PHASE ONE REPORT, HISTORIC RESOURCES RECONNAISSANCE SURVEY, CHULA VISTA, CALIFORNIA

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MANAGEMENT SUMMARY

This report describes the goals and methods for Phase One of the historic resources survey completed by ASM Affiliates, Inc. (ASM) for the City of Chula Vista, California (City). Chula Vista is located in southwestern San Diego County, south of the cities of San Diego and National City, and was established before the turn of the twentieth century. Recently, the City adopted a Historic Preservation Ordinance and established a new Historic Preservation Program. This historic resources survey was undertaken to help achieve the goals and objectives of both.

The survey is broken into two phases: Phase One is the reconnaissance survey, and Phase Two is an intensive survey of those resources most likely to be eligible for the local register. This report addresses only Phase One. It was conducted according to the guidance established for conducting historic resource surveys and evaluating historic resources by the Secretary of the Interior (SOI), National Register of Historic Places (NRHP), California Office of Historic Preservation (OHP), and the City. It includes a historic context for the City of Chula Vista Historic Resources Survey that outlines relevant themes, time periods, events, people, and architectural styles within which the individual resources can be evaluated.

In all, 12,623 parcels were identified during the reconnaissance survey as being more than 45 years old—roughly half of all the parcels within the Chula Vista Historic Resources survey area. As a result of the reconnaissance survey, ASM recommends 350 potential historic resources for intensive evaluation during Phase Two of the Survey. These 350 potential historical resources best reflect the history and character of Chula Vista. After the intensive evaluations completed for each potential historic resource during Phase Two, those buildings, structures, and landscapes eligible for the City of Chula Vista Local Register of Historical Resources will be identified. Of the 350 potential historic resources, 202 were previously documented but not fully evaluated during the 1985 Chula Vista Survey or were evaluated more than five years ago during the 2005 Urban Core Specific Plan Cultural Resources Survey. The remaining 148 resources were not previously identified or documented.

1. INTRODUCTION

This report describes the goals, methods, findings, and recommendations for Phase One of the historic resources survey completed by ASM for the City. The following introductory section presents a description of the project, methodology, and project personnel. The second section provides the historic context statement. The third section details the findings of the survey, while our recommendations comprise the fourth section.

PROJECT DESCRIPTION

In 2011, the City adopted a Historic Preservation Ordinance (Chula Vista Municipal Code Title 21) and a Historic Preservation Program. Key to implementing that ordinance and responsible historic preservation planning for the new program is identifying Chula Vista's historic resources. Once identified, the City will be better able to implement the City's General Plan policies and objectives related to historic preservation, as well as specific planning projects and initiatives. Such an inventory also enables the City to become recognized as a Certified Local Government (and thus eligible for certain state funding), pursue historic designation for eligible properties, and encourage preservation through incentives such as the Mills Act.

To meet these objectives, the City contracted with ASM to undertake a comprehensive survey of the northwest and southwest sections of the City, roughly bounded by the San Diego Bay to the West, the city boundary to the north, I-805 to the east, and the city boundary to the south (depicted in Figure 1). Prior to contracting with ASM, the City prioritized the large undertaking of a citywide survey with a focus on the portion of the City west of Interstate 805 (survey area). That area of more than 25,000 parcels includes the oldest portions of the City, and it was presumed that the greatest concentration of potential historic resources would be located in that area. Two previous historic resource surveys have been conducted in the survey area: the 1985 pedestrian survey of that area (between E and L streets), and the 2005 Urban Core Specific Plan Cultural Resources Survey. The present survey project builds upon and updates the information gathered during those previous surveys. Looking at this portion of the City as a whole enables the best comparison of similar resources within their shared historic context to arrive at comprehensive recommendations of eligibility. The survey is broken into two phases: Phase One is the reconnaissance survey, and Phase Two is an intensive survey of those resources found in Phase One to be most likely eligible for the local register.

METHODOLOGY

The Secretary of the Interior (SOI) has issued the *Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation* [48 FR 44720–44726]), as guidance to ensure that the procedures for the identification and evaluation of historic resources are adequate and appropriate. The National Park Service has also produced a series of bulletins

that provide guidance on historic preservation. The current study was conducted in compliance with the guidelines provided by the SOI, NRHP Bulletin 24, *Guidelines for Local Surveys: A Basis for Preservation Planning,* as well as OHP's *Instructions for Recording Historical Resources*, and the criteria for eligibility for the Chula Vista Local Register of Historical Resources as established in the Historic Preservation Ordinance.

