

Appendix C:

HISTORIC CONTEXT STATEMENT

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C.1 Executive Summary

This historic context statement was prepared in support of the Ocean Beach Community Plan Update (OBCPU). The purpose of the context statement is to provide the historic context for the development of Ocean Beach and identify themes significant to that development. The information in this document will be used to identify locations in Ocean Beach which contain significant historical resources. In addition, this document will shape the goals and recommendations of the Historic Preservation element of the OBCPU.

C.2 Project Overview

The historic context and survey apply to the area bounded by the limits of the Ocean Beach Community Planning Area. The Community Planning Area is bounded by San Diego River on the north, the Pacific Ocean on the west, Froude and West Point Loma Boulevard on the east, and Adair Street on the south. As this document is intended to inform the OBCPU, the context statement does not address events or resources outside of the Planning Area which many may consider part of the history of Ocean Beach, including Sunset Cliffs and the Theosophical Institute.

Investigations for the historic context statement included archival research and a cursory windshield survey. Archival research was conducted to gain specific information about the development of Ocean Beach within the context of the City and County of San Diego. Archival research included an examination of various documents relating to the history of Ocean Beach. Items reviewed included primary and secondary sources such as historic maps, historic photographs, current aerial photographs, cultural resource studies, building evaluation reports, master's theses, previous historic context statements, and first-hand accounts and oral histories. Research was conducted at the San Diego Public Library, the University of California San Diego Library, the San Diego State University Library, and the San Diego City Clerk's archives.

A records search was conducted in support of the OBCPU. The records search revealed 10 historical sites have been recorded within Ocean Beach. In addition to those resources recorded at SCIC, the City of San Diego has designated 73 properties within the Ocean Beach Community Planning Area, including one archaeological resource, the Ocean Beach Gateway Site. The site is a prehistoric campsite occupied as part of a series of major encampments along the course of the San Diego River. It was occupied during the Archaic and Late Prehistoric periods. Artifacts include grinding tools, flaked tools used for scraping, pounding and cutting, pottery, animal bone, marine shell, fire-affected rock, and other lithic materials used during the occupation of the site. Sparse and fragmentary scatter of historic materials dating from the 1920s and 1930s were found as well. The seventy-two other designated resources are contributing resources to the Ocean Beach Cottage Emerging Historical District, which is comprised of beach cottages and bungalows built between 1887 and 1931 within the boundary of the Planning Area, as well as a small area immediately west of the Planning Area which is part of the original Ocean Beach subdivision. Two of the 72 contributing resources are designated as individually significant structures – the Strand Theater and the Ocean Beach Library. A complete listing of all contributing resources can be obtained by contacting the City's Historical Resources section of the City Planning & Community Investment Department.

Historic Context

Introduction

The history of a region provides the context for the identification, evaluation and management of historical resources. The historic context statement is the foundation for preservation planning and is a valuable tool for understanding, identifying, and evaluating the historic resources of Ocean Beach. Based on one or more themes, a geographical area, and periods of significance, the context statement describes the broad patterns of historical development of a community or region that are represented by the physical development and character of the built environment. It also identifies important associated property types, and establishes eligibility criteria and integrity thresholds.

The broad patterns of the historical development of Ocean Beach are represented by several themes presented below.

- Resort Town (1887-1930)
 - » Carlson and Higgins (1887-1890)
 - » Quiet Years (1890-1907)
 - » D.C. Collier (1907-1913)
 - » Height of the Resort Era (1913-1930)
- Ocean Beach, The Community (1930–Present)
 - » Transition to Community (1930-1945)
 - » Post-War Development (1945-1970)

In addition, the prehistoric context for Ocean Beach is presented along with significant research questions that may be addressed by the archaeological and Native American resources extant within the planning area.

Pre-History

The prehistory of the region is evidenced through archaeological remains representing up to 10,500 years of Native American occupation. The myths and history that is repeated by the local Native American groups now and at the time of earlier ethnographic research indicate both their presence here since the time of creation and, in some cases, migration from other areas. The earliest archaeological remains in San Diego County are believed by some investigators to represent a nomadic hunting culture characterized by the use of a variety of scrapers, choppers, bifaces, large projectile points and crescentics, a scarcity or absence of milling implements, and a preference for fine-grained volcanic rock over metaquartzite materials. A gathering culture which subsisted largely on shellfish and plant foods from the abundant littoral resources of the area is seen in the archaeological record dating from about 6000 BC to AD 650. The remains from this time period include stone-on-stone grinding tools (mano and metate), relatively crude cobble-based flaked lithic technology and flexed human burials.

The Late Prehistoric Period (AD 650 to 1769) in the City of San Diego is represented by the people ancestral to the Kumeyaay people of today. Prehistorically, the Kumeyaay were a hunting and gathering culture that adapted to a wide range of ecological zones from the coast to the Peninsular Range. A shift in grinding technology reflected by the addition of the pestle and mortar to the mano and metate, signifying an increased emphasis on acorns as a primary food staple, as well as the introduction of the bow and arrow, pottery, obsidian from the Obsidian Butte source in Imperial County, and human cremation serve to differentiate Late Prehistoric populations from earlier people in the archaeological record. However, living Kumeyaay people trace their ancestors to the earliest cultural remains found throughout their traditional territory in San Diego County.

The Kumeyaay are generally considered to be a hunting-gathering society often with a bipolar settlement pattern. While a large variety of terrestrial and marine food sources were exploited, emphasis was placed on acorn procurement and processing as well as the capture of rabbit and deer. Kumeyaay houses varied greatly according to locality, need, choice and availability of raw materials. Formal homes were built only in the winter as they took some time to build and were not really necessary in the summer. During the summer, the Kumeyaay moved from place to place, camping where ever they were. In the winter they constructed small elliptically shaped huts of poles covered with brush or bark. The floor of the house was usually sunk about two feet into the earth. Most activities, such as cooking and eating, took place outside the house.

The cooking arbor was a lean-to type structure or four posts with brush over the top. Village owned structures were ceremonial and were the center of many activities. Sweathouses were built and used by the Kumeyaay men. They were built around four posts set in a square near a river or stream and usually had a dug-out floor. The sweathouse was also used sometimes as a place for treating illnesses.

Ethnohistory

The Ethnohistoric Period, sometimes referred to as the ethnographic present, commences with the earliest European arrival in San Diego and continued through the Spanish and Mexican periods and into the American period. The founding of Mission San Diego de Alcalá in 1769 brought about profound changes in the lives of the Kumeyaay. The coastal Kumeyaay were quickly brought into the mission or died from introduced diseases. Earliest accounts of Native American life in San Diego were recorded as a means to salvage scientific knowledge of native lifeways. These accounts were often based on limited interviews or biased data collection techniques. Later researchers and local Native Americans began to uncover and make public significant contributions in the understanding of native culture and language. These studies have continued to the present day and involve archaeologists and ethnographers working in conjunction with Native Americans to address the continued cultural significance of sites and landscapes across the County. The Kumeyaay are the identified Most Likely Descendants for all Native American human remains found in the City of San Diego.

Recorded Archaeological Sites

Several prehistoric and historic period archaeological resources have been identified within the Ocean Beach community. Three prehistoric shellfish refuse mounds were recorded in 1967 by C. N. Nelson with little detail or specifics. Systematic test excavations at one of these sites (CA-SDI-47) was undertaken by DeBarros in 1996 resulting in the recovery of large amounts of shellfish remains, lithic waste, and two radiocarbon dates indicating occupation of the site ca 500BC and AD 800. These dates place this site at the very early Late Prehistoric period. DeBarros suggests the site reflects a prehistoric campsite used for the procurement, processing and consumption of shellfish. The site is located near a now filled-in embayment of Mission Bay and the San Diego River. Another of these sites (CA-SDI-46) was investigated by Smith in 1992 and 1999. This site is a prehistoric campsite occupied as part of a series of major encampments along the course of the San Diego River. It was occupied during the Archaic and Late Prehistoric periods. Artifacts include grinding tools, flaked tools used for scraping, pounding and cutting, pottery, animal bone, marine shell, fire-affected rock, and other lithic materials used during the occupation of the site. Sparse and fragmentary scatter of historic materials dating from the 1920s and 1930s was found as well. The site was found to be eligible for listing on the National Register of Historic Places and was designated a historical resource by the City's Historical Resources Board in 1999 (HRB Site #398).

An earlier Archaic period shell midden was originally identified in 1991 and updated in 2001 following discovery of additional deposits during sewer and water line trenching. This site also evidenced abundant amounts of shellfish remains with little lithic artifacts. This site is not thought to represent a habitation area but rather a food processing site where the processed shellfish were discarded. Another prehistoric shell midden discovered during excavation for sewer and water lines evidenced similar abundant deposits of shellfish remains and limited lithic waste. It seems clear from this small number of sites that shellfish procurement and processing was a major activity within Ocean Beach during prehistoric times. New construction should continue to be monitored for potential deposits that can address significant research questions related to prehistory.

