1542-1908* (San Diego: The History Company, 1908).
[12] City of San Diego, "Calvary Cemetery Site," Historical Resources Report (1968).
[13] MacPhail, 65-66.

Not only did the railroad transform the rural outpost of San Diego into a mainstream American town, but its construction pushed development onto the Uptown mesa for the first time. Among the first buildings constructed in anticipation of the railroad's arrival was W.W. Bowers' Florence Hotel between Third, Fourth, Fir and Grape streets (Figure 3). Upon its completion in 1884, the three-story hotel emerged as a San Diego social center, but was perceived as being "in the sticks" given its isolation from the city's business district.[14] According to Judge Thomas J. Hayes:

> *The Florence Hotel in those days was then, way out of town, or so it seemed…as I stood at the side of the hotel and looked about, I could see little but wild country. There was a big flock of sheep near the hotel, but off where the fine city park now is there was little but sagebrush and cactus. It did not look much then as if the city would build up that far for a long time, but in a comparatively few short months it had spread far beyond that – largely on paper, it is true, but it actually spread pretty fast.*[15]

The Florence was demolished in 1947, but at the site remains a Moreton Bay fig tree which dates from the hotel's initial construction (HRB # 53).[16]

Figure 3. The Florence Hotel, at the corner of Fourth and Fir streets.
Source: Elizabeth MacPhail (1979)

In close proximity to the Florence Hotel was Alonzo Horton's personal residence (not extant), which he constructed on First Street, between Fir and Grape (Figure 4). Completed in 1885, the two-story, twelve-room house embodied Italianate style architecture and was adorned by rich,

[14] Ibid, 67.
[15] Hillcrest History Guild, "The Florence Hotel," http://www.hillquest.com/history/florence.html
[16] Arthur Ribbel, "The Old Florence Sat High on the Hill, Looking Out to Sea," *San Diego Union.*

redwood interiors and marble detailing.[17] For many years, Horton's mansion was regarded as being among the finest homes in all of Southern California, but like the Florence was relatively isolated atop the Uptown mesa.

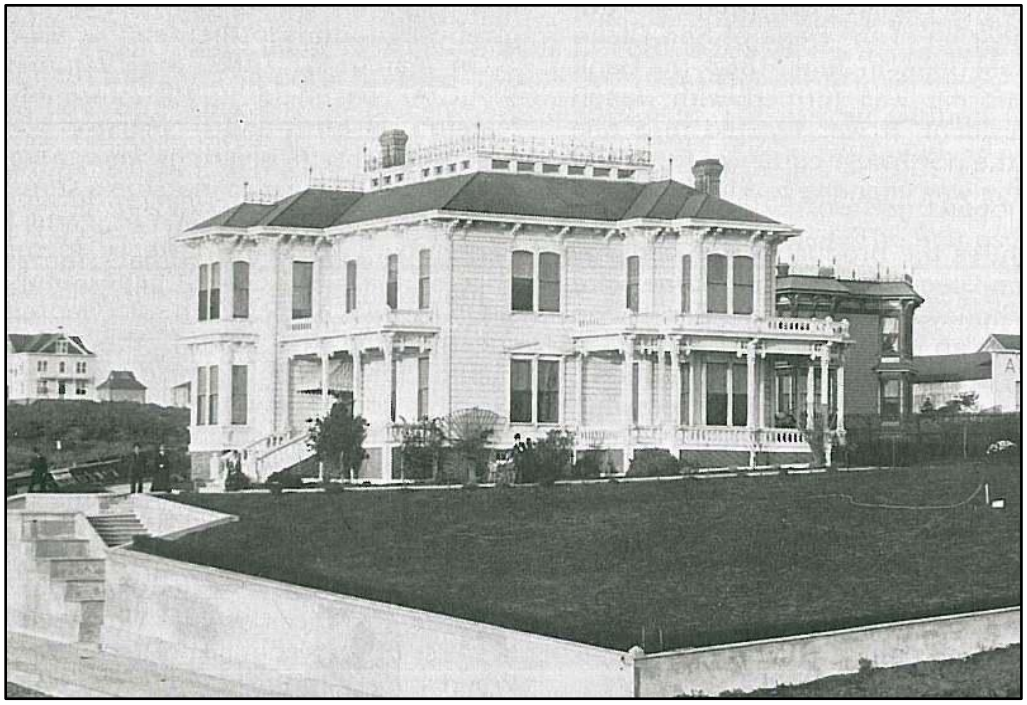

Figure 4. The Italianate mansion of Alonzo Horton.
Source: Elizabeth MacPhail (1979).

Rapid population growth, coupled with a sharp increase in property values, regenerated interest in the speculation and subdivision of Uptown real estate in the mid-1880s. Despite its distance from the city center, an area in Hillcrest bounded by present-day Upas and Robinson streets, Sixth Avenue and State Route 163 was acquired and subdivided by General Thomas Crittenden in 1887.[18] In 1889, Harriett Brookes and her four daughters purchased several acres northwest of Crittenden's Addition and, in a remarkable feat for women at the time, established Brooke's Addition later that year.[19]

At one point, the demand for real estate was so great that speculators subdivided areas several miles from the business district. After receiving title to her father's Mission Hills property in 1887, Sarah Johnston Cox, daughter of Captain Henry James Johnston, renamed the acreage Johnston Heights and subdivided it into residential lots. To attract prospective homebuilders,

[17] MacPhail, 71.
[18] Bruce Kamerling, "Self-Guided Walking Tour of Seventh Avenue," *The Journal of San Diego History* 36 (1990), 2-3.
[19] City of San Diego, "Brookes Family House," Historical Resources Report (2004).

Cox constructed a model home at the center of the subdivision, named the *Villa Orizaba* (HRB # 330), and in its construction incorporated remnants of her father's disassembled ship.[20] Originally, the house was a simple cottage with Queen Anne elements, but has since been renovated into a Vernacular Prairie-style residence.

Also in 1887, a syndicate of businessmen organized the College Hill Land Association and jointly filed a subdivision map for University Heights (map # 558) near Uptown's northeastern corner. Within the community, streets were laid out in a rectilinear grid, and the names of U.S. presidents were chosen for all east-west streets, while north-south streets were named after states. An artificial lake was planned between Maryland and Johnston streets and Lincoln Avenue.[21] Initially, parcels within the subdivision were offered on installment plans, provided the owner agreed to construct a home worth at least $1000 within 90 days of their purchase.[22]

To induce homebuilders to University Heights, which was on the periphery of the city, the Association marketed the subdivision as a college community and promised that the San Diego College of Arts – a proposed branch of the University of Southern California – would be constructed at its center.[23] However, plans to construct the college campus were aborted soon thereafter, and the attempt to establish a college-centered community never advanced beyond the planning stages.[24]

The Great Boom came to an end by the spring of 1888 as Southern California's real estate bubble abruptly burst and tens of thousands of San Diegans, many of whom had become "paper millionaires", were left near penniless (Figure 5).[25] While many tracts in Uptown had been surveyed and subdivided between 1885 and 1887, most real estate transactions were speculative and involved the sale of vacant parcels, most often at inflated rates. In effect, distant subdivisions near Hillcrest, Mission Hills and University Heights remained rural upon the Boom's collapse.

[20] City of San Diego, "Villa Orizaba," Historical Resources Report (1995).
[21] Michele Brooks, "1880s Map Gave University Heights a Lake," *The Mid City Press* (31 Mar. 1989).
[22] MacPhail, 95.
[23] University Heights Historical Society, *Cable Cars and Ostrich Feathers: A Self-Guided Walking Tour of University Heights* (San Diego: Save our Heritage Organisation, 2006), 4.
[24] Ibid.
[25] MacPhail, 100.

Figure 5. Fourth and Elm streets, for sale signs upon the collapse of the Great Boom.
Source: Elizabeth MacPhail (1979)

Early Residential Development

Despite its eventual collapse, the Great Boom touched off development in the Planning Area for the first time. Between the years 1880 and 1888, San Diego's population increased from 2,637 to approximately 40,000, and the demand for housing associated with this population surge pushed new construction out of New Town, towards the Florence Hotel to the north.[26] In the early months of 1888, prior to that year's economic downturn, more than 100 homes were constructed in Uptown. These were built primarily in the section north of New Town but south of Laurel Street.[27]

At the height of the economic boom, this section of Uptown, now referred to as Park West, emerged as a fashionable new residential district. The area's proximity to the central business district, coupled with its unobstructed views of the harbor, attracted some of San Diego's most esteemed citizens, who purchased lots and constructed homes within the neighborhood. Among the first homes in Uptown were constructed for such prominent figures as Judge Elisha Swift Torrance, at 136 Juniper Street (HRB # 94); entrepreneur and inventor Henry Timken, at 2508 First Avenue (HRB # 38); and John Long, president of the Coronado Fruit Packing Company, at 2408 First Avenue (HRB # 37) (Figure 6).

[26] Ibid, 66.
[27] City of San Diego Planning Department, 5.

Figure 6. The Long-Waterman House at 2408 First Avenue (HRB # 37)
Source: San Diego Historical Society

Reflective of the era, many of the community's early homes were styled in accordance with Victorian period architectural styles. Nearing the end of the Victorian period, these structures embodied many characteristics of the Queen Anne style such as asymmetric massing; steeply-pitched gabled roofs; ornamental towers and turrets; and richly embellished, "whimsical" façades.[28] Many homes constructed at the peak of the railroad boom In Uptown are attributed to established masters John Stannard, George Sphor, Comstock and Trotsche and John Sherman.

Some of these Victorian-era structures have since been demolished, but others are extant and retain architectural integrity. Among the most remarkable examples of Queen Anne structures in Uptown include the aforementioned Judge Torrance House at 136 Juniper Street (HRB # 94), designed by John Stannard in 1887; the Britt Scripps House at 406 Maple Street (HRB # 52), constructed in 1887 and 1888; the Timken House at 2508 First Avenue (HRB # 38), designed by Comstock and Trotsche in 1888; and the Long-Waterman House at 2408 First Avenue (HRB # 37), erected in 1889.

