



THE CITY OF SAN DIEGO
M E M O R A N D U M

DATE: June 12, 2017

TO: Historical Resources Board Policy Subcommittee

FROM: Kelley Stanco, Senior Planner, Historic Preservation Planning

SUBJECT: South Park Historic District: Review of Context, Statement of Significance, Period of Significance and Boundary Description and Justification

The South Park Historic District was first identified in the 1996 Mid-City Survey, a reconnaissance-level survey commissioned by the City of San Diego and completed by Architect Milford Wayne Donaldson and IS Architecture. The 1996 Survey identified an area bounded very roughly by 28th Street, Elm Street, 31st Street and A Street (excluding portions of the northeast corner) as a significant, intact grouping of buildings illustrating the progressive development of style and changes in architectural culture and taste from 1911 through the 1930s. The survey also noted the number of individually significant buildings (43) that were supported by other intact structures of somewhat lesser importance. (It should be noted that the number of individually significant buildings – 43 – were identified as potentially individually significant at the time of the survey and were not necessarily designated. Currently the number of individually designated buildings within the district stands at 39.)

In August 2009, The City of San Diego retained Historic Resources Group (HRG) to complete a historic resource reconnaissance survey as part of the Golden Hill Community Plan Update. HRG conducted a detailed examination of the community plan area, focusing on properties constructed prior to 1970. Surveyors identified properties that appeared eligible for individual designation, as well as geographically-definable areas that appeared eligible for designation as historic districts. HRG identified a smaller boundary for a potential South Park Historic District, bounded roughly by 28th Street, Date Street, both sides of 29th Street, and A Street. The survey noted that the reduced district appeared eligible under HRB Criterion A as an intact grouping of resources significant under the *Streetcar Development: 1905-1930* theme. The period of significance identified for the district was 1910-1920s. Members of the community objected to the reduced boundary, and requested that staff re-evaluate the analysis and support the larger boundary identified in the 1996 Survey. Staff did so, and found that the area appeared to retain sufficient integrity to maintain the original 1996 boundary pending intensive-level survey and evaluation. As a result, the final 2016 Golden Hill Community Plan Area Historic Resources Survey acknowledges both the HRG-identified district boundary and the 1996 Survey/community-identified district boundary. Excerpts from the 2016 and 1996 surveys is provided in Attachment 1.

In 2011, during the Community Plan Update (CPU) process, local community historian and preservation advocate Susan Bugbee approached the City with an application for a volunteer-prepared nomination for the South Park Historic District utilizing the 1996 Survey boundaries. Working with staff, the volunteer group prepared a historic context statement, statement of significance, period of significance and boundary justification for the South Park District. Due to staffing limitations, staff was unable to support the property survey effort, and the nomination stalled. With the adoption of the CPUs for North Park and Golden Hill, the Planning Department committed to a 6-year work program to process all historic districts identified in the Historic Resource reconnaissance surveys, including the South Park Historic District in year 1 of the work program.

Historic Preservation Planning staff has taken the historic context statement, statement of significance, period of significance and boundary justification prepared by Ms. Bugbee and augmented it with additional information from the historic context statement prepared for the 2016 Golden Hill Survey, as well as the results of the field survey completed by staff (Attachment 2).

The nomination provides an evaluation of the proposed South Park Historic District within the context of the development of Golden Hill and concludes that the district is significant under HRB Criterion A as a resource that exemplifies and reflects special elements of Golden Hills' historical and architectural development. The period of significance identified for the district begins with the first development in South Park in 1906 and ends the general build-out of the district in 1930 and the onset of the Great Depression.

In regard to historical development, the district is representative of the development of the South Park area as a streetcar suburb in the early 1900s. In regard to architectural development, the district reflects a range of period styles represented in various socio-economic expressions. The degree of integrity exhibited by the district contributors also makes it one of the best unified examples of an early 20th century streetcar suburb in the community.

The boundary of the proposed South Park Historic District currently remains the same as the boundary identified in the 1996 Mid-City Survey, which was based upon concentration of contributing resources and character. However, staff would like to discuss the possibility of boundary refinements with the Policy Subcommittee. Maps and images will be provided at the Policy Subcommittee meeting to facilitate this discussion.

At this time, staff is seeking the Policy Subcommittee's review of the draft historic context statement, statement of significance, period of significance and boundary description and justification for the South Park Historic District. Staff will review all comments and direction received and revise the nomination as appropriate as we proceed with the designation

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process. Please note that because the document is an early draft, it is not in its final format. As the district nomination is finalized, it will be formatted on the applicable Department of Parks and Recreation (DPR) forms. Additionally, photos, tables and other graphics are in development and will be added to the document.



Kelley Stanco
Senior Planner

KS/ks

- Attachments:
1. Excerpt from 2016 Golden Hill Reconnaissance Survey and 1996 Mid-City Survey.
 2. Draft South Park Historic Context, Statement of Significance, Period of Significance and Boundary Description and Justification.

Golden Hill Community Plan Area Historic Resources Survey



Prepared by
Historic Resources Group
& The City of San Diego Planning Department

Final Document
November 2016

South Park Residential Historic District

A potential South Park Residential Historic District was identified in 1996, though not designated. While the entirety of this area does not retain sufficient integrity to merit designation, a smaller area was identified as a potential historic district.

Eligible under San Diego criterion A, the potential South Park Residential Historic District is an intact grouping of single-family residences developed immediately adjacent to Balboa Park. This potential district is composed of approximately 109 primarily two-story residences, designed in the Craftsman, Prairie, Spanish Colonial Revival and Mediterranean Revival styles. It has a period of significance of 1910 through the 1920s, and is significant under the *Streetcar Development: 1905-1930* context. This area includes 15 designated local landmarks.¹⁷

Figure 4. South Park Residential Historic District.



¹⁷ This potential district comprises the westernmost portion of the original South Park Addition, subdivided in 1906. The eastern portion of this subdivision comprises the potential South Park Residential Conservation Area described below.

Representative district contributors:



1320 Granada Avenue.



1336 Granada Avenue.



1344 Granada Avenue.



1341 29th Street.



1355 Granada Avenue.



1345 Granada Avenue.

4.0 COMMUNITY IDENTIFIED POTENTIAL RESOURCES

Substantial public outreach with the Golden Hill Planning Group, regional and local preservation groups, and members of the community occurred throughout the development of the Historic Context and completion of the survey. This information was considered and often incorporated into the results and recommendations of the survey. Following distribution of the Draft Survey Report, City staff conducted additional outreach with these groups to identify any resources not included in the survey which the community believed to be historically significant. Based on the results of this outreach and review by qualified City staff, additional resources have been identified as potentially significant, requiring additional site-specific evaluation.

4.1 POTENTIAL INDIVIDUAL RESOURCES

One additional individual resource, a church, was identified as potentially significant.

- 835 25th Street, APN 5344041800; Spanish Eclectic, 1924. Good example of early-20th century institutional development in Golden Hill; significant under the *Streetcar Development: 1905-1930* context.



835 25th Street

4.2 ADDITIONS TO THE POTENTIAL RESIDENTIAL COURT MPL

Five additional residential courts were identified for inclusion in the Potential Residential Court Multiple Property Listing. These include two from the *Streetcar Development: 1905-1930* context and three from the *An Era of Transitions: 1930-1990* context.

- 1217-1231 28th Street, APN 5394602200; Craftsman, 1923. Good example of residential court development; significant under the *Streetcar Development: 1905-1930* context.
- 2002-2008 30th Street, APN 5391551300; Ranch, c. 1953. Good example of residential court development; significant under the *An Era of Transitions: 1930-1990* context.

- 2104-2116 30th Street, APN 5391520900; Ranch, c.1941. Good example of residential court development; significant under the *An Era of Transitions: 1930-1990* context.
- 2534-2536 B Street, APN 5341521700; Craftsman, 1921. Good example of residential court development; significant under the *Streetcar Development: 1905-1930* context.
- 2833-2849 B Street, APN 5395210500 and 5395210600; Tract Ranch, 1952. Good example of residential court development; significant under the *An Era of Transitions: 1930-1990* context.

4.3 POTENTIAL HISTORIC DISTRICTS

During the public outreach process, members of Golden Hill community recommended that the boundary for the potential South Park Historic District should be restored to the boundary identified in the 1996 Historical Greater Mid-City San Diego Preservation Strategy (1996 Mid-City Survey). In addition, the community also recommended that the area to the immediate west of the existing Golden Hill Historic District - Culverwell & Taggart's Addition - which was identified in the 1996 Mid-City Survey as a possible expansion to the Golden Hill Historic District, also be identified as a potential historic district.

While the survey work conducted by HRG ultimately concluded that these areas did not appear to retain sufficient integrity to be eligible for designation, qualified City staff re-reviewed the 1996 Mid-City Survey that identified these potential historic districts and conducted a windshield survey on foot to re-evaluate whether or not these areas may retain sufficient integrity to be eligible for local listing. While each property was not individually revaluated and documented; staff was able to determine that the original boundaries identified in the 1996 Mid-City Survey for both the South Park and Culverwell & Taggart's Addition (formerly the Golden Hill Expansion Area) appear to retain sufficient integrity to be eligible for listing on the City's Register under HRB Criteria A and C.

In order to bring these districts forward for designation, additional, intensive-level research will be required to evaluate the district and define a precise boundary, period of significance, significance criteria, and contributing and non-contributing resources. The data from the 1996 Mid-City Survey will provide a base-line of information for future evaluation, and has been included in *Appendix G*.

South Park Historic District

Bounded roughly by Elm Street to the north, 31st Street to the east, A Street to the south, and 28th Street to the west; the South Park potential historic district consists of approximately 400 parcels. Developed between 1906 and circa 1935, this district is potentially eligible under HRB Criteria A, B and C related to the themes of *Streetcar Development: 1905-1930*; and *An Era of Transitions: 1930-1990*.