Historic period deposits have also been uncovered during replacement of water and sewer lines within existing streets and alleys and during construction of new buildings within established neighborhoods. The deposits consist of household and business refuse discarded from the 1910s through approximately 1955. An array of bottles, glass, ceramic sherds, buttons, metal objects, porcelain tableware, medical paraphernalia, cosmetics containers, and children's toys have been identified in these refuse deposits. Some pieces are well preserved and could be used to precisely date the refuse; other items are less intact. The deteriorated wooden supports, rock retaining wall, and cross-beams of the southern side of the 1914-1915 Mission Bay Bridge were identified during construction monitoring. This resource was determined to be significant and other portions of the bridge support system may be present.

These historic period artifacts can shed light on everyday living of the early residents and visitors of Ocean Beach. New construction should include measures to monitor and recovery these deposits. The better preserved items should be included in an exhibit that could temporarily be housed at the Ocean Beach Library to better inform the public about the historic period of development of the area.

Archaeological Property Types and Significance

An archaeological site must consist of at least three associated artifacts within a 50 square meter area, or a single feature and must be at least 45 years of age. Archaeological sites containing only a surface component are generally considered not significant, unless demonstrated otherwise. Such site types may include isolated finds, bedrock milling stations, sparse lithic scatters, and shellfish processing stations.

All other archaeological sites are considered potentially significant. The determination of significance is based on a number of factors specific to a particular site including site size, type and integrity; presence or absence of a subsurface deposit, soil stratigraphy, features, diagnostics, and datable material; artifact and ecofact density; assemblage complexity; cultural affiliation; association with an important person or event; and ethnic importance. Research questions that can be addressed by significant archaeological resources are presented in Appendix A to the General Plan and in the Prehistoric and Historic Archaeology of Metropolitan San Diego: A Historic Properties Background Study (ASM Affiliates, Inc. 2008). Although the specific questions differ for each of the prehistoric periods, archaeological research questions generally fall into the following domains: chronology, environmental change, settlement systems, social organization, subsistence, technology, ornamentation, and social change.

A site will be considered to possess ethnic significance if it is associated with a burial or cemetery; religious social or traditional activities of a discrete ethnic population; an important person or event as defined by a discrete ethnic population; or the mythology of a discrete ethnic population. In order to determine ethnic or cultural significance of archaeological sites or landscapes to the Native American community, meaningful consultation is necessary.

Early History (1769-1887)

Spanish Period (1769-1822)

Spanish colonization of Alta California began in 1769 with the founding of Mission San Diego de Alcalá by Father Junípero Serra. Concerns over Russian and English interests in California motivated the Spanish government to send an expedition of soldiers, settlers and missionaries to occupy and secure the northwestern borderlands of New Spain through the establishment of a Presidio, Mission, and Pueblo. The Spanish explorers first camped on the shore of the bay in the area that is now downtown San Diego. Lack of water at this location, however, led to moving the camp on May 14, 1769 to a small hill closer to the San Diego River and near the Kumeyaay village of Cosoy. The Spanish built a primitive mission and presidio structure on the hill near the river. Under Spanish rule, land was divided into presidios, missions and pueblos. The presidios were military installations which provided protection for the missions. It was expected that eventually each mission and presidio would become a civilian community, or pueblo, once the indigenous population had been converted into Catholics and Spanish citizens.

Bad feelings soon developed between the native Kumeyaay and the soldiers, resulting in construction of a stockade which, by 1772, included barracks for the soldiers, a storehouse for supplies, a house for the missionaries and the chapel, which had been improved. The log and brush huts were gradually replaced with buildings made of adobe bricks. Flat earthen roofs were eventually replaced by pitched roofs with rounded roof tiles. Clay floors were eventually lined with fired-brick. In August, 1774 the Spanish missionaries moved the Mission San Diego de Alcalá to its present location six miles up the San Diego River valley (modern Mission Valley) near the Kumeyaay village of Nipaguay. The initial Spanish occupation and mission system brought about profound changes in the lives of the Kumeyaay people. Substantial numbers of the coastal Kumeyaay were forcibly brought into the mission or died from introduced diseases. Beginning in 1791, military commandants were authorized to grant house lots and planting fields near the presidios. This gradual outgrowth resulted in the establishment of Old Town San Diego as a presidial pueblo.

Mexican Period (1822-1846)

In 1822, the political situation changed as Mexico won its independence from Spain and San Diego became part of the Mexican Republic. The Mexican Government opened California to foreign trade; began issuing private land grants in the early 1820s, creating the rancho system of large agricultural estates; secularized the Spanish missions in 1833; and oversaw the rise of the civilian pueblo. By 1827, as many as 30 homes existed around the central plaza and in 1835, Mexico granted San Diego official pueblo (town) status. At this time the town had a population of nearly 500 residents, later reaching a peak of roughly 600. The secularization in San Diego County triggered increased Native American hostilities against the Californios during the late 1830s. The attacks on outlying ranchos, along with unstable political and economic factors helped San Diego's population decline to around 150 permanent residents by 1840. When the Americans took over after 1846, the situation had stabilized somewhat, and the population had increased to roughly 350 non-Native American residents. The Native American population continued to decline, as Mexican occupation brought about continued displacement and acculturation of Native American populations.

Prior to Spanish settlement of San Diego in 1769, the area currently known as Ocean Beach had been used for seasonal gathering of shellfish and various plants by the Kumeyaay Indians for over 800 years. Under both Spanish and Mexican rule, Ocean Beach was used for picnics and light recreation, but the area was too remote and lacked fresh running water required for settlement. Families would travel from Old Town by ox-drawn cart with the men on horseback. Carrying their own water, visitors traveled past the sand dunes - which covered several acres near the shore - to the mussel beds between Narragansett and Santa Cruz Streets. Ocean Beach was referred to at this time as “Los Médanos” or “Los Meganos” (“The Dunes”), “The Rocks” and “The Mussel Beds”. Because Ocean Beach was not settled during the Spanish and Mexican Periods, no extant buildings or structures from these periods are expected to be identified within Ocean Beach.

American Period (1846-Present)

When United States military forces occupied San Diego in July 1846, the town’s residents split on their course of action. Many of the town’s leaders sided with the Americans, while other prominent families opposed the United States invasion. In December 1846, a group of Californios under Andres Pico engaged U.S. Army forces under General Stephen Kearney at the Battle of San Pasqual and inflicted many casualties. However, the Californio resistance effectively ended by January 1847. The Americans assumed formal control with the Treaty of Guadalupe-Hidalgo in 1848 and introduced Anglo culture and society, American political institutions and especially American entrepreneurial commerce. Under the Treaty, residents were guaranteed property rights held under Mexican Law; however, a process for claiming land was not established until 1851 with the passage of the Land Act. After a lengthy process, San Diego was granted over 47,000 acres of land it held as a pueblo, a claim that could be substantiated by a mapped survey of pueblo lands completed in 1845 by Santiago Arguello, Jose Antonio Estudillo, Jose Matias Moreno, Captain Henry Delano Fitch and others. Later maps divided the pueblo lands into lots. All or portions of Pueblo lots 192, 193, 195, 202, 203, 204, 205 and 206 comprise present-day Ocean Beach.

San Diego grew slowly during the next decade. San Diegans attempted to develop the town’s interests through a transcontinental railroad plan and the development of a new town closer to the bay. The failure of these plans, added to a severe drought which crippled ranching and the onset of the Civil War, left San Diego as a remote frontier town. The troubles led to an actual drop in the town’s population from 650 in 1850 to 539 in 1860. Not until land speculator and developer Alonzo Horton arrived in 1867 did San Diego begin to develop fully into an active American town. Horton’s development of a New San Diego (modern downtown) in 1867 began to swing the community focus away from Old Town and began the urbanization of San Diego. Expansion of trade brought an increase in the availability of building materials. Wood buildings gradually replaced adobe structures. Some of the earliest buildings to be erected in the American Period were “Pre-fab” houses which were built on the east coast of the United States and shipped in sections around Cape Horn and reassembled in San Diego. Development spread from downtown based on a variety of factors, including the availability of potable water and transportation corridors. Factors such as views and access to public facilities affected land values, which in turn affected the character of neighborhoods that developed. At the time downtown was first being built, there began to be summer cottage/retreat development in what are now the beach communities.

Not long after the American period began, the U.S. Coast Survey reported in 1851 that the San Diego River, which had changed course from its outlet in False Bay (Mission Bay) and was now emptying into San Diego Bay, posed a serious threat to the economic vitality of San Diego. False Bay had gained its moniker after early explorers discovered that the bay was too shallow to be navigable due to silt deposits from the river. It was feared that San Diego Bay would meet the same fate unless the river was diverted back to False Bay. In 1853 Lt. George Horatio Derby of the U.S. Army Corps of Engineers was sent to San Diego to build a dike. He was ordered to deepen the old channel and build a levee from the foot of Presidio Hill to the foot of Point Loma, nearly 2,000 yards. The rather flat and direct connection between Old Town and Ocean Beach created by the dike served as a new means of access for visitors, who continued to picnic there. The dike was washed away by flooding two years later, but was reconstructed in 1877.