For consistency with state and national processes for documenting historical resources, the cutoff date for buildings surveyed during this project was 1967, or 45 years ago. Forty-five years is the age threshold recommended by OHP for resources that should be documented when conducting a survey (Office of Historic Preservation 1995). Furthermore, 45 years is also the age threshold established in the City of Chula Vista Historic Preservation Ordinance as the age at which potential historic resources can become eligible for local designation (City of Chula Vista 2011).

Archival Research

Prior to conducting the survey, ASM conducted archival research to develop a historical context statement for the City, to support the evaluation of the potential historic resources within the survey area. Decisions about the identification, evaluation, designation, and treatment of historic resources are most reliably made when the relationship of individual properties to other similar properties is understood. Information about historic resources representing aspects of history, architecture, archaeology, engineering, and culture must be collected and organized to define these relationships. This organizational framework is called a "historic context." The historic context organizes information based on a cultural theme and its geographical and chronological limits. Contexts describe the significant broad patterns of development in an area that may be represented by historic resources. The historic context is the foundation for decisions about the identification, evaluation, designation, and treatment of historic resources.

In developing the architectural history sections of the historic context statement, national, state, and local sources were drawn upon for the framework of architectural styles and property styles. A national perspective was drawn from references such as Virginia and Lee McAlester's (1984) *A Field Guide to American Houses,* Rachel Carley's (1994) *The Visual Dictionary of American Domestic Architecture,* John J. G. Blumenson's (1981) *Identifying American Architecture,* and David Gebhard's (1996) *Guide to Art Deco in America*. NRHP bulletins *How to Apply the National Register Criteria for Evaluation—How to Evaluate a Property within its Historic Context* and *Historic Residential Suburbs: Guidelines for Evaluation and Documentation for the National Register of Historic Place* were also consulted (Andrus 1997; Ames 2002). Other sources informed and ensured consideration of the application of national styles (especially mid-century styles) in southern California, including a recent presentation by Dr. Diane Kane (2011) on "Architectural Styles in California," as well as recent local historic surveys and contexts conducted by the larger Southern California cities of San Diego and Los Angeles (City of Los Angeles 2003; City of San Diego 2007).

Reconnaissance Survey and Data Analysis

Concurrent with the development of the historic context, ASM collected information to help guide the reconnaissance for Phase One. This reconnaissance survey approach is often referred as a windshield survey, as surveys on this large scale are best conducted through the windshield of a moving car. Working with the City's GIS department, ASM acquired the San Diego County Assessor's parcel data for the project area in order to identify which of the more than 25,000 parcels in the area were likely to contain resources built prior to 1968.

To assist the survey team in planning the approach for the reconnaissance survey, ASM's GIS department utilized these Assessor's data to create a survey area map with color coding to indicate the approximate decade of construction of the improvements on each parcel—building on a similar map created previously by the City (Figure 1). Parcels with improvement construction from 1880 through 1969 were assigned distinctive colors by decade. Parcels with a construction date of 1970 or later were shaded grey, and parcels with an unknown date of construction were shaded white. Subsequently, more than 450 small-scale maps of the entire survey area were created at a scale of 1:1,000 (Figure 2). These maps were used to help guide which areas to focus on, to help the survey teams navigate in the field, to identify those parcels that needed to be surveyed, and to facilitate note taking. Using these maps as well as current and historic aerial photographs, approximately 60 maps were eliminated, as those areas did not appear to contain potential historic resources.

Prior to conducting the field work, ASM noted the locations of 76 properties recommended by the public as potentially eligible resources. Many of the 76 properties were recommended for review for not because of their architectural significance but because of their association with historic themes, events, and people. ASM also carefully reviewed the list of *Potential Historical Resources, Events, and Persons Identified by the Historic Preservation Advisory Committee* (HPAC) created as a result of a series of brainstorming/flip charting sessions in 2009. ASM also solicited the public for recommendations of places that may be historically significance—especially to assist with identifying those sites that may be eligible for local designation for reasons other than architectural significance. Both the locations of potential historic resources identified by the HPAC in 2009 and all of the recommendations from members of the public were noted on the small-scale survey maps.

