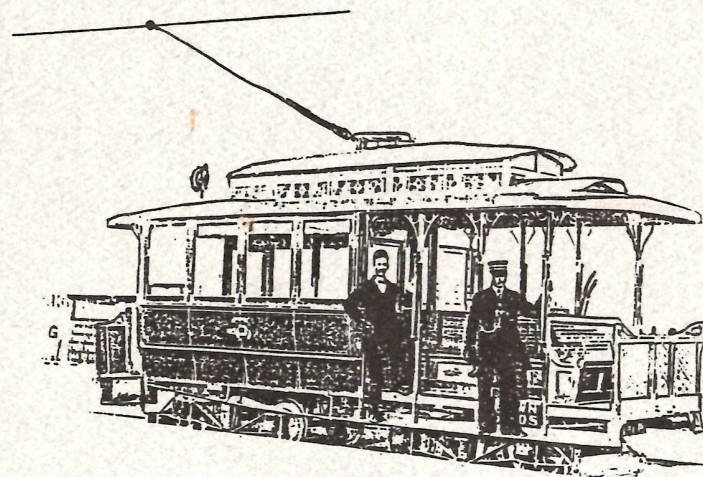




Save Our Heritage Organisation

The Adams Avenue Line 11 Historic Trolley Tour

**A Select Listing of Architecturally
and
Historically Significant Homes
Along Adams Avenue**



Published 1992 by
Save Our Heritage Organisation

with support from
the City of San Diego
Commission for Arts and Culture

The Adams Avenue Line 11 Trolley Tour

Credits

Tour and History Sponsored By:
Save Our Heritage Organisation and
Adams Avenue Business Association

Tour and History Funded By:
Save Our Heritage Organisation and
Adams Avenue Business Association, with

Normal Heights Community Development Corporation and
San Diego's Commission for Arts and Culture

Layout and Composition by:
Normal Heights Community Development Corporation and
Adams Avenue Post

History Written By:
Alexander D. Bevil

History Edited By:
Henry Garfield

Photographs By:
Robert Broms and
Yi-Cheng Liu

Billboard Design By:
Pete Evaristo

Copyright 1992

Save Our Heritage Organisation
2450 Heritage Park Row, San Diego, CA 92110
P.O. Box 3571, San Diego, CA 92103
(619) 297-9327

Foreword by Suzanne Lawrence President of SOHO

For over twenty-three years Save Our Heritage Organization (SOHO) has been dedicated to the preservation of cultural resources throughout San Diego County. SOHO has served as a resource for individuals, community organizations and government agencies. Today, SOHO continues to serve the community by offering services such as informational material, referral and consultation on historic surveys and designations, presenting affordable tours, workshops and lectures designed to raise the community's awareness of San Diego's architectural treasures as well as teaching practical preservation techniques.

SOHO has been instrumental in the preservation of many of San Diego's most precious historical monuments. Although well known for its advocacy role, the organization's primary goal is to approach preservation from a positive perspective through community outreach programming. It is through the Neighborhood Awareness Program SOHO hopes to promote the character and appreciation of San Diego's older neighborhoods by strengthening neighborhood awareness and pride.

The first component of the awareness program is the introduction to a community, of its history and unique architectural characteristics presented by local historians and neighborhood experts. A self-guided walking tour is the second component of the program, featuring a variety of residences which reflect the character and richness of the neighborhood's housing stock.

This booklet was prepared in conjunction with the Neighborhood Awareness Program. It contains a summary of the history and brief definition of the architectural characteristics and persons who contributed to the uniqueness of these special residential communities. It also serves as a guide for the walking tour featuring a photograph and property profile of each of the homes and businesses selected for this tour.

Table of Contents

Introduction

- I. University Heights and Mission Cliffs Gardens
 - A. Early Development
 - B. Historical Sites
- II. Antique Row
 - A. History of Development
 - B. Historic Sites: Adams at Texas Street Bridge
 - C. Historic Sites: Adams at 30th Street
- III. Normal Heights
 - A. History of Development: "Watch Carteri Center Grow"
 - B. Historic Sites: Carteri Center
- IV. Kensington
 - A. The Early Development
 - B. Historic Sites: Kensington Park

Introduction

THE ADAMS AVENUE LINE 11 TROLLEY TOUR

The Line #11 tour seeks to promote an appreciation of the architectural, cultural, and physical development of several unique and historic "streetcar communities" along Adams Avenue: University and Normal Heights, Bonnie Brae, and Kensington Park. The route will follow the old #11 trolley route which acted as a shuttle between the communities of University Heights and Kensington Park (1907-17) before it initiated through service to downtown San Diego, through Balboa Park (1917-49).

This booklet is a self-guide walking tour of the historic cores of these historic neighborhoods. Tour participants will be able to board the trolley buses, which will be running along the length of Adams Avenue from University Heights to Kensington Park, at specially located stops within these communities. Just like our grandparents (or parents for all you aging baby boomers) did between 1907-1949, you will be able get off the trolley and visit several trolley/pedestrian-oriented businesses and residential areas along the route. Several of these homes will be open especially for tour participants (Only enter those which are marked (*) in the tour guide).

There is a large map in the rear of the booklet which delineates the entire length of the Line #11 route. Each community's trolley stop is clearly identified. In addition, individual maps of the neighborhoods are included.

The focus of this tour is at various levels. To the student of architectural history, all along the historic trolley route are many examples of surviving late-nineteenth-to-early-twentieth century commercial and domestic architecture. The tour will try to analyze each particular style and put it in its proper historical frame of reference. Where stated, the designer and/or builder of the site has been given some recognition.

To the historical archaeologist, the tour is like an archaeological dig. The study of commercial and domestic architecture along the Adams Avenue can be broken down into historical and architectural layers. Each layer can be identified by the most significant artifacts left over from those periods—its buildings. In addition, there are the cobblestone remains of a trolley waiting station, a lily pond, and a two-block length of a wall which

bounded a very popular park. Other cobblestone artifacts remain: chimneys, porch and house foundations, and several subdivision boundary markers.

The urban geographer will be able to chart the evolutionary development of the various streetcar communities along the route. Through the study of sidewalk stamps (made by the concrete mason who laid the cement) set into the sidewalks at each street corner, one can draw a timeline as to the development of each community. Changes in street names can also be plotted by comparing the names of the streets set in the corner curbs with that on the present street signs.

Finally, for the social and cultural historian, the tour will analyze the events and people—the entrepreneurs, the risk takers, the winners and losers—who helped shape the communities.

I would like to thank everyone who helped me prepare this tour booklet: the various community planners and leaders who helped me in my research; the City of San Diego's Commission of Arts and Culture; Tom Matson and the San Diego Electric Railway Association; as well as Suzanne Lawrence, Corey Braun, and Al Alferos of SOHO.

To everyone at the San Diego Historical Society's archives and photographic library, as well as the librarians at the California Room and at the Special Collections Room at San Diego State's Love Library thanks for putting up with me.

Thank you to all of the guest lecturers. Your comments were concise, interesting, and informative.

Thanks also go to Old Town Trolley for letting me ride their trolleys as long as I wanted.

In addition, special thanks go out to Robert Broms, Yi-Cheng Liu, James Guthrie, and the Adams Avenue Business Association for the production of this booklet and in organizing the tour.

Finally, if I may, I would like to dedicate this booklet to the memory of Bertram J. Carteri.

Alexander D. Bevil
San Diego, California
May 16, 1992.

University Heights and Mission Cliff Gardens

Early Development

The history of the development of University Heights begins during San Diego's first period of large-scale urbanization. As the result of the final link between San Diego and the transcontinental railroad in 1885, San Diego's population was increasing at a rate of 2,000 to 3,000 residents a month. The demand for housing was such that several speculative real estate developments were initiated to accommodate this influx. One of these areas was University Heights.

In 1887 a large windswept tract of land overlooking Mission Valley was subdivided by the College Hill Land Association, a syndicate composed of several property owners owning land in the proposed subdivision. Headed by Daniel Choate, who was also developing City Heights to the southeast, the syndicate promised prospective property owners that a branch college, of what would eventually become the University of Southern California, would be located here. To be known as the San Diego College of Arts, it would be the drawing point of the subdivision. According to literature published by the syndicate, an endowment fund would be created totalling \$2 million to help establish the college. Part of the total cost of each lot sold in the subdivision would go into a college building fund, guaranteeing the development and maintenance of the college.

On August 6, 1888, Subdivision map #558 was filed before the County Recorder delineating the University Heights subdivision. Its trapezoidal shape stretched along the south rim of Mission Valley, from the present-day boundary of Freeway 163 on the west, to the divisional boundary between city pueblo land and ex-Mission San Diego land (today's Boundary Street). The southern boundary of the subdivision was along Fillmore Avenue (today's University Avenue). The names of U.S. presidents were generally chosen for all east/west street. Those of the states were chosen for all north/south oriented streets.

Construction of the college never advanced beyond the planning stage. The real estate boom had suddenly burst by 1889. Prospective buyers had finally figured out that, besides sunshine and land, San Diego had no other readily marketable commodities to exploit (there was no oil, coal, lumber,

and mainly, not enough of an adequate supply of potable water). The only legacy left from this abortive attempt to establish a subdivision centered around a college is reflected in the street name: University Avenue, Park Boulevard (which originally only stretched from Fillmore Avenue to today's El Cajon Boulevard) and Mission Avenue (which headed to Sandrock Grade—today's Texas Street), as well as the name of the community: University Heights .

A second attempt to bring an institution of higher learning to the area was initiated in 1898. The site of the aborted San Diego College of the Arts was donated to the State of California to build a "Normal School," a state-sponsored teacher-training college. A Classic Revival college building, designed by local architects William S. Hebbard and Irving Gill, was completed and opened in 1899. The State Normal School was the forerunner of the present San Diego State University. The Normal School operated in this location for over 30 years (In 1925 the Normal School was granted college status and in 1931 was relocated to its present site on Montezuma Mesa. The old Normal School was converted into Horace Mann Junior High School). It was demolished in the 1950s (its site is now the parking lot in the Education Center between Campus Avenue and Normal Street).

Although some distance from downtown San Diego, University Heights was an early "streetcar suburb," a residential area whose development was closely tied to direct access to downtown San Diego's commercial and business center by cable-, then electric-powered trolleys. Just like the more famous San Francisco cable cars, the San Diego Cable Railway ran through University Heights, through Florence Heights along Fourth Street (where it had a steam-powered powerhouse and car barn at Fourth and Spruce), all the way to L Street, where connections could be made with several steam-powered interurban railroads and the Coronado Ferry.

The cable railway's tracks entered University Heights at Fourth Street and Fillmore Avenue (today's Fourth and University Avenue in Hillcrest), where it travelled eastward until jogging northeast along University Boulevard (today's Normal Street) to Carolina Street (today's Park Boulevard). At the northern-most terminus of the cable car line the railway had developed a five-acre park with a landscaped grounds and an attractive William S. Hebbard-designed pavilion at the end of North Avenue. The park, known as *The Bluffs*, was developed by the railway company to attract passengers to the sparsely-populated area.

However, due to a series of financial setbacks, the cable railway was forced to close down after just 13 months of operation. It fell into receivership until 1895, when it was bought by George B. Kerper of Cincinnati, Ohio. Kerper reorganized the company into the Citizens Traction Company, and electrified the line. Two Bi-polar Generators were installed in the Spruce Street powerhouse in replacement of the cable winding equipment. The cable cars were given 25 h.p. electric motors and single trolley poles in order to pick up power from overhead electric lines (one of these converted ex-cable cars can be found in the collection of the San Diego Historical Society, where it is to be incorporated into an exhibit highlighting San Diego's early transportation systems).

Kerper began to restore the Bluffs (now renamed *Mission Cliff Park*) and the park became the place to go on Sunday afternoons. A merry-go-round, as well as a children's playground and a shooting gallery, was set up in the eastern section of the park. Dancing parties were held in the pavilion, where Japanese lanterns hung from the rafters. The first San Diego outdoor production of William Shakespeare's *As You Like It* was performed at the Bluffs in 1897. Theatrical and vaudeville companies also performed here. After much opposition from the San Diego City Council, a liquor license was granted, and a German Beer Garden was opened. Visitors were also treated to a unique visual experience. Inside a small enclosed octagonal wooden observatory, at the eastern edge of the Bluffs, was a *Camera Obscura*. Here, through optical equipment, in a darkened room patrons could view a three dimensional projection of Mission Valley on a flat round table before them. The scene was in color, and it actually showed objects in motion along the valley floor! Even today it would have been something to see.

Kerper also proposed to construct a cog railway down to the base of the canyon below the park, where it was to connect with an electric-powered trolley in order to take sightseers to the ruins of Mission San Diego de Alcalá. However, his dreams never materialized, in 1898, during the height of a nation-wide depression, his company went into receivership. The only prospective purchaser was John D. and Adolph B. Spreckels' San Diego Electric Railway Company. In 1898 the Citizens Traction Company was sold to E.S. Babcock as acting agents for the Spreckels' interests. In addition to the tracks, rolling stock, power plant, etc., the San Diego Electric Railway Company obtained 327 lots formerly held by the Citizens Traction Company in University Heights and Mission Cliff Park.

Historic Sites

Adams Avenue/Park Boulevard Trolley Transfer Point



1. Address: Housing tract north of Adams Avenue, between Park Boulevard and Mission Cliff Drive

Current Name: Mission Cliff Gardens Addition

Historic Name: The Bluffs (1890-95); Mission Cliff Park (1895-98); Mission Cliff Gardens (1898-1930); Non-operating property (1930-42), Cliff Garden Tract (1942-Present)

Original Owner: San Diego Cable Railway (1890-95); Citizen Traction Company (1895-98); San Diego Electric Railway Company (1898-1942)

Style: Craftsman-era cobblestone walls, redwood gates, and remaining Palm trees date from the 1904 remodeling by John Davidson, landscape gardener of the San Diego Electric Railway Company

Comments: See the text for a concise history of Mission Cliff Gardens. All that remains of the park are the John Davidson designed cobblestone wall extending the two-block length of the former gardens, and the cobblestone remains of a drinking fountain that was part of an ornate trolley waiting station at the north eastern corner of Adams Avenue and Park Boulevard.

Photos the section by Robert Broms



2. Address: 1733-37 Adams Avenue

Current Name: Clay Associates

Historic Name: Site of San Diego Silk Mill

Original Owner: San Diego Silk Mill

Built: c. 1918

Style: Remodeled early 20th century false-front one-part commercial block.

Comments: Site of the former San Diego Silk Mill (c. 1918-29), where silk worm cocoons were processed into raw silk. The area around the mill was the center of the silk culture in the City of San Diego and a popular tourist attraction often rivaling Mission Cliff Gardens and the Ostrich Farm across the street. In 1929 the silk mill relocated to 4665 Park Boulevard where it operated until 1931.

The San Diego Electric Railway Company kept five trolleys and widened the right-of-way from Fifth Street and University Avenue (where it was connected to an already existing Spreckels'-owned trolley line) up to the park—everything else was abandoned. The abandoned tracks along Fourth Street were eventually removed in 1903 (while excavating for the laying of storm drains along C Street, in 1955 workers found the remains of cast-iron cable yokes used for housing underground cable). After its purchase by the San Diego Electric Railway Company in 1898,



3. Address: 1715 Adams Avenue
 Current Name: Cliff House Apartments
 Historic Name: Same
 Original Owners: Odin and Borne Anderson
 Built: c. 1915
 Designer/Builder: Odin Anderson
 Style: A remodeled gable-front, 2 1/2-story Neo-classic-style apartment building with an interesting canted northwest corner.
 Comments: The building was built by Mr. Anderson, a local carpenter, who had previously owned and operated an earlier Cliff House Apartments at 2315 Adams Avenue c. 1911. The apartment building was built to take advantage of its nearness to the Adams Avenue/Park Boulevard trolley transfer point, as well as in response to the demand for housing brought about by the upcoming Panama-California Exposition in Balboa Park.

the park was again renovated and renamed *Mission Cliff Gardens*. This was because John D. Spreckels wished to showcase the area as a botanical garden rather than an amusement park. Spreckels proceeded to have the Camera Obscura, as well as the other attractions removed, and concentrate on the pavilion and the grounds, which encompassed some 20 acres.

In 1904, Spreckels chose Scottish-born landscape gardener John Davidson



4. Address: 1625 Adams Avenue Current Name: Darling House
 Original Owner: John A. and Gertrude E. Woodroff
 Built: c. 1886
 Style: 2-story Italianate foursquare single-family residence
 Comments: One of the oldest houses in University Heights, it was originally located at 4670 North Avenue, the house was relocated onto its present site by its owner, real estate developer John A. Woodroff, in 1912.