The first permanent settler of Ocean Beach took up residence around the time the Derby Dike was first constructed. Little is known of him, other than his last name – Palmer – and that he built a shack at an unknown location where he hosted visitors to Ocean Beach until at least the 1870's. Newspapers carried announcements and advertisements for outings and events at Ocean Beach which referred to "Palmer's Place", "Palmer's Old Town Resort" and "Palmer's Ocean House." Ocean Beach itself appears to have been referred to on occasion as "Palmiro's" and "Palmiro's Mussel Beds." In 1872, Old Town boosters hosted a Fourth of July Celebration at Ocean Beach, hoping to draw revelers away from "New Town" with advertisements promising a free lunch of mussels and musical entertainment. The event was a success, with nearly the entire population of Old Town – approximately 200 – in attendance.

The second permanent resident of Ocean Beach appeared in the late 1870's or early 1880's. "Captain" Abraham Thomas built a shack at the foot of the cliff just south of the present pier. He constructed a well and a windmill near the sand dunes and laid a pipeline from there to his house and corral on Newport Street. From his shack on the beach he served meals and rented fishing poles and bathing suits to visitors, stabling and caring for their horses at his corral. Families that frequented Ocean Beach for camping trips during this time included the Oscar family, the Gregory family, the Mumfords, and the Moffetts. Thomas passed away in September 1913. "General" A.B. Crook moved in with Thomas in 1886 while he built two cottages of his own, "The Winona" and "La Blanche", and a blacksmith shop. He also planted a potato patch at the north end of the beach and raised chickens. No clear evidence of Thomas or Crook's structures can be found on the 1921 Sanborn Maps.

The Resort Town (1887-1930)

Carlson and Higgins Establish Ocean Beach (1887-1890)

In 1887 the first subdivision map was filed within the limits of the current community planning area. The coming of the railroad in 1885 ushered in an era of tremendous growth for San Diego, as well as unprecedented real estate speculation. The number of new subdivision maps jumped from zero in 1884 to four, nineteen, and 51 in the years 1885, 1886 and 1887, respectively. Twenty-three year old William H. (Billy) Carlson and his business partner, Frank J. Higgins sought to capitalize on the boom, marketing real estate in Oceanside, Lakeside Ramona, Del Mar, La Jolla and Lugonia, as well as neighborhoods in the City of San Diego. Together they purchased 600 acres of Pueblo lots 195, 202 and 203 which they divided into 84 blocks, three of which could only be considered slivers of land south of Point

Loma Avenue. The subdivision was bounded by Brighton Avenue to the north, the Pacific Ocean to the west, Point Loma Avenue to the south, and generally Guizot Street to the east. The blocks were predominantly 600 feet long by 300 feet wide, each containing a 20 foot alley running west to east and 48 lots measuring 140 feet deep by 25 feet wide. Irregularly shaped blocks and lots were located along the coast. Avenues, running generally west to east, measured 80 feet wide and were named after resort towns; while Streets, running generally north to south, measured 60 feet wide. Improvements such as water and sewer systems were not provided. Their subdivision, "Ocean Beach" was filed as map number 279 with the County Recorder on May 28, 1887.

Carlson and Higgins had grand plans for their new subdivision which included a resort hotel à la Hotel del Coronado and a railroad to access their rather remote subdivision. They began running ads on April 24, 1887 which claimed that over two thousand lots had been sold without advertising. Lots initially sold for \$40 and \$60, with \$20 down and the balance paid within a year. They hosted large picnics, enticing potential buyers out to Ocean Beach with mussel roasts, free ice cream, bands, hot air balloons, and rental bathing suits. With each event, lot prices increased to \$300-\$400 per lot by August 1887. Still, lots – which were significantly less expensive than those in New Town which were selling for thousands of dollars – were priced to draw average income and vacation buyers. By January 1888, construction of Carlson and Higgins' resort hotel at the foot of Niagara Avenue, Cliff House, was completed at the cost of \$85,000. The Victorian style building bore a modest resemblance to the Hotel del Coronado, another anchor to a resort community. Cliff House featured round towers and bays crowned with steeply pitched roofs, as well as broad wrap-around porches that looked out to the ocean and the beach below. Cliff House drew vacationers and potential buyers to Carlson and Higgins' new subdivision, but the lack of transportation remained problematic.

Carlson planned a railroad running along three sections: San Diego to Old Town, Old Town to Roseville and Roseville to Ocean Beach. Issues with financing reduced the railroad to the Roseville-Ocean Beach section, as ferry access to Roseville was already available. The Ocean Beach Railway ran from Roseville Warf up Carlson Canyon (now Nimitz), over Tennyson and Voltaire, to Brighton and Cable; west on Cape May to Bacon; south to Del Monte; east to De Foe (now Sunset Cliffs Boulevard and referred to as such from this point forward) and south again to Point Loma Avenue. No more than several months after its opening in April 1888, the rail line was discontinued, largely due to the fact that the company which had sold the rail ties to Carlson demanded their return for non-payment. Carlson continued to work on establishing his railroad sections, but the national economic "bust" of 1888 curtailed his plans as well as development in Ocean Beach. The population of San Diego dropped from 35,000 at the height of the boom in 1887 to only 15,000 just three years later. Banks failed, debts went unpaid and properties were abandoned. The pressure was too much for Higgins, who was placed in an insane asylum in 1889 before committing suicide. Carlson sold Cliff House and moved on to other ventures, becoming Mayor of San Diego in 1893.

The Quiet Years (1890-1907)

At the end of the 19th century, Ocean Beach reverted back to a remote vacation and picnic destination and would remain that way for the next twenty years. The Loring and Gibbs families were among those who camped in Ocean Beach regularly during this time. In 1898 Cliff House burned down, eliminating the only lodging. By 1900 there were several shacks scattered throughout Ocean Beach, and at least one home. Still without improvements such as water and sewer connections, residents and visitors drew their water from the well located on the alley south of Santa Monica near Bacon Street or a

cistern north of Saratoga Avenue and east of Ebers Street . The location of the cistern allowed some settlement on the hillside. By 1908, early residents recall that there were just 18 houses in Ocean Beach, some of which were vacation shacks or tent houses. Vacation shacks were typically single wall board and batten construction, 400 to 600 square feet in size on a pier and post foundation with minimal interior amenities. Some were true shacks; others had features such as front porches and garages off the alleys. Tent houses consisted of canvas stretched over a wooden frame, complete with a gable roof, windows and on occasion a front porch. Lifelong resident and historian Ruth Varney Held provided a narrative of early settlers in her book *Beach Town*, which is summarized in Table C.1 on the following page.

Table C.1 Early Ocean Beach Settlers

Family	Year	Location
"Captain" Abraham Thomas	circa 1880	Shack at the foot of the cliff just south of the present pier; a well and a windmill near the sand dunes.
"General" A.B. Crook	1886	Location unknown
D.C. Collier	1887	Shack at the foot of Coronado Avenue and Bacon Street.
Bellamy	circa 1890	Saratoga Avenue and Guizot Street* (outside of the OB Planning Area, within the original Ocean Beach Subdivision).
Archer	1893	4604 Pescadero Avenue
Ernest Julius Pester	1894-1903	Near Saratoga and Guizot* (outside of the OB Planning Area, within the original Ocean Beach Subdivision).
Hockings	circa 1900	Vacation shack at unknown location
Wade	circa 1900	Vacation shack at the Mission Bay entrance
Frank McElwee	1905	Permanently camped behind 2030 Abbott Street
Reid	1905	Foot of Santa Cruz Street ("Bonnie Doon")
Moffett	1905	4651 Niagara Avenue
Steinberg	1906	Newport Avenue
Mulville	1906	Del Mar Avenue at Cable Street
Phillips	1906	Brighton Avenue and Ebers Street
Colan	1907	Bought the old Corral from Thomas, had a livery stable, and lived at 1957 Bacon Street.
W.A. Thomas	1907	4986 Santa Monica Avenue
Dr. C.C. Valle	1907	Newport Avenue above Ebers Street.
McGregor	1908	Cable Street near Niagara Avenue
Charles Moore	1908	Location unknown
G.H. Johnson	1908	4984 Newport Avenue
Lucy Hoover	1908	5062 Narragansett Avenue
F.J. Peeler	1908	5067 Niagara Avenue
George Ulrich	1908	On Muir Avenue, above Sunset Cliffs Boulevard

D.C. Collier: The Father of Ocean Beach (1907-1913)

Another semi-permanent resident during this time was David Charles (D.C.) Collier Jr., son of a lawyer, judge and newspaper man who moved to San Diego with his family in 1884. At 16 years of age Collier purchased one of the first lots sold by Carlson on the oceanfront at the foot of Bacon Street and Coronado Avenue where he built a modest vacation shack. He would later expand the shack and live in it part time. By 1906 he had added a pool and some apartments and named his property Alligator Rock Lodge. After graduating law school Collier began practicing in his father's law office. Clients still feeling struggling with the economic bust often paid Collier in lots – nearly worthless at the time – in communities ranging from East San Diego to Normal Heights, North Park, Pacific Beach and Ocean Beach. Finding himself thrust into the real estate business, Collier began selling and developing lots in these communities.