ASM conducted the reconnaissance historic resource survey from March 21 to 23, 2012, to identify potential historic resources within the survey area. Each of the two survey teams was comprised of two cultural resource professionals, led by ASM's Senior Architectural Historian Shannon Davis and Associate Architectural Historian Jennifer Krintz. Based on visual observation, notes were taken on the general characteristics of the survey area, the distribution of resources, and the property types. Representative buildings and structures were photographed from public roads. Each parcel that was identified as 45 years old or older through the Assessor's data or through visual observation was surveyed in Phase One.

ASM also created a Microsoft Access database of the survey area. The database was built upon the data provided by the City's GIS department, with new fields of data added for

collection during the reconnaissance survey. Each survey team utilized a tablet computer in the field, with the Access database into which the new fields of data could be entered. For each parcel, the known date of construction was confirmed or, if unknown, an approximate date was assigned based on visual observation. Those resources that had been previously documented during one of the prior survey projects. A property type was also assigned, drawn from those defined by the OHP.

ELIGIBILITY CRITERIA

During Phase Two of this project, ASM will evaluate the surveyed resources based on the reconnaissance and intensive-level surveys, the City of Chula Vista's eligibility criteria, and the eligibility criteria established in the historic context (see Section 2). Resources will be assigned an OHP Status code based on the ability of the property to meet the one or more of the criteria outlined in the Chula Vista Historic Preservation Ordinance. Those criteria were based on similar criteria previously established by the NRHP and California Register of Historical Resources (CRHR), which provide guidance for making determinations of eligibility for national and state designations. In addition to recognizing properties that are significant on the state and national level, the NRHP and CRHR also recognize properties that are significant on the local level, or within a local context. Such properties might be eligible for the Chula Vista Historic Register, NRHP, or CRHR as the best local example of an architectural style, a particular historical theme, or a locally significant individual. The following sections detail the criteria that a resource must meet in order to be determined important.

City of Chula Vista Historic Preservation Ordinance

The City of Chula Vista Historic Preservation Ordinance (Title 21, Chula Vista Municipal Code §21.04.100) establishes general standards by which the Historical Significance of a Historical Resource is judged as Eligible for designation:

A. A Resources is at least 45 years old; and

B. A Resource possesses historical Integrity defined under Chula Vista Municipal Code §21.04.100 (discussed in Integrity section below) and the Resources is determined to have historical significance by meeting at least one of the following criteria:

   1) It is associated with an event that is important to prehistory or history on a national, state, regional, or local level.

   2) It is associated with a person or persons that have made significant contributions to prehistory or history on a national, state or local level.

   3) It embodies those distinctive characteristics of a style, type, period, or method of construction, or represents the work of a master or important creative individual, and/or possesses high artistic values.

   4) It is an outstanding example of a publicly owned Historic Landscape, that represents the work of a master landscape architect, horticulturalist, or landscape designer, or

a publicly owned Historical Landscape that has potential to provide important information to the further study of landscape architecture or history.

5) It has yielded, or may be likely to yield information important in prehistory or the history of Chula Vista, the state, region or nation.

Designation of an Exceptional Historical Resource may be considered only if:

A. The Historic Preservation Commission (HPC) considers and makes a recommendation to Council; and

B. It has been demonstrated through Expert Technical Analysis and verifiable evidence that all of the following findings of fact are made:

   i. The Resource meets criteria and the findings of fact for designation found in Chula Vista Municipal Code §21.04.100 (1) (A and B); and

   ii. The Resource is best representative sample of its kind or the last of its kind;

   iii. The Resource is an exceptionally important component of the City's history and loss or impairment of the Resource would be detrimental to the City's heritage; and

C. Four-fifths of the Council vote to designate the Resource as an Exceptional Historical Resource.

Historic Preservation Districts- HPD's

Groupings of Historical Resources may qualify for designation as either a Geographical Historic Preservation District (GHD) or a Thematic Historic Preservation District (THD). A separate eligibility criteria is listed in the Historic Preservation Ordinance under §21.06.050, to include:

1) The proposed Historic Preservation District is identified with an event, person, or group that contributed significantly to the City's prehistory or history.
2) Buildings, structures objects, sites, signs or landscape elements within the proposed Historic Preservation District exemplify a particular architectural style, way of life, or period of development in the City.
3) Buildings or structures within the proposed Historic Preservation District are the best remaining examples of an architectural style, or are verified as having been designed or constructed by a master architect, designer or builder, and retain Integrity.