5. Address: 4656 North Avenue
 Original Owner: John Ashmore Creelman
 Present Owner: Creelman, John A. Built: c. 1909
 Style: Craftsman-era bungalow cottage. with a split log siding along the ground floor.



6. Address: 1534 Madison Avenue
 Original Owner: L.W. Robertson Built: c. 1909
 Designer/Builder: L.W. Robertson
 Style: Pre-WWI Mission Revival single-family bungalow.
 Comments: Built c. 1909 by local building contractor L.W. Robertson. He sold the house to Fannie Carlton the following year.



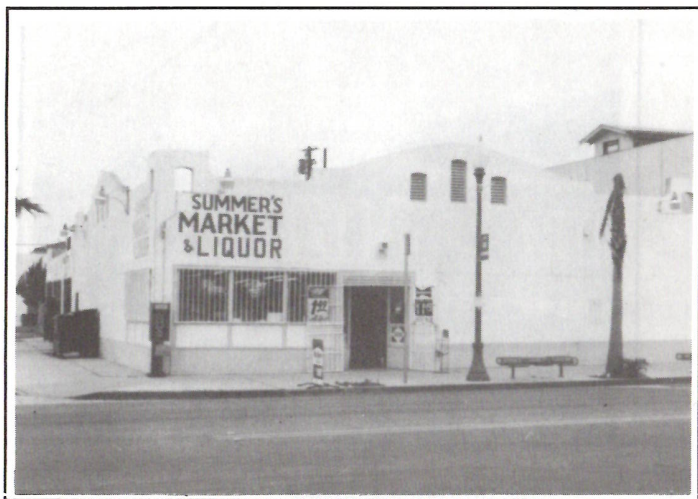
7. Address: 4605 Campus Avenue Built: c. 1914-15
 Current Name: The Revere Apartments
 Original Owner: John D. and Adeline Butler, Sr.
 Designer/Builder: John D. Butler, Sr.
 Style: A remodeled 2-story truncated hipped roof Italian Renaissance-influenced apartment block.



8. Address: 1620 Madison Avenue
 Historic Name: Mayor John D. Butler's Childhood Home
 Original Owner: John D. and Adeline Butler, Sr.
 Built: 1921 Designer/Builder: John D. Butler, Sr.
 Style: A small, side-gabled, recessed front entry bungalow with clapboard siding.



9. Address: 4586 Park Boulevard
 Historic Name: Weerts Apartments
 Original Owner: Frank Weerts Built: 1915
 Designer/Builder: Frank Weerts & Julius Koenig
 Style: A 3-story rectangular Italian Renaissance-influenced apartment/commercial block.



10. Address: 4600-02 Park Boulevard
 Current Name: Summers Market and Liquor
 Historic Name: Mission Cliff Garage
 Original Owner: Horace E. Cooper Built: c. 1925
 Style: Remodeled front Mission Revival-influenced curved gable automobile service garage.

Comments: The Mission Cliff Garage was one of a number of businesses within walking distance of the Adams Avenue/Park Boulevard trolley transfer point using "Mission Cliff" as part of its name recognition. Mr. Cooper and his wife Bessie lived in a small bungalow behind the garage at 1728 Madison Avenue. In 1927, the garage was taken over by Burr H. Prentice, an operator of several garages and service stations in San Diego. Mission Cliff Garage was turned into a grocery store by Fred D. Smith in 1936.

as the park's superintendent and asked him to redesign the park into a botanical wonder. Davidson found that the soil beneath the park left much to be desired; it consisted of hard adobe clay and scores of cobblestones. Undaunted, he proceeded to incorporate the cobblestones into the park's landscape. He and his workers used them to line pathways, tier terraced gardens, and as construction material for a series of walls throughout the park. Two of these walls still survive: one surrounds a vestigial lily pond in a middle of a traffic circle (North Court and Mission Cliff Drive); the other is the impressive cobblestone wall along the north side of Adams



11. Address: 4622 Park Boulevard
 Current Name: Marti Gras Florist
 Historic Name: Brown Realty Office
 Original Owner: Mary A. Brown Built: c. 1911
 Style: A remodeled false-front one-part commercial block with vestigial Italianate detailing across its cornice and clapboard siding along its sides.

Comments: Similar to the San Diego Silk Mill and "Cheers" in concept, this type of structure developed during the mid-19th century. They proliferated because of the rapid growth of the streetcar communities. Often, they were built in order to defray the costs of the taxes on the land which would increase in value as the surrounding area developed—thereby referred to as "taxpayer blocks." They could generate income while providing a modest return. At some time in the future, the owner might build a larger, more profitable building. Mrs. Brown was a real estate agent whose late husband had been a gardener at the nearby Mission Cliff Gardens.

Avenue from Park Boulevard to its dead end. That year, John D. Spreckels invited Harvey Bentley to relocate his ostrich farm from Coronado. For an additional fee, visitors to the gardens could see a dozen or more ostriches race around the farm. Fearless visitors could even ride the huge birds. On the utilitarian side, ostrich feathers were selling for \$350 a pound. They were in great demand for ladies hats, boas, and



12. Address: 4627-35 Park Boulevard
 Historic Name: Park Apartments
 Original Owner: John and Lydia Kyle
 Built: c. 1908
 Style: A 2 1/2-story Neoclassic Foursquare Box with clapboard siding and a recessed entry sheltered by a broad, boxed-eave porch. Note the two mature Canary Island Palms along the parking strip in front of the house.
 Builder: A. Muelheisen
 Comments: One of the oldest homes in the survey area, the house was built c. 1908 by John and Lydia Kyle, who operated a bath house at the foot of 5th Avenue. In 1915, Mrs. Kyle (widowed) converted the house into the "Park Apartments," in response to the buildup of the surrounding area as an apartment center. The site was known as the Park Apartments until 1976.

stoiles. However, with the increase in automobile ridership, by 1913 feathered hats were no longer the rage. They were replaced with more streamlined tight-fitting hats over bobbed hair.

Across the street from the gardens was William Hilton's San Diego Silk Mill (1735 Adams Avenue). Silk production in San Diego was a thriving industry by the turn of the century. The local chamber of commerce helped to establish a unique cottage industry in San Diego. Housewives

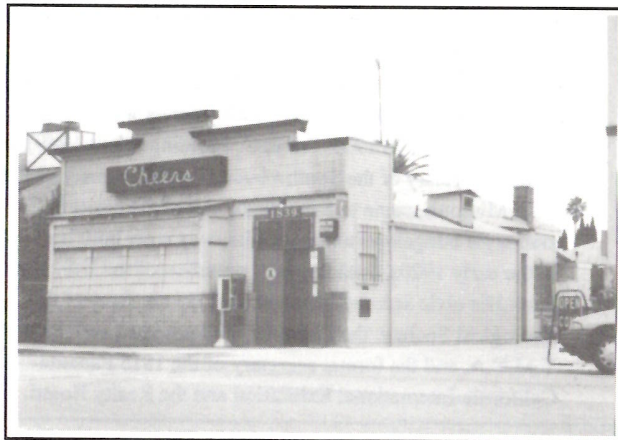


13. Address: 4651 Park Boulevard; 1808-38 Spaulding Place; 4646 Georgia Street
 Current Name: Spaulding Place
 Historic Name: Same Built: c. 1911
 Original Owner: Frank C. Spaulding
 Present Owner: Various
 Style: An interesting conversion of a back alleyway into a mini-court of Craftsman Era-style bungalows.
 Comments: Spaulding Place was originally named "Valley Street" prior to 1910. In 1910, Valley Street was changed to Spaulding Place. In 1908, Frank C. Spaulding (1870-1949), a former secretary of the Southwestern Trust Company of Kansas City, Missouri, came to San Diego. All of the existing Craftsman-style bungalows along the alleyway were built by Spaulding. In the early 1920s, Spaulding was president of the U.S. National Bank. His civic accomplishments include treasurer of the Zoological Society, the Chamber of Commerce and the Y.M.C.A., and the former secretary of the 1915 Panama-California International Exhibition and the Realty Board.

would raise silk worms in their backyard (similar to the Chinchilla craze of the late 1960s). Mulberry trees were planted in the Sweetwater Valley in National City and in the San Marcos Valley in the North County. The silk mill processed the cocoons into various spools of thread and bolts of cloth. Tourists would come by and watch the operations and buy



14. Address: 1811 Adams Avenue
 Current Name: Mission Cliff Apartments
 Historic Name: Same Built: c. 1915
 Original Owner: James J. Podesta
 Style: A remodeled 2-story rectangular apartment building which dominated the southeast corner of the former trolley transfer point.



15. Address: 1839 Adams Avenue
 Current Name: Cheers
 Historic Name: Greave's Grocery
 Original Owner: Samuel and Lizzie Greaves; Margaret Greaves
 Built: c. 1914



16. Address: 4649-63 Georgia Street
 Historic Name: Rosamond Court
 Original Owner: Rosamond Peters Built: c. 1927
 Style: A 9-unit detached Spanish Colonial Revival style bungalow court surrounding a landscaped garden area.
 Comments: Note the operating fountain in the center of the court. The apartments' Spanish Colonial Revival style is synonymous with the romantic image of Hispanic Southern California of the late 1920s to early 1940s. Bungalow courts were speculative ventures which provided a steady rental income for the real estate speculator and a cozy home for the renter who did not care to live in an impersonal apartment building.

specialty-designed handkerchiefs, scarves, and neckties. The silk industry in San Diego, like the ostrich feather craze eventually died out by the late 1930s.

University Heights, as well as the other subdivisions east of it along Adams Avenue, didn't really start to develop until 1906. During this time, a litigation finally ended between Spreckels and one of his ex-partners, Elisha Babcock. The dispute was over the ownership and operation of the Southern California Mountain and Water Supply Company, which they had developed in the 1890s. The suit was settled in favor of Spreckels who supplied the city of San Diego with water. The water was stored in a reservoir and water tower in University Heights (the site is between El



17. Address: 1443-45 Adams Avenue
 Current Name: Trolley's
 Historic Name: Car House Cafe
 Original Owner: J.R. Campbell?
 Built: 1928?; remodeled 1991
 Style: A small, rectangular, remodeled 2-story apartment block.
 Comments: In 1914, J.R. Campbell owned the corner that this building sits on. However, in 1929, Algernon T. Wakelin opened up a candy store on this site and lived upstairs. By 1944, the Car House Cafe was located here run by Wilber S. Richards and Mrs. Rose A. Erb. Most of the cafe's business came from workers on their lunch break from the trolley barn across the street.

Cajon Boulevard and Howard Avenue. The present water tower dates from 1923).

Assured of an abundant supply of water, the city experienced a \$6 million increase in new construction and improvements. New, multi-storied office buildings went up along Broadway in downtown San Diego. The Spreckels Company announced that it would undertake the building of a direct railroad link to the southern branch of the transcontinental railroad, initiating major development of rail and warehouse facilities in southeast San Diego. In addition, Spreckels stimulated a major building program



18. Address: Pueblo Lot 1111
 Current Name: Trolley Barn Park
 Historic Name: Site of Adams Avenue Trolley Barn; San Diego Paper Box Company Factory
 Original Owner: San Diego Electric Railway Company (1898)
 Present Owner: City of San Diego
 Built: Trolley Barn—1913; park—1991
 Designer/Builder: Trolley Barn—San Diego Electric Railway Company; Park—City of San Diego
 Comments: The park occupies the site of the former Adams Avenue Trolley Barn of the San Diego Electric Railway (1913-1949). Here trolleys were stored and serviced overnight before going out on their runs. After the trolley system was discontinued in 1949. The building was converted into the San Diego Paper Box Company factory (1949-79) before being demolished.

along Broadway in downtown San Diego. All of this building and commercial activity brought investors and new residents into the area. By 1907, San Diego's population had gone from 17,000 to over 32,000. In 1906, the University Heights Syndicate (George Hawley, president; D.C. Collier, vice president; and Carl O. Reinbold, secretary) reorganized the development of University Heights. Organized in 1902, the syndicate was planning to develop new housing tracts along a new trolley line along Adams Avenue east of Mission Cliff Gardens to the City Boundary Line.

The syndicate was also planning to build exclusive luxury homes north of the line along Panorama Drive (Both Hawley's and Reinbold's homes can be found there at 4744 and 4769 Panorama Drive, respectively). In addition, the syndicate was planning to develop a large tract of unincorporated land to the east to called *Normal Heights*.

Several homes on the tour represent period of development: the homes of John and Lydia Kyle (627-35 Park Boulevard), John Ashmore Creelman (4656 North Avenue), and L.W. Robinson (1534 Madison Avenue).

In addition to the flurry of building activity after 1906, in 1912, another water-related event occurred which produced another building boom reflected by the number of large apartment blocks in the tour area. At this time the city of San Diego purchased most of the holding reservoirs and distribution system of the Southern California Mountain Water Company from Spreckels. This gave the city a municipally-owned and operated water supply system "from mountain to meter." As a result of this profit windfall, Spreckels invested in a much larger-scaled building program downtown, which further stimulated local growth. By 1913, over \$10 million worth of building and improvements were underway in the city.

To advertise the remarkable growth San Diego was experiencing, and its potential for investment as the first American port of call on the West Coast to ships through the soon to be completed Panama Canal, G. Aubrey Davidson (Banker and president of the San Diego Chamber of Commerce) suggested that San Diego hold an exposition in Balboa Park. In 1910, the Panama-California Exposition Company was incorporated with D.C. Collier as its general director, with Davidson and Spreckels on the Board of Directors.

After the announcement of the proposed Exposition, San Diego experienced a large-scale increase in home, hotel, and apartment construction (A third building boom will be discussed later). A number of structures along the tour have been found to have been built during this time. Among these are the Mission Cliff Apartments (1811 Adams Avenue); the Weerts Apartments (4586 Park Boulevard), and a line of trolley-oriented businesses clustered along the length of the trolley tracks. These are especially pronounced at the intersection of Adams Avenue and Park Boulevard. Here passengers would transfer from the #1 trolley line along Park Avenue to the Adams Avenue shuttle trolley line (installed in 1907,

the Adams Avenue shuttle finally provided through service from Kensington Park to downtown San Diego as the #11 trolley line in 1919).

Due to the popularity of Balboa Park after the 1915 Panama-California-International Exposition, and the development of Mission Beach by Spreckels in the 1920s, Mission Cliff Garden's popularity diminished as a local attraction. The final blow was the death of Spreckels in 1926. Mission Cliff Gardens was closed in 1930 and relegated as a "Physical Non-operating Property." Davidson was allowed to live in the pavilion, but as the electric railway company cut down on water expenses, most of the flowers and small plants died. The only plants remaining are the tall Canary Island Palms within the present housing tract (notably those north of the intersection of Park and Adams. After Davidson's death in 1935, the gardens deteriorated.

In 1942 the property was developed by the Spreckels' interests into a housing tract in response to the critical need for housing in wartime San Diego. Parts of the cobblestone wall have been breached at either ends to facilitate automobile traffic. Only the pier housing a concrete drinking fountain remains of the trolley waiting station. Adjacent to this is the surviving redwood gate which led into the ostrich farm (two other gates survive also). Within the present housing subdivision, at the intersection of Mission Cliff Drive and North Court, can also be found the remains of the cobblestone-faced concrete lily pond.

One of the most interesting (and controversial) artifacts is missing, however. In 1913, a massive trolley car barn was built on property adjoining the Ostrich Farm. The cavernous reinforced concrete building was used to store and perform minor service to several hundred trolleys. Trolleys would exit and enter it through a series of switches off of Florida Street. After the trolleys ceased running in 1949, the car barn was sold to the *San Diego Paper Box Company*, which manufactured corrugated cardboard boxes. Inside the old car barn were found 70 abandoned brand new trolley cars with their upholstery still unused. In 1979 the building was sold and demolished to make way for a condominium project. However, the land remained undeveloped until 1991 when, through community efforts, the area was transformed into the present 8 1/2-acre Trolley Barn Park. Note the two cobblestone piers replicating those found along the old Mission Cliff Garden's cobblestone wall.

Antique Row

Recycled "Mom & Pop" Stores The History of the Development of Antique Row

In 1906, the University Heights Syndicate was developing large tracts of land east of Mission Cliff Gardens. However, there were delays in the extension of the trolley tracks due to the reticence of the city to grade Adams Avenue and to bridge Sandrock Grade. Finally, in 1907, the road was graded and a wooden trestle over Sandrock Grade was completed. Track was laid by the San Diego Electric Railway Company to a point one mile beyond the City Limits (today's Boundary Street). Shuttle service began along the 11,086 feet of track to real estate auctions at the end of the line.