Map taken from the 1996 Mid City Survey

ATTACHMENT G-1
1996 Mid-City Survey Data

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5. South Park Historic District

a. Statement of Significance

The proposed South Park Historic District possesses a significant concentration of buildings and structures united historically and aesthetically by both plan and physical development. The proposed Historic District encompasses, one City of San Diego Designated Historical Sites, forty-three individually significant buildings and structures, one hundred fifty-six contributing buildings and structures and one hundred forty-eight non-contributing buildings and structures. The district includes the contiguous historic resources of the community, which comprise the residential resources that document the development of South Park from 1911 through the 1930's. These buildings along with the streets, alleys and lots on which they are located, provide an excellent picture of the development of South Park. The district meets the following criterion as stated in the City of San Diego Historical Site Board Policy, Procedure for Establishing Districts, policy 4.1.

b. Historic District Criteria

The following criteria shall be utilized in determining the significance of an area proposed for district designation:

- 4) Neighborhoods or Districts illustrating the progressive development of style and changes in architectural and cultural taste.
- 10) Examples of workmanship, craftsmanship, artistry, or design which would today be economically infeasible or difficult to reproduce and/or are of benefit to the contemporary community as significant reminders of the past.
- 11) Building groupings where the significance and importance of the individual structures is increased because of their relationship to a grouping or row of other significant structures, which may or may not be of similar period of design style.
- 12) Districts of Quality buildings or sites, often made up of individual land mark structures supported by other structures of somewhat lesser importance. Such districts are normally easily definable and have a significance over and above the sum of the values of each historic site because of the total historic environment."

c. Boundary Description

The proposed district boundary will follow on the west the 28th Street boundary along the edge of Balboa Park. The northern boundary is Elm Street, east to 30th Street, south to Date Street, east to Fern Street, south on Fern to the middle of the block through to Grove Street, including the corner property only on the northeast corner of Cedar Street and Grove Street, and Cedar Street east to 31st Street. The eastern boundary follows 31st Street. The southern boundary will follow 'A' Street with the exception of the Brooklyn Elementary School Site.

d. Boundary Justification

The proposed boundaries encompass the original subdivision of South Park with the addition of a few adjacent blocks of historically contemporary as well as significant construction. The district boundaries are determined by concentrations of nonhistoric properties that surround the district on the northern, eastern and southern boundaries. Excluded from the district is the Brooklyn Elementary School Site. The eastern boundary along Balboa Park is a natural physical boundary as well as one of the historic boundaries of the original South Park subdivision. The northern boundary of the original subdivision was a half block only north of Cedar Street. However, when evaluating the other half of the block to Date Street little or no difference in development style, period or type could be discerned. In addition, the subsequent blocks north of this between Date Street and Elm Street continue the same development pattern as well as containing a number of significant structures. The area north of Elm Street was considered ineligible due to the large percentage of nonhistoric or heavily altered structures.

The boundary along 30th Street, Date Street and Fern Street was established from similar criteria as the Elm Street boundary. The mid block boundary between Cedar and Date, as well as, Grove Street follows the historic subdivision's boundaries. The property at the northeastern corner of Cedar Street and Grove Street was not part of the original subdivision, however, this residence has been included in the proposed boundaries because of the residences architectural significance. Grove Street has a number of particular architectural features such as 45 degree entry doors. This particular property was obviously contemporary with the rest of the street and strove to blend with the South Park development. The boundary along 31st Street follows the historic boundary of South Park.

The original southern boundary of the South Park subdivision started one lot north of A Street and parallel with the Park boundary. This occurred because the adjacent subdivision went up to the Park boundary and subdivided both sides of A Street. The southern boundary of the proposed district encompasses this small portion of the other subdivision that is the north side of A Street. This area has been included for the same reasons as the area on the northern boundary. There is little or no difference in development style, period or type to be discerned between the subdivisions. In addition, to containing a number of significant structures. The area to the south of A Street was considered for inclusion ,however, there is a significant change in the housing types south of this area with many large modern multi-family units disrupting the continuity of the single and small scale multi-family residential fabric.

e. Historical Significance

The South Park Addition subdivision was historically bounded by 28th on the west (the southeast boundary of City Park), to the south the rear property line of the lots on the north side of 'A' Street, to the north from 28th the mid block between Cedar and Date Streets continuing east to Grove Street turning south to Cedar and east again to 31st Street returning to 'A' Street.

The South Park development phase was begun in early 1911. By May of that year thirty three housing starts or completions were reported. The land company was Bartlett Estate Company with offices in the Sefton Block @ Fifth and C Streets in San Diego. The development advertised improvements that included, grading, water, gas and sewer

mains, electric lights and telephone service. They also provided street tree palm plantings, cobble entry monuments at 28th and 'A' Street, 'high-grade' building restrictions, sites next to a school, electric railway and proximity to the southeastern edge of City Park (Balboa Park) that was developed early on as Golden Hill Park.

f. Architectural Significance

The architectural styles of the area follow the popular styles of the period from 1911 through the 1930's. The Victorian periods popularity was waning as South Park offered there lots for sale. Therefore, only a few homes follow the Queen Anne tradition and these few follow the later day sub-types such as Free Classic and Half-timbered. The majority of the architectural styles represented include Craftsman, Prairie and Asymmetrical Colonial Revival. A few of the residences where designed by noted San Diego architects. A number of other residences show influence of designers and builders of the era in terms of style and materials. The other architectural style that infills the area is Spanish Colonial Revival. Due to the timing of the subdivisions opening and the fairly rapid build out of the subdivision this area has the unique opportunity to showcase Arts and Crafts Movement architectural styles that one usually only sees juxtaposed with earlier architectural styles.

g. District Map



Boundaries of the potential South Park Historic District.

South Park Historic District

D1. Historic Name: South Park Historic District

D2. Common Name: South Park

D3. Detailed Description (Discuss overall coherence of the district, its setting, visual characteristics, and minor features. List all elements of district.):

South Park is a residential neighborhood located approximately 2 miles east of downtown San Diego and adjacent to the southeast corner of historic Balboa Park. The district generally conforms to the 1906 South Park Addition developed by the Bartlett Estate Company primarily in the ten years between 1906 and the First World War. These homes reflect a variety of architectural styles popular during the early decades of the 20th century. Within a rural setting and with the advantage of the large open-space city park to the west of the community, developers engaged architects and planners with a vision to create the complete suburban neighborhood away from city industry, smoke, smells, traffic and noise. Most of the proposed historic district is comprised of one- or two-story single family dwellings. A few have apartments added to the backs of lots and there is one bungalow court, built in 1921 and located at 29th and Elm streets. In addition, commercial buildings flanked the trolley line, the earliest being the 1911 Siebert & Hamilton store at 30th and Beech. This was followed by an adjacent block of small commercial shops that, across the years, housed barbers, jewelers, bakers, cleaners, grocers, tailors, hardware and more. Begun in the 1920s, this one-story commercial block is located on the south side of Beech Street between Dale and 30th. Two 1920s gas stations, no longer extant, were located at the corners of 30th and Beech and at Fern and Date, indicating the introduction of the automobile era.

The 1906 planned development included completed sidewalks (stamped with contractor logos and dates), graded and paved streets (early street names are also stamped at intersections), water and electrical hook-ups, septic tanks, landscaping, and the electric railway system to bring prospective buyers and allow commuting homeowners to work and shop in downtown San Diego. Still extant are the contractor logos and old street names imbedded in the sidewalks and curbs, along with historic hitching posts. The original sidewalks remain and are scored 3x3 squares measuring 16" each. An article in the November 1, 1906 *San Diego Union* reported that 300 trees were planted in the neighborhood. These included palms, many of which still stand along 28th Street.

South Park became the first community to have an established railway line at the time of their grand opening and used the streetcar line as a marketing tool to promote sales, a concept that was quickly copied by other newly designed neighborhoods. The street car logo was incorporated into newspaper advertisements and free passage to this new residential community was offered to potential investors as

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well as curiosity seekers. Street widths and development patterns with commercial development along transportation corridors were all influenced by the streetcar line.

Another San Diego 'first' claimed by the South Park development included the exclusive nature of the original restrictions attached to the trust deeds which established a minimum cost for the homes and allowed only single family dwellings. As a result, the adjacent Seaman and Choates Addition, without deed restrictions, benefited from the already established public utilities, and grew along with South Park.

Residential styles within the district include: Craftsman, Spanish Colonial, Mission Revival, Neoclassical, Tudor, Italian Renaissance and Prairie, along with variations of eclectic genres.

D4. Boundary Description (Describe limits of district and attach map showing boundary and district elements.):

The boundary of the South Park Historic District includes the 1906 South Park Addition with 28th Street as the west boundary; and 31st Street as the east boundary. The northern boundary is Elm Street, slightly over one block beyond the Addition; and the southern boundary is A Street, to include the remaining lots within the blocks shared by the South Park Addition. The district excludes lots that had been set aside for Brooklyn Heights Elementary school (now Einstein Academies). Specifically, as set forth on the attached map: Beginning at the intersection of A Street and 28th Street, continuing north to Elm Street; then east to 30th Street; then south to Date Street; then east to Fern Street; then south to a point just north of Block 4, Lot 3 of the South Park Addition (1625 Fern Street, APN 539-362-01-00) and continuing east across the northern property lines of Block 4, Lots 3 and 10 of the South Park Addition (1625 Fern Street, APN 539-362-01-00 and 1628 Grove Street, 539-362-08-00; respectively) to Grove Street; then south to a point just north of Block 3, Lot 6 of the South Park Addition (3066 Cedar, APN539-371-04-00) and continuing east across the northern property line of said lot to the northeastern corner of said lot; south along the eastern property line of Block 3, Lot 6 of the South Park Addition (3066 Cedar, APN539-371-04-00) to Cedar Street; then east along Cedar Street to 31st Street; then south along 31st Street to A Street; then west along A Street to Fern Street; then north along Fern Street to Ash Street; then west along Ash Street to Dale Street; then south along Dale Street to the northern property line of the panhandle of APN 539-413-13-00; then west along the northern property line of said panhandle to the northeast corner of APN 539-471-02-00 (2906 A Street); then south to A Street; then returning west to 28th Street and the southwest corner of the District.