In addition to the civic elite, the Uptown community appealed to the middle class and the

[28] Leland M. Roth, *American Architecture* (Boulder: Westview Press, 2003), 242.

upwardly mobile as well. A number of modest homes were constructed in the Planning Area during this period. These homes also featured Victorian-era architectural styles and details but were constructed by builders and carpenters, not architects, and were generally not as complex in form, ornament and scale.[29] Generally, middle-class homes were interspersed throughout Horton's Addition, though a cluster of modest homes attributed to Master Builder John Sherman was constructed between Front, First, Fir and Grape streets in the late 1880s.[30]

Despite the wave of home construction in Uptown during the late 1880s due to the souring economy, the community was not densely developed. While single-family homes were constructed near the Florence Hotel, the amount of vacant land superseded that of developed properties. Development in Middletown, Mission Hills, Hillcrest and University Heights was generally confined to the Park West vicinity, near Uptown's southern edge.

At this time, new construction in Uptown consisted almost exclusively of single-family homes. Presumably, the area's abundance of available land, coupled with its remote location on the city's fringe, dissuaded developers from constructing denser, more urbane multifamily structures. However, a handful of stores, a lodging house and a "colored church" developed on the Fifth Street corridor, along which a horse-drawn streetcar ran to provide access between New Town and the Florence Hotel.[31]

The Aftermath and Physical Impact of the Great Boom

The 1880s collapse of Southern California's railroad boom proved devastating to San Diego. Although San Diego's population rapidly decreased and its real estate plummeted in value, a group of politicians, boosters and entrepreneurs were undaunted and proceeded to initiate a variety of capital improvement projects around the city.[32] With regard to Uptown, these efforts materialized into graded streets, mass transit networks, municipal parks and a state college in the 1890s, all of which facilitated development and helped to shape the Planning Area into an established community.

Streets and Mass Transit Networks

In addition to Uptown's residential development in the 1880s, improvements were undertaken on the area's network of streets and transit corridors. Upon the completion of the railroad in 1885, Fifth Avenue was graded as far north as Ivy Street, and soon after Cedar, Date and Elm streets,

[29] Ione R. Stiegler and Vonn Marie May, *Uptown Historic Architectural and Cultural Landscape Reconnaissance Survey* (2007), 27.
[30] Ibid, 240.
[31] MacPhail, 75.
[32] Ibid, 100.

as well as Third and Fourth avenues were paved.[33] Between 1886 and 1889, an estimated 10 million dollars was expended by the city to pave all the streets between the waterfront and Date Street.[34] Three years later, Fifth Avenue was paved between "A" and University Avenue, as well as University Avenue east to La Mesa.[35]

It was also in the midst of the Great Boom that mass transit networks began to serve the Uptown communities for the first time. Given their relative youth, however, transit operators were overwhelmed by frenzy and confusion during the 1880s and 1890s. With no agreement by city leaders on a general plan, public transit was privatized and interurban franchises were in competition with each other to capitalize on the speculative development of newly subdivided land. These franchises utilized varying types of streetcars to serve Uptown, as well as greater San Diego. However, most of the transit companies failed shortly after their creation due to competition from other rail lines and the faltering economic conditions. Overall, public transit in Uptown was speculative, like the real estate, and these businesses collapsed at the end of the boom.

In 1886, Elisha S. Babcock and Hampton L. Story formed the San Diego Streetcar Company (SDSC). SDSC generally served the area between Uptown and the central business district. The horse and mule-drawn streetcars ran from Fifth and L Streets down to D Street, then down D Street to the bay.

In 1888, Babcock and Story constructed the Park Belt Motor Road, also known as the City & University Heights Railroad and University Heights Motor Road.[36] The line connected downtown, City Heights, University Heights and Hillcrest via a ten-mile loop that traveled through City Park (now Balboa Park) and Switzer Canyon to Marlborough Street, then south on Fifth Avenue to downtown. The purpose of the Park Belt Motor Road was to lure prospective buyers to the newly established real estate developments surrounding City Park, such as University Heights, from a downtown terminal at 18th and A Streets.[37] However, the route went into receivership and shut down just a year after it opened.[38]

Only a year after Babcock and Story established the City's first public transit system, the latest technological innovation in public transit appeared in San Diego. The newly formed Electric Rapid Transit Company (ERTC) introduced electric streetcars to San Diego in 1887.[39] The company routed a line through Uptown, via Fourth Street from G Street to Fir Street.

[33] City of San Diego Planning Department, 3.
[34] MacPhail, 103.
[35] Ibid, 119.
[36] Gena Holle, "Transit in San Diego: ASCE Anniversary Project," *The Journal of San Diego History* 48.1 (2002), 3.
[37] Ibid.
[38] Ibid.
[39] Ibid, 1.

Eventually, the line was extended up Fourth Street to University Avenue to Normal Street and then to University Heights.[40] However, the company folded in 1889 due to the real estate bust and a failed legal battle with San Diego Gas & Electric.

Following the failure of both horse-drawn and electric streetcars, the newly formed San Diego Cable Railway Company (SDCR) implemented a cable car system (Figure 7). The SDCR was organized in 1888 by John C. Fisher, David D. Dare and C.W. Collins. The company took over the failed ERTC and built a cable car system which connected the downtown business district and Uptown via Fourth Street, and terminated at its powerhouse on the southwest corner of Fourth and Spruce streets.[41] In 1891, the line was extended east to University Heights via University Avenue, Normal Street and Park Boulevard, and terminated at Adams Avenue. Once complete, the route measured a distance of 4.7 miles and employed over 51,000 feet of cable wire.[42]

Figure 7. The San Diego Cable Railway at Fourth and Spruce streets.
Source: San Diego Historical Society (https://www.sandiegohistory.org/collections/streetcar/images/7852.jpg)

In an attempt to attract patrons, the SDCR developed a five-acre park at the line's northern terminus (Adams Avenue) in, what was then, the sparsely populated University Heights neighborhood. The park was established as an attractive recreation area and to promote travel on the cable car line. Due to its location overlooking Mission Valley, the park was named "The Bluffs" and featured a few trees as well as a pavilion designed by prominent local architect William S. Hebbard.[43] Hebbard, in partnership with Irving Gill, would later design the nearby Classical Revival style State Normal School (c. 1898), continuing to spur development in

[40] Ibid, 2.
[41] MacPhail, 112-113.
[42] Holle, 3.
[43] University Heights Historical Society, 5.

University Heights. However, the SDCR folded only 13 months after it opened due to competition from other rail lines and an economic recession.[44]

In 1895, entrepreneur George Kerper reorganized the San Diego Cable Railway Company as the Citizens Traction Company.[45] Kerper electrified the former cable line and replaced the cable winding steam engines at the powerhouse with two electric generators.[46] Overhead electric lines were also installed where the streetcars would receive power. Kerper also transformed "The Bluffs" into more of an amusement park than a recreational area. He renamed it Mission Cliffs Park and installed a merry-go-round, playground, shooting gallery and other attractions. Under Kerper's tutelage, Mission Cliffs Park became "the place to go on Sunday afternoons."[47] However, like those before, Kerper and his company went into receivership in 1898 during the height of a nationwide depression.[48]

In 1891, John D. Spreckels formed the San Diego Electric Railway Company (SDER) and sought to purchase every streetcar franchise, or run them out of business, in order to create a uniform electric streetcar transportation system.[49] Spreckels acquired a stake in the horse-drawn San Diego Streetcar Company when he bailed out the Hotel del Coronado. In 1892, Spreckels bought the remaining interest in the company for $115,000. Spreckels also acquired the National City & Otay Railway and the Coronado Railroad.

Spreckels purchased the Citizens Traction Company soon after it folded in 1898 and incorporated it into the SDER. In his purchase, Spreckels also obtained the tracks, streetcars, the power plant, and other assets associated with the rail line. Spreckels kept five streetcars and widened the right-of-way from Fifth Street and University Avenue up to Mission Cliff Park.[50] The tracks along Fourth Street were abandoned and eventually removed in 1903.

Mission Cliff Gardens

Spreckels also obtained Mission Cliff Park as well as 327 lots in University Heights formerly held by Kerper and his Citizens Traction Company.[51] Soon after its acquisition, Mission Cliff Park was renamed Mission Cliffs Garden in conjunction with John D. Spreckels desire to transform the park into a serene botanical garden rather than an amusement park (Figure 8) . In

[44] Ibid.
[45] Ibid.
[46] Ibid.
[47] Ibid.
[48] Ibid, 6,
[49] Holle, 3-4.
[50] University Heights Historical Society, 6.
[51] Ibid.

1904, landscape gardener John Davidson was hired to redesign the park grounds. Davidson planted trees, designed a Japanese garden, installed paths, benches and pergolas, and constructed retaining walls from stones extracted from the property's native soil.[52] That same year, Harvey Bentley relocated his ostrich farm from Coronado to property adjacent to the park. In 1912, a 70 foot walk-in aviary was also constructed. For years, Mission Cliff Gardens was a popular "end-of-the-line" destination. Its presence, in conjunction with the electric streetcar line, attracted visitors to University Heights as well as future residents to the area at the turn of the twentieth century.

Figure 8. Postcard depicting the entrance to Mission Cliff Gardens.
Source: San Diego Historical Society (https://www.sandiegohistory.org/communities/missioncliff/images/enter.jpg)

Pedestrian Footbridges

In addition to streetcars, the paving of roads and construction of footbridges in Uptown also provided access to areas that had previously been inaccessible or difficult to reach. The Quince Street Footbridge (HRB #211) was constructed in 1905 and spans Maple Canyon, linking Quince Street between 3rd and 4th Avenue. The wood trestle bridge spans 236 feet and rises 60 feet above the canyon floor at its highest point. It was engineered by George A. d'Heuecourt and built by Addison M. Young. The construction of the bridge was requested by Chase & Ludington Realtors and residents who lived on the west side of Maple Canyon.[53] They requested the bridge

[52] Beverly Potter, "Mission Cliff Gardens," *The Journal of San Diego History* 23.4 (1977), 3.
[53] City of San Diego, "Quince Street Footbridge," Historical Resources Report (2007).

because it would provide more direct access to the 4th Avenue trolley line, stores, and Balboa Park.