While the Adams Avenue shuttle line was being laid, a sister line was being set along University Avenue east through the southern boundary of University Heights through to the community of Teralta at Fairmount Avenue. Both lines were instrumental in the development of University Heights between the canyon rim to the north, and Fillmore (Later changed to University Avenue) to the south.

Residential and commercial growth in both Normal Heights and Bonnie Brae was slower than that east of Sandrock Grade. A few homes on the tour were built right after the trolley tracks were laid in 1907. These include the 1913-built Gruel and Murphy residences (4645 Oregon Street and 2637 Adams Avenue, respectively), and the 1915-built Raybourn home (4674 Arizona Street).

After a slowdown in development due to a materials shortage during World War I, both residential and commercial development in the area expanded greatly in the 1920s. Again, just as it had affected the growth of the area in 1906, water played a part. Between 1922 and 1924, three new reservoirs were completed in the county. By 1926, the county contained almost a half dozen reservoirs with a combined capacity of nearly a half million acre-feet of water. This reserve of precious water stimulated real estate development in San Diego's outlying district. The number of new residents that came to the city from 1922 to 1929 was greater than the entire population of the entire county in 1910. In addition, downtown businesses were booming. After a slight recession, the nation's economy was on the rise. Locally, John D. Spreckels had completed his railroad to the transcontinental railroad in the desert near El Centro and built up San Diego's trolley system to one of the best in the nation. In addition, a direct highway route was completed across the eastern mountains to an

all-weather transcontinental highway in 1926. All of this rail, road building activity, plus the development of harbor improvements, had developed downtown San Diego into a major commercial and financial center along the Pacific Coast. All of this activity again helped to stimulate population growth. Between 1920 and 1929, San Diego's population doubled from 74,683 to 147,897. Homes were needed to accommodate this growth.

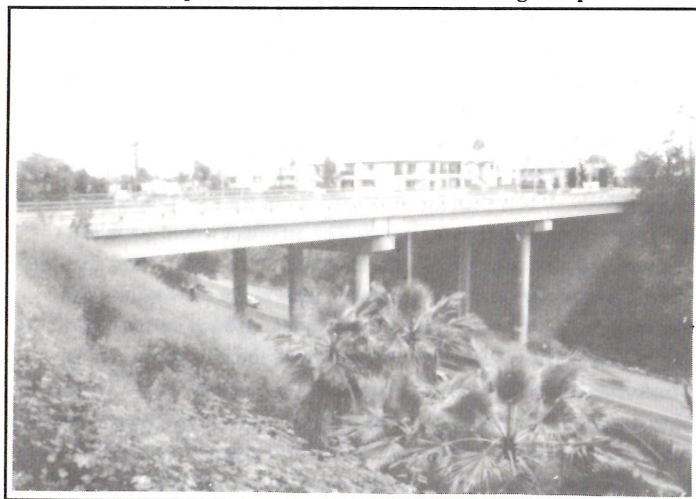
Prior to World War One, entire tracts of land were subdivided into individual lots by a developer, who then sold these empty lots to prospective residents. It was then the responsibility of the new property owner to hire an architect to design his home. The architect would act as the contracting agent arranging for the subcontractors—carpenters, masons, electricians, roofers, etc.—to build the house under his watchful eye. The post-war period was a time of tremendous growth for the city of San Diego. Many new residents were attracted to the area because of its wonderful climate, magnificent vistas, and inexpensive land. Thousands of new residents came south to San Diego by way of new highways along the coast and over the eastern mountains. The increased demand for housing during the post-war boom times created a demand for fast-built, yet durable, housing. During this time period (1920-29) most of the homes in the area were built.

By the late teens and early 1920s real estate agents, insurance brokers, building designers and contractors formed companies which would speed-up the home building process. These companies would buy up tracts of undeveloped land in a subdivision or addition that was already divided into smaller lots, then their staff architectural designers would design variants of pre-designed homes from existing plans. The firm's construction department would build these homes on the lots before selling them. This uniformity in style and construction techniques led to rapid completion, lower initial investments, and more homogenous neighborhoods reflecting current architectural styles then in vogue. Whole blocks consisting of uniform tracts of either late Craftsman (Also known as California), Spanish, and Neo-Classic bungalows were built north and south of Adams Avenue.

Most of the commercial buildings along Adams Avenue were built during this time to provide neighborhood-related goods and services. These buildings contained a dominant "anchor" store (Usually a grocery, drug, or hardware store), owned by the builder, and several smaller units separated by common walls which were leased out (Barber shops, beauty parlors, etc.). Stretched along the trolley tracks were grocery, meat, fish, and vegetable markets (Typically owned and operated by a husband and wife

Historic Sites

Antique Row (West)/Texas Street Bridge Stop



1. Location: A reinforced concrete automobile bridge spanning Texas Street between Arizona and Louisiana Streets.
Current Name: The Texas Street Bridge
Historic Name: The Sandrock Road Trolley Trestle
Built: 1964
Style: A cantilevered reinforced concrete automobile bridge.
Comments: This modern-style bridge replaced a former wooden trestle built by the city of San Diego in 1907. Spanning Sandrock Road (an early access road down into Mission Valley, today's Texas Street), the early trestle was instrumental in the opening up of the area for development.

team, they were commonly referred to as "Mom & Pop" stores by the early 1950s). These businesses had historically depended upon walk-in patronage from local residents who had gotten off the trolley to pick up a bottle of milk, some cold cuts, a newspaper, etc. before heading home. Likewise, homemakers would walk the short distance from their homes. But by the end of World War II, almost all of the neighborhood-oriented "Mom & Pop" grocery stores had left the area. They could not compete with the larger, automobile-oriented chain stores and supermarkets along

Photos this section by Robert Broms



2. Address: 2488 Adams Avenue
Current Name: Alta Canada Apartments
Historic Name: The Adams Avenue Apartments
Original Owner: Mr. and Mrs. John D. Jacks
Built: 1930
Designer/Builder: Allen H. Hilton for the Western Loan and Building Company.
Style: The court's Spanish Colonial Revival style is synonymous with the romantic image of Hispanic Southern California in the eyes of speculative real estate developers and urban planners during the period after the 1915 Panama-California International Exposition in Balboa Park. The irregular positioning of the apartment units suggests a hillside Spanish village. Mr. Hilton was a prolific designer of apartments and other commercial buildings in the area for the Western Loan and Building Company.

El Cajon Boulevard, which had sprung up in the Post-World War Two period. As the pace of life quickened, more and more former residents moved to the newer automobile-oriented suburbs of Clairemont and Fletcher Hills. The neighborhoods along Adams Avenue had become passe, stores that been along the street for over forty years closed. Other businesses, like upholstery repair and automobile parts shops, tried to make a go of it; but they could not compete with larger chain stores in

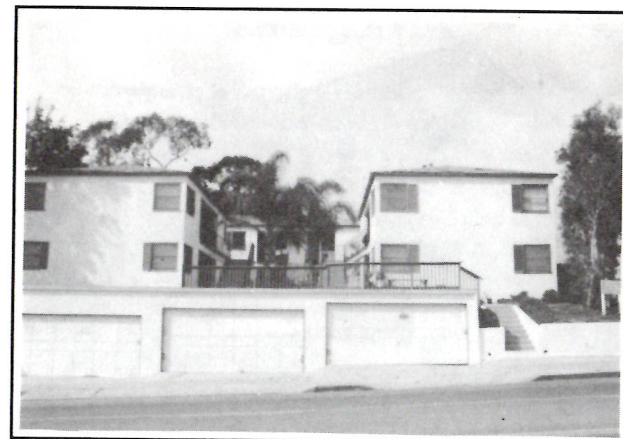


3. Address: 2460 Adams Avenue
 Current Name: Tierra del Sol Apartments
 Historic Name: El Cantorral Court
 Original Owner: Glen Funcheon Built: 1928
 Designer/Builder: Glen Funcheon
 Style: A U-shaped Pueblo Revival garden apartment court resembling a Pueblo Indian village of the Southwest.

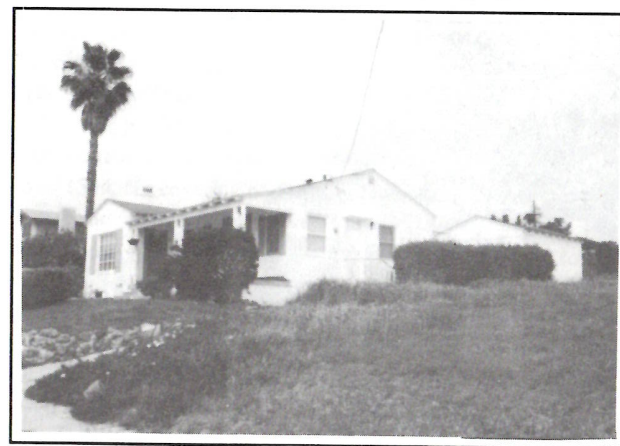
Comments: A rare and unique Pueblo Revival garden apartment court. One of the few extant examples of Pueblo Revival apartment courts in San Diego (the style was more popular in Arizona and New Mexico at the time, where its Native-American antecedents originated), unique features included built-in loudspeakers tied into a central radio receiver for "piped-in" music, and disappearing track-mounted wooden garage doors. Its designer and builder, Glen Funcheon, was a prolific builder of apartment courts in San Diego. After the apartment court was finished, Funcheon offered \$50 in gold to the person who could come up with a unique name for his court. "El Cantorral (the songbird)" was chosen.

huge, planned shopping centers.

In 1965 Lloyd Davis, head of the local Antique Dealers Association, realized that commercial activity along Adams Avenue was near rock bottom. Davis thought to find a common thread which could pump some



4. Address: 2476-98 Adams Avenue
 Historic Name: Chote Apartments
 Original Owner: Martha Choate Built: c. 1950
 Style: An early 1950s U-shaped garden apartment court consisting of three two-story, hipped roof apartment buildings arranged around a central garden court.



5. Address: 4711 Arizona Street
 Original Owner: Thomas G. and Elizer Tiernan
 Built: c. 1937
 Style: An L-shaped, stuccoed, side-gabled California Ranch style single family dwelling. A gabled side wing projects off of the northwest corner.



6. Address: 2520 Adams Avenue
 Historic Name: The Lawrence Tiernan Realty Building
 Original Owner: Lawrence Tiernan Built: 1924
 Style: A rectangular, flat-roofed, two-story commercial block with clapboard siding. A canted corner entrance leads to a vestigial storefront.



7. Address: 2602 Adams Avenue
 Current Name: Copper Quail Antiques
 Historic Name: Hughey's Drug Store
 Original Owner: Bennett P. Rulon Built: c. 1927
 Style: A linear, split-level commercial block with a 1 1/2 story tower and a canted entrance at the NW corner.



8. Address: 2644 Adams Avenue
 Current Name: Warren's Antiques
 Historic Name: Mrs. Clare's Grocery Store
 Original Owner: William McDonald Built: 1930
 Style: A single-story Spanish Colonial Revival corner commercial block, with a street-facing storefront and a built-in apartment unit in the rear.



9. Address: 4714-24 Oregon Street
 Current Name: Las Casitas Rosas
 Historic Name: El Cadiz Court
 Original Owner: Earl A. Lombard Built: c. 1931
 Designer/Builder: Earl A. Lombard



10. Address: 4724-32 Oregon Street
 Historic Name: Ul-Rey Court
 Original Owner: Earl A. Lombard Built: 1930
 Designer/Builder: Earl A. Lombard
 Style: A narrow, Spanish Colonial Revival 1/2 court arranged perpendicular to the street.



11. Address: 4723-31 1/2 Oregon Street
 Current Name: El Nido Court Apartments
 Historic Name: Same
 Original Owner: Earl A. Lombard Built: 1931
 Designer/Builder: Earl A. Lombard



12. Address: 2701 Adams Avenue
 Current Name: Dease Antiques
 Historic Name: Sabean's Grocery Store
 Original Owner: Adelbert Sabean Built: c. 1924
 Style: Two interconnected, two-story Spanish Colonial Revival commercial blocks with ground-level store units and apartment units above. Note the corbel-roofed, canted corner entrance to the anchor store.
 Comment: Mr. Sabean, a local grocer who operated a store on J Street at the time, built this corner commercial block as a speculative venture.

life into the street. He organized several antique dealers to set up shop in former vacant storefront all along Adams Avenue. Rents were cheap, and by concentrating all of the same kinds of businesses along the street, he copied a marketing concept used by automobile dealers along El Cajon Boulevard—the *Miracle Mile*. Instead of cars, customers could travel the length of Adams Avenue, from Park Boulevard to Edgeware Road, in search of antique bargains in *Antique Row*.

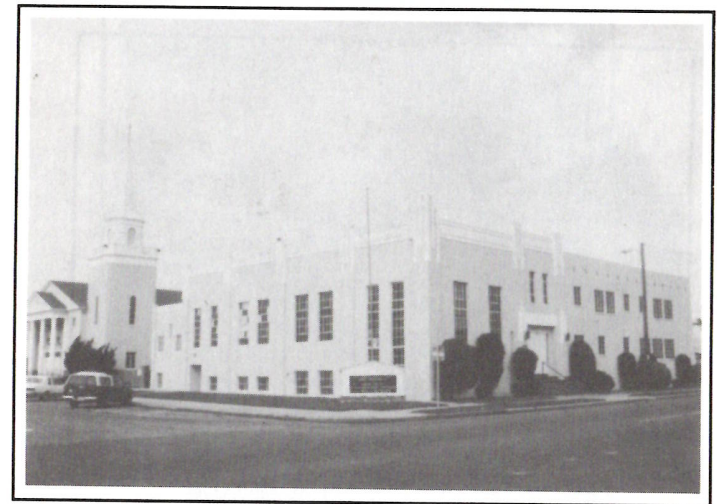
Starting out with 15 antique shops in former grocery and candy store space, as well as converted single-family homes along Adams Avenue, it developed into as many as 35 shops by 1978. Probably the largest cluster of antique shops in the county, Antique Row was recognized officially by the San Diego Convention and Visitors Bureau in 1966 as a "Point of



13. Address: 4645 Oregon Street
 Current Name: Scott Memorial Baptist Church Office
 Original Owner: Captain Calvin Gruel Built: c. 1913
 Style: A Craftsman-Era bungalow cottage with worked exposed rafters supporting its overhanging hipped-roof. Note the gabled dormers, clapboard siding, and canted bay window.
 Comments: This early 20th century bungalow cottage was built c. 1913 for Captain Gruel by Charles C. Gruel, a building contractor. Another relative, John Gruel, was a tallyman (accountant) for the Charles R. McCormick Lumber Company.

Interest." Visitors from out of town were lured to the area by its being singled-out in guide maps produced by the bureau and placed in area motel rooms. Antique Row still draws antique hunters from many other areas.

However, by 1978 sales were again dropping. The smaller antique shops with smaller inventories, or those on the periphery were finding it hard to keep up. Today the Antique Row is concentrated along Adams Avenue (unofficially) between Hamilton and Ohio Streets, with several others in the outskirts. A large sign and an ornate street clock was set up recently at the end of Ohio Street along the north side of Adams Avenue to signify the importance of Adams Avenue in its incarnation as Antique Row. The tour area designate as *Antique Row* has been divided into two trolley stops: one near the Texas Street Bridge (Antique Row East); and another



14. 4611 Oregon Street
 Current Name: Scott Memorial Baptist Church
 Historic Name: Same
 Original Owner: Same
 Built: Original Art Deco sanctuary—1932; Sunday School annex: 1935; present Colonial Revival sanctuary: 1961
 Designer/Builder: Sunday School Annex: Whiting-Mead Building Company; Colonial Revival Sanctuary: F.H. Harrington (architect)
 Style: A church complex consisting of an Art Deco-styled former sanctuary and Sunday School addition on the northeast corner of Oregon Street and Madison Avenue, and the newer, imposing Colonial Revival sanctuary, north of the former along Oregon Street. The use of the traditionally-inspired Colonial Revival style of architecture might have been inspired by the completion (c. 1949-50) of the new Mormon Church at Hamilton Street and Lincoln Avenue nearby.
 Comments: The steeple of the new sanctuary is one of the architectural landmarks of the neighborhood. Scott Memorial Baptist Church was founded in 1911 by Chaplain and Mrs. Winfield Scott. Chaplain Scott was a Civil War veteran who came to California in 1875, organizing the First Baptist Church in Los Angeles. Retiring from the army in 1898, Chaplain and Mrs. Scott lived in Phoenix, Arizona for a while before coming to San Diego in 1909.



15. Address: 2637 Adams Avenue
 Original Owner: Mr. James H. and Mary Murphy
 Built: c. 1913
 Style: A Craftsman-Era bungalow with wood brackets supporting the broadly overhanging eaves of its cross-gabled roof. Note the recessed porch and tripartite windows along Adams Avenue.