Collier began his development ventures in Ocean Beach in 1907 with the filing of subdivision map 1080, Ocean Beach Extension, and map 1079, Ocean Beach Extension No. 2 on August 28, 1907. Both maps were filed at the request of Ralston Realty Company, of which Collier was president; however ownership is listed as Point Loma Syndicate (D.C. Collier, President) and Abstract Title and Trust Company of San Diego, respectively. Ocean Beach Extension was bounded by the Pacific Ocean on the west, Brighton Avenue to the south, Abbot Street to the east, and included the lots on the north side of Long Branch Avenue to the north. The block numbers, 85 and 86, picked up where Carlson's Ocean Beach subdivision left off. A "Park and Children's Playground" measuring roughly 180 feet by 351 feet is shown on the block east of Spray Street, and is the first park land specifically identified and set aside on a subdivision map in Ocean Beach. Immediately to the west, Ocean Beach Extension No. 2 was bounded by Abbot Street on the west, Brighton Avenue to the South, and included the lots on the east side of Bacon Street to the east as well as the lots on the north side of Long Branch Avenue to the north. Block numbering continued with 87, 88 and 89. Full blocks in both subdivisions measured roughly 215 feet wide by 600 feet long with 15 foot alleys running west to east and an average lot size of 40 feet wide by 100 feet deep. It is unclear why Collier chose to deviate from the 25 foot wide lot standard established by Carlson which he would apply to his next and much larger subdivision, Ocean Beach Park.

The subdivision map for Ocean Beach Park, map 1167, was filed around February 1909 by Union Title and Trust Company, the managing agent for Collier's Ocean Beach Park Syndicate. The subdivision was bounded by a line drawn 96 feet east of Bacon Street on its west side; Brighton Avenue to the south; the properties on the east side of Froude Street, then jogging over to Seaside Street on the east; and included the properties on the north side of West Point Loma Boulevard to the north. Blocks were numbered one through twenty-nine and measured generally 215 feet wide by 600 feet long, with some irregular blocks. Lots measured 25 feet wide by 100 feet deep on average. Alleys ran west to east and measured 15 feet wide. Collier maintained the 60 foot width of the north/south Streets established by Carlson; but established significantly narrower west/east Avenues which measured only 50 feet wide, with the exception of Voltaire Street and West Point Loma Boulevard which measured 80 feet wide. The configuration of Collier's Ocean Beach Extension No. 2 resulted in the interruption of Long Branch Avenue just east of Bacon Street by lots 3 and 4 of block 89. The City of San Diego purchased the blocks in 1914 to connect the two sections of Long Branch, but the work would not be completed for years. In August of 1909 Collier filed subdivision map 1217, Ocean Beach Park Annex, which reconfigured and lengthened some of the lots in blocks 28 and 29 of the Ocean Beach Park subdivision, along the north side of West Point Loma Boulevard.

Collier understood that as a developer he would need to provide significant improvements to entice buyers to his new subdivision and establish a viable neighborhood. Improvements completed by Collier would include grading of streets, installation of water, gas and electricity infrastructure, a functional streetcar line, and a two-room schoolhouse. On February 15, 1909 Collier's Syndicate petitioned the City of San Diego to allow them to lay 20,000 linear feet of two-inch water pipe through Ocean Beach Park, connected to the City's water main located at the southeasterly portion of Pueblo Lot 207. The water lines would run down the east/west streets, connecting with a north/south line running down Seaside and Froude Streets. On March 1st, the Syndicate petitioned the City to have the city engineer establish and stake the route where the water pipe would be laid, noting that grading would be required to complete the work and that ten houses were to begin construction within the next sixty days. Then on December 17, 1909 the Syndicate petitioned the City once again, this time for permission to grade Lotus, Green, Larkspur, Castellar, West Point Loma Boulevard, and portions of Froude, Ebers and Sunset Cliffs Boulevard by private contract.

Collier submitted plans for his streetcar, the Point Loma Railroad, to the City on May 18, 1909. Covering much the same ground as Carlson's failed Ocean Beach Railway, the Point Loma Railroad ran from Old Town and Middletown down Rosecrans, then headed northwest up McCaulay Street through Wabaska Canyon (now Nimitz Boulevard) to Tennyson Street and Wabaska Drive, then continuing northwest on Voltaire Street to Bacon Street where it turned south down Bacon Street to Santa Cruz Avenue. The line would later be extended up Santa Cruz to Sunset Cliffs Boulevard; and then extended again to Guizot Street, southeast to Santa Barbara and Orchard Avenue to the station at Catalina, then back north to Voltaire, forming a loop. Collier sold the Point Loma Railroad to John D. Spreckels not long after completion. Collier also constructed a two-room schoolhouse at Sunset Cliffs Boulevard and Santa Monica Avenue in 1908. Although not located within his own subdivisions, the school was centrally located within the overall Ocean Beach community. Some residents at the time felt that the school was too far from the recent improvements. Initial enrollment was very low, with only 35 students in 1910-11. Grades 1 through 8 were taught in one room, and upper grades in the other. Collier's investments and efforts to lay the foundation of a community were fruitful. Completion of the streetcar line resulted in a flurry of lot sales, with at least one source recalling as many as 100 houses completed by 1910, and served by seven established businesses.

The last new subdivision filed completely within the limits of the current Ocean Beach Planning Area was Ocean Bay Beach, map 1189, filed by Willson Chamberlain on June 22, 1909. Ocean Bay Beach was bounded by Mission Bay on the north, the Pacific Ocean on the west, Ocean Beach Extension and Ocean Beach Extension No. 2 to the south, and included the properties on the east side of Bacon Street to the east. Block numbers resumed where Ocean Beach Extension No. 2 left off, and numbered from 90 to 103. Block and lot configurations generally mirrored that of Collier's Ocean Beach Park – blocks 215 feet wide by 600 feet long, some irregular, with lots 25 feet wide by 100 feet deep on average. Alleys ran west to east and measured 15 feet wide. Street names and widths took their cue from the surrounding established subdivisions, the one exception being Chamberlain Court, a 150 foot long street shoehorned between blocks 100 and 101. The intersection of Chamberlain's subdivision with Collier's two Ocean Beach Extension subdivisions resulted in the only two substantial blocks in Ocean Beach which lack an alley – blocks 86/91 and 87/92 between Muir Avenue and Long Branch and West Point Loma and Bacon Street. Chamberlain constructed a plunge or "bathing pavilion" on the sand at the foot of Voltaire and his own home on lower West Point Loma Boulevard in 1908.

The Height of the Resort Era (1913-1930)

In 1913, in an effort to promote Ocean Beach as a resort town and weekend destination, Chamberlain and his business associates at the Ocean Bay Beach Company built Wonderland Park, San Diego's first large amusement park on the site of Chamberlain's soon-to-be-demolished bathing pavilion. Covering 8 paved acres at the foot of Voltaire Street with a grand entrance accented by two white towers and 22,000 lights, Wonderland boasted the largest roller coaster on the coast; a casino that included a large dance pavilion and a café that could seat 650 for dinner; a zoo containing monkeys, lions and bears; and over 40 attractions, including a giant water slide. The park was wildly successful, bringing an estimated 35,000 visitors to Ocean Beach on the first day of operation alone. Visitors to Wonderland and Ocean Beach strolled down the boardwalk to the cliffs, stopping at the various concession stands along the way. Increased popularity and development brought additional improvements for Ocean Beach, including finish grading of streets in the original Ocean Beach subdivision and the installation of a sewer system in 1913-1914. Following a tragic incident in 1913 in which 13 swimmers in the water off of Ocean Beach drowned, the City established the first lifeguard service consisting of three lifeguards attached to the Police Department who were assigned to guard the beaches around Wonderland Park. In 1914 Fire Station No. 15 was constructed on the north side of Newport Avenue near Cable Street. The Fire Station was a two-story Mission Revival style structure that cantilevered over the sidewalk on a large low-point stucco arch support. (Fire Station 15 was relocated to its current site at 4711 Voltaire Street in 1949 and the original station was subsequently demolished.) A small store-front branch of the library opened on Abbott Street in 1916.