Several years later, in 1912, the Spruce Street Suspension Bridge (HRB #116) was constructed to allow pedestrians access over Arroyo Canyon, between developing Banker's Hill on the west and Balboa Park, transportation, and local businesses on the east. The bridge is the only suspension bridge in San Diego and hangs 70 feet over a canyon that was partially planted by Kate Sessions. It spans a total of 375 feet. It was designed by City Engineer and twice former Mayor, Edwin Capps.[54]

Development of Residential Subdivisions

Improvements in transportation infrastructure, in conjunction with the establishment of Mission Cliff Gardens, made the northern reaches of Uptown accessible. Whereas new construction was confined to the area south of Laurel Street in previous years, development activity began to extend into the undeveloped areas of University Heights, Hillcrest and Mission Hills by the turn of the twentieth century. At the time development in these areas consisted primarily of single-family homes, though other types of development, including schools, fire stations and medical facilities, were also built to meet the needs of Uptown's growing population.[55]

University Heights

Plans to construct a university in University Heights returned in 1897, when the State of California established a State Normal School in San Diego.[56] That year, the College Hill Land Association donated the eleven acre site of the former San Diego College of Arts, at Normal and El Cajon, to the state as the site for a permanent campus.[57] Construction on the main building commenced in 1898, and the facility was completed and opened in 1899.[58]

Designed by master architects William Hebbard and Irving Gill, the school building was designed in the Classical Revival style and was replete with Doric columns and a "noble edifice severely classic in design (Figure 9)."[59] Plans for the east and west wings of the school, also in the Classical Revival style, were also drafted by Hebbard and Gill; the wings were completed in 1904.[60] An Italian Renaissance Revival-style Teachers Training Annex was added several years

[54] Hillcrest History Guild, "Spruce Street Bridge," http://www.hillquest.com/history/spruce.html
[55] Sanborn Maps, 1906.
[56] Urbana Preservation and Planning, *San Diego State Normal School Campus and San Diego City Schools Historic Education Complex* (2009), 3.
[57] MacPhail, 124-125.
[58] Urbana Preservation and Planning, 3.
[59] MacPhail, 125.
[60] Urbana Preservation and Planning, 9.

later, in 1910.[61] Between 1953 and 1955 San Diego City Schools decided to demolish the building due to safety concerns and its compliance with building and fire codes.[62]

Figure 9. Front façade of the State Normal School.
Source: Save our Heritage Organisation (http://sohosandiego.org/lostsd/images/normal_school2.jpg)

The opening of the State Normal School anchored residential development in the community of University Heights. In addition, in the mid 1890s a grammar school, the University Heights School,opened at the intersection of University and Vermont.[63] In addition, with Spreckels promotion of the streetcar, more residents settled in the area. Construction of small bungalows in Spanish Eclectic, Mission Revival, and the Craftsman styles were common.

The Normal School operated in this location for 30 years; in 1921 it was made a State Teachers' College. In 1925, the Normal School was granted college status and was the forerunner of San Diego State University.[64] The school moved to its present site at Montezuma Mesa in 1931 and the 1899 Normal School building was converted into Horace Mann Junior High School.

Hillcrest and the Medical Complex Area

As early as the 1890s, due in part to the concentration of medical complexes, residential development expanded to Hillcrest. The first permanent medical facility constructed in the area was St. Joseph's Hospital and Sanitarium, which was founded by the philanthropic Sisters of

[61] Ibid, 10.
[62] Ibid, 5.
[63] MacPhail, 125.
[64] University Heights Historical Society, 4.

Mercy, under the direction of Sister Mary Michael Cummings.[65] In December 1890, the Sisters acquired ten acres at the northwest corner of Eighth Street and University Avenue and broke ground on a new, three-story hospital; the facility was completed and opened to the public in April 1891.[66]

Responding to the city's growing population, a second hospital specializing in general care was constructed near the site of St. Joseph's. Construction of the three-story County General Hospital began in 1903 and was located at the northern terminus of Front Street (Figure 10).The facility replaced the county-operated Poor Farm in Mission Valley and cost approximately $60,000 when it opened March 15, 1904.[67] The general care hospital was staffed by volunteer physicians who provided patient care and taught/supervised interns and residents. In 1910, a fourth floor was constructed to accommodate the area's growing population.[68]

Figure 10. County General Hospital in Hillcrest.
Source: Hillcrest History Guild (http://www.hillquest.com/history/timeline_medical.html)

Several years later, in 1906, William Whitson, a businessman who had served as the county's first coroner, purchased 40 acres between First and Sixth Avenues and formed the Hillcrest Company. In an interview, Whitson recounted that, at the time of his purchase, "the area was

[65] Donna Fosbinder, "Hospital Based Nursing Schools in San Diego, 1900-1970," *The Journal of San Diego History* 35.2 (1989), 4.
[66] Ibid.
[67] Ibid, 2.
[68] Hillcrest History Guild, "Medical Community History," http://www.hillquest.com/history/timeline_medical.html

largely undeveloped fields strewn with pumpkin-sized boulders."[69] That year, the company subdivided the land (map # 1024) and opened a sales office at the intersection of University and Fifth Avenues.[70] Per the recommendation of his sister-in-law, Whitson named his subdivision Hillcrest, due to its site at the crest of a mesa overlooking Mission Valley.[71] Within a few years the Hillcrest Company constructed nearly 300 homes in the area.[72]

Hillcrest first emerged primarily as a residential district rather than a commercial center because, according to early locals, horses couldn't pull heavy wagons up the hill.[73] Without a commercial base for goods, early residents would purchase fish, vegetables and food from merchants who would visit the area each week in the 1910s.[74]

The Hillcrest subdivision was also advertised as a "restricted" tract; including restrictions on building setbacks, fence regulations, minimum architectural requirements, and land use limitations. These restrictions influenced Hillcrest's development as a thriving residential neighborhood in the 1920s and 1930s with the construction of bungalows as well as single-family homes in the Craftsman and Spanish Eclectic styles.

The construction of commercial and institutional buildings between 1906 and 1915 reflects the growing population and residential development of Hillcrest. In 1908, Florence Elementary School opened its doors at First Street and University Avenue. Two years later, Hillcrest's first bank, University Bank, was constructed on the corner of University Avenue and Fifth Avenue. In 1913, the Hillcrest Theater and a general store began to service the community.[75]

Mission Hills

Aside from the aforementioned Calvary Cemetery and Villa Orizaba, the mesas of Mission Hills were undeveloped and sparsely populated upon the turn of the twentieth century. Unlike the adjacent communities of Park West, Hillcrest and University Heights, the Mission Hills area was not served by an electric streetcar and thereby remained inaccessible to San Diego's population. The first significant instance of activity occurred in 1908, when businessmen George Marston,

[69] City of San Diego, "First Church of the United Brethren in Christ/Thackeray Gallery," Historical Resources Report (1996).
[70] Michael E. Dillinger, "Hillcrest: From Haven to Home," *The Journal of San Diego History* 46 (2000), 4.
[71] Hillcrest History Guild, "Hillcrest History," http://www.hillquest.com/history/timeline.html
[72] City of San Diego, "First Church of the United Brethren in Christ/Thackeray Gallery."
[73] California Council for the Humanities, *Searching for San Diego, II: A Journey through Four San Diego Neighborhoods,* 7.
[74] Ibid.
[75] Hillcrest History Guild, "Hillcrest History," http://www.hillquest.com/history/timeline.html

Charles Hamilton and Elisha Babcock jointly filed the Mission Hills subdivision map (Map # 1115) (Figure 11).[76]

Mission Hills was subdivided shortly after John Nolen published his first comprehensive plan for San Diego in 1908. Upon assessing existing patterns of growth and development within the city, Nolen posited ten specific recommendations with regard to urban planning and infrastructure, all of which were "rooted in local history and natural conditions.[77] Specifically, Nolen stressed the need to obtain, develop and link three types of public land use: (1) central meeting places, (2) street systems and traffic, and (3) open spaces.[78] Nolen also stressed the importance of working with – instead of against – the region's natural topography, and criticized the city's longstanding practice of platting rectilinear grids over its irregular network of canyons, mesas and gulches.

In many ways, the design of Mission Hills embodied the key principles and ideas articulated in Nolen's plan. The name "Mission Hills," for example, takes into account Nolen's suggestion that San Diego embrace its history, as the tract overlooks the site of the Spanish presidio and original mission. Several streets, including the wide, tree-lined Sunset Boulevard, adhered to Nolen's conception of a hierarchal pattern of streets. In contrast to the rectilinear pattern and "paper streets" of nearby tracts, Mission Hills' "curvilinear streets, laid out in a strict hierarchy and punctuated by heavily landscaped parkways, derive straight from Nolen's diagrams."[79]

[76] Melanie Macchio, "John Nolen and San Diego's Early Residential Development in the Mission Hills Area," *The Journal of San Diego History* 52 (2006), 142.
[77] Mary Corbin Sies and Christopher Silver, eds., *Planning the Twentieth Century American City* (Baltimore: The Johns Hopkins University Press, 1996), 167.
[78] Ibid.
[79] Macchio, 142.