16. Address: 2537-39 Adams Avenue
 Historic Name: Chenhall Apartments (East)
 Original Owner: Raymond E. Chenhall Built: c. 1955
 Style: A mid-1950s variant of a split-level Spanish Colonial Revival apartment block.



17. Address: 2525-33 Adams Avenue
 Historic Name: Chenhall Apartments (West)
 Original Owner: Raymond E. Chenhall Built: c. 1951
 Style: A two-story, L-shaped Spanish Colonial Revival apartment block with an additional detached single-story unit to the east.



18. Address: 2509-11 Adams Avenue
 Original Owner: Dolph Burford Built: 1926-27
 Style: Rare, all-brick constructed Craftsman-style bungalows.
 Comments: Mr. Burford was a contractor/developer who built several speculative homes in the surrounding area. At the time of the completion of these two homes, Mr. Burford and his wife Kate were owners/managers of the Tyler Apartments (1520 Tyler Avenue) near the old Normal School.



19. Address: 2435 Adams Avenue
 Current Name: The Norville
 Historic Name: The Norville Apartments
 Original Owner: Mr. and Mrs N.R. Bills Built: 1931
 Designer/Builder: Allen H. Hilton for the Western Loan and Building Company.
 Style: A two-story Spanish Colonial Revival apartment block.

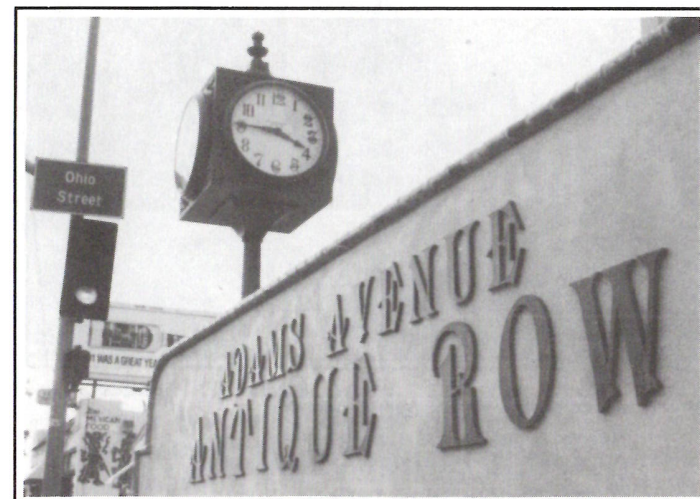


20. Address: 4674 Arizona Street
 Original Owner: Mr. and Mrs. Charles M. and Laura Raybourn
 Designer/Builder: Charles M. Raybourn Built: c. 1915
 Style: A 1 1/2-story clapboard-sided bungalow cottage with elements of Neo-Classic and Craftsman detailing.

Historic Sites

Antique Row (East)

/Adams Avenue-30th Street Trolley Transfer Point



1. Location: Intersection of Adams Avenue and 30th Street
 Current Name: Antique Row Sign
 Historic Name: Site of trolley loop.
 Built: Trolley Loop: 1942; Antique Row Sign c.1991
 Comments: In 1935 trolley line #2 was extended from University Avenue in North Park along 30th Street to Adams Avenue. At the intersection of Adams Avenue and 30th Street a track loop was installed around the block formed by 30th Street, Adams Avenue, Kansas Street, and Madison Avenue. This was done to facilitate the turning movements of the soon to be introduced (1936) single-direction PCC cars. The Antique Row sign was installed recently in order to highlight the numerous antique shops along Adams Avenue—with its heaviest concentration today from Hamilton to Ohio Streets.

between 30th and Ohio Streets (Adams Avenue-30th Street Trolley Transfer Point). Each section has a number of commercial and residential buildings which reflect the growth and development of the neighborhoods along that stretch of Adams Avenue between the Texas Street Bridge and the Roscoe E. Hazard Memorial Bridge over the I-805 freeway cut (prior to the freeway, Adams Avenue a block south of the canyon rim overlook-

Photos this section by Robert Broms and Yi-Cheng Liu



2. Address: 3042-46 1/2 Adams Avenue
 Historic Name: DeHaven Auto Court
 Original Owner: Cole DeHaven Built: 1942
 Designer/Builder: George DeHaven
 Style: An early 1940s California Ranch style automobile court consisting of six side gabled bungalows arranged along a central parking strip. Notice the absence of a parking unit in the rear.
 Comments: George DeHaven, a local building contractor, built the court for his brother Cole in response to the critical need for housing during WWII. Although arranged along an open driveway/parking lot, this court took full advantage of the trolley line in the days of gasoline, oil, and rubber rationing. Defense plant workers could catch special early bird express runs to Convair, the area's giant aircraft manufacturing plant near Lindberg Field.

ing Mission Valley—the freeway cut, done in 1976, has helped to physically and psychologically divide the once contiguous neighborhoods of Normal and University Heights from one another). Some explanation needs to be said regarding the term “30th Street Trolley Transfer Point.” By the mid-1920s, trolley ridership was being sharply eroded by the mass production of automobiles and motor coaches (busses). Many lightly-used trolley lines were discontinued and replaced with bus service. In an effort to curtain this encroachment, and to make



3. Address: 3034-36-38 Adams Avenue
 Current Name: Ye Olde Taco Shoppe
 Historic Name: Foster's Plumbing Shop
 Original Owner: Fred B. Foster
 Built: c. 1926
 Style: A two-bay single-story one-part commercial block with Spanish Colonial Revival detailing.



4. Address: 3026-32 Adams Avenue
 Historic Name: Foster Bungalow Court
 Original Owner: Mrs. Bessie Foster Built: c. 1930
 Style: Early 1930s examples of hipped-roofed bungalows built along a landscaped garden court, with a garage unit in the rear.



5. Address: 2946 Adams Avenue
 Current Name: The American Oak Company,
 Historic Name: Balboa Electric and Hardware Company
 Original Owner: John Smith Built: c. 1926
 Style: A linear single-story commercial block with Spanish Colonial Revival detailing. Note the interesting articulation of the parapet into raised piers separated by red tile pent roofs. Again, as was typical of corner sites, a canted entry encourage entry to the anchor store from both Adams Avenue and 30th Street.
 Comments: The Balboa Electric and Hardware Company, like Foster's Plumbing Shop, supplied much of the building hardware and electrical fixtures necessary for the building of the surrounding community. The rest of the block was leased out to various neighborhood services—a real estate office (W.E. Hannah—2942), a barber shop (Leonard's Barber Shop—2938), and a beauty parlor (Minnie's Beauty Parlor—2936).

trolley service more attractive and "modern," in 1936 the San Diego Electric Railway Company bought 25 new, single-end Presidents Conference Committee Cars (PCCs). This conference of the various presidents of private trolley companies across the nation, felt that the larger trolley still had an advantage over the smaller busses on highly used routes. The result was a streamlined trolley with fast acceleration and



6. Address: 3015 Adams Avenue
 Current Name: Fiesta Market/Cobweb Antiques
 Historic Name: Piggly Wiggly Market
 Original Owner: Piggly Wiggly of San Diego, Inc.
 Built: c. 1935
 Style: A split-level 1930s Moderne commercial block with Art Deco detailing.

Comments: Built during the last stages of the Depression by the locally-owned and operated Piggly Wiggly grocery store chain of San Diego (see 3335 Adams Avenue, in Carter Center for a short evaluation of Piggly Wiggly's significance), the market's distinct machine-like ornamentation telegraphed such positive thoughts as "modern," "up-to-date," and "the shapes of things to come." Not doubt the decision to build the market was influenced by plans to extend the trolley line from 30th Street north to Adams Avenue in 1937. The dominant anchor unit (3015) was occupied by Piggly Wiggly, while the storefronts in the smaller adjacent unit was occupied by various businesses: Charles Crickmore, cigars (3017); Mrs. Nellie High, dry goods (3019); and C.E. Hartman Beauty Shop (3021).

braking, bus-type controls, and a smooth, quiet ride on rubber insulated wheels.

Because the new PCC cars could only travel in one direction, modifications had to be made to the existing trolley tracks in order to facilitate changes in direction. In 1935, trolley line #2 was extended from Univer-



7. Address: 3025-27 Adams Avenue
 Current Name: McDonald's Antiques
 Historic Name: Marsh & Read Realty (3025)
 Hoblit's Watch Repair (3027)
 Original Owner: Mary Marsh & Adena Read
 Built: c. 1925
 Style: A small single-story commercial block with Spanish Colonial Revival detailing.
 Comments: A small roadside commercial block built by two real estate agents taking advantage of the areas booming housing market of the mid-1920s.

sity Avenue in North Park north along 30th Street to Adams Avenue. At the intersection of Adams Avenue and 30th Street a track loop was installed around the block formed by 30th Street, Adams Avenue, Kansas Street, and Madison Avenue (a similar arrangement was installed at the end of Line #11 in Kensington Park).

The eastern end of Antique Row also has a number of sites which not only represent development in the area during the boom years of the 1920s, but the mid-Depression and World War II-Era also. There is the Modernistic Piggly Wiggly market at 3015 Adams Avenue, a California Ranch style auto court at 3042-46 1/2 Adams Avenue.



8. Address: 3039-41-43 Adams Avenue
 Current Name: Military Collectibles (3039)
 Gaslamp Pot Purri (3041)
 McDonald's Antiques (East) (3043)
 Historic Name: U.S. Selective Service Office (3039)
 Lucille's Restaurant (3041)
 Tele's Grocery Store (3043)
 Original Owner: Harry Haigh Built: 1947
 Style: A slightly remodeled hipped roof two-story commercial block with elements of late 40s Modern and Spanish Colonial Revival detailing.
 Comments: This late 1940s 2-story commercial block replaced two earlier single-story commercial buildings on this site. Mr. Haigh was a former aircraft worker for the Rohr Corporation during WWII, who lived in the area (4647 Hamilton Avenue). In 1947 he built this commercial block and lived in the dwelling in the rear (4684 Ohio Street). At the time of its completion in 1947, Haigh leased space in his building to Lucille's Restaurant (3041), Pena's Grocery Store (3043), and the U.S. Selective Service System (3039).

Normal Heights

"Watch Carteri Center Grow"

Carteri Center: the Historic Heart of Normal Heights

Normal Heights was organized and platted by the University Heights Syndicate, under the direction of D.C. Collier in 1906. It took its name from the neighboring State Normal School in University Heights. The area was laid out in a grid pattern north and south of the proposed trolley line along Adams Avenue (between today's Boundary Street in the west, to Ward Road in the east). The northern-most section of the subdivision skimmed the canyon rim overlooking Mission Valley (today's Mountain View Road was called Mission Drive then). The southern border was along the northern boundary of the Teralta Subdivision at Monroe Avenue. Trolley tracks were laid in 1907 to the western edge of Ward Canyon (in 1910 a combination wooden trolley trestle and automobile bridge was built over Ward Canyon to the newly organized subdivision of Kensington Park). In addition, a spur line was built up what is now 35th Street, up two blocks to a point east towards the canyon. Here a quarry was set up to produce ballast for the tracks.

To the east of the gravel quarry, in 1910, Collier, platted the subdivision of Bonnie Brae (Scottish for "attractive or handsome hillside") out of a large tract of undeveloped land and several large Villa Lots within the original Normal Heights subdivision. The original Bonnie Brae subdivision sat north of Adams Avenue, between today's Mountain View Drive and the canyon rim overlooking Ward Road. Bonnie Brae was supposed to compete with neighboring Kensington Park as an exclusive neighborhood. But like the developers of Kensington Park were soon to find out, it could not compete with the already established exclusive community of Mission Hills, which was closer to downtown San Diego's business district.

One unique and out of the ordinary home has been identified as being built in Bonnie Brae during this time: the 1912 Craftsman-style Brenkert Residence at 3805 Merivale Avenue. It is made up completely of cobblestones. Mr. Brenkert, a stone mason from Germany, no doubt had taken from the quarry. In addition, the wooden fence along the perimeter wall around his house closely resembles that found on the one at Mission Cliff Gardens. Perhaps Mr. Brenkert has built that one before he built his house, or he used it as a model? While Mr. Brenkert's house is not on the scheduled tour, it is well worth the effort to visit it on your own, either by walking west across the Ward Canyon Bridge during the tour, or by car or bus at a future date.

However, all-cobblestone Spanish Colonial Revival Sharpless Residence (built: 1927) at 3920 Adams Avenue can be seen by those taking the trolley bus along Adams Avenue either before or after crossing the Ward Road Bridge.

By 1920 there were only a few half dozen or so homes and small businesses scattered around Normal Heights (of these, the 1912 E. Arthur and Elsie Wahrenbrock Residence, 4752 Felton Street, still stands in the study area). The nearest doctor was two miles away by trolley, and the nearest drugstore was a quarter of a mile away. There was one modest grocery store in the immediate area, but the nearest automobile service station was six blocks away.

By 1933 the area between today's 33rd and 34th Streets boasted a branch of the Bank of Italy, a full-service garage, a Masonic Hall, a movie theater, various drug, food, and dry good stores. It also housed one of the longest and most attractive Spanish Colonial Revival bungalow garden courts in the state—El Sueno Court (now known as El Paraiso, 3316-24 Adams Avenue). El Sueno, as well as the other fore-mentioned places, was developed through the efforts of Bertram J. Carteri, the developer of the heart of Normal Heights: Carteri Center.

Carteri and his family arrived in Normal Heights in 1916. He was a direct descendent of Benjamin Foxen, the man who helped John C. Fremont in his bloodless capture of Santa Barbara during the Mexican American War. Carteri got a job as a carpenter at the Hercules Powder Plant in Chula Vista (where the Chula Vista Nature Interpretive Center is today) and took the trolley to work. He bought a house at 4851 37th Street (today's Felton Street) and proceeded to improve it by adding a garage and planting a garden.

He began to buy, fix-up, and sell other houses in the area. Four years later, in 1920, he purchased eight lots along 37th Street and eight others on 38th Street (today's 34th Street). After grading the property, he set about planting trees and building several, medium-sized bungalows. He then purchased the entire block between 37th and 36th Streets (today's Felton and 3rd Streets), up to the alleyway, and proceeded to improve the lots. Before Carteri could develop the commercial lots, in August, 1922, crews of the San Diego Electric Railway began tearing up lengths of track from the Florida Street car house to the city limits at Boundary Street. Manager Claus Spreckels (J.D.'s son) ordered the track abandoned and torn up because the company was required to pay for the paving of Adams Avenue along its right-of-way from the car house to Kensington Park. Buses would replace the trolleys. Under the cover of darkness, the crews

Historic Sites

Normal Heights/Carter Center



1. Address: 4649 Hawley Boulevard
 Current Name: Normal Heights Community Center
 Historic Name: Oniera Womens Clubhouse
 Built: c. 1923
 Designer/Builder: Radford Construction Co.
 Style: (Originally) a wood-frame, Mission Revival clubhouse building.
 Comments: The Oniera Club was originally organized as a women's auxiliary for Red Cross work during WWI. After the war it was reorganized as the Women's Club of Normal Heights. Its purpose was one of community service to further literary, social and civic advancement. The club incorporated in 1921 in order to purchase the site. The design of the building was submitted by Mrs. Seymor (a club member) and approved by consulting architect William H. Wheeler. The club's auditorium was added c. 1937. In 1986 the Oniera Club donated the building to the City of San Diego under the provision that the Normal Heights Community Development Corporation be granted a lease to operate the facility. The center is currently undergoing a \$100,000 rehabilitation.

Photos this section by Yi-Cheng Liu



2. Address: 4650 Mansfield Street
 Current Name: Normal Heights United Methodist Church
 Historic Name: NH Methodist Episcopal Community Church
 Built: 1929
 Designer/Builder: Rollin S. Tuttle (architect)
 Style: A reinforced concrete, red tile roofed Lombardic Romanesque Revival church complex built around a central "garth" or central patio.
 Comments: The original Normal Heights Methodist Episcopal Church was organized in 1913 and met at an assembly hall on the corner of Adams Avenue and Mansfield Street. The cornerstone for this magnificent church was laid in 1926. Its designer, architect Rollin S. Tuttle, was one of the leading church architects of the Pacific Coast. The church's five-story bell tower has been a well known local landmark for over sixty years.