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D5. Boundary Justification:

The South Park Addition was central to a neighborhood already known as Brooklyn Heights. As an incentive to homeowners and investors, the Bartlett Estate Company built and operated the streetcar from downtown to the new tract. The initial deed restrictions within the development may have imposed economic barriers for some income groups, but the availability of lots adjacent to the South Park Addition and the accessibility of the street car line extending into the neighborhood provided opportunity for a greater number of persons to purchase home sites along its perimeter as well. Within a short time, the original owners lowered the restrictions and sold the streetcar line, creating a more diverse community of builders and homeowners. The district boundary identifies an integral neighborhood of contiguous homes that were constructed within walking distance of the streetcar line during the early years of suburban expansion.

The trolley line traveled through the center of the community and for a distance of two blocks at the intersection of 30th and Beech streets a small neighborhood commercial district developed, containing South Park's first and oldest business building erected in 1911 by the architectural firm of Seibert and Hamilton. Frequent trolley stops along the route made the walk from home to the streetcar a short trip. After World War I, the popularity and availability of automobiles increased, with the upper-middle class the primary purchasers, though streetcars continued to be the most common mode of transportation for most of the population. In the late 1930s, public transportation shifted from streetcars to vehicles not subject to rails and as a result, most of the newly created bus routes followed the early trolley lines with minimal deviation. Within South Park, Fern Street became another thriving thoroughfare, with grocery stores and other shops appearing at the transit stops.

The proposed boundaries encompass the original subdivision of South Park with the addition of a few adjacent blocks of historically contemporary as well as significant construction. The district boundaries are determined by concentrations of non-historic properties that surround the district on the northern, eastern and southern boundaries. Excluded from the district is the Brooklyn Elementary School Site. The western boundary along Balboa Park is a natural physical boundary as well as one of the historic boundaries of the original South Park subdivision. The northern boundary of the original subdivision was a half block only north of Cedar Street. However, when evaluating the other half of the block to Date Street little or no difference in development style, period or type could be discerned. In addition, the subsequent blocks north of this between Date Street and Elm Street continue the same development pattern as well as containing a number of significant structures. The area north of Elm Street was considered ineligible due to the large percentage of non-historic or heavily altered structures.

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The boundary along 30th Street, Date Street and Fern Street was established from similar criteria as the Elm Street boundary. The mid-block boundary between Cedar and Date, as well as 31st Street follows the historic subdivision's boundaries.

The original southern boundary of the South Park subdivision started one lot north of A Street and parallel with the Park boundary. This occurred because the adjacent subdivision went up to the Park boundary and subdivided both sides of A Street. The southern boundary of the proposed district encompasses this small portion of the other subdivision that is the north side of A Street. This area has been included for the same reasons as the area on the northern boundary. There is little or no difference in development style, period or type to be discerned between the subdivisions. In addition, to containing a number of significant structures. The area to the south of A Street was considered for inclusion; however, there is a significant change in the housing types south of this area with many large modern multi-family units disrupting the continuity of the single and small scale multi-family residential fabric.

D6. Significance:

Theme: Streetcar Suburb Development and Architecture

Period of Significance: 1906-1930

The period of significance spans from the early development of the South Park Addition in 1906 to the general build-out of the district in 1930 and the onset of the Great Depression.

Applicable Criteria: City of San Diego Criterion A

The neighborhood of South Park is significant as an historic district under Historical Resources Board Criterion A as a special element of San Diego's historical and architectural development, reflecting streetcar suburban development in San Diego and Golden Hill, as well as a variety of pre-1930 architectural styles, including Craftsman, Prairie, Colonial Revival, Mission Revival, Tudor Revival and Spanish Eclectic, some of which can be attributed to Master Architects and Builders.

Historic Context:

Development of Golden Hill

Following the Mexican-American War and the ratification of the Treaty of Guadalupe Hidalgo in 1848, federal legislation encouraged Americans to move west and establish homesteads, but Native Americans, who could neither own nor purchase land, were relegated to small rancherias, most often on the fringes of development. One of the largest rancherias in San Diego was erected in 1860 along the western slope of Golden Hill, near the present-day intersection of 20th Street and Broadway. Aside from

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the Indian rancheria, little development occurred in Golden Hill until Alonzo Horton purchased one thousand acres of real estate and established New San Diego in 1867 (Downtown). Eager to capitalize on the prospective new city, speculators and boosters began to purchase and subdivide the land adjacent to Horton's Addition. Among the first of these transactions included the subdivision of Culverwell and Taggart's Addition in 1869, located within the western portion of Golden Hill, which was marketed for its large lots and unobstructed views of the city and harbor. However, as a result of the financial panic of 1873, Golden Hill failed to evolve into the monolithic neighborhood envisioned by boosters and investors. Activity during this time was largely the result of speculation, and while a considerable amount of property was purchased and subdivided, only a few small homes were constructed along the western boundary of the community. Moreover, records indicate that all vestiges of the Indian Rancheria were destroyed in 1887, when the City Trustees evicted Indians from the area for what were deemed "moral and sanitary reasons."

The arrival of the transcontinental railroad touched off the "Great Boom" between the years 1885 and 1887, wherein San Diego experienced a population increase unparalleled in its history, and real estate speculation in Golden Hill once again became a lucrative enterprise. In 1887, local developers Daniel Schuyler and Erastus Bartlett spearheaded a campaign to officially name the neighborhood east of downtown "Golden Hill," due to the manner in which the sun glinted across the hill at dusk. Upon the collapse of the Great Boom in 1888, development had not yet linked Golden Hill with the rest of the City, and consequently the community retained a quasi-rural character. Though property sales had abounded between the years 1885 and 1887, the majority of real estate activity was speculative and involved the sale of vacant parcels, most often at inflated rates. However, a handful of settlers had erected modest residences within Golden Hill, primarily along its western slope on lots near Downtown.

Despite the collapse of the Great Boom, the events of the 1880s had left San Diego with an element of population and wealth. Beginning in 1895, many of San Diego's most prominent citizens, including doctors, lawyers, businessmen and politicians, purchased lots and constructed homes within Golden Hill Addition to the east of Culverwell and Taggart's addition. The majority of the early homes in Golden Hill were styled in accordance with Victorian principles. By 1906, there had been a marked amount of residential development between 19th and 24th Streets. While this development consisted mostly of single-family homes, several small apartment flats had been constructed.

San Diego in the 1890s had grown both in size and esteem from its off-the-beaten-path and sleepy western town image a mere decade earlier. With railroad interests connecting the east to the west, and architects of renown arriving to build business blocks, impressive homes and a resort hotel of European proportions, San Diego no longer carried the reputation of a backward border stop in an out-of-the-way

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place. Supporting this end, a group of farsighted city fathers, spearheaded by George Marston, set aside 1400 acres for a city park. The land along the coast, between Old Town and New, became populated with quaint Victorian houses. Golden Hill to the south of the City had become a neighborhood of impressive moderate-sized mansions and the residents there rode to work in their personal carriages.

South Park's Beginnings

South Park, as a San Diego place name, first appeared in city records on an 1870, when real estate speculators purchased a large parcel of land east of City Park and filed a subdivision map for the South Park Addition. Several years later, in 1886, real estate developers Clarkson Seaman and Daniel Choate acquired several acres abutting the South Park Addition's northern edge, and registered Seaman and Choate's Addition later that year. These investors had all envisioned a thriving residential district, but in reality the area – which was a considerable distance from the central business district – remained undeveloped throughout the nineteenth century. Erastus Bartlett, a shipping magnate from Maine who arrived in California during the Gold Rush, purchased the South Park Addition in 1890.

South Park's beginning was slow and most definitely rural. One pastoral description in the *San Diego Union* included the following: “The eastern part of the city next to the park is overrun with quail and rabbits. Every evening just before sunset the trees along the streets are fairly alive with the former, piping and scolding at a great rate, while the yards of the residences are full of them at times, running about and feeding like chickens. A newly hatched brood of these birds is a beautiful sight, and is worth a careful effort to discover.... In the early morning or evening scores of [rabbits] can be seen in a short walk through the park.” (SD Union 6/10/1906, p. 7)

Within this rural setting, in 1906 E. Bartlett Webster, grandson of Erastus Bartlett and president and general manager of the Bartlett Estate Company – along with his brother John Milton Webster, who served as clerk of the company, and his fellow investors – conceived the idea that the time was opportune for an exclusive residential neighborhood unspoiled by the encroachments of business or unsightly dwellings of an inferior nature. Attached to every property deed were a number of building restrictions, aimed at preventing “those annoying events which sometimes disturb the serenity of the best residence sections of the city.” Specifically, the Company mandated that all new homes within the subdivision cost no less than \$3500, enacted setback requirements, and prohibited the construction of all forms of multifamily housing, including apartment buildings and flats. Two years later George Marston would attach similar restrictions on lots sold in his Marston Hills development.

The north-south roads on that early South Park subdivision map were identified as Park, Bay, Cliff, Dale, Ella, Fern, Grove, Hyde, and Ida streets. Today, only Dale, Fern and Grove streets remain as

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originally cited. Running east-west, Ash, Beech and Cedar streets began as Harvard, Dartmouth and Amherst respectively. By 1906, and the opening of the South Park addition to the public, Park Street had changed to 28th, Bay to Bean (in honor of Joshua H. Bean, San Diego's first mayor), Cliff to 29th, Ella to 30th, Hyde to 31st, and Ida to Edgemont. (SD Union 5/11/1907, p. 9)

The 1906 subdivision contained 260 lots, with each block surrounded by 80-foot wide streets. The legal bounds for the tract were 28th Street and the City Park on the west, A Street on the south, 31st on the east, and to the north about 200 feet beyond Cedar Street, or approximately the south half of those blocks between Cedar and Date.