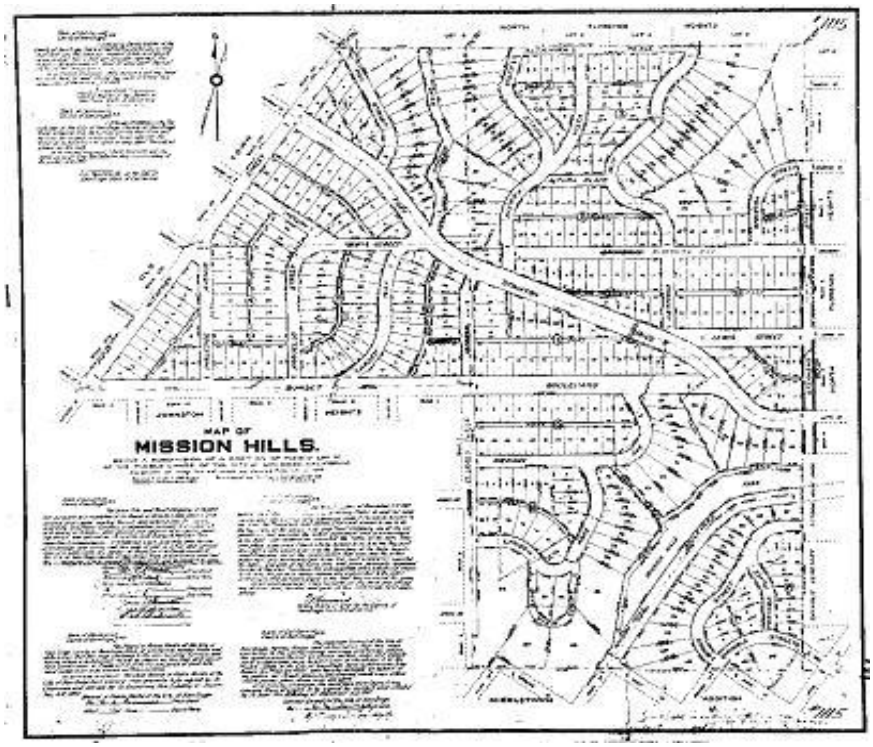

Figure 11. Mission Hills Subdivision Map.
Source: City of San Diego Development Services

Future development near Mission Hills would also be influenced by Nolen's plan. Johnston Heights, initially subdivided at the height of the Great Boom, had been uniformly divided into lots 50 feet wide and 125 feet long, creating numerous parcels of land too small to build on.[80] However, the subdivision remained undeveloped until 1909, when it was re-subdivided and named Inspiration Heights.[81] The earlier rectilinear grid was redrawn with more curvilinear streets as proposed by Nolen. Many streets were also renamed in accordance with Nolen's suggestion that planners recognize the city's Spanish past. Orizaba Avenue and Alameda Drive also conformed to Nolen's notion of developing a hierarchy of streets, in which the width of a street corresponded with its primary function.[82] The two thoroughfares were widened to 80 feet, whereas nearby residential side streets measured only 50 feet.[83]

While the Mission Hills planning area was named after Marston's original subdivision (Map # 1115) filed in 1908, it includes numerous other subdivisions that were also established as speculative real estate during the 1880s and turn of the century. In 1911, subdivision map

[80] Ibid, 146.
[81] Ibid, 147.
[82] Ibid, 138.
[83] Ibid, 147.

number 1383 was filed for the tract "Mission Hills No. 3" and contained 26 lots. A year later, another small subdivision map named "Fort Stockton Heights" was filed (Map # 1430).

The developers of Mission Hills sought to construct an exclusive, high class neighborhood and imposed deed restrictions to promote their goal. Marston's subdivision restricted lots to single-family homes that cost a minimum of $3,500, while garages and barns had to cost a minimum of $500 dollars each.[84] Additional restrictions banned farm animals and limited ownership and leasing of property to those of "the Caucasian race."[85]

The development of the Mission Hills area was influenced by John Spreckels, who believed that "transportation determines the flow of population," as development followed wherever the tracks were laid. While Spreckels had extended the streetcar lines east through Hillcrest and into University Heights, he also extended the lines west with the Mission Hills Streetcar Line in 1908.[86] The line ran north on Fourth Avenue to Spruce Street, then west from First Avenue to Washington Street, and eventually extending as far west to the intersection of Fort Stockton and Trias Street.[87]

Park West and Horton's Addition

Between 1888 and 1906, the Park West area experienced a considerable amount of new development. In previous years, new construction was confined to those blocks nearest Horton's New Town, especially near the Florence Hotel, but the wholesale expansion of mass transit networks during the 1890s allowed development to permeate further north. By 1906, several houses had been erected in the northern section of the neighborhood, though development remained densest south of Laurel Street.

Park West was primarily developed as a residential community.[88] At the time, development consisted almost entirely of single-family dwellings, though a handful of flats were interspersed among these homes. In addition to the Florence, which had been renamed the Robinson, several hotels also occupied the area, which were generally sited on corner lots along the First and Fifth Avenue streetcar lines. Most of these hotels have since been razed, but the 50-room Hawthorne Inn, constructed in 1909 at the corner of First and Hawthorn Streets is still standing (HRB # 148).

After the turn of the century, homes constructed in Park West no longer embodied Victorian-era principles but instead reflected the evolving state of American architecture (Figure 12).

[84] Ibid, D-9.
[85] Ibid.
[86] Fort Stockton Line Historical District, "Historical Context Statement," D-6.
[87] City of San Diego, "Spruce Street Suspension Bridge," Historical Resources Report (1977).
[88] Sanborn Fire Insurance Map, 1906.

Constructed alongside the Queen Anne and Folk Victorian structures of the nineteenth century were homes designed in the Craftsman, Prairie, Spanish Eclectic and other period revival styles (Colonial Revival, Mission Revival, Tudor Revival). Often, homes constructed during this period, such as the Edward Grove Residence at 2243 Front Street (HRB # 336, 1901), and the William and Eleanor McCaskey House at 3320 Second Avenue (HRB # 599, 1909), incorporated elements from many styles.

Figure 12. Postcard depicting Fourth Avenue in Park West.
Source: Historical Resources Report for HRB # 421.

Several of the homes constructed in Park West between 1900 and 1915 are attributed to master architects William Sterling Hebbard and Irving Gill, who worked in partnership until 1907. Notable examples include the Judge Monroe Anderson House at 2257 Front Street (HRB # 199, 1904); the Lee House Number 2 at 3353 Albatross Street (HRB # 62, 1905); and the aforementioned Edward Grove Residence (HRB # 336). The two masters also designed several homes in Hillcrest as the area began to develop, including the renowned George Marston House at 3525 Seventh Avenue (HRB # 40).

Before 1900, Uptown was a remote and inaccessible section of the city, but the construction of roads and bridges, mass transit lines, hospitals, parks and a college campus fueled growth in several sections of the study area. By 1904, approximately 23 percent of Uptown was developed, though the majority of structures were concentrated south of Laurel Street in Park West.[89] At this

[89] City of San Diego Planning Department, 5.

time, construction had also occurred in the northern half of Park West, Hillcrest, Mission Hills and University Heights, although development in these areas was comparatively sparse.

C. THE PANAMA-CALIFORNIA EXPOSITION AND STREETCAR SUBURBS: 1909-1929

City Park and the Roots of the Exposition

The next wave of development in Uptown was touched off in 1909, when the Chamber of Commerce indicated that San Diego would host an exposition celebrating the completion of the long-awaited Panama Canal. That year, the Chamber incorporated the Panama-California Exposition Company and announced its agenda to the city's 40,000 residents.[90] Because of its suitable topography, abundance of undeveloped land and proximity to downtown, City Park, – which was renamed Balboa Park in 1910 after Spanish explorer Vasco Núñez de Balboa, was selected as the future site of the exposition grounds.

Prior to the 1915 Exposition, there had been few concerted efforts to improve the 1,400-acre City Park, which was established in 1868. Aside from a handful of small-scale projects, the acreage stood undeveloped and desolate throughout the nineteenth century. Perhaps the most notable event occurred in 1892, when Kate Sessions leased thirty-six acres of parkland near Sixth and Upas streets and established a nursery.[91] Though Sessions moved her nursery to Mission Hills in 1903, she was responsible for the park's first plantings, which included a variety of trees, shrubs and flowers.[92]

Even before ground was broken for the exposition in 1911, city officials undertook a number of capital improvement projects in anticipation of the landmark event. Sixth Street, which had since been renamed Park Avenue, was widened to 100 feet, and thereafter the city's Board of Public Works planted two rows of *Cocos plumosa* palm trees on either side of the thoroughfare to create a well-defined, uniform streetscape (Figure 13). In 1913, the University Avenue and Washington Street corridors were paved, and also that year a canyon was filled with 38,000 cubic yards of dirt so that Park Avenue would be connected between Date and Juniper streets.[93]

[90] Richard W. Amero, "The Making of the Panama-California Exposition, *The Journal of San Diego History* 36.1 (1990), 1.
[91] Richard W. Amero, "Samuel Parsons Finds Xanadu in San Diego," *The Journal of San Diego History* 44.1 (1998), 1.
[92] Ibid.
[93] Ibid, 10.

Figure 13. Park Avenue (now Sixth Avenue), circa. 1910.
Source: Ione Stiegler and Vonn Marie May (2007)

New Development in the Exposition Era

Between the Exposition's inception in 1909 and its opening celebration in 1915, San Diego experienced an economic upswing and its population nearly doubled in size.[94] The increased demand for permanent housing, coupled with an associated rise in real estate values throughout the city, meant that Uptown's constituent communities all experienced a period of sharp and intensive growth at this time. After the Exposition, the Planning Area had been transformed into several populous and developed communities.[95]

Similar to previous waves of development in Uptown, new construction in the Exposition era consisted primarily of residential structures. At this time, a substantial number of single family homes were constructed on previously vacant parcels. Prior to the Exposition, development had been largely confined to the southernmost section of the Planning Area, but by 1921, the density of residential development in Hillcrest, Mission Hills and University Heights increased.

Prior to the Exposition, homes in Uptown were designed primarily in the Craftsman and Prairie styles, but the Churrigueresque motifs of the Exposition grounds sparked a widespread interest in Spanish architecture. Accordingly, many homes erected in the 1910s and 1920s were designed in the Spanish Eclectic and Mission Revival styles, though others continued to assume Craftsman-style characteristics. Several homes of this era are attributed to established master architects including Frank Mead, Richard Requa, William Templeton Johnson and Martin Melhorn.

[94] Pourade, *Gold in the Sun* (San Diego: Copley Press, 1965).
[95] Sanborn Fire Insurance Maps, 1921.

As the city continued to grow, the heightened demand for permanent housing also created a market niche for multifamily structures. In addition to individual homes, a substantial number of residential flats and rooming houses were built. These were interspersed among several Uptown neighborhoods, particularly those neighborhoods bordering Balboa Park. Many of the flats and rooming houses were constructed as such, but others were identified as single family homes in 1906 and were subsequently modified to house more residents.