3. Address: 3316-24 Adams Avenue
 Current Name: El Paraiso Apartments
 Historic Name: El Sueno Court
 Original Owner: Bertram J. ("B.J.") Carteri Built: 1926
 Designer/Builder: Louis J. Gill/B.J. Carteri
 Style: Twin, single-story, hollow structural clay tile/brick veneer (as are all of the buildings built by Carteri) Spanish Colonial Revival commercial blocks, heading a U-shaped Spanish Colonial Revival bungalow apartment court. At the end of the landscaped courtyard is a 2-story, rectangular Spanish Colonial Revival rectangular apartment block arranged parallel along a rear alleyway.

began tearing up the tracks. Many residents along the route were besides themselves. A near riot ensued and the Sheriff arrested the foreman of the demolition crew for inciting a riot. The few residents and businesses that were in the area started to move out.

However, Carteri immediately began to purchase the commercial property along the south side of Adams Avenue between 36th and 38th Street (again, today's 33rd and 34th Streets). He gambled that the trolley line would be restored and won. New double tracks were laid and the street was repaved all the way to Kensington Park, greatly adding to the value of his holdings.

He immediately set out to improve the lots. First, he built his first



4. Address: 3285-87 Adams Avenue
 Current Name: Adams Avenue Florist (3285)
 Grounds For Murder Bookstore (3287)
 Historic Name: Carteri Center Market
 Original Owner: B.J. Carteri Built: 1926
 Designer/Builder: Louis J. Gill/B.J. Carteri
 Style: A remodeled, hollow structural clay tile constructed 2-story Spanish Colonial Revival apartment building, on the southwest corner of Adams Avenue and 33rd Street, with commercial space at street-level facing Adams Avenue.

Comments: The storefront originally had glass panels which folded accordion-like to reveal a walk-in green grocer, butcher, and bakery. In the 1930s, when the market was converted into a hardware store, the glass panels were replaced by fixed glass display windows. The original glass-panel transoms, as well as five original decorative exterior wrought iron lamps, remain. Local legend has it that a bootlegging operation operated out of this location during Prohibition, and that there was a false ceiling which led to an illegal still.

commercial block on the northwest corner of today's Felton Street and Adams Avenue (where the Adams Avenue Pharmacy is today). He built a twin block on the opposite northeast corner of today's 33rd Street and Adams Avenue where he operated a real estate office (it has since been



5. Address: 3301 Adams Avenue
 Current Name: Various
 Historic Name: The Adams Avenue Garage
 Original Owner: B.J. Carteri Built: 1924
 Designer/Builder: Louis J. Gill/B.J. Carteri
 Style: A remodeled, single-story, hollow structural clay tile constructed Spanish Colonial Revival taxpayer block, occupying the southeast corner of Adams Avenue and 33rd Street.

Comments: This rectangular one-story building originally housed a drive-through service station at the northwest corner of the building. Autos could either enter or exit the pump area from Adams Avenue of 33rd Street. Besides providing repair service for automobiles, the building served as a auto storage garage for residents occupying apartment units in El Sueno Court. The Adams Avenue Garage operated from this location from 1924 until 1935. Then it was converted into a food market (1935-58). It also housed a shoe repair shop (Progressive Shoe Repair—1948-60), and an express company operated out of the former auto storage garage space (1932-43).

demolished and replace by the Adams Avenue Carwash). He immediately sold these buildings and borrowed heavily on his other existing properties in order to pay for the development of what would be referred to as *Carteri Center*.

The anchor building of the center, the Carteri Theater, was built in 1923.



6. Address: 3325 Adams Avenue
 Current Name: Discount Fabrics
 Historic Name: Carteri Theater
 Original Owner: B.J. Carteri
 Built: 1923; expanded 1926; remodeled 1941
 Designer/Builder: Louis J. Gill (1923/26)/B.J. Carteri; remodeled by the Fox Theater Group (1941)
 Style: Originally an imposing 2-story, structural tile-construction Spanish/Mediterranean Revival theater/office building, with twin storefronts on either side of the foyer, it was remodeled in 1941 with an Art Deco facade and a terrazzo-tile foyer.

Comments: Carteri Theater was designed by noted San Diego architect Louis J. Gill for Carteri in 1923. It opened for business on December 3, 1924, representing a \$30,000 investment for Carteri as the keystone for the further development of Carteri Center. Mary Helen Poindexter, who still resides in the area, was the first usherette. In 1926 the theater's stage area was pushed out towards the alleyway in order to accommodate a larger seating area. Carteri sold the theater in 1936, after which it was renamed the "Adams Avenue Theater." In 1941 it was again sold to the Fox Theater group which operated the theater until 1961.



7. Address: 3331-33 Adams Avenue
 Current Name: Vacant
 Historic Name: The Shern Building Built: 1924
 Original Owner: B.J. Carteri
 Designer/Builder: Louis J. Gill/B.J. Carteri
 Style: A 2-story, rectangular, concrete tile-constructed Spanish Colonial Revival apartment building, with street-level retail units. The recessed entry storefronts have been altered over the years, yet the building still retains its Spanish Colonial Revival feeling—especially the wrought iron balconette and the cruciform-styled glazed tiles set in the raised parapets between the red tile pent roof.

He also built a garage building and a commercial block for a branch office of the Southern Trust and Commerce Bank, later taken over by the Bank of Italy (the current location of Seacoast Natural Foods). Other buildings followed, until the Center was completed in 1926. By this time Normal Heights (and Bonnie Brae) had been incorporated into the City of San Diego due to inadequate water and sewer service, as well as inadequate fire and police protection from the County. Carteri chose to build his commercial center in the then highly popular Spanish Colonial Revival style. All of the buildings, except one, were designed by noted local architect Louis J. Gill. Gill would later receive architectural awards for his designs of the Sacred Heart Church in



8. Address: 3335-37-39-41 Adams Avenue
 Current Name: Nickelodeon Records (3335)
 Revival Time Church of God in Christ (3339)
 Tata Lane Vintage Clothing (3341)
 Historic Name: Piggly Wiggly Building
 Original Owner: B.J. Carteri Built: 1925
 Designer/Builder: Louis J. Gill/B.J. Carteri
 Style: A 2-story, brick-faced, hollow structural clay tile constructed, rectangular Spanish Colonial Revival commercial block, with an assembly hall situated over three street-level storefronts.
 Comments: The building was the home to Piggly Wiggly store #6, pioneering the "cash-and-carry" concept of retail food marketing whereby customers would personally select their groceries and pay for them with cash, then carry them home. The upper story was leased to the Normal Heights Masonic Lodge #632. Two years later, in 1927, the building was sold for \$40,000 to C.G. Hurlburt, a retired Nebraskan banker and local real estate investor.

Coronado and the Zoological Hospital in Balboa Park. Gill also designed Carteri's home in Talmadge Park (which he never moved into, though, due to financial problems). The bungalow court on the north side of Adams Avenue, called *El Sueno*—"the Dream," was another design of Gills.

By constantly borrowing on his properties and building for the future,



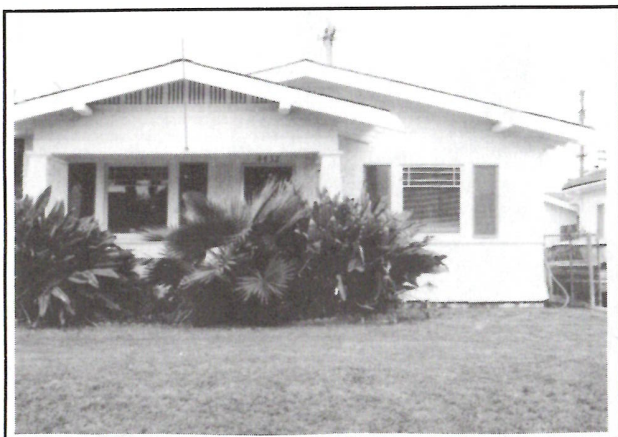
9. Address: 3343 Adams Avenue
 Current Name: Paradigm Books and Music Store
 Historic Name: Bentley and Kirtley Grocery Store/Cox Realty
 Original Owner: B.J. Carteri Built: c. 1925
 Designer/Builder: Louis J. Gill/B.J. Carteri
 Style: A single-story, wood-frame Spanish Colonial Revival commercial block.
 Comments: These storefronts were occupied by the Bentley and Kirtley grocery store, with adjacent space being operated by the real estate office of Charles H. Cox and Co. From 1931-34 it was a barbershop and beauty parlor. In 1935, Frank Kimbal, a local real estate developer and associate of Carteri, operated his office from this location until 1941. Mr. Kimbal was one of the developers of Talmadge Park, a 1920s real estate subdivision east of Kensington Park.

Carteri was unprepared for the upcoming Depression. Just before the Depression hit San Diego in 1929, Carteri was negotiating with the Security Trust and Savings Bank to open up a branch bank across from the Bank of Italy. The bank building was already complete and designed by the architectural team of Requa and Jackson, also known for their inventive interpretations of Spanish Colonial Revival architecture. Carteri's dealings with the Bank of Italy had soured by then. In a self-published pamphlet detailing his problems with both banks, Carteri accused then vice president of the Bank of Italy, George Burnham of lying



10. Address: 4728 Felton Street
 Historic Name: Joseph W. Bettens Residence
 Original Owners: Mr. and Mrs. Joseph W. Bettens
 Built: c. 1924
 Designer/Builder: Louis J. Gill/B.J. Carteri
 Style: Single-family Spanish Colonial Revival style wood-frame, stucco-clad bungalow, dominated by an exterior end-wall chimney and a Palladian-windowed gable wing facing the street.
 Comments: Between 1920-24, Carteri developed a small housing tract between 33rd and 34th Streets north of Adams Avenue up to the alleyway. One of several bungalows built by Carteri prior to the development of Carteri Center's commercial buildings, this is the only one identified as being designed by Louis J. Gill.

during a trial in which the bank was accusing Carteri of non-payment of mortgage fees. In 1930 he and his wife and children were evicted from their bungalow in El Sueno Court. They moved into a two-story bungalow cottage behind the proposed bank building. While trying to settle his affairs with the Bank of Italy, Burnham said something which made Carteri see red. In the downtown offices of the Bank of Italy, he punched Burnham in the eye and it took several men to hold him back. A few weeks later, according to Carteri, while conducting business with Dean Plaister, vice president of the La Jolla National Bank, Carteri



11. Address: 4732 Felton Street
 Original Owner: B.J. Carteri Built: c. 1922
 Designer/Builder: B.J. Carteri
 Style: A cross-gabled, clapboard-sided Craftsman-influenced bungalow, with an offset, gabled front porch.



12. Address: 4736 Felton Street
 Original Owner: B.J. Carteri Built: c. 1922
 Designer/Builder: B.J. Carteri
 Style: A Jerkins Head-gabled German/Swedish Colonial Revival-style bungalow with clapboard siding and a central Jerkins-gable porch supported by Tuscan columns.



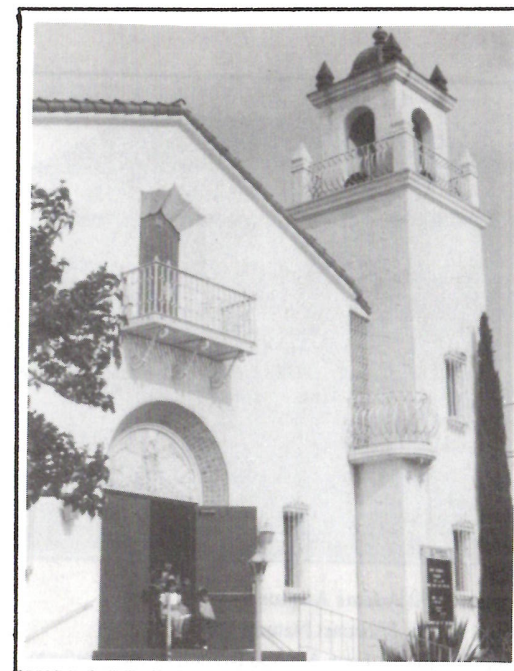
13. Address: 4744 Felton Street
 Original Owner: B.J. Carteri Built: c. 1922
 Designer/Builder: B.J. Carteri
 Style: A cross-gabled, full-width gabled front porch, clapboard-sided Craftsman-influenced bungalow.
- Other bungalows built by Carteri between 1920-22, which are still standing, include:
14. 4721 Felton Street: A full-length, front-gable porch, clapboard sided Craftsman-influenced bungalow.
15. 4733 Felton Street: One of three remaining flat-roofed Spanish Colonial Revival bungalows built by Carteri in the early 1920s.
16. 4717 33rd Street: A remodeled front-gabled, offset front-gable porch Craftsman-influenced bungalow.
17. 4727 33rd Street: Another remodeled front-gable, offset front-gabled porch Craftsman-influenced bungalow.
18. 4731 33rd Street: A side gabled, clapboard-sided Colonial Revival bungalow with a central gabled porch supported by twin Tuscan columns (note the oriel bay window, and the multi-pane windows may be remodelings).
19. 4739 33rd Street: One of three stucco-clad, flat-roof Spanish Colonial Revival style bungalow.
20. 4745 33rd Street: The last of three flat-roof Spanish Colonial Style bungalows remaining in Carteri Center.
21. 4716 34th Street: One of two remaining Craftsman-influenced bungalows built by Carteri along 34th Street (Carteri had built several other bungalows along 34th Street—only two remain).
22. 4724 34th Street: The second remaining Craftsman-influenced bungalow built by Carteri left on 34th Street.



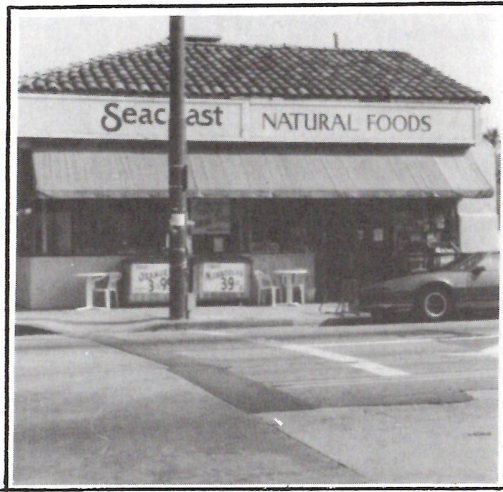
23. Address: 4752 Felton Street
 Original Owner: E. Arthur and Elsie Wahrenbrock (1912-1975)
 Built: c. 1912
 Style: A wood-frame, 1/2-story Craftsman-Era cottage bungalow.
 Comments: One of the earliest homes built in the area prior to the development of Carteri Center (1920-34). E. Arthur Wahrenbrock, a postal carrier, and his wife Elsie lived in this house for over 60 years.

mentioned the incident to him.

"You not the first man to give George Burnham a black eye," said Plaister. "Mr. Timken of the Timken Roller Bearing Company knocked him down so hard (once), he fell over (G. Aubrey) Davidson's lap (the president of the local offices of the Bank of Italy). Carteri was waiting for the Security Trust Bank to notify him as to whether or not it had received a permit from the State Banking Commission to operate a branch office in Carteri Center. The president of the bank assured him that the permit was forthcoming. The permit never came, though. Carteri would later claim that the bank president never applied for the permit in the first place in order to prevent Carteri from leasing the property, thereby foreclosing on the mortgage which the bank held. The bank foreclosed and he was forced to sell off his real estate holdings in order to pay off his debts and leave Normal Heights, and San



24. Address: 4794 Felton Street
 Current Name: St. Didacus Roman Catholic Church
 Historic Name: Same
 Original Owner: Roman Catholic Diocese of Los Angeles and San Diego
 Built: 1927
 Designer/Builder: Frank Hope, Sr./J.E. Lowerison & H.A. Wolstencroft
 Style: Front-gabled, 1/2-story stucco-clad Spanish Colonial Revival church with a semi-freestanding, buttressed bell tower off the northeast corner of the nave.
 Comments: St. Didacus was the first of several Roman Catholic church buildings designed by noted San Diego architect Frank L. Hope, Sr. The parish of St. Didacus was established in 1926 by Father Thomas V. Murphy of Los Angeles. Services were held in the Oniera clubhouse until the church was completed and dedicated on October 16, 1927. Its bell tower was not completed until 1976. One of the outstanding features of the church is the art glass windows designed by local resident and parishioner Fred Wieland. German-born Wieland (1889-1967) came to San Diego in 1923 and opened-up a studio at 3166 El Cajon Boulevard.



25. Address: 3352 Adams Avenue
 Current Name: Seacoast Natural Foods
 Historic Name: Adams Avenue Branch of the Southern Trust and Commerce Bank/Bank of Italy
 Original Owner: B.J. Carteri Built: 1924
 Designer/Builder: Louis J. Gill/B.J. Carteri
 Style: Originally a rectangular Spanish Colonial Revival taxpayer block, it occupied the entire northeast corner of Adams Avenue and Felton Street. Half of it was demolished c. 1970 to make way for the parking lot adjacent to it.