South Park and East Side Railway

Common to the era, development in the rural area of South Park went hand-in-hand with the provision of mechanized transportation. In 1906, the Bartlett Estate Company financed the construction of an electric streetcar – the South Park and East Side Railway – which began near the intersection of 30th and Cedar Streets in South Park, and ended at the intersection of 25th and “D” Streets in Golden Hill. On May 1, 1906, the South Park and East Side Railway made its maiden voyage from 25th and F to 28th and B streets. Manager Thomas A. Rendell and employees of the rail line were the only passengers on the first trip. (SDUnion 5/2/1906, p 5) The electric power plant for the line, located on Ella Street (30th) just outside of the South Park tract in nearby Brooklyn Heights, housed a 60-horsepower engine for each four cars in operation with a second gasoline engine weighing more than 7 tons ordered to arrived in June. (SDUnion 6/3/1906 p 12) With the formal opening scheduled for May 7, the Bartlett Estate company promised 10-minute service throughout the district. (SDUnion 6/10/1906, p 5) Within a short time the line continued north on 28th, east on Dartmouth (Beech), then north on 30th. By May 1907, the line reached Date and the following month extended to Vassar Street (Juniper). Service to the community was expanded in later that year, when the company extended the line's terminus from Golden Hill to the intersection of 4th and “D” streets, at the core of the city's central business district. Rides from downtown to South Park cost 5 cents.

On May 30, 1906, the Bartlett Estate Company declared it “South Park Day” and offered free roundtrip transportation from 5th and D streets to “see this Marvelous Combination of the works of Nature and Human Skill, Ingenuity and Energy. Don't be a mossback: get posted on what is going on around you.” (SDUnion 5/30/1906 p 9) Their advertising campaign challenged San Diegans to experience the convenience of public transportation that would connect the outlying neighborhoods with the city where employment was readily available. Predicting that “the noise and smoke of factories and shops will grow worse as the city progresses” potential investors were reminded that “South Park is

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located within two miles of the post office, allowing the resident to travel from his home to his office in fifteen minutes or less, and for this reason is popular with business men.” (SDUnion 12/?/1906 p ?)

Early in June 1906, Manager Rendle predicted the delight riders could expect when they rode the new South Park and Eastside Railway, declaring that “none of those citizens who have not taken a trip over the line can have any idea of the way that the city is extending its lines and making a new residential section of the municipality where only the manzanita brush and wild flowers covered the landscape a year or two ago. The Bartlett Estate company is completing the sidewalk on Amherst avenue, between Twenty-eighth and Twenty-ninth streets. Daily South Park grows more pleasant and beautiful owing to the skillful development and management of this company.” (SDUnion 6/10/1906, p 7)

The completion of the streetcar line touched off a period of residential development within the northeastern section of the Planning Area, as the quasi-rural community was better connected with the city’s established districts, and the demand for property increased as a result of the expansion of the railway lines. Reportedly, a newly hired motorman for the Bartlett Company had “taken up residence on Choate avenue [Elm street].” (SDUnion 6/10/1906, p 5) “Many sales have been made on Brooklyn Heights, in South Park.... The people of the city are just being informed that here is the nearest in and most beautiful undeveloped section of the city.” (SDUnion 6/3/1906 p 12) Initial deed restrictions associated with the tract prohibited some from purchasing within the South Park Addition but buyers built comparable homes on adjacent lots during the same period and were able to avail themselves of the local streetcar transportation to travel to shops and places of work.

And the ads continued: “Do you know that South Park lots are the choicest residence property of moderate price in San Diego? ... Do you know that South Park has a ten-minute street car service?” (SDUnion 6/10/1906, p 12) Mrs. Biddle, one of the original owner of the Watkins and Biddle tract (located west of 32nd and north of Grape), waited until the streetcar arrived before building a residence. The *San Diego Union* reported “now that the car line is so close, she expects to build at once and enjoy the perfect view and salubrious climate of this delightful addition.” (SDUnion 6/20/1906, p 10)

Judge M.A. Luce, in a 1907 *San Diego Union* editorial, identified the rapid rise of real estate values in 1886-87 to be the result of the completion of the Santa Fe Railroad to San Diego bringing new investors to southern California. He also projected that the future prosperity and internal growth of the city of San Diego would be attributed to the investments of A.B. Spreckels, owner of the San Diego Electric Railway Company and who eventually bought out the interests in the South Park and East Side Railway. (SDUnion 1/1/1907 p ?) By May 1907, the Board of Supervisors granted Mr. Webster, in full competition with Mr. Spreckels, the franchise and right-of-way to expand his streetcar line east of the City through La Mesa to El Cajon. He had a delegation of 300 persons at the hearing who “demanded the

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granting of the franchise on the ground of the good results to the community.” (SDUnion 5/10/1907 p 5) Later that month, the *San Diego Union* reported that across the city over 50 miles of trolley extensions were under construction. The Thirtieth street line, owned by the South Park and East Side Railway company, had been completed to Date and within a few weeks would take riders as far as Vassar Street. (SD Union 5/26/1907, p.16)

The South Park trolley line had its share of difficulties. In 1908, as a result of complaints from residents near 25th and B streets, the Health and Morals committee of the City Council instructed City Clerk Butler to warn E. Bartlett of the disturbances. Noise created by the cars rounding the corners at breakneck speeds kept the neighborhood awake at all hours. Webster’s response that defects in the construction of the line were the cause did not alter the admonition. (SD Union 8/13/1908, p. 6)

San Diego Electric Railway Company

In Spring 1909, the Bartlett Estate Company sold the rights and property of the rail line to their competitor, the Spreckels brothers and the new owners improved on the service. The cars were promptly painted yellow. By late summer, Spreckels oversaw plans to extend the car line from Juniper along 30th and on to North Park. The 30th Street bridge was constructed in 1908, so the following year the rail line continued to the neighboring community. Cost for leveling the bridge to make it fit for streetcar tracks was over \$1000 and City Engineer Capps thought it excessive but necessary if the line was to connect with North Park. (SDUnion 11/5/1909 p7) Within a couple of weeks the City Council passed 37 ordinances, one of which was a \$25 license fee for each streetcar operating in the city. (SDUnion 11/21/1909 p15) By December 1909, Spreckels’ company had twelve larger more powerful cars under construction and hoped to be able to mobilize four in anticipation of increased Christmas travel. A new sight-seeing car took its maiden voyage in February 1910; the ‘points of interest’ included Brooklyn Heights, Pavilion park, the ostrich farm and Ocean Beach. Improvements to the street car line continued and included a ten minute service for eighteen hours a day, with transfer privileges to all sections of the city, which had not been available when owned by the Bartlett Company. (SDUnion 10/2/1910 p 24)

Expansion of the Railway System

“The necessity of street car extension to outlying districts, where lots are cheap so that workingmen can buy their own homes” became the slogan for the development of new tracks further from the center of town. In a *San Diego Union* article entitled “Homes Grow Where Car Line Goes” the author, Oscar Cotton, a resident and builder in South Park, comments that

it is the electric car line which enables the workingman to go to his work in the morning and return to his home at night. Lots so near the business life of the city that the workingman could walk to his work and back again are generally beyond

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his reach. The price is too high. He is, therefore, necessitated to go to outlying districts for his home.... Street car extensions enable the workingman not only to buy his own home. They enable him to make an investment which will bring him returns in proportion to the development of the city. Homes which he may buy in the sage brush fields today will increase in value with the growth of the city." (SDUnion 2/12/1911 p 6)

By 1913, real estate advertisements previewed new homes which included the *porte cochere*, cement drives and garages, heralding the advent of the automobile. Yet not everyone could afford autos and public transportation continued as the primary mode for the middle class well into the 1930s and the Great Depression.

Development of the Tract

Over and above the cost for the installation of an electric car service, the Estate Company had already spent more than \$100,000 in improvements on the tract. The company reportedly hired more than forty teams to do the road work on the tract besides having a sidewalk crew, a street grading crew, a tree planting crew and a crew laying water and gas mains. The Bartlett Estate Company promised that all sewers, all gas and water service pipes would be laid from the streets to the property line of every lot placed on the market; and every lot placed on the market would be sold at a price which would provide a handsome return to the investor. True to his word, before the lots were sold, E. Bartlett installed a sewer system. Later, when the line was connected to the municipal system, the City purchased the South Park extension.

Located at the intersection of 28th and A, four large granite pillars identified the southwest entrance of the tract. The first three homes erected facing the park were those at 1355, 1427 and 1525 28th Street, all costing no less than \$5000 each. From their upper stories the surrounding views included a panorama of ocean, mountain and bay, "with just a small bit of Paradise valley way off to the southeast." **(6/3/1906, 12)**

The Bartlett Estate Company intended to improve every street of the tract with graded, curbed and guttered streets, sidewalks, and palms planted along the street easements. This would be done gradually as the lots on the finished streets were sold. It was a monumental task. And in June 1906, the *San Diego Union* reported, "No company . . . has ever finished up the amount of work that the Bartlett Estate company is finishing up in the South Park Addition and there seems little likelihood that the fortunate owner of any of them will be called upon to pay any assessment for street or sewer or other improvement." **June 3, 1906 (p. 12)**

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Advertising the South Park Development

An important part of promoting the development included getting potential buyers to view the tract first hand and then convincing them that their employment in the city was a reasonable commute by way of inexpensive transportation. So besides touting the views and healthy conditions of being away from the city as follows:

- “Come up to South Park to live; to breathe the best air; to see the finest view; to enjoy the pleasantest and most healthful surroundings; to LIVE!” **June 10, 1906 (p. 10)**
- “See the sun come up from behind the mountains in the mornings. See it sink beyond Point Loma in the evenings. See the ocean sparkling in the sunlight. Sniff the fresh breezes, tempered by just the right distance inland.” **June 10, 1906 (p. 10)**

There were also seductive statements which listed the already established amenities:

- “Do you know that South Park lots are the choicest residence property of moderate price in San Diego? Do you know that South Park has graded streets, cement sidewalks, sewers, water, gas electricity and telephone connection? Do you know that South Park has a ten-minute street car service?” **June 10, 1906 (p. 10)**
- “All Aboard for South Park: It takes just 15 minutes to go from the corner of Fifth and D streets to South Park, just 15 minutes from the time you leave the center of the city till the South Park car takes you through the handsome entrance of this fine home tract.” **(June 17, 1906, p. 13)**

E. Bartlett Webster wisely chose well-known well-respected successful people in the community to promote his tract. Two early investors in South Park property were F.C. Ballard and I.T. Brockett, partners in the firm of Ballard and Brockett, a fashionable clothing store in the heart of downtown San Diego. I. T. Brockett explained, “The reason why I selected South Park for a purchase in real estate was that I wanted a location that would rapidly increase in value. South Park with its improvements in the City Park right at hand, the nearness to the city and the trolley system completed will surely do this.” (SD Union 6/27/1906 p. 6) In December 1907, advertising asked “What is the difference between South Park and other residence sections?” Some of the selling points included “palms, cement walks and curbs, sewer, gas, water, electricity, telephones and street cars with only 4-cent fares.” The Bartlett Estate Company continued to provide free transportation from their offices in the Sefton Block downtown to the South Park property. (SDU 12/20/1907 p 10)

In May 1907, promoters of an adjacent tract, Westland Terrace, rode on the advertising coattails of the Bartlett Estate Company:

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At present the Eastern part of the city, especially in the neighborhood of Brooklyn Heights and South Park, is probably developing more rapidly than any other section, and along the most solid lines. There is a reason for this. It is the closest-in, highest-class property available, and the South Park Railway has afforded the requisite transportation facilities. Right now this railway is being extended through Brooklyn Heights... unquestionably, investors can do better in this part of the city than in any other if they buy right and buy now.