To accommodate the onslaught of exposition visitors, residential hotels and apartment buildings were also constructed in Uptown prior to 1915.[96] Generally, these buildings featured between two and six stories, occupied corner lots, and were in close proximity to Balboa Park (Figure 14). Many of these structures are extant, including the Kirkland Apartments at 2309 Fifth Avenue (HRB # 483, 1912); the J. Frank Dahm Apartments at 233-39 Hawthorn Street (HRB # 334, 1912); and the Palomar Apartments at 536 Maple Street (HRB # 334, 1913-15), designed by Master Architects Frank Mead and Richard Requa.

Throughout Uptown, the rapid rate of residential development gave rise to the construction of small commercial nodes along the Fifth Avenue, University Avenue, Washington Street and Park Boulevard streetcar lines. Among the first commercial establishments in the area was the University Avenue Bank in Hillcrest, constructed in 1910, and nearby on Fifth Street the Hillcrest Theatre and Nelson's Dry Goods Store were erected in 1913.[97] At the intersection of Washington and Goldfinch streets in Mission Hills, the P.D. Griswold Pharmacy (HRB # 868), constructed in 1912, emerged as a hub of community life and boasted a soda fountain, a post office and a branch of the public library.[98]

Figure 14. Kirkland Apartments, 2309 5th Avenue, HRB #483
Source: CPCI Staff

[96] City of San Diego, "Palomar Apartment Building," Historical Resources Report (1996).
[97] Van Wormer and Walter, 32.
[98] Ibid, 38.

Figure 15. First Presbyterian Church at 320 Date Street.
Source: Stephen Van Wormer and Susan Walter (2003)

The community's rapidly growing population was also served by several churches. To denote their importance to the community, these churches often occupied prominent corners and were large, imposing and architecturally ornate (Figure 15). Common to the era, many embodied neoclassical elements, including the Park Place Methodist Episcopal Church at 508 Olive Street (HRB # 157, 1910) and the First Church of the United Brethren in Christ at 321 Robinson Avenue (HRB # 331, 1912). Other notable structures include the First Presbyterian Church at 320 Date Street, completed in 1914; and the First Church of Christ, Scientist at 2442 Second Avenue (HRB # 316), designed in 1909 by Irving Gill.

Several years later, in 1926, members of the congregation Beth Israel elected to move their downtown temple to a site nearer Balboa Park. The congregation retained architect William Wheeler to design a new synagogue with Byzantine and Mediterranean influences at the corner of Third and Laurel streets, and it was constructed by M. Trepte & Son Construction that same year. The temple was occupied by congregation Beth Israel until 2001, and is now occupied by congregation Ohr Shalom. While not listed on the local San Diego Register, this historic temple is listed on the California Register. At this site, the congregation also constructed a social hall in 1929, which acted as the primary gathering place for all of San Diego's Jewish organizations until a new Jewish community center was constructed in East San Diego in the mid-1950s.[99] The Congregation expanded their campus again in 1961 with the construction of a Mid-Century Modern style building at the corner of 4th Avenue and Maple to be used as a school.

[99] Van Wormer and Walter, 75.

Prior to the Exposition, several civic, social and fraternal organizations also erected structures in Uptown, primarily in the Park West area. In 1911, the acclaimed Hazel Wood Waterman designed an Arts and Crafts-style clubhouse for the Wednesday Club – a prominent women's society devoted to arts, literature and culture – at the corner of Sixth Avenue and Ivy Lane (extant).[100] Nearby, members of the Benevolent and Protective Order of Elks constructed a meeting hall on Fourth Street, between Nutmeg and Olive streets, in 1913 (not extant).[101]

Patterns of development in Uptown, both during and after the Exposition, underscore the relationship between mass transit and city-building. The majority of new construction occurred near the streetcar routes on First, Fourth, Fifth, Washington and Lewis streets, Fort Stockton Drive, University Avenue and Park Boulevard.[102] In contrast, development was considerably less dense in areas that were not in close proximity to a streetcar line, including the southeastern section of Hillcrest, as well as the southern and western reaches of Mission Hills.

Established Streetcar Suburbs

Though the Panama-California Exposition closed on New Years Day, 1917, development in Uptown remained remarkably steady in subsequent years. As its creators had intended, the exposition brought international recognition to the rural outpost of San Diego, and consequently the city's population nearly doubled in size between the years 1920 and 1930.[103] The influx of newcomers facilitated a wave of continuous development in the Planning Area, as by 1921 the number of developed parcels far exceeded the number of unimproved properties.

Residential subdivisions in the Planning Area continued to be surveyed, registered and subsequently developed into the 1920s. By this time, however, much of Uptown had already been platted; therefore, subdivisions planned after the Exposition were generally sited in those sections of the study area not well-served by streetcar lines. To maximize the amount of buildable land, especially in areas bisected by canyons, many developers conformed to the study area's natural topography by incorporating winding streets, asymmetrical blocks and irregular-shaped parcels into their plans.[104]

Residential development was not confined to a particular section of Uptown, but where vacant land was available. In 1924, George Marston subdivided property adjacent to his Hillcrest

[100] Catherine W. Zipf, *Professional Pursuits: Women and the American Arts and Crafts Movement* (Knoxville: The University of Tennessee Press, 2007), 43.
[101] Van Wormer and Walter, 74.
[102] Sanborn Fire Insurance Maps, 1921.
[103] Richard Pourade, *The Rising Tide* (San Diego: Copley Press, 1967).
[104] Van Wormer and Walter, 55.

mansion between Seventh Street, Richmond Street, Robinson Avenue and Balboa Park, and named the community Marston Hills. Between the mid-1920s and the 1930s, approximately 50 homes were constructed in the community, most of which were designed in the Spanish Eclectic style and featured "the latest in modern conveniences."[105]

At this time, new subdivisions also arose near the northern and western edges of Mission Hills. Near the former site of the Spanish *presidio*, George Marston subdivided the Presidio Hills community in 1926 – shortly before he financed the conversion of the *presidio* grounds into a public park – and in 1928 Reynard Hills was subdivided near the community's southwest corner.[106] Where land had previously been subdivided, infill development proliferated, and during the 1920s a number of new homes were also constructed on vacant parcels in Mission Hills, Hillcrest and University Heights.[107]

The proliferation of subdivisions and residential construction necessitated other types of facilities and institutions within the Planning Area. In 1921, Grant Elementary School was established near the cemetery at the intersection of Washington and Randolph to serve the new subdivisions near Mission Hills and featured a branch of the public library.[108] Grant Elementary, with several additions, remains in this location and the adjacent cemetery now serves as a public park. Fire Station No. 10 at 4470 Park Boulevard in University Heights was demolished in 1956 to make room for an office building constructed in its place. Several years later, in 1928, a branch of the post office was constructed at 3960 5th Avenue in Hillcrest, this building is still extant.[109]

Between the 1920s and 1930s, several hundred homes were also constructed on the westward-facing slopes of Middletown, near Uptown's western border. Initially, the tract had been subdivided in 1850 and predated even Horton's Addition, but poor access to streetcar lines precluded its development until other sections of the Planning Area had been built out. At this time, development in Middletown consisted primarily of single family homes, though the community was anchored by a small commercial node called Five Points at the intersection of Washington and India streets.[110]

Development in Uptown continued to be primarily residential in the 1920s, but residential property types varied widely between individual communities. Park West contained an eclectic mix of homes, flats, apartments and hotels, but in Mission Hills numerous deed restrictions expressly prohibited the construction of hotels, apartments and homes worth less than $3500.[111]

[105] Ibid, 33.
[106] Ibid, 37.
[107] Ibid, 39.
[108] Mission Hills Community Directory (1992-1993).
[109] Van Wormer and Walter, 32.
[110] Ibid, 42.
[111] The Mission Hills-Traditional Historic District, "Historical Context Statement," 8.

In contrast, Hillcrest featured a combination of smaller houses, bungalow courts and flats, and its reputation for affordability appealed to families, young couples and single residents.[112]

Traditionally, multifamily housing was perceived as inferior to the private home, but after World War I urban apartments came into vogue with the middle and upper classes.[113] By the 1920s, several multistoried, high-end apartment houses had been constructed in Park West and afforded views of the park, harbor and city center. Still extant are the four-storied Barcelona Apartments at 326 E. Juniper Street (HRB # 440) designed in 1923 by Master Architect Eugene Hoffman; and the seven-storied Park Manor Apartments at 525 Spruce Street (HRB # 253) designed in 1926 by Master Architect Frank Allen.

In the mid-1920s, a number of apartment houses were also constructed along the Park Boulevard corridor in eastern Hillcrest, an area which came to be known as "Apartment Row."[114] Common to the era, these structures were designed almost exclusively in the Spanish Eclectic and Italian Renaissance Revival styles and reflected the Churrigueresque elements of the 1915 exposition.

The continuous growth of Uptown's population sparked the construction of a number of commercial districts by the early 1920s. Sanborn maps indicate that, like residences, these commercial nodes were patterned along mass transit lines, as the majority of businesses were located near the streetcar stops at Fifth Street and University Avenue in Hillcrest; Washington and Goldfinch streets in Mission Hills; and Park Boulevard and Adams Avenue in University Heights (Figure 16). A handful of commercial structures in Park West were scattered on First Street between Ivy and Juniper, and on Fifth Street between Fir and Grape and also between Juniper and Laurel.

[112] Dillinger, 2.
[113] John McMahan, *Professional Property Development* (New York: McGraw Hill, 2007), 10.
[114] City of San Diego, "Greater Mid-City Historic & Architectural Survey," Vol. 3-C-13, 1-5.

Figure 16. Business district at University Avenue and Fifth Street, 1928.
Source: Michael E. Dillinger (1999)

The pattern of commercial development was largely determined by the streetcar route, but many enterprises also reflected the proliferation of the automobile after World War I. Among the most common businesses constructed in the early 1920's were automobile garages which provided residents with facilities to service their personal vehicles. Several gasoline and service stations were also constructed on prominent and accessible corners in the aforementioned business districts.

Both during and after the 1915 Panama-California Exposition, the communities of Uptown experienced intensive development and assumed the shape and character of streetcar suburbs. While the exposition brought about international renown to San Diego and provided the impetus for urban growth, the construction and expansion of streetcar lines patterned development at this time.