By 1915 Wonderland's immense popularity was overshadowed by the Panama-California Exposition, headed by Director-General D.C. Collier. In 1916 a flood irreparably damaged the roller coaster, dealing a harsh blow to the struggling amusement park, which would close its doors shortly thereafter. Ocean Beach, however, continued to thrive. Extremely popular with weekend visitors, the boardwalk and beaches continued to bustle with activity, especially at the foot of Newport Avenue where local businessmen catered to those seeking recreation, leisure and social activity. R.G. Vallin had opened a popular dance hall in 1910-11 at the foot of Newport Avenue. William (Bill) Benbough opened his own dance hall in 1916-17 at the corner of Santa Monica Avenue and Abbott Street. He converted it to a skating rink a few years later and opened the Ocean Beach Dancing Pavilion, a large mission-style ballroom that dominated the beach front at the foot of Newport Avenue in 1918 – the same year that O.F. Davis built a merry-go-round at the foot of Santa Monica Avenue. In 1919 William Dougherty built the Silver Spray Apartments and the Silver Spray Plunge, a warm salt-water pool on the rocks just above the foot of Narragansett Avenue. The plunge was very popular with local swimmers, divers and swimming clubs who used the pool for practice.

By this time the social dynamic in Ocean Beach was changing. Young people were no longer visiting with their families, but with friends instead. Groups of friends would gather and enjoy the seaside amenities at Ocean Beach, play the ukulele and sing songs, and have a hamburger at Mac's on Abbot and Newport. The surfing culture, initially limited to boys and young men who would lie on the boards and ride them in, began to take off in 1916 when Duke Kahanamoku of Hawaii exhibited his considerable skill riding the board while standing. Local swimming instructor and lifeguard George Freeth, also from Hawaii, became the local surfing expert and instructor. In 1926, Ocean Beach resident Faye Baird would become, by some accounts, San Diego's first female surfer.

The first church in Ocean Beach was located in a tent in the heart of activity at the foot of Newport Avenue. The Union church eventually moved to a permanent redwood structure on the north side of Santa Monica Avenue 200 feet west of Sunset Cliffs Boulevard, made possible in part by funding from the Congregationalists. The Union Congregationalist Church remained in that location until 1928, when they sold their lot to the library and their membership dissolved. The building was given to the Ocean Beach School, who relocated it to their site and used it for classrooms until 1944, when it was donated to the Ocean Beach Women’s Club and relocated to its present site at the southwest corner of Muir Avenue and Bacon Street for their club. The location of the Union Congregationalist Church near Santa Monica and Sunset Cliffs Boulevard provided an anchor which drew other churches, including The Sacred Heart, Ocean Beach First Baptist, Holy Trinity Episcopal Church, and Bethany Lutheran Church, all of which would locate their congregations within a three block area along Sunset Cliffs Boulevard between Santa Monica and Brighton Avenues. A summary of the churches found in Ocean Beach, as well as their construction date and location, can be found in Table C.2 on the following page.

Table C.2 CHURCHES IN OCEAN BEACH

Church	Date Built	Location	Status
Union Congregational Church	1914	The north side of Santa Monica Ave, 200 feet west of Sunset Cliffs Blvd	EXTANT Given to the Ocean Beach School in 1929 and relocated to 4719 Santa Monica Avenue. Given to the Women’s Club in 1944 and relocated to the southwest corner of Muir Avenue and Bacon Street, where it currently sits.
Sacred Heart Church	pre-1921	The NW corner of Sunset Cliffs Blvd and Santa Monica Ave	DEMOLISHED Relocated to NE corner of Sunset Cliffs Blvd and Saratoga Ave in 1923. Demolished to make way for the new church.
	circa 1931	The NE corner of Sunset Cliffs Blvd and Saratoga Ave	EXTANT (in-situ)
Ocean Beach First Baptist Church	1922	The NE corner of Sunset Cliffs Blvd and Santa Monica Ave	EXTANT (in-situ)
Holy Trinity Episcopal Church	1925	The SE corner of Sunset Cliffs Blvd and Brighton Ave	EXTANT (in-situ)
Point Loma United Methodist Church	1930	The SW corner of Sunset Cliffs Blvd and Saratoga Ave	EXTANT (in-situ)
Elim Gospel Mission (Elim Assembly of God)	circa 1930	The NE corner of Ebers Street and Cape May Ave	EXTANT (in-situ), remodeled

Bethany Lutheran Church	1936		DEMOLISHED
	1960	The NE corner of Sunset Cliffs Blvd and Cape May Ave	EXTANT (in-situ)

Review of the 1921 Sanborn Maps reveal the development patterns and land uses that developed in Ocean Beach during the first quarter of the twentieth century. Development was most dense to the north in Collier's improved Ocean Beach Park subdivision and along the coast. Small dwelling units, generally set toward the front of the lot, are scattered with the greatest intensity in the areas closest to the streetcar line, specifically, Voltaire Street, Muir Avenue, Long Branch Avenue and Brighton Avenue between Bacon and Ebers Streets. Some apartments, lodging and multiple detached dwellings are located in this area, but no commercial uses, which are found nearly exclusively along Newport Avenue. These uses included a post office, drug store, bakery, hardware and feed store, two auto garages, and a laundry on Niagara. Development consisting of multiple units, either attached or detached, was located in the greatest concentration closer to the coast and along streets south of Saratoga Avenue. The school and local churches were located near the geographic center of the community at Sunset Cliffs and Santa Monica, but were still remote for many members of the community.

A lodging house was located on the south side of Newport roughly mid-block between Bacon and Cable Streets. Built circa 1900, the Newport Hotel (originally the Pearl Hotel) is reportedly the oldest remaining hotel in Ocean Beach, and is currently home to the Ocean Beach International Hostel. Recreational and entertainment uses, including the aforementioned dancing pavilions and bath houses were located along the coast. The first theater in Ocean Beach, built in 1913 by Joseph H. James, was a small movie house called the Ocean Theatre and was located on the south side of Newport not far from Benbough's dance pavilion. James sold the theater in 1921 to Raymond Ericsson, who, after several years running the Ocean Theatre, decided to build a new theater with modern features. In 1925 he built the Strand Theater, a Mission Revival style structure on the north side of Newport Avenue roughly one block to the east. The Strand became an important landmark in the community and spurred additional growth along Newport Avenue.

The hillsides to the east were very sparsely developed, particularly east of Ebers Street, which was not mapped by the Sanborn Fire Insurance Company in 1921. Construction up to this point was a combination of the simply constructed vacation cottages described earlier, as well as more substantial cottage development intended for permanent residence. These homes typically had foundation walls, stucco siding or a wood shingle exterior, full lath and plaster interior partitions, service porches, closets, gas floor furnaces and fireplaces. Most homes prior to the mid-1920's were designed in the Craftsman style or a vernacular variant. Modest Spanish Revival style bungalows emerge in the mid-1920's as the popularity of the style increased following the 1915 Exposition. Larger estate homes were located at the top of the hill, outside of the Ocean Beach subdivision and the current Ocean Beach Planning Area.

Another feature of note on the 1921 Sanborn Map is a wooden bridge to Mission Beach extending north off of West Point Loma Boulevard between Abbott and Bacon Streets. The bridge was built in 1915 by the Bay Shore Railroad Company to provide access to and promotion of the new subdivision of Mission Beach. The 1,500 foot long bridge connected to the southern tip of Mission Beach. At 50 feet wide, the bridge carried a trolley line, two lanes of vehicular traffic, and a sidewalk on each side for pedestrians and those wanting to spend an afternoon fishing in Mission Bay. The popularity of the new resort town to the north eventually drew visitors away from Ocean Beach when Mission Beach’s Belmont Amusement Park was completed in 1925. By 1930 Ocean Beach’s “resort” era was over, but the foundation had been laid for rather self-sufficient neighborhood with a distinct sense of place.

Ocean Beach: The Community (1930-Present)

Transition to Community (1930-1945)

By the late 1920’s Ocean Beach had begun the transition from a seaside resort to a community. The local silent theater had been replaced with the new Strand Theater. Street paving began in the mid-1920’s and would continue through the end of the decade. In 1926 Albert G. Spalding subdivided his land at the southern end of Ocean Beach and named it Sunset Cliffs (map no. 1889). (This context shall reference this significant subdivision only in passing, as the vast majority of it is located within the Peninsula Community Planning Area, with only the northernmost portion located in the Ocean Beach Planning Area.) In 1928 the current Ocean Beach Branch Library opened on the southwest corner of Santa Monica Avenue and Sunset Cliffs Boulevard. Local clubs and social organizations, such as the Ocean Beach Women’s Club and the Tuesday Club helped to foster a sense of community. The local Chamber of Commerce promoted local businesses and provided support. In 1930 the Ocean Beach Lighting District was formed and decorative street lights were installed. Plans of Lighting District No. 1 called for 128 lamps, as detailed in Table C.3 on the following page.