National Register of Historic Places Significance Criteria

Authorized by the National Historic Preservation Act of 1966, the National Park Service's NRHP is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect America's historic and archaeological resources. The NRHP is the official list of the nation's historic places worthy of preservation. The quality of significance in American history, architecture, archaeology, engineering, and culture is present

in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association and

A. that are associated with events that have made a significant contribution to the broad patterns of our history; or
B. that are associated with the lives of persons significant in our past; or
C. that embody distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
D. that have yielded, or may be likely to yield, information important in prehistory or history.

Ordinarily cemeteries, birthplaces, or graves of historical figures, properties owned by religious institutions or used for religious purposes, structures that have been moved from their original locations, reconstructed historic buildings, properties primarily commemorative in nature, and properties that have achieved significance within the past 50 years are not considered eligible for the NRHP. However, such properties will qualify if they are integral parts of districts that do meet the criteria or if they fall within the following categories:

a) a religious property deriving primary significance from architectural or artistic distinction or historical importance; or
b) a building or structure removed from its original location but which is significant primarily for architectural value, or which is the surviving structure most importantly associated with a historic person or event; or
c) a birthplace or grave of a historical figure of outstanding importance if there is no appropriate site or building directly associated with his productive life; or
d) a cemetery which derives its primary significance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events; or
e) a reconstructed building when accurately executed in a suitable environment and presented in a dignified manner as part of a restoration master plan, and when no other building or structure with the same association has survived; or
f) a property primarily commemorative in intent, if design, age, tradition, or symbolic value has invested it with its own exceptional significance; or
g) a property achieving significance within the past 50 years if it is of exceptional importance.

California Register of Historical Resources Significance Criteria

The CRHR program encourages public recognition and protection of resources of architectural, historical, archeological and cultural significance, identifies historical resources for state and local planning purposes, determines eligibility for state historic preservation grant funding and affords certain protections under CEQA. The criteria established for eligibility for the CRHR are directly comparable to the NRHP criteria.

In order to be eligible for listing in the CRHR, a building must satisfy at least one of the following four criteria:

1) It is associated with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States.
2) It is associated with the lives of persons important to local, California, or national history.
3) It embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master or possesses high artistic values.
4) It has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California, or the nation.

Historical resources eligible for listing in the CRHR must meet one of the criteria of significance described above and retain enough of their historic character or appearance to be recognizable as historical resources and to convey the reasons for their significance. For the purposes of eligibility for CRHR, integrity is defined as "the authenticity of an historical resource's physical identity evidenced by the survival of characteristics that existed during the resource's period of significance" (Office of Historic Preservation 2001).

Integrity

The concept and aspects of integrity are defined in National Register Bulletin 15: *How to Apply the National Register Criteria for Evaluation Section VIII. How to Evaluate the Integrity of a Property Historical Resource* (Andrus 1997). The City of Chula Vista follows that definition, as clarified in section Chula Vista Municipal Code Title 21, Section 21.03.084, which states, "The authenticity of a Resource's historic identity [is] evidenced by the survival of physical characteristics that existed during the Resource's historic or prehistoric period. Within the concept of Integrity there are seven recognized aspects or qualities that in various combinations, define Integrity. The seven aspects of Integrity are Location, Design, Setting, Materials, Workmanship, Feeling, and Association."

Bulletin 15 establishes how to evaluate the integrity of a property: "Integrity is the ability of a property to convey its significance." The evaluation of integrity must be grounded in an understanding of a property's physical features, and how they relate to the concept of integrity. Determining which of these aspects are most important to a property requires knowing why, where, and when a property is significant. To retain historic integrity, a property must possess several, and usually most, aspects of integrity:

1. **Location** is the place where the historic property was constructed or the place where the historic event occurred.
2. **Design** is the combination of elements that create the form, plan, space, structure, and style of a property.
3. **Setting** is the physical environment of a historic property, and refers to the character of the site and the relationship to surrounding features and open space. Setting often refers

to the basic physical conditions under which a property was built and the functions it was intended to serve. These features can be either natural or manmade, including vegetation, paths, fences, and relationship between other features or open space.