Emerging Modern Trends

In addition to the Spanish Revival styles that sustained popularity through the 1920's, Uptown saw the first expression of early Modern styles in the emergence of the Streamline Moderne and Art Deco styles in residential and commercial architecture. Expression of these styles in apartment buildings proliferated in Park West, the Art Deco Le Moderne Apartments (HRB

#811) at Sixth Avenue and Nutmeg Street, and Streamline Moderne apartment buildings on First Avenue and Fourth Avenues near their intersection with Upas Street are just a few examples that remain extant in that neighborhood. Less common was the use of these early Modern styles in single-family residential homes; however some rare examples exist in Uptown such as the Streamline Moderne bungalow at the corner of Upas and Herbert Streets on the northern border of Balboa Park.

Among the unique early architectural features of Uptown is a group of Egyptian Revival style structures, along Park Boulevard in Hillcrest. These buildings, which were erected between 1925 and 1928, corresponded with the uncovering of Tutankhamen's tomb in 1922 and reflected a highly popular, if not short lived, fascination with ancient Egypt.[115] Two excellent examples of this style remain extant on Park Boulevard between Robinson Street and University Avenue in Hillcrest; the Egyptian Court apartments on the west side a two story apartment building with retail space at the street level on the east side. The Park/Bush Egyptian Theatre (HRB # 351) is located just to the north of these buildings.

D. GREAT DEPRESSION AND WORLD WAR II: 1929-1948

The Great Depression and the 1930s

Though Uptown experienced a period of remarkable growth and development in the 1910s and 1920s, its communities were nonetheless impacted by the catastrophic stock market crash of 1929. Over the next several years, as the economy soured and unemployment became rampant, the demand for houses and real estate diminished, and the national rate of home construction dropped by an astonishing 80 percent.[116] In effect, the Planning Area's communities, which were all predominantly residential, experienced considerably less development activity in the 1930s.

According to a residential security map issued by the Home Owners Loan Corporation in 1933, several sections of the study area experienced physical decline in the Depression era. That year, the agency assessed all of San Diego's neighborhoods on a four-tiered scale, based in large part on their physical condition, to determine which areas qualified for federal mortgage insurance programs. Mission Hills, Marston Hills and the northernmost edge of University Heights were rated favorably, but Park West, Hillcrest and most of University Heights were given a third grade rating, which was typically indicative of physical neglect, poor maintenance and an aging housing stock.[117]

[115] Helen McCormick Hobbs-Halmay, "The Development of Egyptian Revival Architecture in San Diego County," *The Journal of San Diego History* 38.2 (1992), 2.
[116] Mark Broad, "I Remember the Wall Street Crash," BBC News, 6 Oct. 2008.
[117] Becky M. Nicolaides and Andrew Wiese, *The Suburb Reader* (New York: Routledge), 2006, 248.

The economic downturn, coupled with the proliferation of the automobile after World War I, also contributed to the demise of Mission Cliff Gardens. Due to a substantial loss of revenue, the San Diego Electric Railway Company closed the park and the adjacent Bentley Ostrich Farm and relegated the site as a "physical non-operating property" in 1929.[118] In 1942, the site was redeveloped into homes, but many of the park's features were incorporated into the development including its cobblestone wall; redwood gates; lily pond; streetcar waiting kiosk; and two rows of mature palm trees (HRB # 346).

To curb the effects of the Depression and stimulate the local economy, the Chamber of Commerce proposed that San Diego host another exposition in 1935. In addition to using the preexisting Spanish Baroque structures from the 1915 fair, the California Pacific International Exposition featured several vernacular buildings designed by Master Architect Richard Requa.[119] Unlike its predecessor, though, the 1935 Exposition did not significantly influence the architectural character of the Planning Area, as all of its communities were almost entirely developed by the mid-1930s.

Development in Uptown did not come to a complete stop in the 1930s, though the rate of construction had slowed considerably from previous years. At the time, the majority of new construction was residential and consisted of single family homes, most of which were designed in either the Spanish Eclectic, Monterey Revival or California Ranch styles and were located in newer subdivisions near Mission Hills and Middletown.

In addition to residences, several public works and capital improvement projects were also initiated in Uptown throughout the Depression era. To improve automobile access throughout the Planning Area, a steel arch bridge was constructed in 1931 by the firm of Allen and Rowe (HRB # 320), which spans Maple Canyon and connects First Avenue between Nutmeg and Palm streets (Figure 17). For many years, the span was known as the "People's Bridge," as its construction was initiated by nearby property owners through the Improvement Act of 1911.[120] Several years later, in 1940, members of the Hillcrest Women's Association donated the neon "Hillcrest" sign at Fifth and University avenues, in the core of the community's commercial district.[121]

As the automobile proliferated, a number of projects were initiated to improve Uptown's network of streets, bridges and infrastructure. To alleviate traffic on Washington Street, University Avenue was extended several blocks to the west in 1936, and in 1940 a girder bridge was constructed on Washington Street over Sixth Avenue to expedite east/west travel through

[118] University Heights Historical Society, 8.
[119] Pourade, *The Rising Tide.*
[120] Hillcrest History Guild, "First Avenue Bridge," http://www.hillquest.com/history/first.html
[121] Hillcrest History Guild, "Hillcrest History," http://www.hillquest.com/history/timeline.html

central Hillcrest. The following year, city officials approved the widening of Sixth Avenue north of Upas Street as part of a program aimed at relieving the pervasive "Hillcrest traffic bottleneck at University Avenue."[122]

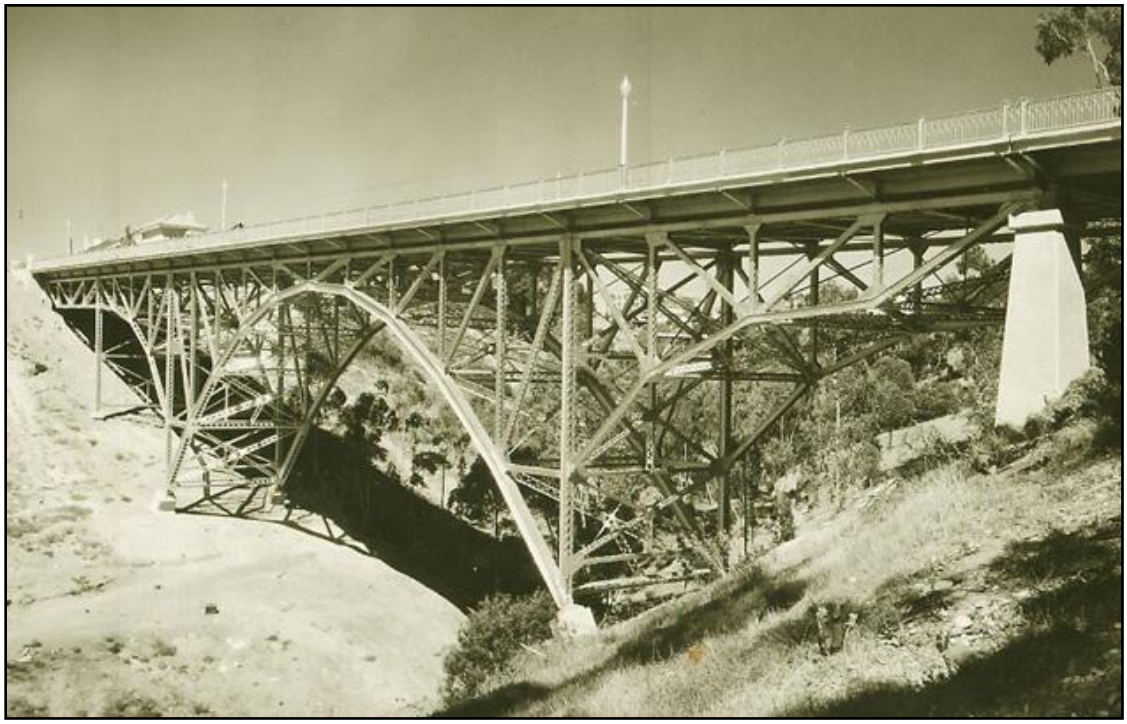

Figure 17. First Avenue Bridge, shortly after its completion in 1931.
Source: Hillcrest History Guild (http://www.hillquest.com/history/first.html)

World War II

The next wave of activity in the Planning Area was touched off by the Second World War, at which time San Diego was transformed into a thriving metropolitan center. Shortly after the war began in 1939, the Federal Government invested heavily in defense, and San Diego, which was home to a sizable naval presence, as well as aviation contactors Consolidated Aircraft and Ryan Aeronautical, emerged as a hub of wartime production. This culminated in a dramatic population increase between 1940 and 1943, wherein defense employees and their families poured into the city at an average of 1,500 per week.[123]

Not surprisingly, the massive influx of war workers strained San Diego's resources and infrastructure, and by the early 1940s the city experienced a housing shortage unparalleled in its

[122] Ibid.
[123] Christine Killory, "Temporary Suburbs: The Lost Opportunity of San Diego's National Defense Housing Projects," *The Journal of San Diego History* 39 (1993), 1-2.

history.[124] While the Federal Government provided some relief by constructing workforce housing for defense employees at Linda Vista, much of the problem remained on the shoulders of local officials and private developers. To provide the city with critically-needed housing units, the defunct Mission Cliff Gardens was subdivided into 81 parcels in 1942 and was subsequently developed with single family homes.[125]

In addition to new construction, the scarcity of housing at this time also facilitated the conversion and subdivision of single family homes. Several structures initially constructed as private dwellings were converted to flats or rooming houses. Conversions of this nature occurred almost exclusively in the communities of Park West and Hillcrest, both of which already featured an eclectic mix of residential property types prior to the war.