Evolution of a Streetcar Suburb

Homes were constructed beginning in 1906 and were initially concentrated along 28th Street and Granada Avenue, adjacent to the eastern border of City Park. New construction in the area remained steady in subsequent years, as San Diego experienced a twofold increase in its population between the years 1900 and 1910. In accordance with the building restrictions instated in previous years, early development in South Park consisted almost exclusively of single-family residences. These homes were designed at the height of the Arts and Crafts movement and, as such, many embodied characteristics of Craftsman architecture, though others were designed in the Spanish Colonial Revival style.

Two large homes were completed in Fall 1907, both costing in excess of \$5000: one for E.S. Belcher located at 1430 Bean (Granada) Street near Dartmouth, and the other for Mrs. M. V. Shaw at the corner of Bean and A streets. December 1907 advertising informed the public that a lot in Golden Hill cost \$2500 as compared to the lots a mere one-half mile further east in South Park at \$1100. Boasting that within two years the South Park lot would double in value, promoters speculated that the wise real estate investor would see returns on his money without a large amount of cash up front or a loan at 7%. **(12/20/1907, 10)**

Bean Street became Granada in August 1909 at the request of the residents, who voted to change it. The memory of Joshua H. Bean may have disappeared, but the imprinted curbs still remain a visible reminder of the mayor who took office in Old Town on June 17, 1850. Another milestone of 1909 was the construction of the Brooklyn Heights School at Ash and 30th Streets, on lots within the tract. Architect Will Sterling Hebbard drew plans for the two story structure, which no longer stands as originally built.

At the onset, the Bartlett Estate Company designed and erected all of the homes in the South Park area. Intentionally, the lots were sold slowly. This may have caused a cash flow problem but whatever the circumstance by 1910 the character of the neighborhood had changed with the introduction of independent builders. In the Fall of 1910, five houses located near the intersection of Beech and Granada were in various stages of completion, two by the Bartlett Company and three by individual owners. J.T.

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Corcoran, a real estate investor, filed for permits to erect four rental homes, two were located in South Park at 1403 and 1409 30th Street. By 1910, the Bartlett Estate Company had established the building restrictions requiring houses to cost not less than \$2,500, and to be located not less than twenty feet from the property line. (SDUnion 11/6/1910, p34)

About this time, the Pacific Building Company had made inroads by purchasing lots on speculation and building houses of their own design. In addition, South Park property owners sought their services and selected designs from sample books or newspaper ads, which were varied and abundant. In April 1911, the Pacific Building Company had “finished two beautiful homes in South Park, one for B.K. Gillespie [1510 29th] and another for Charles S. Bell [1503 Dale], costing about \$4500” with two more under construction: one for M.R. Taylor [1517 Granada], costing \$3000 and another for F.J. Lea [1604 Dale] costing \$4500. The company also prepared “plans for four more handsome residences costing from \$3500 to \$4500 each to be erected in South Park. Building operations are as active in South Park as in any other section of the city. About fifteen houses are in [the course] of construction in the tract.” **[April 30, 1911 (p. 24)]** By the end of the year they had constructed 23 homes in South Park.

The Pacific Building Company had organized and incorporated in 1906 with \$5000 capital and a plan to build houses that could be purchased on a monthly payment plan. This San Diego based firm invested heavily in San Diego real estate, starting many of their own tracts throughout the city. They held first mortgages and trust deeds, as well as built the homes they financed. Oscar W. Cotton, President and General Manager of the firm, was assisted by Dr. F.R. Burnham, Vice President, G.H. Frost, the Secretary/Treasurer, and Directors A.H. Frost and W.R. Rogers. Cotton believed that street car extensions enabled the workingman to own a reasonably priced home some distance from the city and still maintain employment in town. He strongly supported the efforts of Spreckels and the expansion of the electric car line further east beyond the city boundary. (SDU 2/12/1911 p 6)

In December 1911, the first store building was erected in South Park located on the northeast corner of 30th and Beech Streets, built for George H. Hall. South Park’s original deed restrictions disintegrated as property owners constructed homes costing less than the minimum \$3500, followed by the introduction of stores and shortly thereafter apartment flats. Commercial hubs developed at regular intervals along the trolley line: at 28th and B, 30th and Beech, 30th and Grape, and finally at 30th and Juniper before the street car passed over Switzer canyon bridge and on to North Park.

Ground breaking activities for the Panama-California International Exposition at Balboa Park also began in 1911. Given the area’s proximity to Balboa Park and the Exposition grounds, in conjunction with its accessibility to the central business district, residential development accelerated between the years

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1911 and 1916. Officially open for two years, 1915-1916, the Exposition brought world-wide attention to San Diego and visitors poured into the region from all over, some staying and making it their permanent home. But even those who just came to visit boosted the economy with their tourist dollars. San Diego reveled in the attention and gaiety of their world-class fair. Many of the Exposition employees lived in the communities along the fringe of Balboa Park. Occasionally, with a shortage of hotel rooms, homeowners would rent out rooms to visitors. It was during the era of the Exposition that South Park was rapidly transformed into an established residential district. The community surged in development activity, with half of the structures in the district constructed between the Exposition's ground-breaking in 1911 and its closing in 1916. By 1920, only a limited number of vacant parcels remained in the northeastern section of Golden Hill. The majority of development consisted of single-family homes, though there were also a few small-scale apartment buildings and flats.

While South Park attracted the attention of prospective homebuyers, the community was by no means exclusively residential. In addition to residences, the rapid growth of the 1910s necessitated other types of development in the community to meet the needs of its expanding population. Commercial establishments were constructed within the community as well and were located primarily alongside the streetcar line, including the 30th Street corridor, north of Beech Street. This corridor appeared to be "an early 20th century trolley stop commercial center for the eastern reach of San Diego."

Shortly after the close of the fair, and with the United States' involvement in the First World War, the vacated buildings and park grounds in Balboa Park became home for military training and encampment. With the war came a deadly influenza that took many lives on the home front from 1916 to 1918. The influenza statistics for 40 major cities in the six months at the end of 1918 totaled 111,688 deaths. By 1919, San Diego began to recover from its devastating effect. Many military families relocated to San Diego following the war and widows owned, rented or shared housing in the South Park neighborhood. Though residential development in South Park reached its peak in the years preceding the Exposition, homes were constructed, albeit more slowly, through the late 1920s. New homes in the tract reflected a different architectural style. The more modest one-story stucco structure with Spanish colonial and mission influence became popular and began to infill the vacant lots. Rental courts identified by individual bungalows, or sometimes attached units, facing a central garden area grew out of a need for inexpensive housing for returning veterans and seasonal visitors.

By 1930, only a handful of parcels in the community remained vacant, and shortly thereafter the northeastern section of Golden Hill had reached capacity. With the onset of the Great Depression many of the large homes in South Park were either subdivided to accommodate an additional family or rooms were let to boarders to assist with expenses. With the arrival of the 1935 Exposition to Balboa Park, tourists

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could rent rooms by the week or month and visit southern California sites or drive to nearby Mexico. The street car continued to meet the needs of families to travel into the city for shopping and pleasure and business folk to ride to work. When transportation transitioned to buses, the bus routes followed the old street car lines for the most part.

In the years following World War II, the South Park community boundaries expanded to include several small subdivisions to the north and east. The neighborhood extended from the southern boundary of A Street, to Maple Street and the 30th Street canyon on the north, and from 28th Street and Balboa Park on the west, to Highway 15 on the east, including many of the early subdivisions.

During its formative years, South Park assumed the shape and character of a twentieth century streetcar suburb. In addition to improving the community's accessibility and catalyzing construction, the electric streetcar was ultimately responsible for shaping the pattern of development within South Park. When the streetcar line was removed in 1949, the general land development patterns and organization of the community had been established with commercial establishments located along major transportation routes and residential buildings located within a close distance of the streetcar. South Park's proximity to downtown and Balboa Park continues to make it a vibrant and sought after community to live in while retaining its historic beauty.

Architecture

South Park's architectural character reflects varying architectural styles expressed at different socio-economic levels, from high-style custom homes located closer to Balboa Park to more vernacular, working-class homes located on the east side of the district. Styles present in South Park include Folk Victorian, Craftsman/California Bungalow, Prairie, Renaissance Revival, American Colonial Revival, Mission Revival, Spanish Colonial Revival/Spanish Eclectic, Tudor Revival, and Streamline Moderne. The predominant styles represented are described below:

- Craftsman/California Bungalow

Craftsman architecture in America grew out of the late-19th century English Arts and Crafts movement. It stressed simplicity of design, hand-craftsmanship, extensive use of natural materials, and the relationship to the climate and landscape. First developed in California, it became the dominant residential style in Southern California during the first two decades of the 20th century. Craftsman designs were widely published in architectural journals and pattern books, popularizing the style throughout the country. The larger, two-story residences are typically referred to as "Craftsman" in style. However, it was the more modest one- to one and one-half story "California bungalow" that became the most prevalent middle-class residential

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building type through the 1920s. In Golden Hill, Craftsman/California Bungalow residences were constructed into the 1930s. Extant examples of this style remain ubiquitous in the northern area of Golden Hill today.