Comments: Another building attributed to Louis J. Gill, it was built by Carteri in order to establish a stable entity—a savings bank—in Carteri Center. The building was basically given to the Southern Trust and Commerce Bank if they agreed to open a branch in Carteri Center. Two years after the bank opened it boasted deposits held amounting to more than \$500,000. Founded by G. Aubrey Davidson (the 1910 developer of Kensington Park) the bank was taken over by the Bank of Italy (later the Bank of America) in 1927. By then Carteri's relationship with the bank had deteriorated; he would later accuse the bank (particularly one of its vice-presidents, George Burnham—who later became a U.S. Congressman, 1932-36) of unethical practices, ultimately ruining Carteri financially and forcing him to leave the area by 1934.



26. Address: 3351-55 Adams Avenue
 Current Name: Jyoti-Bihange Vegetarian Restaurant (3351) Corner Liquor (3355)
 Historic Name: Proposed site of the Security Trust and Savings Bank (3351), and Piggly Wiggly Market (3355 Adams Avenue)
 Original Owner: B.J. Carteri Built: 1929
 Designer/Builder: Richard Requa and Herbert L. Jackson
 Style: Stucco-clad reinforced concrete and hollow structural clay tile Spanish Colonial Revival taxpayer block, divided into two store units separated by a common hollow structural clay tile wall. The most distinguishing feature of the building is the groin-vaulted turret-like corner unit. Additional architectural curiosities include false beam ends and terra-cotta cast medallions positioned along the Felton Street facade, and the phallic-like pilasters at the corners of the corner unit.

Diego, in disgust.

Carteri, his wife Ingeborg, and their four children eventually wound up in Glendale, California. He worked as a carpenter for several building companies. Due to the Pre-World War II defense build up, the huge Lockheed aircraft plant in nearby Burbank was attracting hundreds of workers. An acute housing shortage ensued. He and his son Leon began construction of another bungalow court in Glendale (427 Doran Street), fifteen years after El Sueno, and named it *Santa Rosa Court*. It consisted



27. Address: 3402-10 Adams Avenue
 Current Name: Rosie O'Grady's (3402)
 Certified Appliances (3404)
 Automatic Venetian Blind Company
 Laundry Ghost Sign (Exterior East Wall)
 Historic Name: Wilkinson Block/Automatic Venetian Blind Company Laundry
 Original Owner: Kirby Wilkinson Built: c. 1927-8
 Style: A 2-story, brick veneer, rectangular commercial block, with a canted corner entrance facing Adams Avenue and 34th Street, with several retail bays along street-level along Adams Avenue. Spanish Colonial Revival-styled detailing can be found in the rusticated arched side entrance along 34th Street, and along the semi-circular Espadanas in the raised parapet. Note the "Ghost Sign" on the eastern exterior wall advertising the Automatic Venetian Blind Laundry Company.

of several California Ranch style units with full front porches, like the ranch buildings on his uncle's ranch near Santa Maria where he grew up. Work was curtailed, however, when Leon was called into the U.S. Army. Both during and after World War II, Carteri began to buy and sell used homes again, just like he did in Normal Heights in 1916.

After the war, Carteri hoped that his son Leon would continue to work



28. Address: 3391-93 Adams Avenue
 Current Name: Lou Jones's Inn (3391)
 Adams Avenue Bicycle (3393)
 Historic Name: Hellers-MacMarr Store
 Original Owner: B.J. Carteri Built: 1924
 Designer/Builder: Louis J. Gill/B.J. Carteri
 Style: This single-story, L-shaped, flat-roofed, remodeled Spanish Colonial Revival taxpayer block has two store fronts facing Adams Avenue. A red tile pent roof is set above the store fronts between twin raised parapets.

with him in the real estate development business; but Leon's memories of the troubles experienced by his father in Normal Heights soured his disposition towards the business. Leon relates:

His friends in San Diego said that he would never survive what happened to him there. He showed them, I guess. He kept right on doing it (developing real estate) practically until the day he died. But he always loved San Diego, he was real sad that things didn't work out the way he hoped they would.

He still remembers his father's zeal:

He wouldn't give up. In 1960, money in Glendale was so free he wanted to get going again. He would buy land up north (near Sisquoc and Reseda) and divide it up and resell it

for four times what he paid for it originally. That's what he was really good at doing, buying land and selling it for more than he originally paid for it. But my mother finally said "Cool it! Your getting too old for that kind of thing." He kept going until his 70s. He never really gave up.

B.J. Carteri passed away on November 21, 1965, while residing in his Santa Rosa Court. While he might have been called foolish to build a cohesive community on the furthest edge of the city, he still had a vision of what a neighborhood should be, and he followed his dreams. Carteri's epitaph can best be summed up by an excerpt from the December 5, 1924 issue of *Community Facts*, Normal Heights first community newspaper. In it, Carteri's friend and fellow real estate developer Frank Kimball stated:

Bert Carteri...did not wait for Normal Heights to "just grow," he started to build it (himself). And he had no easy task, as most of you know. The going was hard but he stuck to it....Those buildings did not "just grow," it took a lot of planning, a lot of financing, a lot of worry, a lot of courage and vision and a lot of mighty hard work to put them there....So its up to you and me and the rest of the local residents to help all we can by patronizing our local stores and theater. Every dollar that we spend in our section (Normal Heights) will help to build up our section.

Certainly Mr. Kimball's words are as applicable now as they were in 1924. The remaining buildings within Carteri Center are a testament to his vision, perseverance, and dedication—a lasting record of one man's contribution a community he practically built single-handedly.

Kensington Park

"Prosperity is Largely a Mental Attitude" The Early Development of Kensington

Divided between two canyons (Ward and Fairmount) the present-day community of Kensington sits upon a thumb-like projection of mesa land projecting northward into Mission Valley. According to the latest Mid-City Community Plan produced by the Planning Department of the City of San Diego (1984), its southern-most boundary line is generally accepted to be along El Cajon Boulevard. Its east and west boundaries are delineated at Fairmount Avenue and 40th Street, respectively. While considered the northern heart of the Mid-City Community Area, in the early stages of its development, Kensington was considered to be somewhat remote and seclusive. The neighborhood was developed as an attractive location away from the hustle and bustle of the city. Even today, the upper reaches of the community north of Adams Avenue still retain a sense of insularity due to the geographical boundaries of the canyons.

In 1909, a consortium of real estate developers, with ties to the Santa Fe Railroad, organized themselves into the *Kensington Park Land Company* and purchased 157 acres of land which was formerly part of a large tract of ex-Mission land owned by Santiago Arguello. It was headed by G. Aubrey Davidson, a recently retired auditor for the railroad, and president of the local Southern Trust and Commerce Bank. The land was purchased by the bank's vice president, George Burnham. Platted in 1910, after the trolley trestle across Ward Canyon was completed, Kensington Park consisted of 15 blocks covering 66 acres. The northern boundary was Jefferson Avenue (today's Alder Drive), Terrace Drive on the west, to the east County Road (42nd Street now), and Monroe Avenue on the south. There were also several tracts of land organized as part of the original Kensington Park Subdivision north of Jefferson Avenue (the 1914-era Charles W. and Irene McMichaels Residence, 4850 Marlborough Drive, is located within this section), between Kensington Drive and County Road (An avowed Anglophile from Nova Scotia, Canada, Davidson took the name Kensington Park from one of London, England's metropolitan boroughs. He also named most of the streets in the new subdivision after English place names). On each side of the streets bordering the southern boundaries of the subdivision were cobblestone pillars capped with metal street lights (The self-guided tour reaches two of these at the western dead-end of Madison Avenue; several others are still extant along Monroe Avenue). The development company also installed ornamental street

lights throughout the area, lined the streets with pepper trees (some of which are still standing), and installed concrete sidewalks and curbing. In addition, all of the streets were convex and covered with a layer of disintegrated granite. The heart of the new subdivision was centered around a small landscaped park area (Several of the original trees tower over visitors today), with a large, oblong fish pond in the middle of the park. The park was the terminus for the trolley line which originally operated as a shuttle service between Kensington Park and Mission Cliff Gardens. From here one could transfer to the #1 Line downtown. A fifteen-year moratorium was held on the building of commercial blocks within the community. A "restricted" community, certain deed restrictions were in place. First, all buildings were to be used for private residential use only. Second, there was a \$2,000 base limit for any home built in the subdivision. Third, apartment houses, duplexes, flats or boarding houses, hotels, or stores were forbidden. There was also a twenty-foot setback required between the front of the house and the sidewalk. Reading between the lines, the developers were trying to prevent the inclusion of any types of housing which would attract "undesirables."

Actually, one doesn't have to read between the lines at all.

Written within the deeds of the houses at this time was the following:

No part of the premises hereby conveyed shall be conveyed, transferred or demised to any person other than one of the white or Caucasian race.

White, Anglo-Saxon Americans desired to live in semi-rural subdivisions away from the inner city because they equated the inner city with all kinds of ills: crime, disease, noise, and "bad air." They felt these conditions were exacerbated by overcrowded conditions brought about unrestricted immigration of non-Germanic peoples from Europe, Asia, and Mexico. These deed restrictions were common in many new subdivisions throughout the nation until the Civil Rights legislation of the early 1960s.

Be that as it may, seventeen houses were started in Kensington Park.

Many of these were large, two-story structures built by local real estate developers, who used them to entice future land sales (One of these, the c. 1911 Charles A. and Thuria Bowker Residence, 4669 Marlborough Drive), were built close to the park. Others were built along Terrace Drive where they could be seen by prospective buyers while riding the trolley (Many have since been demolished in preparation for the widening of 40th Street into a section of freeway).

Despite access to the trolley system, Kensington Park failed to develop into a premier exclusive community. It could not compete with other

Historic Sites Kensington Park



1. Address: 4121 Adams Avenue
Current Name: Kensington Park/ Branch Library
Historic Name: Kensington Park
Original Owners: Kensington Park Land Company
Current Owners: City of San Diego
Built: Park: 1910; library: 1937, remodeled: 1962
Style: Remodeled Spanish Eclectic side-gabled cottage
Comments: Bounded by Adams Avenue and Park Place, to the north and south, respectively, and Marlborough and Kensington Drives to the east and west, respectively, the park is the geographical heart of the original 1910 Kensington Park subdivision. The present library building rests on the site of the park's original cement fish pond and fountain. Many of the mature ornamental trees remain from original plantings made over seventy-years ago. The park was the terminus for the Line 11 trolley line from 1910-c. 1942 (In 1936 the line was extended to Edgeware Road where a loop was installed to facilitate one-way PCC cars).
In 1925 the Kensington Park Land Company deeded the park over to the County of San Diego on condition that it should be used exclusively as a public park.

Photos this section by Yi-Cheng Liu



2. Location: Kensington Park Business District
 Original Owners: Various
 Built: Between 1926-19
 Style: An eclectic mix of vernacular roadside commercial blocks ranging from Spanish Colonial Revival, to Late 40s to Early 50s Moderne, to 60s Minimal Traditional.
 Comments: Due to the 1910 deed restrictions in Kensington Park, there was a moratorium on the building of commercial blocks in the area until 1926. Prior to this, residents could choose from two grocery stores. One was the afore-mentioned Oakley's in neighboring Normal Heights; the other the Adams Avenue Grocery in Bonnie Brae (formerly at 39th Street and Adams Avenue). After the lifting of the deed restrictions on January 1, 1926, a number of Spanish Colonial Revival style commercial blocks were built. They reflected the mid-1920s mania for things Spanish in Southern California. Most of the houses built during this time in the newer subdivisions north of Jefferson Avenue (now Alder Drive) and in the newer subdivision of neighboring Talmadge Park were of this style. Over the years different businesses occupied various locations along the commercial strip running from Terrace Drive towards Aldine Drive. One building of city-wide notoriety is the Cosgrove Building which occupies the southwest corner of Adams Avenue and Terrace Drive. Built in 1946 by Chris Cosgrove, its landmark tenant was the still-operating Ken Cinema.



3. Address: 4727 Terrace Drive
 Original Owners: Frank W. and Lois Darling
 Built: c. 1913?
 Style: A 2-story Mission Revival-influenced four-square residence. Two projecting pyramid-roofed pavilions are set on either side of an enclosed balcony. The balcony, lying above a central portico, is supported by Tuscan columns.



4. Address: 4733 Terrace Drive
 Original Owners: Allen J. and Alma Vrooman
 Built: c. 1912
 Style: A 1 1/2-story side-gabled Craftsman-era bungalow cottage with the overhanging eaves of the roof covering the entire width of the porch.



5. Address: 4080 Terrace Court (4926 Jefferson)
 Original Owners: Arthur W. and Mary Stewart
 Built: 1912
 Style: A 2-story gable end, shingle-sided Craftsman-era bungalow cottage overlooking a deep chaparral-covered arroyo.
 Comments: Mr. Stewart, an electrician, as well as a cabinet maker, moved into this interesting two-story Japanesque bungalow cottage in 1912. A wooden Japanese gate once stood out in the garden. A similarly-styled fireplace mantle can be found inside the house in the living room.

already-developed exclusive communities closer to downtown amenities—Mission Hills and Burlingame. There was a second phase of building within Kensington Park during the Pre-World War One period. Many smaller-scaled one- to one-and-a-half-story bungalows and bungalow cottages were built in the interstitial areas. After a slump in housing construction due to material shortages during World War One, construction again boomed during the Post-War period. Ten new additions to the original subdivision were laid out between 1925 and 1927. This new spirit of growth and prosperity was reflected in the real estate literature of the time which stated: "Prosperity is Largely a Mental Attitude."

The dominant architectural style in these newer subdivisions was either Spanish Colonial or Period English (or Tudor) Revival. Almost all of the



6. Address: 4756 Kensington Drive
 Original Owners: Fred C. and Abbie Martin
 Built: c. 1919
 Style: A cross-gabled Craftsman bungalow with a dominant front gable, worked rafters, and bracketed overhanging eaves. Its recessed corner porch has been enclosed. Note the cobblestone exterior chimney and porch foundation with its arched alcove-like air vents.
 Comments: At the time this house was completed, Mr. Martin was an auditor for the Pacific Building Company. In 1920, Mr. Martin became the auditor for the San Diego California Club, a real estate development-supporting organization headed by G. Aubrey Davidson (developer of Kensington Park and president of the Southern Trust and Commerce Bank), Carl H. Heilbron (president of the Southern Electric Company), Rhufus Choate (developer of University and City Heights and vice president of the Union National Bank), W.S. Dorland (president of the Security Commerce and Trust Bank), and O.W. Cotton (developer of East San Diego and president of the Pacific Building Company). In 1921, Mr. Martin became president of the Great Western Building Company, which specialized in developing exclusive residential homes and ranch properties in both San Diego and Baja California.



7. Address: 4769 Kensington Drive
 Original Owners: Willis and Sarah Lawrie
 Built: c. 1917
 Style: A pyramidal-roofed Neo-classic bungalow with a cross-gabled-covered veranda extending south from its entry. Comments: Note the canted bay window facing the street and side entry under the porch roof.

housing stock in the newer subdivisions were of this type. There was an overflow of sorts of these type of homes in Kensington Park, though. Whole blocks south of Adams Avenue consist mainly of these types of homes along Kensington, Marlborough, and Edgeware streets. Within the tour area, two such uniform developments of speculative housing have been singled out: 4733-37-43 Marlborough Drive and 4720-34-42 Edgeware Road. After the lifting of the deed restrictions on January 1, 1926, a number of Spanish Colonial Revival style commercial blocks were built along Kensington's new business district between Terrace Drive and Vista Street.

However, with the onset of the Great Depression in 1929, building came to a standstill in Kensington. People who could not pay off their mortgages (the 30-year plan was not in effect yet) lost their homes. Home building companies, banks, and real estate developers were overburdened with homes they were forced to repossess. In addition to this, the County imposed the Rural District Improvement Act: all taxes and bonds accrued



8. Address: 4720 Kensington Drive
 Original Owners(s): Leo Duehn (1911-13)
 Silas St. John (1913-19)
 Current Owner: The Fraternal Spiritualist Church
 Built: 1911
 Designer/Builder: Louis and Leo E. Duehn
 Style: A large, full-front porch, 1 1/2-story cross-gabled bungalow cottage set upon an ashlar-faced concrete block foundation with Neo-classic detailing which includes steep triangular gables, cornice returns, and Palladian-style windows set in the gables. Contrast between the stories is provided by the use of clapboard siding on the ground floor and shingle siding on the upper. Stamped at the head of the concrete walk leading up to the porch is the name "Louis Duehn." Alterations include additions made to the rear of the house and a recent remodeling. Note the unique carriage house behind the house along the alleyway.

in the area were to be paid in a lump sum. If your neighbor failed to pay his share, you and his other neighbors were responsible for his debt, plus yours! Many long-time residents gave up their homes to someone who would just assume the mortgage.