Table C.3 OCEAN BEACH LIGHTING DISTRICT NO. 1

Street	Bounded By	Lamp Type
Abbott Street	Newport Avenue & West Point Loma Blvd	Union Metal No. 883
Newport Avenue	Abbott Street & Sunset Cliffs Blvd	GE Marbellite No. 1110
Santa Monica Avenue	Abbott Street & Bacon Street	GE Marbellite No. 1110
Voltaire Street	Abbott Street & Froude Street	GE Marbellite No. 1900
Bacon Street (SW side)	Newport Avenue & Santa Monica Avenue	GE Marbellite No. 1110

Also in 1930, the first zoning maps and regulations were established in the City. Zoning in Ocean Beach was divided into three residential zones of varying density and a commercial zone. The commercial zones (C) were identified in three separate locations and resulted in three separate commercial districts. The first was located along Voltaire Street from roughly Sunset Cliffs Blvd to Abbott Street, and along Abbott Street from Muir Avenue north along West Point Loma Boulevard down Bacon Street just past Muir Avenue. The second was located down Newport Avenue from Sunset Cliffs Blvd to the ocean, down Santa Monica Avenue and Niagara Avenue from Bacon Street to the ocean, and along Sunset Cliffs Boulevard from Newport Avenue to Narragansett Avenue. The third commercial district

was a small strip along Point Loma Avenue between Ebers Street and Sunset Cliffs Boulevard. High density residential zones (R-4) were located generally west of Sunset Cliffs Boulevard and low density residential zones (R-2 and R-1) were located generally east of Sunset Cliffs Boulevard. Although City-wide zones have changed and expanded over the years, the land use designations and allowable residential density have remained relatively unaltered in Ocean Beach since the first zoning action, which is reflected in the development patterns in Ocean Beach.

The Great Depression brought development in Ocean Beach and San Diego as a whole to a crawl. Local merchants extended credit to struggling residents in the tight-knit community. Little new development occurred during this time. Development which did occur expressed a more contemporary design aesthetic in the Streamline Moderne and Minimal Traditional styles. These styles, with their sleek, simple styling and minimalist use of traditional design elements were well suited to the lean times of the Depression and World War II. In 1938-39, with great opposition from the community, streetcar service through Ocean Beach was discontinued in favor of bus service. Decommissioned streetcars were sometimes salvaged and reused as housing within the community.

Post-War Development (1945-1970)

The population and development in Ocean Beach exploded in the wake of the World War II. Between 1940 and 1950 the population of Ocean Beach doubled from 12,500 to 25,000 as military personnel, the wartime civilian workforce, and later returning GIs and their families flooded the community. Single family housing and low residential multi-family housing began to fill the once-sparse hillside. Areas west of Sunset Cliffs Boulevard with higher land values and residential density allowances developed and redeveloped with more dense multi-family housing developments consisting of apartment courts and the now-ubiquitous “6-pack” and “8-pack” apartments.

Stylistically, residential development transitioned from Minimal Traditional to Contemporary, Post and Beam, and Ranch styles. Single family homes were typically one story with a small footprint characteristic of development throughout Ocean Beach’s history. Multi-family development, especially the higher density multi-family development west of Sunset Cliffs Boulevard, was typically two stories and deviated from the small scale residential development which had characterized Ocean Beach prior to the War. The building footprint covered much of the lot, and in a number of cases spanned two or more lots. With the end of trolley service to Ocean Beach and the ever increasing popularity of the car, multi-family housing development began to incorporate parking into the site design.

By the early post-War period the bath houses and dance halls along the coast were gone, replaced by store fronts and lodging. The Ocean Beach Recreation Center, designed by William Templeton Johnson and Harold Abrams, was built across from the school on Santa Monica Avenue in 1945. Commercial development along Newport Avenue intensified to serve the growing resident population. New buildings were added and older buildings updated to reflect post-War styles. The City began paving the alleys through Ocean Beach in 1940 and would continue through the 1960s. The wood fishing bridge connecting Ocean Beach to Mission Beach was permanently closed in 1950 and demolished the following year, to be replaced by a new bridge one half mile to the east. Upset residents petitioned the City to keep the bridge, but were promised instead that a new fishing pier would be constructed. It eventually was built 15 years later at the foot of Niagara Avenue.

The dredging of Mission Bay and the re-routing of streets required by the construction of Interstate 5 in the 1950s began to isolate Ocean Beach once again. Many Ocean Beach residents appreciated this isolation, which protected the unique character of the community. This same isolation and relative inaccessibility attracted the “hippie element” during the 1960s which evolved into an independently-minded entrepreneurial business community of co-ops and home-grown businesses in the 1970s. By the 1980s many of these independent businesses along Newport Avenue struggled to compete with chain stores in surrounding communities. As variety, clothing and department stores closed, antique stores began moving in to the vacant storefronts, creating a unique shopping experience along Newport Avenue which continues to thrive.

In 1972, voters in the City of San Diego passed Proposition D, which limited the height of new structures in the coastal zone west of Interstate 5 (excluding Downtown and Little Italy) to not more than 30 feet. The ballot language in favor of Proposition D stated that the intended purpose of the proposition was to preserve “the unique and beautiful character of the coastal zone of San Diego,” and prohibited buildings that obstructed “ocean breezes, sky and sunshine.” The passage of Proposition D was instrumental in protecting San Diego’s coastal communities from over-development and helped to preserve the small scale seaside character of Ocean Beach.

Property Types and Themes

Ocean Beach contains a variety of property types and architectural styles reflecting the significant themes and associated periods of development in the community. Identified themes discussed in the context statement include:

- Resort Town (1887-1930)
 - » Carlson and Higgins (1887-1890)
 - » Quiet Years (1890-1907)
 - » D.C. Collier (1907-1913)
 - » Height of the Resort Era (1913-1930)
- Ocean Beach, The Community (1930–Present)
 - » Transition to Community (1930-1945)
 - » Post-War Development (1945-1970)

Residential structures are the most prevalent structure types, with low-density development located on the hillside east of Sunset Cliffs Boulevard and higher-density development located west of Sunset Cliffs Boulevard. Commercial development is located primarily along three locations at Voltaire Street, Newport Avenue and Point Loma Avenue. Institutional uses, such as schools, churches and government buildings are generally grouped along Sunset Cliffs Boulevard. Architectural styles vary and transition from simple vernacular shacks and tents in the earliest period of development, to Craftsman and Spanish Revival style buildings during the first third of the twentieth century, to Streamline Moderne and Minimal Traditional styles during the Depression and World War II years, and finally Contemporary, Post and Beam, and Ranch styles in the post-War Period through 1970. Each of these property types is discussed in greater detail, including eligibility criteria and integrity thresholds, in the following sections. A summary of the character defining features of each of these styles is found in Table C.4 below.

Table C.4 Summary of Character Defining Features

Style/Type	Period	Character Defining Features
Vernacular Shacks	1887-1915	<ul style="list-style-type: none"> » Single wall board and batten construction; » 400 to 600 square feet in size; » Pier and post foundation; » Minimal interior amenities; and may also include » Front porches; and » Garages off the alleys.
Style/Type	Period	Character Defining Features
Vernacular Tents	1887-1915	<ul style="list-style-type: none"> » Canvas stretched over a wooden frame; » Gable roof; » Windows; and may also include » Front porch
Craftsman	1905-1930	<ul style="list-style-type: none"> » Gabled roofs; » Overhanging eaves with exposed rafter tails (clipped or boxed eaves are less common); » Wood siding in shingle or lap form; and » Windows are typically simple one-over-one single or double-hung wood windows and casement windows, although multi-lite windows may be present.
Spanish Revival	1915-1940	<ul style="list-style-type: none"> » Flat roofs with simple parapets or gabled clay tile roofs (or a combination of both); » Stucco walls; and » Windows are typically one-over-one single or double-hung wood windows and casement windows, although multi-lite windows may be present.

Streamline Moderne	1925-1950	<ul style="list-style-type: none"> » Flat roofs with coping or a flat parapet; » Asymmetrical façade; » Horizontal massing and emphasis; » Smooth stucco or concrete exterior finish; » Horizontal accents; » Restrained detailing; and may also include » Curved building corners; » Curved horizontal railings, overhangs, & coping with horizontal projections above doorways & at the cornice; » Steel sash windows; » Corner windows; » Glass block; and » Round "porthole" windows.
Minimal Traditional	1935-1955	<ul style="list-style-type: none"> » Compact size, which is usually single story; » Low-pitch gabled or hipped roofs with shallow overhangs; » Simplified details of limited extent, reflecting traditional or moderne themes; » Use of traditional building materials; and may also include » Simple floor plan with minimal corners; » Small front porches; » Modestly sized wood framed windows; and » Detached or attached front-facing garages.
Style/Type	Period	Character Defining Features
Contemporary	1955-1965	<ul style="list-style-type: none"> » Strong roof forms, typically with deep overhangs; 0 » Large windows, often aluminum framed; » Non-traditional exterior finishes such as vertical wood siding, concrete block, stucco, flagstone and mullion-free glass; and may also include » Angular massing; » Sun shades, screens or shadow block accents; » Attached garages or carports; » Split-level design; » Horizontally oriented commercial buildings; » Distinctive triangular, parabolic or arched forms; » "Eyebrow" overhangs on commercial buildings; and » Integrated, stylized signage on commercial buildings.