Character-defining features include:

- Horizontal massing
 - Low-pitched gabled roof
 - Widely overhanging eaves with exposed rafters, beams, or braces
 - Wood exterior wall cladding (shingle, shake, or clapboard)
 - Projecting partial- or full-width front porch
 - Heavy porch piers, often of river stone or masonry
 - Wood-frame windows, often grouped in multiples
 - Widely-proportioned front doors
 - Wide window and door surrounds, often with extended lintels
- Prairie

One of the few indigenous American architectural styles, the Prairie style, originated in Chicago in the first decade of the 20th century. The style was widely published in pattern books and popular magazines, and became common in early 20th century suburbs throughout the country. A primary characteristic was a horizontal emphasis that recalled the plains of the Midwest. The style was most typically applied to two-story residences, and quickly faded from fashion after World War I. The style is not especially common in Golden Hill or the City as a whole.

Character-defining features include:

- Low-pitched roof, usually hipped
 - Widely overhanging boxed eaves
 - Two stories with one-story wings or porches
 - Eaves, cornices, and façade detailing emphasizing horizontal lines
 - Wooden casement windows, often in bands
 - Massive square porch supports
 - Upper-story balconies, often with capped balcony railings
- Renaissance Revival

Popular in the early decades of the 20th century, the Renaissance Revival style was often a fairly literal interpretation of Italian precedents. In contrast to the earlier Shingle or Queen Anne styles, it features formal, symmetrical façades and incorporates Classical or Beaux Arts details. The

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Renaissance Revival style was used in residential architecture, but more typically applied to civic and institutional buildings. This style is uncommon in North Park.

Character-defining features include:

- Symmetrical façades
 - Tiled low-pitched hip roof, sometimes flat roof
 - Boxed eaves with decorative brackets
 - Stucco or masonry exterior wall cladding
 - Arched window and door openings on the first story
 - Wood divided-light windows in the upper stories
 - Front entry accentuated with slender classical columns or pilasters
 - Classical or Beaux Arts details may include quoins, roofline balustrades, pedimented windows, molded cornices and belt courses
- American Colonial Revival

The American Colonial Revival style proliferated during the first half of the 20th century. This style incorporates traditions from the Georgian, Adam, and early Classical Revival styles that were prevalent during the English colonial period. Earlier examples were rarely accurate recreations but were instead free interpretations with details inspired by colonial precedents, while later examples shifted to more historically correct proportions and details.

Character-defining features include:

- Side-gable or hipped roofs
 - Horizontal wood exterior wall cladding
 - Accentuated front entry or portico, featuring decorative pediments supported by pilasters or slender columns
 - Wood double-hung sash windows with multi-pane glazing
 - Front doors flanked by sidelights with fanlights above
 - Fixed wooden shutters
- Spanish Colonial Revival

Enormously popular in Southern California from the late 1910s through the late 1930s, the Spanish Colonial Revival style emerged from a conscious effort by architects to emulate older Spanish architectural traditions, and break with Eastern colonial influences. The style attained widespread popularity throughout Southern California following the 1915 Panama-California Exposition in San Diego, designed by chief architect Bertram Grosvenor Goodhue. At the peak of

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its popularity, design features of other regions of the Mediterranean were often creatively incorporated, including those of Italy, France, and North Africa. This style is prevalent among residential buildings in northern Golden Hill.

Character-defining features include:

- Asymmetrical façade
 - Red clay tile hip or side-gable roof, or flat roof with a tile-clad parapet
 - Stucco exterior cladding, forming uninterrupted wall planes
 - Wood-frame casement or double-hung windows, typically with divided lights
 - Arched colonnades, window or door openings
 - Decorative grilles of wood, wrought iron, or plaster
 - Decorative terra cotta or tile work
 - More elaborate versions may display balconies, patios, or towers
- Tudor Revival

The Tudor Revival style is loosely based on a variety of Medieval English building traditions. In the United States, these traditions are combined freely, but retain the steeply-pitched front-facing gable, which is almost universally present as a dominant façade element. The style's popularity expanded dramatically in the 1920s and early 1930s, when masonry veneering techniques allowed even the most modest examples to mimic closely the brick and stone exteriors seen on English prototypes. Golden Hill retains a number of good examples of this style.

Character-defining features include:

- Asymmetrical façade
- Steeply-pitched gabled roof with a prominent front-facing gable
- Stucco or brick exterior wall cladding, typically with half-timbering
- Tall, narrow divided-light windows, often arranged in multiples
- May display picture windows with leaded diamond panes
- Small gabled entry porch, often with arched openings
- Details may include stone or brick accents or faux quoining

Buildings within the South Park Historic District have been associated with a number of prominent architects and builders, including established Masters. Architects and builders whose work can be seen in the district include:

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Architects and Architectural Firms:

Brown, John L. – architect
Curtis, Robert R. – architect (AIA president in 1944)
Dryden, David Owen – architect
Gill, Irving – architect
Harris, Del W. – architect
Hebbard, William S. – architect
Keller, Walter S. – architect
Preibisius, Henry H. – architect
Quayle, Charles – architect
Quayle, Edward – architect
Requa, Richard – architect
San Diego Architectural Design Co. – architectural firm
Scholl, William John – architect
Siebert & Hamilton (John S. & Arthur J.) - architects
Tittle, David M. – architect, Los Angeles
Wright, John Lloyd – architect

Builders and Contractors:

Alspaugh, Charles Henry – builder
Andrew, William – contractor
Bay City Construction Co. – builder
Beatty, Earl M. – builder
Bosch, Adolph – contractor
Brown, George D. – contractor
Burness, Joseph – contractor
Callahan Construction Co. – builder
Carr, George S. – builder
Carter Construction Co – builder
Carter, James W. – builder
Christensen, Jens P. – builder
Clark, Frank G. – contractor
Cooke, T.C. – builder
Ferguson, W.T. – contractor

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Fletcher, Henry – builder
Hocking, William J. – builder
Horton, Alonzo L. – contractor
Howes, P.J. – contractor
Jolly, Joseph A. – contractor
Jones, Charles J. (Jones Bros: C.J., G.J. and Harry) – builder
Lang, H.J. – contractor
Kellogg, M. P. – builder
Keys, Arthur E. – contractor
Kleinschmidt, Conrad – builder
Maltby, Guy – contractor
Martin, W. N. – contractor
McClure Bros. – contractor
Michel, Lawrence – builder/contractor
Mosher, Glen W. – builder
Mosher, W.J. – contractor
Mowlan, Arthur J. – builder
Murphey, Fred M. – contractor
Newby, Charles D. – contractor
Newman, Edward W. – contractor
Olsen, William – builder
Pacific Building Company -
Parry, D.L. – builder
Pollock, E. – builder
Ross, E.C. – builder
Russell, Thomas M. – contractor
San Diego Building Co. – builder
Schreiber, Alexander – contractor
Shaw Cole Building Co – contractor
Shields, R.P., & Sons – builder
Slaughter, J.C. – builder
Spaulding, Sidney O. – contractor
Thomas, W.G. – contractor
Thompson, Edward H. – builder

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Williams, C.W. – contractor

Statement of Significance:

The South Park Historic District is associated with real estate and streetcar suburban development in the early 20th century, which is an important aspect of the historical and architectural development of Golden Hill. Contextually, the district relates to real estate marketing and the construction of infrastructure that accelerated development in the South Park neighborhood of Golden Hill by 1906, and it relates to the variety and evolution of architectural styles and trends in the pre-1930 period in San Diego, some of which were designed and built by Master Architects and Builders.

The historical development of the South Park Historic District is representative of the development of northern Golden Hill as a streetcar suburb in the early 1900s. When South Park was developed beginning in 1906, the northern area of Golden Hill was largely rural. The vision of the Bartlett Estate Company to develop a high class residential district necessitated the construction of extensive infrastructure improvements – including water, sewer, electricity, landscaping and transit – to draw prospective buyers and residents to this remote new area of the City. The promise of reliable, affordable transportation, access to utilities, and deed restrictions to protect property values and investments, coupled with high-end speculative development that embodied the spirit and vision of the subdivision enticed development at a slow but steady pace, with 33 properties constructed between 1906 and 1910. Commercial development began to emerge along the trolley line, providing goods and services to local residents within walking distance of the trolley and their homes. The 1911 ground-breaking for the Panama-California Exposition ignited a boom of construction Citywide that rippled through the South Park. Increased connectivity through extension of the trolley lines, coupled with housing demands from new residents and visitors alike resulted in a surge of development, including single family homes, low-density multi-family apartments and flats, and commercial. Over half of the buildings in the district were constructed in the five years between the ground-breaking and the close of the Exposition in 1916. Development in the South Park district continued through World War I, during which time focus and preferences shifted from transit to the automobile, which can be seen in the increasing prominence of porte cocheres, garages, and auto-oriented businesses. By 1930 the area was largely built-out, with relatively few undeveloped parcels scattered throughout northern Golden Hill.

The architectural development of South Park reflects a variety of architectural styles expressed at various socio-economic levels. From early Folk Victorian and vernacular bungalows to Craftsman, Prairie, Mission Revival, Italianate, Colonial Revival, Tudor Revival, Spanish Colonial Revival/Eclectic and Streamline Moderne, the district represents the full spectrum of architectural trends and preferences

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in the first decades of the twentieth century. By far and away, the most prevalent style represented is Craftsman, with 62% (percent) of the structures in the district exhibiting exclusively or primarily Craftsman styling. Other stylistic influences can be seen in some Craftsman buildings, including Prairie, Italianate, Swiss Chalet, Tudor and Spanish. Other prominent styles include Prairie, Mission Revival and Spanish Eclectic. The South Park Historic District also reflects these styles across a broad socio-economic spectrum, from high-style, custom designed homes located prominently along the eastern boarder of Balboa Park, to multi-family apartments closer to the 30th Street trolley line and smaller working-class bungalows along and east of the trolley line. As such, the South Park Historic District is a unique microcosm of early 20th century housing in a streetcar suburb setting.