Things gradually improved by 1936. New Deal-instituted housing and building loans helped to spur limited growth in the area. The local



9. Address: 4733-37-43 Marlborough Drive
 Original Owner: John J. and Winifred Bartley (4733)
 Earl C. and Gertrude Ryan (4737)
 Hugh Milligan (4743)
 Built: c. 1925-26
 Style: Three Spanish Eclectic Bungalows with stucco siding, flat roofs and stepped parapets.
 Comments: During the 1920s, many communities in Southern California were planned in the Spanish Eclectic Style. About 10% of all Spanish Eclectic houses built had flat roofs with raised parapet walls, loosely based on flat-roofed Spanish prototypes introduced from Mexico into the southwest, combined with Native American pueblo structures. These three Spanish Eclectic bungalows represent the post 1925 period of development in Kensington Park when the predominant architectural trend was for things Hispanic.

economy improved due to the opening of another exposition in Balboa Park and an increase in military defense spending helping to stimulate San Diego's aircraft industry. Due to inadequate fire and police protection afforded by the County, Kensington residents voted to become incorporated as part of the City of San Diego. Also in 1936, the San Diego Electric Railway introduced new, modern PCC trolley cars to its system. However, since the cars were designed



10. Address: 4773 Marlborough Drive
 Historic Name: Kensington Community Church
 Built: c. 1947: Sanctuary; 1959: Youth Hall; Social Hall: 1966
 Style: Spanish Eclectic church complex



11. Address: 4850 Marlborough Drive
 Original Owner: Charles W. and Irene McMichaels
 Built: c. 1919-20
 Style: A 1 1/2-story front-gabled bungalow cottage in the Craftsman tradition with broadly overhanging eaves supported by wooden brackets. Note the rustic cobblestone exterior chimney on the south side.



12. Address: 4802 Edgeware Road
 Original Owner: Mrs. Lillian Dula Built: c. 1914
 Style: A 1½ story side-gabled bungalow cottage with a recessed porch leading to an open veranda. The clapboard siding on ground floor is offset by shingle siding in the gables and along the shed roof dormer. Colonial Revival detailing may have been added later on in the life of the structure during a "modernization" period.
 Comments: Mrs. Dula was the widow of Mr. Arelius Dula, a linotype operator who had worked for the San Diego Union. According to Dr. Bauman, in his book: Kensington-Talmadge: 1910-1985, 1/2 block north of this house, on the east side of Edgeware Road, stood a movie set. It was supposedly used for location shooting, c. 1910, by the La Mesa-based American Film Manufacturing Company. Rebecca Conard's Santa Barbara: a Guide to El Pueblo Viejo says that the film company also had a studio in Santa Barbara. By the 1920s, however, the nascent film industry had centered in Hollywood.

only for one-way, it was necessary to install loops at the end of the lines in order for the cars to turn around and head in the opposite direction. The terminus of line 11 was extended from Marlborough Drive to Edgeware Road. To facilitate turning the car, a loop track was installed south of Edgeware around the southeast corner of Edgeware and Adams (today



13. Address: 4763 Edgeware Road
 Original Owner: Paul and Irene Morgan Built: c. 1919-20
 Style: A unique Craftsman bungalow with exposed rafter open-trussed gables and a large, open veranda off to the south of the front porch. A distinctive design feature of the bungalow is the use of skinted brick-work in the porch walls, piers, and exterior chimney.



14. Address: 4757 Edgeware Road
 Original Owner: Edgar E. and Mattie Hendee
 Built: c. 1920-21
 Style: A single-story, hipped roof Craftsman-era bungalow with its roof forming the cover for its recessed porch.



15. Address: 4751 Edgeware Road
 Original Owners: William C. and Elizabeth Smith
 Built: c. 1922-23
 Style: A large 1 1/2-story side-gabled bungalow cottage with the entire length of the front porch protected by the overhanging eave of the roof above it. Note the offset wood and glass panel entry door, scored concrete porch wall and piers, elephantine wood columns, clapboard siding, and corbelled brick chimney stack.



16. Address: 4748 Edgeware Road
 Original Owners: Millard A. and Grace L. Farnsworth
 Built: c. 1924
 Style: A compact 1 1/2-story side-gabled bungalow cottage.



17. Address: 4733 Edgeware Road
 Original Owners: Mr. and Mrs. Norman T. Connolly
 Built: c. 1919-20
 Style: A 1/2-story cross-gabled Neo-Classic style bungalow cottage with a multi-elephant column-supported full-width front porch.



18. Address: 4720-34-42 Edgeware Road
 Original Owners: Charles and Victoria Batman (4720)
 Wilbert G. and Virginia Moore (4734)
 F. I. and Agnes Wheeler (4742)
 Built: c. 1927
 Style: Another set of three mid-1920s Spanish Eclectic speculative bungalows.



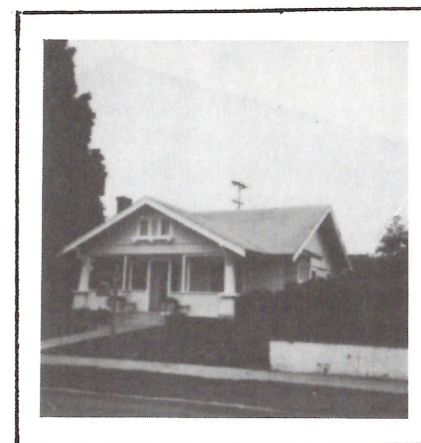
19. Location: SE corner of Edgeware Road and Adams Avenue
 Historic Name: Trolley "Y" Switching Track Site
 Original Owner: San Diego Electric Railway Right-of-Way
 Built: c. 1942-43
 Designer/Builder: San Diego Electric Railway Company
 Style: A single-track extension of the streetcar track along Adams Avenue, from the old end of the line in front of the library, up to and down Edgeware Road. Here it met a "Y" switch which allowed it to loop in a southeastern direction through an alleyway to 42nd Street. From here it looped north and westward where it reconnected with the line at Adams and Edgeware.
 Comments: The loop and "Y" switch were necessary in order to allow the new one-way eastbound PCC model trolleys to change directions westward. The tracks were either ripped up or covered over with asphalt after the streetcars stopped running along Adams Avenue in 1949.

occupied by the Kensington Medical Group and an adjoining commercial block).

The Rural District Improvement Act was repealed by 1939. Houses were again being built, and another wave of prosperity hit Kensington. During World War II, residential building again stopped due to material shortages. However, property values soared due to the need for housing. Another wave of speculative real estate buying and selling occurred. Brokers went



20. Address: 4675 Edgeware Road
 Original Owners: Mrs. Margaret McClellan)
 Built: c. 1921
 Style: A pyramidal roofed Neoclassic bungalow w/shingle siding with the northwest corner of the overhanging roof forming a recessed porch.



21. Address: 4669 Edgeware Road
 Original Owners: Leslie S. and Emma Hill
 Built: c. 1921
 Style: 1 1/2-story bungalow cottage with a cross-gabled roof, overhanging eaves and exposed rafters, and a full-length porch supported by elephantine columns with 4x4 wood beam roof supports.



22. Address: 4657 Edgeware Road
 Original Owner: James S.W. Barber
 Built: c. 1919-20
 Style: A board and batten sided Craftsman bungalow with a full width front porch supported by elephantine columns on concrete piers.



23. Address: 4651 Edgeware Road
 Original Owners: Clinton C. and Als G. Conkle
 Built: c. 1919-20
 Style: A cross-gabled Craftsman bungalow with Japanese/Swiss chalet detailing, shingle and clapboard siding, and exposed rafters and eaves. Note the creative use of cobblestones of various sizes and colors in the porch foundation, piers, and exterior brick chimney.



24. Address: 4644 Edgeware Road
 Original Owner: Gordon Y. and Belle C. Gray
 Built: c. 1913
 Style: A rare Mission Revival style front-gabled bungalow set upon an ashlar block foundation.



25. Address: 4632 Edgeware Road
 Original Owners: Mrs. Hulda Kerber (Widow of Herbert H.)
 Built: c. 1917
 Style: Another cross-gabled Craftsman-era bungalow with massive elephantine piers supporting a full porch. Note the inverse crosses inlaid in the stuccoed piers and chimneys.



26. Address: 4626 Edgeware Road
 Original Owners: Homer G. and Bessie Taber
 Built: c. 1917
 Style: A cross-gabled Craftsman bungalow with a full-length front porch and unique shingle siding.



27. Address: 4601 Terrace Drive
 Original Owners: Jack C. and Claire Thompson
 Built: c. 1917
 Style: 1-story flat-roofed stucco-sided Mission Revival bungalow cottage with a partial 2nd-story gable-roofed central section. An open balcony, supported by bracketed worked-end rafters, extends off of the 2nd-story section towards the west.



28. Location: Dead end of Madison Avenue, west of Terrace Drive, facing 40th Street cut.
 Historic Name: Kensington Park Cobblestone Subdivision Markers; View of Ward Road Bridge and Proposed Freeway Cut
 Built: Cobblestone Piers: c. 1910; Concrete Bridge 1969
 Style: Two cobblestone pillars with square concrete caps (originally topped with decorative lights).
 Comments: These are two of several remaining cobblestone subdivision boundary markers (the others are along Monroe Avenue) which delineated the southern-most boundaries of the subdivision. At the time of the platting of Kensington Park, Madison Avenue was named Mission Drive and formed a continuation of a broad street which originated near Boundary Street in Normal Heights. It looped up along the southern rim of the canyon overlooking Mission Valley (hence the name), crossed Adams Avenue between Merivale Avenue and Biona Place, and looped up again south of Madison Avenue where it skirted an arroyo leading into Ward Canyon. Travelling westward along this route, by foot, buggy, or automobile, one would come to the Kensington Grocery Store at the corner of Madison Avenue and 44th Street (today's Cherokee Avenue—the building is still standing), in the neighboring community of Normal Heights. Here one could get animal feed, fuel oil, provisions and gasoline before taking the County Road north to Miramar and Poway (Ward Road began near the southern intersection of today's Mountain View Drive and Ward Road.



29. Address: 4623 Terrace Drive
 Original Owners: Claude L. and Mary Kishler
 Built: c. 1924
 Style: A symmetrical, 2-story Mediterranean Villa-styled four-square residence with stucco siding and a full arched porch.



30. Address: 4113 Park Place
 Original Owners: Hiram W. and Gertrude M. Gibbs
 Built: c. 1930
 Style: An L-shaped Tudor Revival bungalow with a steep gabled roofline, detached false timbering, bands of wood-framed casement windows, and a dominant exterior chimney.



31. Address: 4669 Marlborough Drive
 Original Owners: Charles A. and Thuria Bowker
 Built: c. 1911
 Style: A rare example of a pre-WWI gambrel-roofed suburban house. This 2-story jerkin-headed gambrel roofed bungalow cottage, with a north-facing gable-roofed dormer, is ideally suited to its suburban site with plenty of interior room and a strongly designed facade. A recessed porch exists under the northwest corner of the overhanging eaves of the bell-shaped gambrel roof.
- Comments: This might be one of the earliest houses residences in Kensington Park. Mr. Bowker owned his own real estate business at 1421 F Street in downtown San Diego. He and his family had previously lived in the Morena area before coming to Kensington Park. One of the few "showcase" houses in the area meant to compete with Mission Hills, it was conveniently located near the park and the terminus of the trolley line.

door-to-door offering owners high prices for their houses. New construction didn't resume until after the war was over. There was an influx of new residents who were attracted to the well-planned subdivisions within Kensington. Many of the older homes were remodeled and modernized. However, the post-war period brought about the end of an era. On Sunday, April 24, 1949, the last trolley left Kensington for the run down

Adams Avenue for the last time. The entire Spreckels' trolley empire had been sold to the *Western Transit Company*, a consortium which developed and operated transit lines in several Western cities. Headed by J.L. Haugh, the ex-Spreckels' network of trolleys, ferries, and buses were organized into the *San Diego Transit System*. The company borrowed \$720,000 and purchased 45 new busses and on January 13, 1949, applied to the Public Utilities Commission to end trolley service in San Diego. On April 23, a long line of new \$20,000 buses paraded down Broadway on the last day of trolley service. Witnesses say that the atmosphere was more gloomy than festive. A single trolley headed out along each of the last remaining trolley lines. After reaching the end of their respective lines they headed back to the trolley barn at Adams Avenue and Florida Street. Fifty standard trolleys and twenty-eight PCC cars were retired. San Diego was given the dubious honor of being the first major Southwestern city to abandon its trolley and become an all-bus city. Almost as soon as they were inside the trolley barn, workers began removing tracks, trolley wires, and structures. However, much of the trackage is still under the asphalt. Workers found it more expedient to cover them than to rip them out. Bits and pieces of tracks and ties reveal themselves when present-day work crews excavate for water or electrical pipe repairs.

Denouement

In 1955, Clarence Winder, Rate Consultant for the City of San Diego, released a report which recommended public acquisition of the San Diego Transit System. He endorsed the establishment of a metropolitan transit authority in San Diego County which would be organized to "stem the tide of private cars and then convert to a rail transit system supplemented by buses." The transit system went public in 1963, but instead of implementing a rail transit system, more freeways were built exacerbating the automobile problem.

It wasn't until 1976 when the Metropolitan Transit Development Board (MTDB) was born. MTDB is an agency which can receive and spend state and federal funds for the planning and building of mass transit systems. Its district includes: San Diego, Poway, National City, Chula Vista, Coronado, Imperial Beach, La Mesa, El Cajon, Lemon Grove, and Santee.

Plans were made for a light rail transit (LRT) system, but, because of limited capital, and in order to compete with the automobile, construction costs had to be low, and the initial line had to be long enough for the trolleys to operate at high speeds. The initial project: the South Line from San Diego to the International Border in San Ysidro (Commonly referred to as the "Tijuana Trolley") met these criteria and was completed in 1981. The second line, the East Line from San Diego to El Cajon, was completed in 1989. A third line, the Bayside Line looping around downtown San Diego, was completed in 1990. A new line, the North Line, is moving north from the Santa Fe Depot towards Old Town (this line will eventually reach Del Mar). Plans are being made for a line through Mission Valley with a branch line north along the I-15 Corridor to Escondido.

But what about the inner city? Will University and Normal Heights as well as Kensington ever see trolleys running down Adams Avenue again? The revival of a trolley line through these communities is being considered by local transportation planning agencies. Through requests made by local community leaders, five inner-city transportation corridors were included in a county-wide study by the San Diego Association of Governments to identify possible trolley lines. These corridors included El Cajon Boulevard, I-15/40th Street, Fairmount Avenue, and Adams Avenue.

An already proposed Park Boulevard line would link downtown San Diego with Mission Valley through Balboa Park. Branch lines could radiate off this out into the inner city area, linking up with a north/south segment along the I-15/40th Street section. Bringing back the trolley would re-enhance the pedestrian-oriented nature of Adams Avenue. The trolley would help stimulate businesses along Adams Avenue which were historically aligned towards a trolley in the first place. It would cut down on traffic and parking problems, and reduce auto-emitted pollution drastically.

Specially-designed trolleys replicating those previously used on Adams Avenue could be fabricated and installed along these new trolley lines, as long as they were able to run on standard gauge track through the previously established trolley lines. Special excursions could be run from San Diego's convention and hotel centers attracting hundreds of visitors to the area. These new "old" trolleys could help unite the former streetcar suburbs along Adams Avenue by instilling a nostalgic sense of place.

BIBLIOGRAPHY

ARCHITECTURE: HISTORY AND DEVELOPMENT IN STREETCAR SUBURBS

- Blumenson, John J.-G. Identifying American Architecture: a Pictorial Guide to Styles and Terms 1600-1945. Nashville, Tennessee: American Association for State and Local History, 1981.
- Conrad, Rebecca and Christopher H. Nelson. Santa Barbara: a Guide to El Pueblo Viejo. Santa Barbara, California: Capra Press, 1986.
- Gottfried, Herbert and Jan Jennings. American Vernacular Design: 1870-1940. Ames, Iowa: Iowa State University Press, 1988.
- Gowans, Alan. The Comfortable House: North American Suburban Architecture, 1890-1930. Cambridge, Massachusetts: The MIT Press, 1986.
- Howard, Cynthia, A.I.A. Your House in the Streetcar Suburb: the History and Care of Houses in Medford, Massachusetts. Medford, Massachusetts: The City of Medford Department of Community Development, 1979.
- Liebs, Chester H. Main Street to Miracle Mile: American Roadside Architecture. Boston: Little, Brown and Company, 1985.
- Longstreth, Richard. The Buildings of Main Street: a Guide to American Commercial Architecture. Washington, D.C.: The Preservation Press, The National Trust for Historic Preservation, 1987.
- McAlester, Virginia and Lee. A Field Guide to American Houses. New York: Alfred A. Knopf, 1984.
- Prentice, Helaine Kaplan and Blair and the City of Oakland Planning Department. Rehab Right: How to Realize the Full Value of Your Old House. Berkeley, California: Ten Speed Press, 1986.