During the 1940s, the state Division of Highways constructed the Cabrillo Parkway (present-day State Route 163) through Balboa Park and some of Hillcrest (HRB # 441). Touted by its supporters as an innovative solution to traffic congestion and a valuable link between downtown and nearby military installations, the parkway was approved by voters in 1941, though wartime restrictions on building materials delayed its completion until 1948.[126] As the parkway passed through the center of Hillcrest, several overpasses were constructed along Washington Street (1942), Robinson Avenue (1942) and University Avenue (1947) to ease the flow of east-west traffic through the community.[127]

Aside from a limited amount of residential development and the construction of the Cabrillo Parkway, Uptown does not appear to have experienced much physical change in the World War II era. This trend occurred citywide and can be attributed to wartime restrictions on building materials, which largely precluded private development at this time.

[124] Ibid.
[125] University Heights Historical Society, 8.
[126] California Department of Transportation, *Historic Property Survey Report* (1996), 7.
[127] Ibid, 14-17.

E. POSTWAR DEVELOPMENT 1948-1970: SUBURBANIZATION, THE AUTOMOBILE, AND MODERNISM

The Rise of the Automobile

After World War II, Uptown experienced a number of marked physical changes, due in large part to postwar suburbanization and the preeminence of the automobile. In the late 1940s, shortly after the completion of the Cabrillo Parkway, San Diego became the first major city in the southwestern United States to decommission its entire network of electric streetcars in exchange for buses.[128] The last operable streetcar line, shuttered in early 1949, passed through Uptown on the University Avenue corridor and serviced the residents of Hillcrest and University Heights.[129]

In the 1950s, the increase in automobile ownership went hand-in-hand with the decline of San Diego's central business district. Instead of the pedestrian or streetcar, businesses now catered to the automobile and remained competitive by constructing new, detached stores with ample parking in suburban settings. Accordingly, in 1950 Sears, Roebuck and Company announced plans to relocate its downtown store to a larger 12-acre site in Hillcrest.[130] Sears' new store opened in 1953 between Richmond, Cleveland and Washington streets, adjacent to the Cabrillo Parkway (Figure 18).

[128] Richard Pourade, *City of the Dream* (San Diego: Copley Press, 1977).
[129] Anne V. O'Connor-Ruth, "Mercantile to MacDonald's: Commercial Strips in San Diego," *The Journal of San Diego History* 38.3 (1993), 6.
[130] Pourade, *City of the Dream.*

Figure 18. Aerial view of the Hillcrest Sears store, 1953.
Source: Van Wormer and Walter (2003)

In the postwar era, new commercial development was no longer patterned along streetcar routes, but instead reflected the freedom of movement offered by the automobile.[131] Uptown's older commercial nodes continued to thrive, but in addition several new commercial "strips" were constructed along the community's primary commercial corridors. Most of Uptown's commercial strips were accompanied by on-site parking, a feature almost never incorporated inearlier commercial development.

During the 1950s, a variety of car-related businesses and facilities were constructed in Uptown. At the time, a substantial number of gasoline and service stations, repair garages, body shops and car washes were interspersed along the commercial corridors of Washington Street, Park Boulevard, and University, Fifth and Sixth avenues. Several auto sales and parts stores were also built, as well as a handful of motels, and a Department of Motor Vehicles office at 2460 Normal Street in University Heights.

[131] O'Connor-Ruth, 4.

New Construction and Redevelopment in the Postwar Era

Uptown had been largely built out by the 1930s, but construction continued after the Second World War primarily in the form of infill and redevelopment as undeveloped land was in short supply. Most new single family homes were slatted in between existing residences in established neighborhoods or constructed alongside steep canyon rims and slopes previously considered unbuildable. In the mid-1950s, developers platted Rodefer Hills, Uptown's largest postwar subdivision, in the westernmost fringe of Mission Hills, on the slopes overlooking Old Town and the Midway district.[132]

In addition to infill construction, the scarcity of available land also facilitated a considerable amount of redevelopment activity in Uptown in the postwar years. In the 1950s, many older buildings in the Planning Area were razed and replaced with more contemporary structures. To some degree, redevelopment occurred across the entirety of the Planning Area, although the effects were most pronounced in the southern section of Park West, nearest downtown.

To make way for new development, some of Uptown's most historic structures were demolished and subsequently redeveloped. In 1947, the owners of the once-venerable Florence Hotel demolished the structure, which failed to meet the city' fire code requirements.[133] Several years later, in 1955, Hebbard and Gill's Normal School building was also taken down because of fire code noncompliance, and in its place master architect Clyde Hufbauer designed an International style education center for San Diego City Schools.[134] The next year, Alonzo Horton's Italianate mansion, once heralded as one of southern California's finest homes, was demolished and replaced with an office complex.[135]

Following the war, a substantial number of doctor's offices, medical clinics and nursing homes were constructed in Park West and Hillcrest, presumably because of their proximity to County and Mercy Hospitals. Most of these medical facilities were concentrated along Fourth and Fifth avenues, though several others were sited on adjacent streets. With time, the Fourth and Fifth Avenue corridors became known as Pill Row and were also "generously sprinkled with other professional offices including attorneys, insurance agents and architects."[136]
In 1956, state engineers determined that the County Hospital structure, constructed in 1904, was structurally unsound and in need of replacement. After years of planning and construction, the County supervisors opened a new, 11-storied hospital in 1963 at the northern terminus of Front Street (now UCSD Medical Center).[137] Several years later, in 1966, Mercy Hospital also

[132] Van Wormer and Walter, 72.
[133] Ribbel.
[134] Ribbel
[135] "Lost San Diego," *Save our Heritage Organisation Magazine* 40.1-2 (2009), 74.
[136] Van Wormer and Walter, 46, 73.
[137] Hillcrest History Guild, "Medical Community History," http://www.hillquest.com/history/timeline_medical.html

constructed an 11-storied structure at Washington Street and Fifth Avenue (now Scripps Mercy Hospital).[138]

Postwar redevelopment also affected the character of University Heights, as a substantial number of apartments were constructed in the suburban community after World War II. The increased popularity of these multifamily structures was articulated by an article in the *San Diego Union*, which describes the construction of several "eight to ten unit squares with macaroni trim, adobe fronts and New Orleans porches."[139] Some of these apartments were constructed as infill projects on the community's few remaining vacant lots, but many were built on parcels previously occupied by smaller single-family homes.

To some degree, Park West, Hillcrest and University Heights were all affected by redevelopment in the postwar years, but Mission Hills experienced comparatively little physical change during this time. New development consisted primarily of commercial structures along Washington Street. In addition to several street-facing stores, two modern shopping centers including larger grocery stores were constructed near the intersection of Washington and Dove streets, and a branch of the public library at the corner of Washington and Hawk streets.

Mid-Century Modernism

In large part, buildings constructed in Uptown after World War II reflected the shift away from the period revival styles towards more contemporary architectural trends. In addition to several Ranch and Minimal Traditional style houses, Uptown contains some of San Diego's most quintessential examples of Mid-Century Modernism. Given the scarcity of undeveloped real estate, these modern resources were not constructed in contiguous blocks, but were most often interspersed amidst older structures in well-established neighborhoods or on vacant steeply sloping or canyon lots.

Designed in 1949 by renowned San Diego architect Lloyd Ruocco, the Design Center (HRB #434) at 3601-3656 Fifth Avenue is often looked to as the catalyst for the San Diego expression of Mid-Century Modernism. For many years the Design Center functioned as the architectural offices of Ruocco and his wife Ilse, an interior designer. The design for the building incorporated large expanses of glass, use of natural wood siding, and a site-specific multi-story design that accommodated the steep slope of the lot. This type of design gained in popularity among San Diego's Modern architects as a solution for building on previously undesirable lots. In addition to the commercial Post and Beam expression of the Design Center, examples of the Post and Beam style in residential architecture are present on canyon lots throughout the Mission Hills and University Heights neighborhoods such as the Senterfit Residence on Franciscan Way

[138] Ibid.
[139] *San Diego Union*, 1-12-1970 in Van Wormer and Walter, 51.

in University Heights, and the Westphal-Chapman residence on Jackdaw Street in Mission Hills, both designed by Homer Delawie in the early 1960s.

While the Post and Beam style became the preferred Modern expression for residential architecture in Uptown, Modern commercial architecture was primarily constructed in the Contemporary style. This style opened the interior of commercial buildings to the street by incorporating large glass store fronts, and used exterior finishes such as stone, concrete block, and stucco.

Modern Contemporary architecture was favored for commercial strips such on major thoroughfares such as Washington Street in Mission Hills and Park Boulevard in Hillcrest and many examples still exist in these locations, such as the commercial buildings on the southeast and southwest corners of Washington and Goldfinch Streets, and the adjacent Mission Hills Public Library at Washington and Falcon Streets. Additionally, the Contemporary style was commonly used for infill lots in Park West for the construction of office and institutional buildings, and several excellent examples remain including; the Burkett & Wong building at Fourth Avenue and Walnut, and the Congregation Beth Israel Religious School annex (now the Museum School) constructed in 1961 by Daliner & Krisel and located at 211 Maple Street.

Park Boulevard and University Avenue, formerly the home of streetcar lines, were transformed into heavily traveled motorways during this period. As use of the automobile became the common mode of transportation, architects in Uptown employed a more eye-catching substyle of Modernism known as Futurist, or Googie. Recognizable by large glass windows, prominent roof forms and large, often neon, signage; Googie architecture was particularly popular for the design of restaurants on large boulevards whose owners wanted to attract travelers as they passed through.

Constructed in 1965, the building at 1263 University Avenue in Hillcrest typifies Googie architecture in Uptown, with a large angular roof, full height glass windows and massive stone exterior wall. The building signage, topped with a light-up star, stretches well above the building itself in order to be seen by motorists from many blocks away. A similar Googie sign is present at Brian's American Eatery at the intersection of Washington Street and Lincoln Avenue in University Heights. Located on a well traveled corridor, the restaurant is a rather modest Contemporary structure; it is the tall neon sign that exemplifies Googie style roadside architecture.