Within Golden Hill, there are only a few existing and potential historic districts in the entire planning area. The two other districts that have been identified within the community include the designated Golden Hill Historic District and the potential Culverwell and Taggart's Historic District. These districts all vary in their historical development and architectural composition. South Park is distinctive for the collective significance of its contributors as a commercial and residential streetcar suburb development reflecting a range of period styles represented in various socio-economic expressions. The degree of integrity exhibited by the district contributors also makes it one of the best unified examples of an early 20th century streetcar suburb in the community. Therefore, the South Park Historic District is significant under Historical Resources Board Criterion A in the areas of historical and architectural development. The period of significance begins with the initial development of South Park in 1906 and ends with the general build-out of the district in 1930 and the onset of the Great Depression.

D7. References/Bibliography (Give full citations including the names and addresses of any informants, where possible.):

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Including, but not limited to the following:

- "Defining Boundaries for National Register Properties," 1997 (revised).
- "Historic Residential Suburbs, Guidelines for Evaluation and Documentation for the National Register of Historic Places," 2002. [contains 20+ page bibliography of suggested reading]
- "Guidelines for Local Surveys: A Basis for Preservation Planning," NRB #24 (rev. 1985)
- "How to Apply the National Register Criteria of Evaluation"
- "How to Complete the National Register Multiple Property Documentation Form"
- "Researching A Historic Property," (rev. 1998)

Phillips, Steven J. *Old House Dictionary: Illustrated guide to American Domestic Architecture 1600 to 1940*. Washington, D.C.: Preservation Press, 1992.

San Diego Union.

9/15/1901 p 6 – Brooklyn Heights petroleum Co

1/1/1902 p 18 – Brooklyn Heights club, orig 1900

10/30/1904 p 4 – Electric Rwy service will be doubled

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10/7/1905 p 3 – South Park & East Side Railway
10/18/1905 p 6 – “For Small City Park”
10/24/1905 p 6 – “Chug-chug Car to Run on Rails” [Bartlett Street Railway]
10/27/1905 p 5 – Tecolote Bridge and Fraternal Grove through Pound Canyon
1/6/1906 p 8 – ad
2/6/1906 p 7 – South Park & East Side Rwy “Wants a Turntable”
2/22/1906 p 6 – “Will Assist in Planting Trees” [GH park]
3/7/1906 p 5 – O W Cotton’s Stereopticon lecture
4/1/1906 p 5
4/1/1906 p 10 – “Big Improvement in South Park Section”
5/2/1906 p 5 – Initial run of So Park railway will begin May 7
5/2/1906 p 11 – ad, building site – “only 4 blocks from new South Park & East Side Rwy”
5/8/1906 p 6 – South Park & East Side Railway ad
5/12/1906 p. 11 – ad throughout May – “why not take a ride....”
5/14/1906 p 9 – So Park & E side Rwy ad to So Park
5/20/1906 p. 11 – “Park Plans for the Coming Year”
5/27/1906 p 12 – So Park full page ad for properties available June 1st
5/30/1906 p 9 – “South Park Day” ad
6/2/1906 p 7 – San Diego & East Side railway wants turntable
6/3/1906 p. 12 – “A Great Work Being Done in South Park”
6/4/1906 p 6 – South Park
6/10/1906 p 7 – “Eastside Park News”
6/10/1906 p. 12 – “Come to South Park to Live” ad
6/17/1906 p 13 – “All Aboard for South Park” ad with photo of street car
6/20/1906 p. 10 – “Eastside Park Coming to Front”
6/27/1906 p. 6 – “The Reason Why Progressive People of San Diego are Buying Property at South Park Tract”
6/27/1906p 6 – “Improvements on the City Park”
8/9/1906 p 6 – So Park begins ?6/9/1906
8/16/1906 p 12 – “Many Streets to be Renamed” [Brooklyn Heights; Mr. Gurwell mentioned]
8/23/1906 p 6 – “Fine District for Residence”
12/16/1906 p 9 – “New Company Formed” [Pacific Building Company]
12/17/1906 p 8 – “F Street Line in Four Weeks”
1/1/1907 p 22 – “Best Residence Section of City”
1/29/1907 p 7 – granted extension on building line; railway line delayed due to hard ground

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- 2/5/1907 p 3 – announcement, schedule and appreciate business
- 2/8/1907 p 7 – railroad would reach La Mesa
- 4/7/1907 p 6 – Hotel Grant to South Park line
- 5/9/1907 p 14 – “Controversy on Franchise to La Mesa” [So Park & East side RR]
- 5/10/1907 p 5 – Franchise is Granted to Webster
- 5/11/1907 p 9 – “Mayor Approves Change in [South Park Street] Names”
- 5/12/1907 p 9 – “Westland Terrace: A New Brooklyn Heights Tract” [ad]
- 5/22/1907 p 2 – So Park home for sale by Corcoran & Co (d) near proposed street car line
- 5/22/1907 p 8 – “Joint Franchise to be Used on B Street” Spreckels allows Webster trolley rights
- 5/24/1907 p 9 – So Park Railway to “Run to Vassar St. in Two Weeks”
- 5/26/1907 p 16 – “Over Fifty Miles Trolley Extensions Now Under Way...Open Up Vast New Territory For Fine Residences”
- 6/8/1907 p 5 – “16 Grading Teams Now At Work on 30th Street [Bridge]”
- 6/8/1907 p 14 – “Grant Franchise to E.B. Webster”
- 6/10/1907 p 7 – “Change in Names of Streets in Effect”
- 8/23/1907 p 5 – petition to extend line – Judge Puterbaugh
- 9/21/1907 p 7 – competing rail lines
- 9/26/1907 p 4 – seizing the waterfront
- 11/1/1907 p 14 – So Park RR
- 11/3/1907 p 13 – Utey, Gerald- arch So Park home @ 30&Hawthorn
- 11/6/1907 p 14 – So Park photo 28th st (?)
- 11/8/1907 p 12 – will consider both franchises
- 12/3/1907 p 9 – So Park protests trolley
- 12/20/1907 p 10 – What’s the Difference between So Park and other Residence Sections
- 1/1/1908 p 31 – street railways
- 1/9/1908 p 5 – South Park to put on large cars
- 1/18/1908 p 14 – So Park, 30th Street bridge across Switzer canyon
- 1/20/1908 p 9
- 1/21/1908 p 12 – Brooklyn Heights, sewer facilities @ 29&A
- 1/23/1908 p 7 – what’s the difference bet Golden Hill & So Park
- 5/19/1908 p 11 – Hebbard named architect for school
- 5/24/1908 p 17 – Brooklyn school (d) Hebbard
- 6/16/1908 p 13 – Teal, F.P., plans for Black home @30&Grape
- 6/28/1908 p 17 – Spaulding res, Dale bet Date&Elm (d)
- 8/2/1908 p 10 – Gill, IJ - Price res @ sw [se] cor Beach & Ash (p)

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8/13/1908 p 6 – So Park RR trolley noise
8/23/1908 p II, 1 – So Park & East side RR
12/1/1908 p 6 – Webster grant again held up
3/15/1909 p 9 – So Park trolley collision
5/25/1909 p 7 – complaints of So Park line
8/11/1909 p 12 – park commission demands improvmts in return for Rwy ROW through city park
8/20/1909 p 14 – car line may be extended from Juniper along 30th
8/25/1908 p 6 – So Park Price res, Gill
8/31/1908 p 11 – Thomas, AA ex-police chief has BrooklynHts garden
9/1/1908 p 7
10/4/1908 p 17 – JH Delvalle purch lot @ne cor 28 & Cedar
10/6/1908 p 6
10/10/1908 p 7
10/19/1908 p 5
11/3/1908 p 8 – Webster So Pk Rwy threatens suit
12/1/1908 p 6 – Webster grant again held up
12/7/1908 p 7 – City Electrician to Make Report
12/23/1908 p 15
1/10/1909 p 5 – BH, Herbert Field house (d) EB Weaver (arch) Date, nw cor Fern
3/2/1909 p 8 – So Park sewers
3/31/1909 p 9 – SP - 29th St purch bet Elm & Fir
5/18/1909 p 6 – Whitson, permit 30 bet Elm & Fir
6/27/1909 p 18 – permit, Whitson, Seaman & Choates
7/24/1909 p 7 – Bean St renamed Granada
8/25/1909 p 14 – Rwy gets permit to cross city park
8/31/1909 p 6 – park permit for electric rwy
9/11/1909 p 14 – Switzer obit, 73
9/22/1909 p 6 – SO Spaulding, obit
9/22/1909 p 6 – GH Club elects officers
9/30/1909 p 6 – permit, King, bungalow, Dale bet Date & Elm
11/5/1909 p 7 – “Estimate High for Leveling of Bridge” [30th St, bridge work]
11/21/1909 p 15 – “City Council Aims 37 Ordinances at Electric Railways”
12/1/1909 p 9 – permit, Vinton, cottage, ne corner Fern & Date
12/10/1909 p 15 – Armitage, addition, sw corner Juniper & 30
12/12/1909 p 6 – “New Street Cars Delayed by Non-Arrival of Wheels”