COMMUNITY AND SITE HISTORIES

- City of San Diego. Office of the City Clerk. Lot Books of the City of San Diego: 1873-1930.
- Central Public Library. California Room. Haines Criss-Cross Directories: 1978-1991; San Diego City and County Directories: 1886-1978; San Diego Union Newspaper Index; Miscellaneous Newspaper Clipping File.
- _____. Department of Water Utilities. Water Service Installation Tap and Sewer Log Books; Water and Sewer Permits.
- _____. Document # 38326. Ordinance No. 4316: "Accepting Dedication of Spalding Place. 19 December 1910.
- _____. Planning Department. Document # RR-262090: Mid-City Community Plan. December 1984.
- _____. "The History of Real Estate in San Diego County." In Heilbron, Carl, ed. The History of San Diego County, San Diego, California: The San Diego Press Club, 1936, 180-185.
- County of San Diego. Assessors Office. Parcel and Subdivision Maps.
- Ford, Lawrence R. "The Historical Evolution of the San Diego Cityscape." In San Diego: an Introduction to the Region. ed. Philip R. Pryde, 189-207. Dubuque, Iowa: Kendall/Hunt Publishing Company, 1984.
- Griffin, Ernst C. "San Diego's Population Patterns." In San Diego: an Introduction to the Region. ed. Philip R. Pryde, 65-80. Dubuque, Iowa: Kendall/Hunt Publishing Company, 1984.
- Pourade, Richard F. The History of San Diego. (6 vols.), San Diego, California: Union-Tribune Publishing Company, 1960-64.
- San Diego Historical Society. Research Library. San Diego City and County Directories: 1886-1978; Parcel and Subdivision Maps; San Diego Union Newspaper Index; Miscellaneous Newspaper Clipping File.

Sanborn Fire Insurance Map Company. Insurance Maps of the City of San Diego, California. c. 1887-1956. California Room, San Diego Public Library.

Stutz, Frederick P. "Communities of the City of San Diego." In San Diego: an Introduction to the Region. ed. Philip R. Pryde, 209-228. Dubuque, Iowa: Kendall/Hunt Publishing Company, 1984.

Union Title and Insurance Trust Company. Catalog of Recorded Plats in San Diego. San Diego: Union Title and Trust Company, 1948.

LIGHT RAIL TRANSIT DEVELOPMENT AND PLANNING

Curcio, Paul D. "Transit and Planning Techniques in San Diego." In Transit, Land Use and Urban Form. ed. Wayne Attoe, 89-100. Austin, Texas: Center for the Study of American Architecture, The University of Texas at Austin, 1988.

Cushman, King. "Exploring the Land Development and Transit Connection: a Walk in the Past, a Challenge for the Future." In Transit, Land Use and Urban Form. ed. Wayne Attoe, 9-36. Austin, Texas: Center for the Study of American Architecture, The University of Texas at Austin, 1988.

Dodge, Richard V. Rails of the Silvergate. San Marino, California: Golden West Books, 1960.

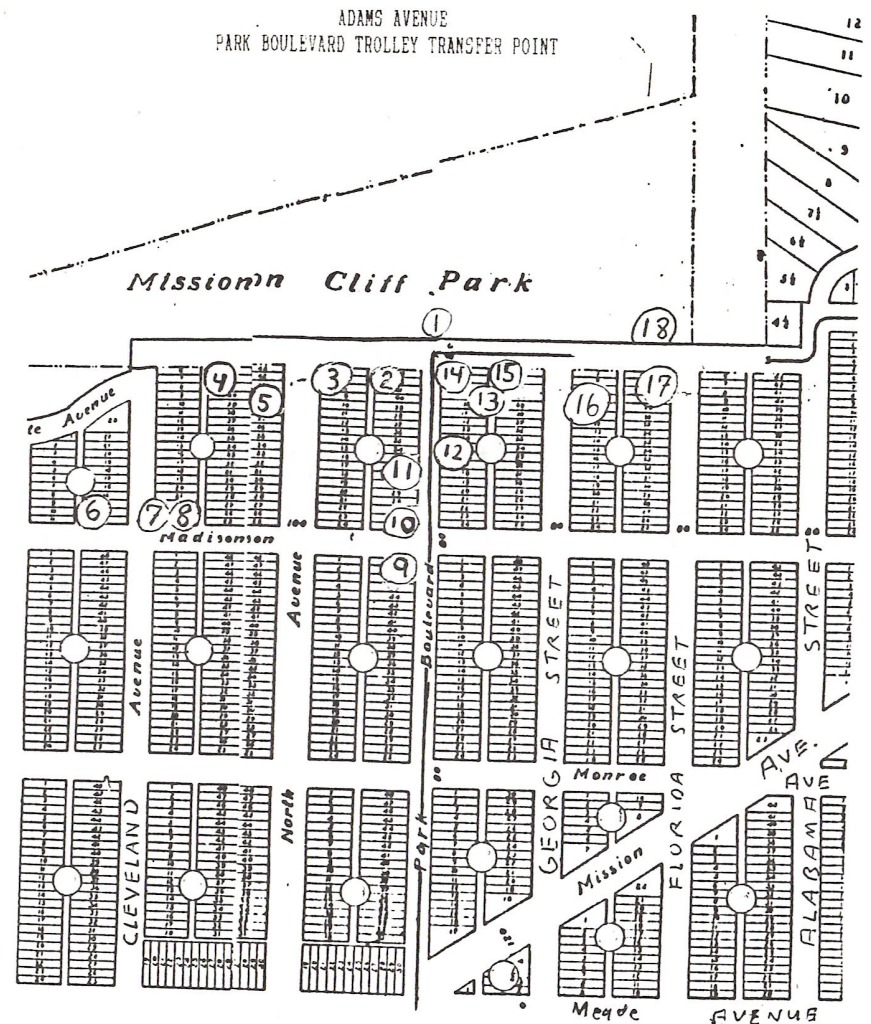
Quastler, I.E. "Transportation in San Diego County." In San Diego: an Introduction to the Region. ed. Philip R. Pryde, 171-188. Dubuque, Iowa: Kendall/Hunt Publishing Company, 1984.

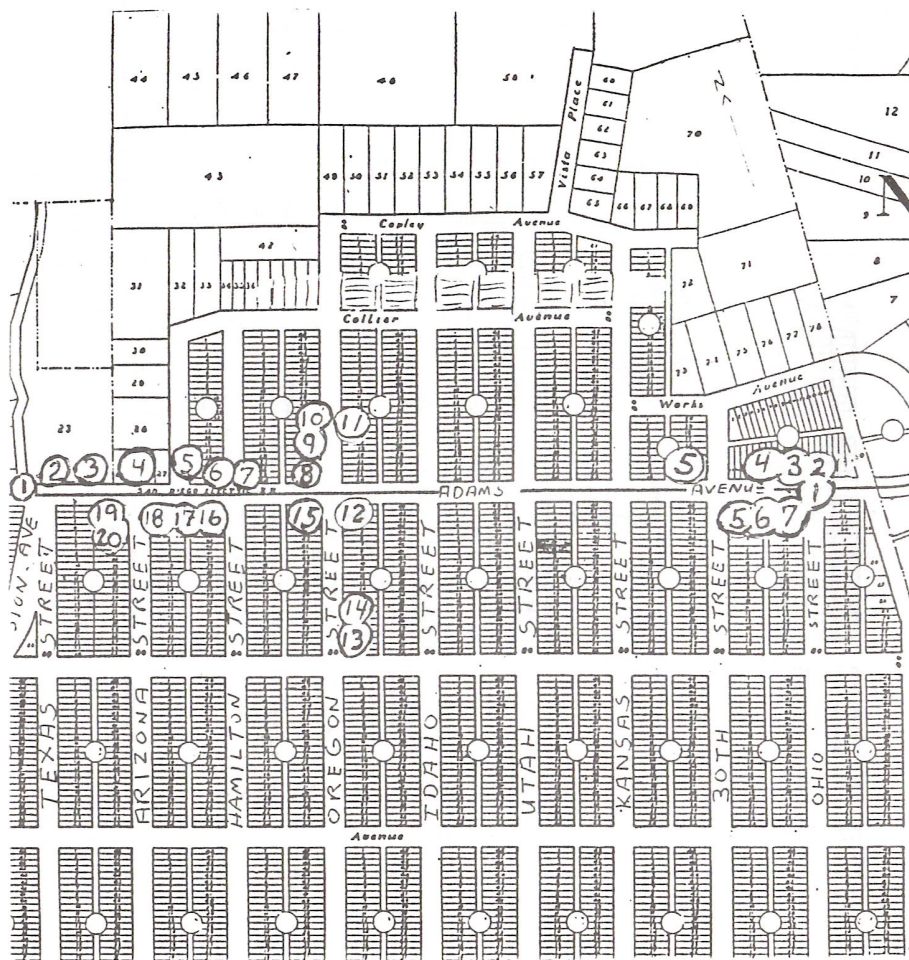
Warner, Sam B., Jr. Streetcar Suburbs: the Process of Growth in Boston, 1870-1900. Cambridge, Massachusetts: Harvard University Press and the M.I.T. Press, 1962.

SAN DIEGO TROLLEY: HISTORY

Holle, Gena. The San Diego Trolley. Glendale, California: Interurban Press, 1990.

Robenhymer, Robert. "The San Diego Trolley." In Transit, Land Use and Urban Form. ed. Wayne Attoe, 81-88. Austin, Texas: Center for the Study of American Architecture, The University of Texas at Austin, 1988.

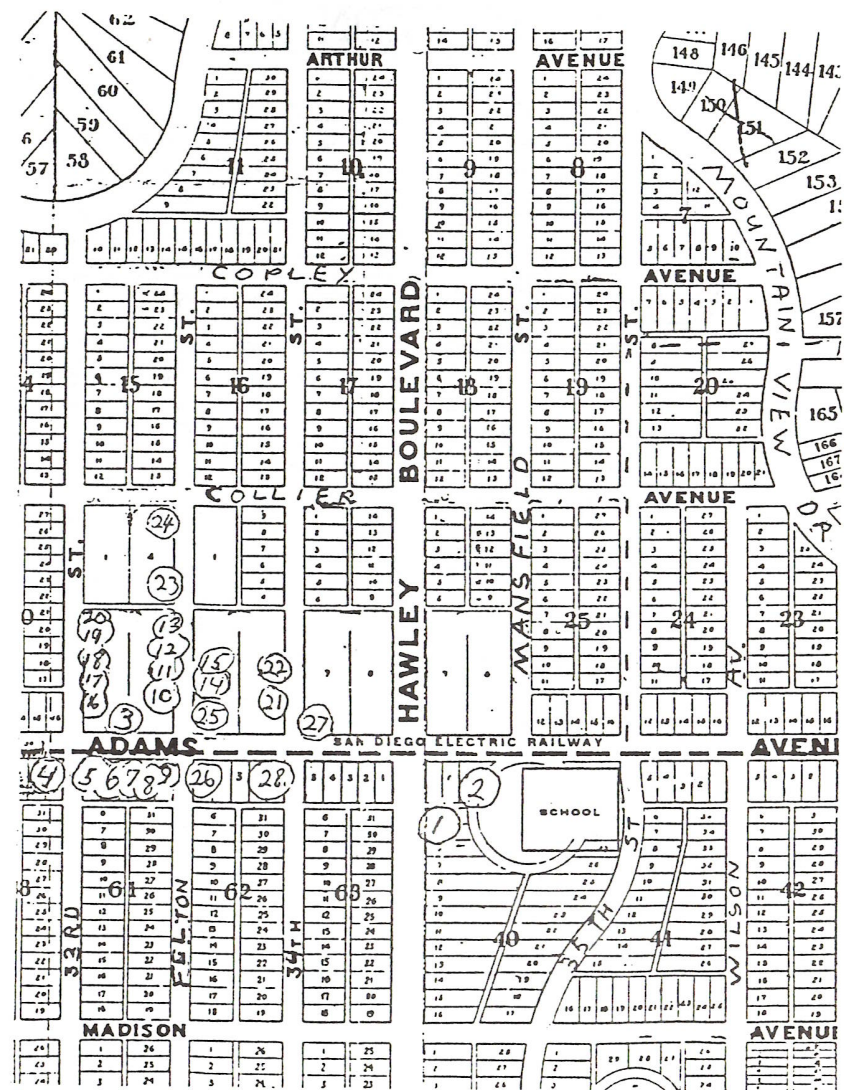




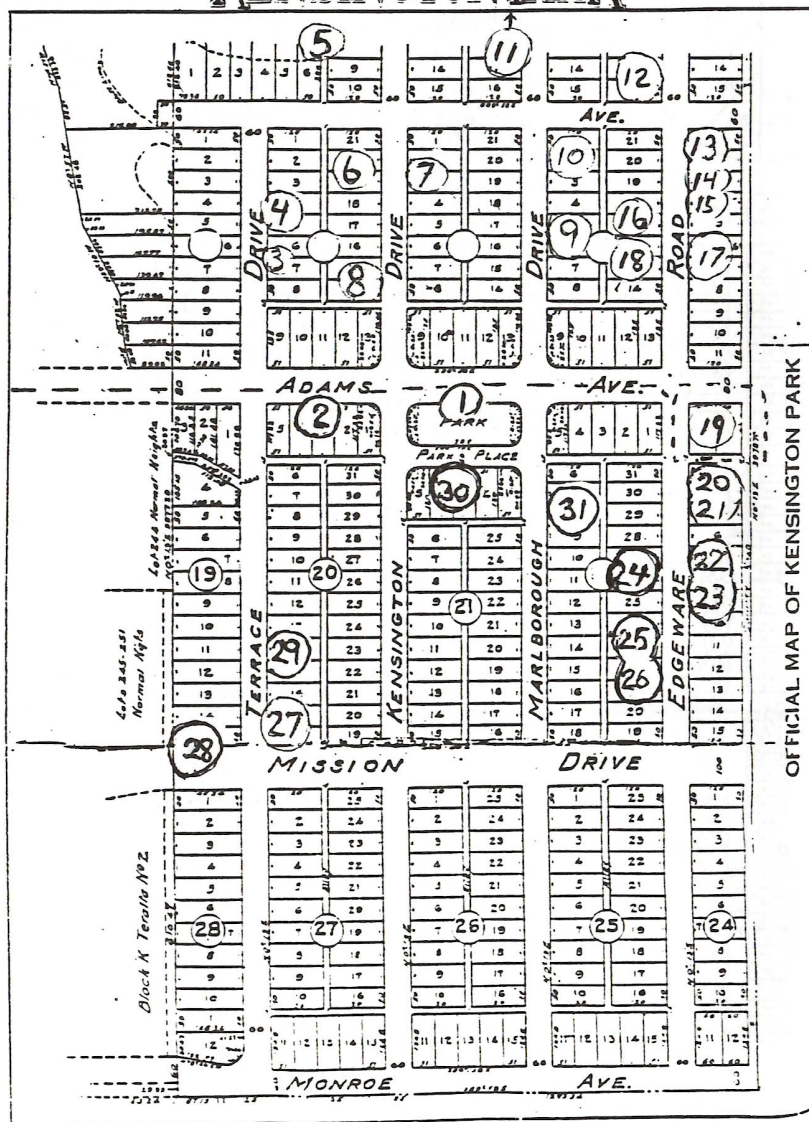
ANTIQUE ROW (WEST)
TEXAS STREET BRIDGE STOP

ANTIQUE ROW (EAST)
ADAMS AVENUE-30th STREET TOLLEY TRANSFER POINT

NORMAL HEIGHTS
CARTER CENTER



KENSINGTON PARK



OFFICIAL MAP OF KENSINGTON PARK

MAXWELL FINANCIAL GROUP

3215 ADAMS AVENUE, SAN DIEGO, CA. 92116

SPECIALIZING IN FAST FUNDING OF
1ST, 2ND, & 3RD TRUST DEED

REAL ESTATE LOANS

IF YOU'VE BEEN TURNED DOWN
FOR ANY REASON

CALL (619) 281-9490

HOME PURCHASE REFINANCE EQUITY
HIGH DEBTS OR CREDIT PROBLEMS
COMMERCIAL PROPERTY VACANT LAND