A residential manifestation of the Futurist or Googie style in Park West is the Colonel Salomon/Henry Hester Apartments at 3200 Sixth Avenue (HRB # 801), considered to be among Hester's most notable works (Figure 19). In 1958, Colonel Irving Salomon commissioned

Hester, a University of Southern California graduate and former student of Lloyd Ruocco, to design the posh, 30-unit apartment house adjacent to Balboa Park. Among the building's most notable features includes its floor-to-ceiling doors and windows, free-flowing atmosphere and distinctive block-like balconies, which afford incredible views of the park grounds.[140]

Figure 19. Colonel Salomon/Henry Hester Apartments, 3200 6th Avenue.
Source: Pamphlet in Designation File for HRB # 801

Other Modern architectural styles in Uptown include examples of International architecture. The Flame restaurant at 3780 Park Boulevard in Hillcrest exemplifies the International style. The building, designed by well known architect Richard Wheeler, was originally known as the Garden of Allah restaurant, The Flame was remodeled by Wheeler in 1954 after a fire destroyed the building.

Decline in the Age of Suburbanization:

Between the 1960s and 1970s, the effects of postwar suburbanization took a toll on many of the city's older neighborhoods. In Uptown, these effects were especially profound in the early 1960s, when the State Division of Highways initiated the construction of Interstate 5 along the study area's western and southern borders. As the route was intended to convenience suburban commuters, little effort was made to mitigate its impact on existing communities, and in effect

[140] Jack Williams, "Henry Hester, 81: An Architect's Architect, Known for Clean Lines," *San Diego Union-Tribune* (4 Nov. 2006).

entire blocks in Middletown were razed to accommodate the freeway and its accompanying overpasses, underpasses and ramps.[141]

The construction of suburban shopping malls, such as the Mission Valley Shopping Center in 1961, drew customers away from Uptown's commercial nodes and threatened the area's economic vitality. In subsequent years, a substantial number of local shops and restaurants in Hillcrest, Mission Hills and University Heights closed their doors, and in effect these once-thriving business districts experienced a period of economic stagnation.[142] According to a Hillcrest business owner, these areas "kind of became ghost towns for the next 20 years" as regional shopping malls continued to proliferate.[143]

Perhaps more so than adjacent communities, Hillcrest was hit especially hard by the mass exodus of middle class households to suburban tracts. As demographics shifted, the community, whose modest housing had long attracted young families, now consisted of an aging population and deteriorating housing conditions.[144] With regard to the built environment, the study also concluded that Hillcrest was experiencing a period of rapid physical decline, as more than 16 percent of its housing units were classified as either deteriorating or completely dilapidated.[145]

During this period, a large part of Uptown was rezoned to accommodate an increase in density. This rezoning, combined with the large number of deteriorated houses resulted in demolition of older homes in favor of new multi-family buildings which maximized the financial returns for the properly owner and the number of dwellings on each lot. [146] The preferred configuration for these multi-family developments, also known as "Huffman six packs" was a two story rectilinear building oriented to precisely fit within the front and side setbacks of the lot that could accommodate between 4 and 8 units with parking spaces fronting the street. These buildings generally reflected the stripped down appearance popular in the Modern era, with only minimal detailing and ornamentation usually in the form of iron balconies, grilles, lighting fixtures and narrow arches.

Throughout the 1960s and 1970s, a substantial number of historic properties along the Fourth, Fifth and Sixth Avenue corridors were razed and replaced with these buildings, as well as condominiums and offices.[147] In 1970, the amended zoning ordinance permitted the construction of Green Manor, a 13-story senior citizens complex at Ibis Street and Fort Stockton Drive, but

[141] Van Wormer and Walter, 43.
[142] California Council for the Humanities, 8.
[143] Ibid.
[144] Dillinger, 3.
[145] Ibid.
[146] Mains, 53
[147] Mission Hills Community Directory (1992-1993).

the project sparked such an outcry that the City Council implemented residential height limits for Mission Hills shortly thereafter.[148]

F. NEIGHBORHOOD REVITALIZATION: 1970-PRESENT

To be provided

The Influence of the Gay Community

- Center for Social Services (now LGBT Center) moves from Golden Hill to Hillcrest 1980
- First gay pride parade 1974
- Early 80's – opening of gay owned businesses
- David's Place – 3766 5th Ave opened as a coffee house geared towards support of AIDS patients
- The Flame – Restaurant opened as first lesbian bar, 1984

Revitalization of Hillcrest's business district in the 1980s/90s

- Demolition of Sears (1988) and the construction of the Uptown district (1990)

[148] Ibid.

BIBLIOGRAPHY

Amero, Richard W. "The Making of the Panama-California Exposition." *The Journal of San Diego History*
36 (1990), 1.

Amero, Richard W. "Samuel Parsons Finds Xanadu in San Diego." *The Journal of San Diego History* 44
(1998), 1.

Broad, Mark. "I Remember the Wall Street Crash." *BBC News,* October 6, 2008.

Brooks, Michele. "1880s Map Gave University Heights a Lake." *The Mid City Press,* March 31, 1989.

California Council for the Humanities. *Searching for San Diego, II: A Journey through Four San Diego*
Neighborhoods.

California Department of Transportation. *Historic Resource Evaluation Report: Seismic Retrofit Project*
for Eleven Overcrossings on the Cabrillo Freeway, State Route 163, San Diego. October 1996.

City of San Diego. "Greater Mid-City Historic and Architectural Survey." 1996.

City of San Diego. Historical Resources Board. "Brookes Family House." Historical Resources Report,
2004.

City of San Diego. Historical Resources Board. "Calvary Cemetery Site." Historical Resources Report,
1968.

City of San Diego. Historical Resources Board. "First Church of the United Brethren in Christ/Thackeray
Gallery." Historical Resources Report, 1996.

City of San Diego. Historical Resources Board. "Palomar Apartment Building." Historical

Resources
Report, 1996.

City of San Diego. Historical Resources Board. "Quince Street Footbridge." Historical Resources Report,
2007.

City of San Diego. Historical Resources Board. "Spruce Street Suspension Bridge." Historical Resources
Report, 1977.

City of San Diego. Historical Resources Board. "Villa Orizaba." Historical Resources Report, 1995.

City of San Diego Planning Department. *Uptown Community Plan.* 1988.

Dillinger, Michael E. "Hillcrest: From Haven to Home." *The Journal of San Diego History* 46 (2000), 4.

Fort Stockton Line Historical District. *Historical Context Statement.*

Fosbinder, Donna. "Hospital Based Nursing Schools in San Diego, 1900-1970." *The Journal of San Diego*
History 35 (1989), 2.

Hillcrest History Guild. http://www.hillcresthistory.org (accessed 30 September 2009).

Hobbs-Halmay, Helen McCormick. "The Development of Egyptian Revival Architecture in San Diego
County." *The Journal of San Diego History* 38 (1992), 2.

Holle, Gena. "Transit in San Diego: ASCE Anniversary Project." *The Journal of San Diego History* 48
(2002), 1.

Kamerling, Bruce. "Self-Guided Walking Tour of Seventh Avenue." *The Journal of San Diego History* 36
(1990) 2-3.

Killory, Christine. "Temporary Suburbs: The Lost Opportunity of San Diego's National Defense

Housing
Projects." *The Journal of San Diego History* 39 (1993), 1-2.

"Lloyd Pietrantonio Ruocco," http://www.modernsandiego.com/LloydRuocco.html

"Lost San Diego." *Save Our Heritage Organisation Magazine* 40 (2009), 1-2.

Macchio, Melanie. "John Nolen and San Diego's Early Residential Development in the Mission Hills
Area." *The Journal of San Diego History* 52 (2006).

Mac Mullen, Jerry. "The Orizaba – and Johnston Heights." *The Journal of San Diego History* 5 (1959), 3.

MacPhail, Elizabeth C. *The Story of New San Diego and of its Founder Alonzo E. Horton.* San Diego: San
Diego Historical Society, 1979.

Mains, Susan Pamela. "There's No Place Like Home: Social Diversity and the Evolution of Housing in Hillcrest" Masters Thesis for San Diego State University, 1994

McMahan, John. *Professional Property Development.* New York: McGraw Hill, 2007.

Mission Hills Community Directory, 1992-1993.

Mission Hills Traditional Historic District. *Historical Context Statement.*

Nicolaides, Becky M., and Andrew Wiese, eds. *The Suburb Reader*. New York: Routledge, 2006.

O'Connor-Ruth, Anne V. "Mercantile to MacDonalds: Commercial Strips in San Diego." *The Journal of*
San Diego History 38 (1996), 3.

Potter, Beverly. "Mission Cliff Gardens." *The Journal of San Diego History* 23 (1977), 4.

Pourade, Richard F. *City of the Dream.* San Diego: Copley Press, 1977.

Pourade, Richard F. *Gold in the Sun*. San Diego: Copley Press, 1965.

Pourade, Richard F. *The Explorers.* San Diego: Union-Tribune Publishing Company, 1960.

Pourade, Richard F. *The Rising Tide.* San Diego: Copley Press, 1967.

Ribbel, Arthur. "The Old Florence Sat High on the Hill, Looking Out to Sea." *San Diego Union.*

Roth, Leland M. *American Architecture.* Boulder: Westview Press, 2003.

Sies, Mary Corbin, and Christopher Silver, eds. *Planning the Twentieth Century American City.* Baltimore:
The Johns Hopkins University Press, 1996.

Smythe, William Ellsworth. *History of San Diego 1542-1908.* San Diego: The History Company, 1908.

Stiegler, Ione R., and Vonn Marie May. *Uptown Historic Architectural and Cultural Landscape Reconnaissance Survey.* March 2007.

University Heights Historical Society. *Cable Cars and Ostrich Feathers: A Self-Guided Walking Tour of*
University Heights. San Diego: Save our Heritage Organisation, 2006.

Urbana Preservation and Planning. *San Diego State Normal School Campus and San Diego City Schools*
Historic Education Complex. 2009.

Van Wormer, Stephen, and Susan Walter. *Uptown Historic Context and Oral History Report.* 2003.

Vaughn, Susan. "Coffins, Gardens, and White Folks." *San Diego Reader,* February 5, 1988.

Williams, Jack. "Henry Hester, 81: An Architect's Architect, Known for Clean Lines." *San Diego Union-*
Tribune, November 4, 2006.

Zipf, Catherine W. *Professional Pursuits: Women and the American Arts and Crafts Movement.* Knoxville:
The University of Tennessee Press, 2007.