Post and Beam	1950-1970	<ul style="list-style-type: none"> » Direct expression of the structural system; » Horizontal massing; » Flat or shallow pitch roofs; » Floor-to-ceiling glass; and may also include » Repetitive façade geometry; » Minimal use of solid load bearing walls; » Absence of applied decoration; » Strong interior/exterior connections; » Open interior floor plans; and » Exterior finish materials of wood, steel and glass.
Ranch	1950-1975	<ul style="list-style-type: none"> » Horizontal massing, usually single-story; » Low sloped gabled roofs with deep overhangs; and may also include » Attached carports or garages; » Traditional details such as wood shutters, wood windows, and wide brick or stone chimneys; and » Traditional building materials such as wood shingle roofing, wood siding, brick, stucco and stone.

Residential

Residential development will include a range of building types and configurations – from small single wall shacks to framed bungalows, duplexes, bungalow courts, “6 pack” and “8 pack” apartments and larger apartment buildings. These buildings will reflect the same stylistic trends as commercial and institutional development, including vernacular, Craftsman, Spanish Revival, Streamline Moderne, Minimal Traditional, Contemporary, Post and Beam, and Ranch styles.

The earliest residential development is somewhat scattered, as indicated in the list of early settlers in Table 3. Development following Collier’s subdivision and improvements was generally clustered within those improved areas near transit. However, by 1921 residential development was dispersed throughout Ocean Beach, primarily west of Sunset Cliffs Boulevard with some low-density development on the hillside. Build-out of the community occurred during the post-War years, at which time empty lots on the hillside were in-filled with low-density residential development and areas west of Sunset Cliffs were developed and redeveloped with higher density residential development.

HRB designation Criteria most likely applicable to residential buildings eligible for individual listing are HRB Criterion A as a special element of the neighborhood’s development, Criterion B for an association with a historically significant individual, Criterion C as an architecturally significant structure, and Criterion D as a notable work of a Master Architect or Master Builder. To be eligible for individual listing

a building must retain a majority of its character-defining features and elements. Properties significant under HRB Criterion A may still be eligible for listing with less of the historic fabric and features intact, provided that it retains sufficient integrity related to the resource's significance in the development of the community. Similarly, properties significant under HRB Criterion B may still be eligible for listing with less of the historic fabric and features intact, provided that it retains sufficient integrity of association with the historically significant individual. Residential cottage and bungalow buildings may also be eligible under HRB Criterion F as a contributing resource to the Ocean Beach Cottage District, provided that the property falls within the period of significance (1887-1931). Properties significant under HRB Criterion F as a contributing resource need not be individually significant nor retain all of their original elements. However, the property must retain sufficient integrity to convey the significance of the District.

Single Family

The earliest residential development pre-dating Collier's subdivision activities in 1907 would consist primarily of vernacular vacation shacks and some single family housing, including tent houses. Some vacation shacks may still be extant and may have been retrofitted with more substantial framing. Tent houses will no longer be present in their original configuration, but may have been retrofitted to accommodate permanent residency.

Residential development following 1907 and prior to 1930 began to shift from vacation rentals to primary residences. These homes typically had foundation walls, stucco siding or a wood shingle exterior, full lath and plaster interior partitions, service porches, closets, gas floor furnaces and fireplaces. Most homes prior to the mid-1920s were designed in the Craftsman style or a vernacular variant. Modest Spanish Revival style bungalows emerge in the mid-1920s as the popularity of the style increased following the 1915 Exposition.

Residential development during the Depression expressed a more contemporary design aesthetic in the Streamline Moderne and Minimal Traditional styles. These styles, with their sleek, simple styling and minimalist use of traditional design elements were well suited to the lean times of the Depression and World War II. Residential Development following World War II transitioned from Minimal Traditional to Contemporary, Post and Beam, and Ranch styles. Single family homes throughout these development periods were typically one story with a small footprint. East of Sunset Cliffs Boulevard the underlying 25 foot lots were often combined into 50 foot wide lot developments, while single family residential development to the west of Sunset Cliffs Boulevard can be found on lots measuring both 25 feet and 50 feet.

Multi-Family

Early multi-family development consisted primarily of clustered shack and cottage developments. Multi-family residential examples of Craftsman, Spanish Revival, Streamline Moderne and Minimal Traditional architecture may be found in duplex and bungalow or apartment court configurations and will typically be single story, although some two story examples may be found. Many of these developments have a central courtyard component, although they may not reflect traditional bungalow courtyard configurations. Duplex units, either attached or detached, are prevalent throughout the community.

World War II and Post-War multi-family residential structures were developed at a greater intensity. The building footprint covered much of the lot (or more than one lot) and almost always incorporated two

stories. These larger apartment court, “6-pack” and “8-pack” apartment buildings are located west of Sunset Cliffs Boulevard and in a number of cases replaced older development. In response to the increasing popularity of the car and the elimination of the trolley line, on-site parking was incorporated into most post-War multi-family developments.

Commercial

Commercial development in Ocean Beach reflects the resort town and small community character of the Planning Area. Commercial development will include visitor and resident-serving commercial structures such as shops, restaurants and offices; hotels and other lodging catering to visitors; and entertainment venues such as theaters, dance halls, skating rinks, and swimming pools. These buildings will reflect the same stylistic trends as residential and institutional development, including vernacular, Craftsman, Spanish Revival, Streamline Moderne, Minimal Traditional, Contemporary, Post and Beam, and Ranch styles.

Commercial areas are found primarily in three locations: to the north along Voltaire Street between Abbott Street and Sunset Cliffs Boulevard (including the blocks immediately north and south of Voltaire Street on Abbott Street, Bacon Street and Sunset Cliffs Boulevard); in the center of the community down Newport Street from the beach to Sunset Cliffs Boulevard, as well as portions of Santa Monica Avenue and Niagara Avenue generally west of Bacon Street; and to the south along Point Loma Boulevard from the beach to Ebers Street. Retail, office and entertainment uses are found primarily in these areas. Hotels and lodging are also located in the core commercial areas and scattered throughout the community west of Sunset Cliffs Boulevard and especially near the shore.

HRB designation Criteria most likely applicable to commercial buildings eligible for individual listing are HRB Criterion A as a special element of the neighborhood’s development, Criterion C as an architecturally significant structure, and Criterion D as a notable work of a Master Architect or Master Builder. To be eligible for individual listing a building must retain a majority of its character-defining features and elements. Properties significant under HRB Criterion A may still be eligible for listing with less of the historic fabric and features intact, provided that it retains sufficient integrity related to the resource’s significance in the development of the community. Commercial buildings may also be eligible under HRB Criterion F as a contributing resource to the Ocean Beach Cottage District, provided that the property falls within the period of significance (1887-1931) and is directly tied to the historic context and significance of the District in an important way. It is also recommended that the commercial areas be intensely surveyed to determine whether or not a commercial historic district may be present at one or more of the commercial areas. Properties significant under HRB Criterion F as a contributing resource need not be individually significant nor retain all of their original elements. However, the property must retain sufficient integrity to convey the significance of the District.

Retail and Office

Retail and office buildings can be found throughout the Planning Area, but are located primarily along Voltaire Street, Newport Avenue area, and Point Loma Boulevard. There are no retail or office buildings currently designated. Retail and office buildings are typically smaller one or two story buildings on 25-foot wide lots, but some are built across two or more lots. Typically, those spanning more than one lot were built or expanded in the post-War period. Retail and office buildings are commonly either wood frame construction or masonry construction. Pre-War and a number of post-War retail and office buildings are sited immediately adjacent to the sidewalk, while other post-War retail and office buildings are set back from the sidewalk with parking provided in front of the building. Due to

the ever-changing nature of retail and office buildings, alterations to storefronts and fenestration to accommodate new tenants are likely to have occurred. Such changes should not preclude designation, especially in a district context. However, properties evaluated for individual significance, particularly under HRB Criteria C and D, must still retain sufficient integrity to convey the style and/or significant association.

Hotels and Lodging

Hotels and lodging within Ocean Beach date back to the earliest development in the Planning Area and the construction of Cliff House. Other lodging and accommodations followed, including the Pearl Hotel (1900) on Newport Avenue which is reportedly the oldest remaining hotel in Ocean Beach and now home to the Ocean Beach International Hostel. Hotel and lodging uses are scattered in the area west of Sunset Cliffs Boulevard and concentrated to some degree along commercial and coastal areas. Early hotels and lodging generally consisted of two story buildings built across one or two lots. Many of the small vacation shacks and tents were also available for rent, and are similarly found along commercial areas, coastal areas and transportation routes. Post-War hotels and lodging were larger and located at prime coastal locations, including the Ocean Villa Hotel at the foot of Voltaire Street on the former Wonderland Park site, and the San Vincente Inn Hotel (now the Ocean Beach Hotel) at the foot of Newport Avenue.