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12/22/1909 p 5 – Bartlett Estate, 8 room res ne corner Bean & Cedar, \$5000- Hebbard
12/31/1909 p 9 – “Will Increase Pay of Street Car Men”
2/4/1910 p 5 – “San Diego Sight Seeing Car Makes First Trip Over Line”
3/30/1910 p 10 – “Latest Safeguard Installed on Cars”
4/4/1910 p 7 – So Park Hall, 30th & Cedar, meeting to improve park
4/17/1910 p 8 – Pacific Bldg Co - 18 new homes east of 30th St (p)
4/24/1910 p 33 – cottage plans with double dormers
4/29/1910 p 10 – Brooklyn Heights group organizes
6/26/1901 p 30
9/11/1910 p 10 – Golden Hill Athletic Park planned, commemorates Geo Cook
10/2/1910 p 24 – Desert Becomes Paradise, Change Made in Few Years – deed restrictions cited
11/6/1910 p 34 – Bartlett ad – bldg restrictions \$2500; price list #29
12/11/1910 p 16 – Brooklyn Heights ad – lots on Hawthorn and Juniper – “close to car line”
12/20/1910 p 15 – ad Brooklyn Heights, lot between Date & Elm on Granada
12/25/1910 p 24 – Royer sells Watkins & Biddle addn, near So Park to FL Dow
1/1/1911 p V:4(?)– So Park addn, ad & photo of res in Block 11, lot 6 (2850 Beech)
1/15/1911 p 3 – GA Hanssen, sw corner 29th & Hawthorn (d)
1/22/1911 p 19 – history of charter affecting SD railway franchise
1/30/1911 p 7 – street car ad, 1892 version, 1910 version (p)
4/30/1911 p 24 – Del Harris, bungalow (d) w side [1520]Dale near Cedar for Bert Sharman, \$3000
7/2/1911 p 14 – Keller, Walter (d), Dale n of Cedar
8/4/1911 p 5 – Brooklyn Hts school, all bids too much
8/6/1911 p 10 – South Park, Pacific Bldg Co: OW Cotton res, w side Dale bet Beech & Cedar, (d)
8/9/1911 p 5 – permit: Thuland, 30 & Date cottage
8/29/1911 p 5 – permit: McClellan res, Elm & 30th
9/3/1911 p 8 – So Park homes to be built
9/10/1911 p 17 – So Park growth, 31 houses completed
9/17/1911 p 8 – So Park, 70 new homes in year
9/17/1911 p 17 – Seibert & Hamilton, store @ 30&Beech
9/29/1911 p 5 – Brooklyn Heights, 540 lots sold
10/8/1911 p 11 – Kellogg, MP (arch) 2 So Park homes, 29th & Beech (d) ??
10/18/1911 p 3 – permit: Springer, 5 room res, Granada bet Date & Elm, \$1850
10/20/1911 p 11 – permit, Pritchard, 5 room, Elm & Granada
10/22/1911 p 11 – So Park, 38 houses complete

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11/5/1911 p 6 – Champlin res on Beech & Granada (d)
11/5/1911 p 17 – Bell res in So Park by Pacific Bldg Co (d)
12/15/1911 p 5 – permit: Forthun, store, Fern & Ivy
12/17/1911 p 25 – So Park Ad: Our bldg boom in So Park
12/31/1911 p 17 – Geo Hall, 1st store in South Park, 30&Beech, by Siebert & Hamilton
1/1/1912 p 2 – “San Diego Street Car System Much Improved in Past Year”
1/1/1912 p 6 – Pacific Bldg Co (ad?) drawing of 7 houses
1/1/1912 p 6? – DeSucca res & J.T. Donahue res in So Park (d)
1/1/1912 p sect13:3 – Chas H Bartholomew, postmaster (p)
1/1/1912 p sect13:3 – James Wadham, attny (p)
1/7/1912 p 7 – Pacific Bldg Co / So Park home (d)
1/21/1912 p 11 – se corner 28th & Beech (p)
1/28/1912 p 7 – res by Pac Bldg Co on 30 bet Beech & Cedar (d)
1/30/1912 p 13 – Presbyterian Church, 30th & Elm (Del Harris)
2/11/1912 p 12 – 1530 29th (p)
2/11/1912 p 42 – res at 1527 30th (p)
3/17/1912 p 27 – Lea home & other Pacific Bldg Co houses
3/19/1912 p 11 – Brooklyn Heights Presbyterian Church
4/7/1912 p 31 – ad \$5000 South Park, 2 story 6 rooms all new 1/2 block to car line
4/21/1912 p 37 – Bartlett Estate ad for So Park
4/23/1912 p 9 – permit: E.O. Baker, board store bldg, 30th & Grape, \$350
4/30/1912 p 7 – WT Stewart, tile store bldg, B & 28, \$5500
5/12/1912 p 25 – Carter Construct Co, Crane res, 30th near Cedar
5/30/1912 p 11 – permit & article: fire station on 30th bet Ivy & Juniper
5/30/1912 p 11 – permit: fire station, 6 rooms, brick, concrete, \$4600
7/7/1912 p 14 – Quayle & Cressy, Dr. Jones, nw corner 32nd & Hawthorne
8/11/1912 p 37 – Pac Bldg Co may hire landscape gardener
9/8/1912 p 33 – OW cotton res (d) on Dale St bet Beech & Cedar
9/18/1912 p 7 – permit: Miss Dora Haussen [Hanssen] 7 room res, 1922 Dale near Fir, \$3500
9/27/1912 p 13 – permit: WS Wheeler, 5 room cottage, 1228 29th St, \$1800
10/5/1912 p 13 – permit: WS Wheeler, bungalow 1219 29th St, \$1800
10/16/1912 p 12 – permit: Builder Mosher Co, 5 room cottage & garage, 1908 Dale St, \$1650
10/18/1912 p 5 – permit: GS Carr Co, 5 room cottage, 1537 Grove near Cedar \$2700
10/18/1912 p 5 – permit: GS Carr Co, 6 room cottage, 1543 Grove, \$5000
10/20/1912 p 53 – Quayle & Cressy, res (d) 32nd & Hawthorne, Dr.LG Jones

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10/27/1912 p 44 – GA Hanssen res on Dale bet Fir & Grape (d)
10/29/1912 p 10 – CD Newby builds many homes: Rev FD Finn, Dale bet Fir & Grape
11/1/1912 p 5 – permit: Brooklyn Hts Presbyt church, 30 & Fir, \$150
11/1/1912 p 14 – Jersey Farm milk (ad) carried at Wachter Mercantile Co 28th & B
11/11/1912 p 18 – Electric Rwy Co through park
11/21/1912 p 9 – bidders on improv 29th from Seaman&Choates to s line of SP addn
11/30/1912 p 12 – Horace B Day, tile bldg substation, Dale bet A & Ash, \$500
12/4/1912 p 12 – permit: EC Hurlburt, 6 room cottage, 1725 29th St, \$3000
12/13/1912 p 13 – Quayle, Ed, 1528 Granada, 9 room, \$4500
12/27/1912 p 22 – permit: 1724 30th, Pac Bldg Co, 3 room cottage \$1565
12/27/1912 p 22 – bldg permit for 1724 29th St
1/1/1913 p III:16 – “Street Car System Keeps Pace with Growth of City”
1/5/1913 p 9 – Pac Bldg Co, moves quarters, organized 6 yrs ago
2/9/1913 p 6 – south park crest - 15 homes built by Dingeman & Sons
2/12/1913 p 22 – permit: Gurwell, 4 room, board house, 1735 Granada, \$200
4/6/1913 p 7 – Eugene Hoffman bldg
4/6/1913 p 23 – Kruegl, 23 bldgs
6/8/1913 p 34 – Hoffman & Walker bldgs listed
6/29/1913 p 36 – Brooklyn Hts Pres Church, Del Harris
6/29/1913 p 36 – Dell Harris, Brooklyn Hts Pres church
6/29/1913 p 46 – Walter Keller house
7/6/1913 p 11 – Del Harris, Brooklyn Hts Pres Church
7/30/1913 p 12 – Theodore Kistner, 2 fire stations
8/9/1913 p 18 – So Park ad, house
8/10/1913 p 32 – TC Kistner, fire stations
8/26/1913 p 10 – Del Harris, Brooklyn Hts Pres Church, 30th & Fir
10/17/1913 p 29? – So Park - 4sale property/lots: Grove, Granada, Fern, Dale, 28th, 30th
10/23/1913 p 10 – So Park house, 29th & Beech
10/23/1913 p 11 – So Park house, Dale St, owner is architect
11/3/1913 p 16 – So Park, dressmaking 1831 29th
3/1/1914 p III,12 – So Park res, Dale bet Dale & 20th (29?/30?)
4/1/1914 p 6 – Granada St res sold to Geo Mitchell
4/12/1914 p II, 3 – McKellar & Laing sales, includes So Park
4/30/1914 p 8 – Heller's new store in So Park
10/1/1914 p 6 – So Park Crest, 2 blks to 30th (p) corner lot

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1/17/1915 p II,1 – OW Cotton predicts new bldg era
3/3/1915 p 8 – map of electric car route from 38 (listed) hotels in downtown to Expo
1/1/1916 p II 7 – “Efficient Street Railway Handles Exposition Crowds”
1/1/1916 p VII,1 – photos of residences
3/22/1917 p 5 – “Increase Shown in Auto-Street Car Accidents”
2/12/1918 p 7 – “Street Railways Feel Restrictions of War”
5/16/1919 p 4 – street railway forum
12/9/1919 p 4 – San Diego Electric is asking for financial assistance
1/1/1920 p S8,7 – street rwy co, photos & history
4/16/1923 p 15 – South Park ad mentions No. 2 car (2 ads)
3/12/1924 p 5 – “Electric Club” and history
7/1/1924 p 4 – Home Industry patronized by street railway
1/1/1925 p sec7,3 – Golden Hill Park (p)
6/13/1926 p 65 – study shows buses replace electric railway
1/16/1927 p XE 12 – permit: 1817 Dale, \$4000, stucco, Amelia Clara B Ives
6/26/1927 p Dev, 5 – MacLauchlin apts
6/11/1928 p 17 – beautiful stucco home on corner of Cedar & Fern, 1 blk from Brooklyn Heights
1/12/1930 p Dev, 1 – 1845 29th (d)
7/2/1937 p? “Golden Hill Recalled as Ugly Indian Camp”
4/27/1956 p B2:6 – So Park RR
5/4/1956 p B2:6 – So Park RR
1/30/1957 p 22 -
5/29/1957 p B2:6 – So Park RR
8/11/1963 p H1:1-8 – “Who Was Behind the Little Green Line?” [South Park Rwy]
12/22/1969 p C1:1-5 – So Park – corner of 30th & Beech
9/27/1970 p B1:1-3 – Golden Hill Park/ umbrella tree