4. **Materials** are the physical elements that were combined or deposited during a particular period or time, and in particular pattern or configuration to form a historic property.
5. **Workmanship** is the physical evidence of crafts of a particular culture or people during any given period of history or prehistory, and can be applied to the property as a whole, or to individual components.
6. **Feeling** is a property's expression of the aesthetic or historic sense of a particular period of time. It results from the presence of physical features that, when taken together, convey the property's historic character.
7. **Association** is the direct link between the important historic event or person and a historic property.

PROJECT PERSONNEL

Table 1. ASM Project Personnel

Role	Individual
Project Manager	Sinéad Ní Ghabhláin, Ph.D., RPA
Senior Architectural Historian	Shannon Davis, M.A.
Associate Architectural Historian	Jennifer Krintz, M.H.P.
Senior Historian	Sarah Stringer-Bowsher, M.A.
Associate Archeologist	Michelle Dalope, B.A.
Associate Archeologist	Shelby Gunderman, M.A.

ASM's team of cultural resource professionals included Dr. Sinéad Ní Ghabhláin, serving as Project Manager. Dr. Ní Ghabhláin has 26 years of professional and academic experience in historical archaeology, history, and architectural history. Shannon Davis, M.A., has 14 years of experience in historic preservation, 10 of which were spent as a Historian with the NRHP, and is qualified as Architectural Historian and Historian under the SOI's qualifications standards. Jennifer Krintz, M.H.P., has seven years of experience in cultural resources and historic preservation planning, evaluation, and documentation, and is qualified as an Architectural Historian under the SOI's qualifications standards. Both Ms. Davis and Ms. Krintz are well-versed in all aspects of surveying and evaluating buildings and structures for listing in federal, state, and local registers, and in evaluating the aspects of integrity of a given property. Sarah Stringer-Bowsher, M.A., has seven years of cultural resource experience and is qualified as a Historian under the SOI's qualifications standards. She is also registered as a professional historian in the state of California. Ms. Stringer-Bowsher has a wealth of experience developing historic contexts, especially for clients in San Diego County. Michelle Dalope, B.A., and Shelby Gunderman, M.A, Associate Archaeologists, assisted ASM's Architectural Historians during in the reconnaissance survey and were chosen because of their prior experience conducting built-environment surveys.