Entertainment

As a seaside resort town, Ocean Beach was home to a number of dance halls, bathing houses, skating rinks, theaters, and even an amusement park. As visitors were drawn away to new resort areas and attractions such as Mission Beach, the Planning Area transitioned to a more traditional community with fewer entertainment venues. The Wonderland amusement park at the foot of Voltaire Street closed its doors shortly after a flood severely damaged the roller coaster in 1916. Only a closed dance hall and a vacant building remain at the Wonderland Park site on the 1921 Sanborn Map, with all remnants of the park gone by the time the 1950 map was prepared. R.G. Vallin's 1910 dance hall at the foot of Newport Avenue is not present on the 1921 Sanborn Map. William Benbough's 1918 Ocean Beach Dancing Pavilion, also at the foot of Newport, is seen on the 1921 map, as is his 1916 dance hall at the southeast corner of Santa Monica and Abbott Street, which he had converted to a skating rink. The 1916 building is no longer present on the 1950 Sanborn Map. The Ocean Beach Dancing Pavilion is present on the 1950 map, but was also converted to a skating rink. The Pavilion was demolished and replaced by parking (the current use) by the time the 1956 map was prepared.

The 1921 Sanborn Map also shows a bath house on the west side of Abbott Street between Santa Monica and Newport Avenues and the Silver Spray Plunge on the bluffs just north of Narragansett. The bath house is gone by the publication of the 1950 map and the Silver Spray Plunge by the 1956 map. The merry-go-round built by O.F. Davis in 1918 at the northwest corner of Santa Monica Avenue and Abbott Street was briefly considered for reuse as a recreation center before the current recreation center was built in 1945. The merry-go-round was demolished sometime after the publication of the 1956 Sanborn Map and has been replaced with parking. The 1956 map also shows the presence of a bowling alley at the southeast corner of Santa Monica Avenue and Bacon Streets which is not present on the 1950 Sanborn Map. This building remains, but no longer serves as a bowling alley. The significance and integrity of the building has not yet been evaluated.

Theaters readily served visitors and residents alike, and appear to be one of the few entertainment venues remaining, although they have been converted to new uses. The 1921 Sanborn Map shows the location of the Ocean Theatre, labeled as “Moving Pictures”, at 5051 Newport Avenue. By 1950 the theater had been converted to a store and the address changed to 5049 Newport Avenue. A building with a similar footprint remains at this location today and serves as a restaurant. No clear evidence of a theater use remains, and the significance and level of integrity has not been evaluated. In 1925 the Ocean Theatre was replaced by the Strand Theater, a Mission Revival style structure on the north side of Newport Avenue roughly one block to the east. The Strand became an important landmark in the community and spurred additional growth along Newport Avenue. The building has undergone several modifications over the years, but was nonetheless designated as Historic Resource Site #561 for its importance to the Ocean Beach community as well as the Ocean Beach Cottage Emerging Historical District. The building has been adaptively reused and currently serves as retail space.

Based on available information, it is not expected that many entertainment venues are extant. The existing buildings at the sites of the former Ocean Theater and bowling alley should be evaluated for significance and integrity. The HRB designation Criterion most likely applicable to these buildings is HRB Criterion A for significance within the development of the community. However, this determination cannot be made without an intensive level evaluation.

Institutional

As a seaside resort community, Ocean Beach contains smaller community serving institutional buildings. These include a library, school, recreation center, fire, police and lifeguard stations, a post office and churches. These buildings will reflect the same stylistic trends as residential and commercial development, including vernacular, Craftsman, Spanish Revival, Streamline Moderne, Minimal Traditional, Contemporary, Post and Beam, and Ranch styles. Institutional uses are generally concentrated around the area of Sunset Cliffs Boulevard and Santa Monica Avenue.

HRB designation Criteria most likely applicable to institutional buildings eligible for individual listing are HRB Criterion A as a special element of the neighborhood’s development, Criterion C as an architecturally significant structure, and Criterion D as a notable work of a Master Architect or Master Builder. To be eligible for individual listing a building must retain a majority of its character-defining features and elements. Properties significant under HRB Criterion A may still be eligible for listing with less of the historic fabric and features intact, provided that it retains sufficient integrity related to the resource’s significance in the development of the community. Institutional buildings may also be eligible under HRB Criterion F as a contributing resource to the Ocean Beach Cottage District, provided that the property falls within the period of significance (1887-1931) and is directly tied to the historic context and significance of the District in an important way. Properties significant under HRB Criterion F as a contributing resource need not be individually significant nor retain all of their original elements. However, the property must retain sufficient integrity to convey the significance of the District.

Government

The original Fire Station No. 15 built in 1914 in the Mission Revival style on the north side of Newport Avenue near Cable Street was demolished after the fire station was relocated in 1949. The new fire station is located at 4711 Voltaire Street, near the northeast edge of the Planning Area. The original school built by Collier in 1908 was demolished in 1923 and replaced with the current Ocean Beach School on the same site at Sunset Cliffs Boulevard and Santa Monica Avenue. The school is designed in the Spanish Revival style and appears to retain a fairly high degree of integrity, although there have been additions of permanent and temporary buildings to the school site. The Ocean Beach Library located at 4801 Santa Monica Avenue was constructed in 1928 in a Spanish/Monterey style and is designated as Historical Resources Board Site #565 (as well as Ocean Beach Cottage Emerging Historical District Site #442-065). The Ocean Beach Recreation Center, located at 4726 Santa Monica Avenue, was designed by Master Architects William Templeton Johnson and Harold Abrams and built in 1945. The structure is an International style masonry structure and appears to retain a high degree of integrity. A small police substation and lifeguard station is present on the 1950 Sanborn Map at the foot of Santa Monica Avenue. The current lifeguard station is located at the same location (1950 Abbott Street), and may have been expanded into its current configuration. The Post Office at 4833 Santa Monica Avenue, designed in the Modernist Contemporary style, was built c.1960 according to water permit records.

Churches

Ocean Beach is home to several community-serving churches, most of which are clustered along Sunset Cliffs Boulevard between Brighton Avenue and Santa Monica Avenue. The first permanent church in Ocean Beach was a redwood structure located on the north side of Santa Monica Avenue 200 feet west of Sunset Cliffs Boulevard and was occupied by the Union Congregationalist Church. In 1928 the building was given to the Ocean Beach School, who relocated it to their site and used it for classrooms until 1944, when it was donated to the Ocean Beach Women's Club and relocated to its present site at the southwest corner of Muir Avenue and Bacon Street for their club. The building is still in use and has undergone some modifications. A summary of the churches found in Ocean Beach, as well as their construction date and location, can be found in Table 4 of the context statement.

Objects and Streetscape Features

Objects and streetscape features contribute to the historic and cultural landscape of the Ocean Beach community. These resources may include remnants of streetcar lines, including streetcars converted to housing and track buried in paving; historic light posts; sidewalk stamps, coloring and scoring related to one of the historic periods; and infrastructure projects such as the pier. Mature landscaping, especially those within the public right-of-way, also contribute to the historic streetscape and should be preserved whenever possible.

Many of the objects and streetscape features may not be eligible for individual listing. These resources will most likely be eligible for listing under Criterion F within the context of a District designation. However, the historic light posts, taken together and listed under a multiple property listing, may be eligible for designation. Many of the light posts have undergone painting and have been modified with the addition of parking signs and community identification signs and banners. These modifications are not significant and would not preclude designation.

Finally, although not addressed in detail in this context statement, resources which embody or reflect the surfing history and culture of Ocean Beach, which extends from the early part of the twentieth century through the present, may be significant and should be evaluated. This may be done on a property-by-property basis; however, development of a complete context related to the surfing culture of Ocean Beach should be undertaken to assist with the identification, evaluation and preservation of these resources.

Survey Results

Survey efforts were limited to a cursory windshield survey conducted by historical resources staff in 2007 and 2009. Staff observed early residential cottage/bungalow structures scattered throughout the Planning Area, not all of which have been evaluated for significance to the Ocean Beach Cottage Emerging Historical District. Post-World War II development is scattered throughout the community, but is found in the greatest concentrations on the hillside to the far east and south, and west of Sunset Cliffs Boulevard close to the ocean where land values and density allowances are higher. The three commercial districts appear to retain at varying degrees of integrity. Individually significant resources may be present throughout the community. Historic street lighting is extant in several locations, including Abbott Street, Newport Avenue, Santa Monica Avenue, Voltaire Street and Bacon Street, as detailed in Table 5.

Recommendations

Based on the historic context and cursory windshield survey, a complete reconnaissance survey should be completed for the Planning Area to identify more precisely the location of potentially significant historic resources. The Ocean Beach Cottage Emerging Historical District should be intensely surveyed to identify any remaining contributing resources not previously brought forward for designation. It is also recommended that the three commercial areas at Voltaire, Newport and Point Loma Avenue be intensely surveyed to determine whether or not districts may be present at these locations. Post-World War II structures should be evaluated for significance to the post-War development of Ocean Beach and for architectural significance within the City-wide Modernism Context Statement. Historic street lighting and furniture should be catalogued and preserved. A complete context related to the surfing culture of Ocean Beach should be undertaken to assist with the identification, evaluation and preservation of resources significant to that context. Lastly, it is recommended that interpretation of Ocean Beach's early resort town history be pursued in the form of interpretative signs, markers, displays, exhibits and/or printed brochures.

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