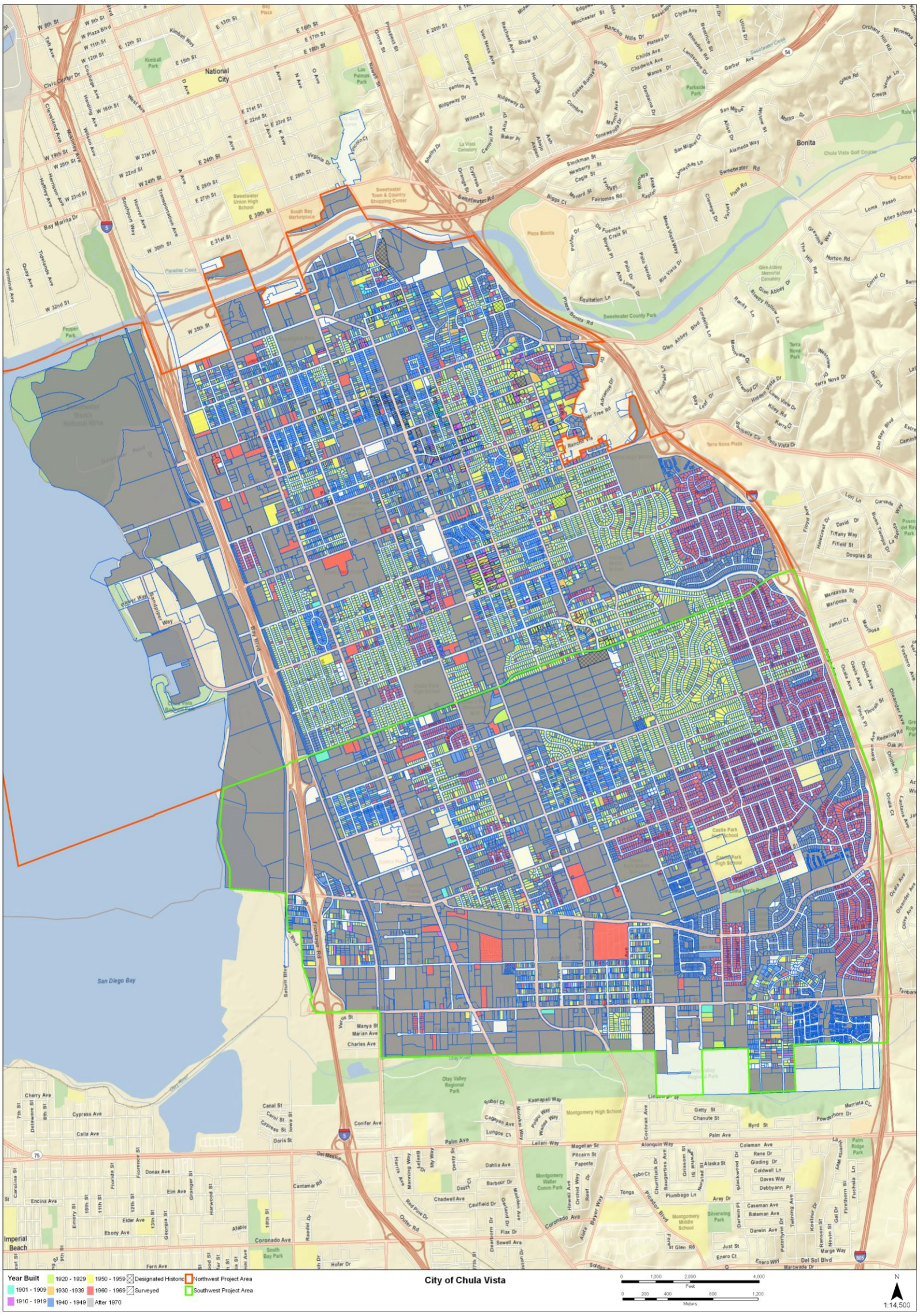


Figure 1. Survey area map with parcels identified by decade of construction.

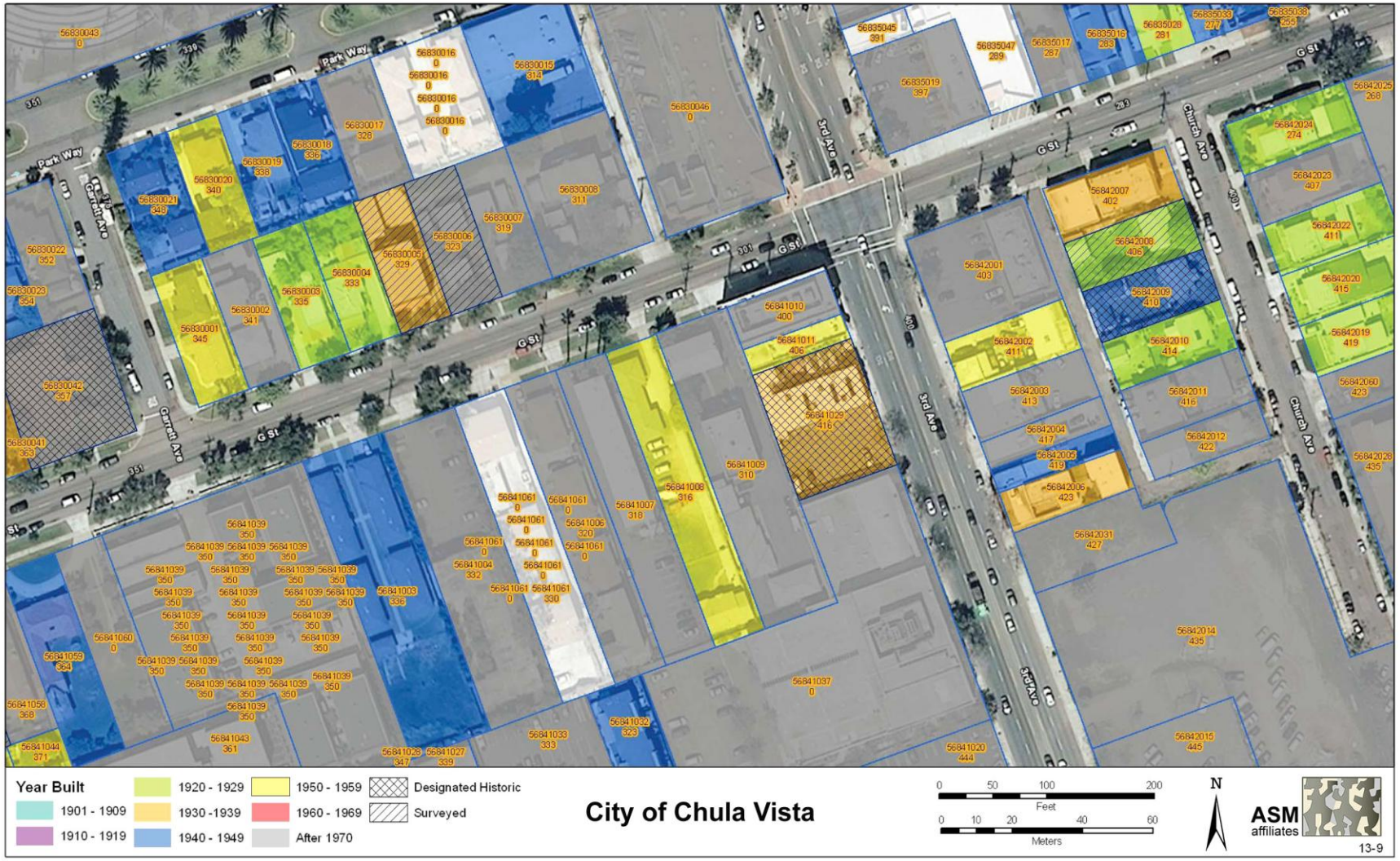


Figure 2. Examples of reconnaissance small-scale survey (1:1000) map, with parcels identified by decade of construction.

2. HISTORIC CONTEXT STATEMENT

COMMUNITY BUILDING: AGRICULTURAL AND RANCHING SETTLERS (1870-1910)

Economic Development

The City of Chula Vista extends from the Otay Valley to the Sweetwater Valley and was largely carved out of Rancho de la Nación, a 42-mi.^{2} Spanish land grant originally established as Rancho del Rey (1795). The earliest residence in south San Diego may have been located in Rancho La Punta, now part of southwestern Chula Vista (Schoenherr 2011:x). At that time, unimproved farmland and substantial ranchos, often with unconfirmed titles, characterized largely uninhabited San Diego County (Garcia 1975:15-16, 22-24). The confirmation of ranchos titles in the late 1860s and early 1870s drew more settlers as land became officially conveyable. Small farming communities were quickly established throughout the county, and the completion of a second transcontinental railroad terminating in National City in November 1885 helped to initiate an unprecedented real estate boom for New Town San Diego that spilled over into the county. The Southern California Railroad, a subsidiary of the Atchison, Topeka and Santa Fe Railroad, connected San Diego with Los Angeles and the rest of the United States, and in turn facilitated the population boom of the 1880s. Settlers poured into San Diego as never before, lured by real estate promotions offering a salubrious climate, cheap land, and the potential to realize great profits in agriculture and real estate. Speculators formed land companies and subdivided town sites throughout the county, and settlers took up homestead claims on government land for both speculation and permanent settlement (Bryant 1974: Pourade 1964:167-191). Chula Vista exemplifies those county-wide trends.

The early development of Chula Vista is closely associated with the Kimball brothers, Frank, Levi, and Warren, who were instrumental in the establishment of the city and in its successful development. Frank Kimball secured National City as the terminus for San Diego's first railroad line, the Southern California's line from San Bernardino, which assured the future development of the greater area, including Chula Vista. Land development in present-day Chula Vista is closely tied with the arrival of the railroad line, the establishment of the San Diego Land and Town Company, and construction of the Sweetwater Dam (Summers 1956:33-34). Construction of the San Diego Land and Town Company's National City and Otay Railroad (NC&O) in 1887 followed construction of Sweetwater Dam (1886-1888). Meanwhile the San Diego Land and Town Company Planner William Green Dickinson had plotted a new town. Sweetwater Dam designer James D. Schulyer had suggested the town be given a Spanish name Chula Vista for its "beautiful view" (Coleman 1992). In March 1888, the Chula Vista subdivision map was filed with the county and construction began on the Coronado Belt Line Railroad (Figure 3). It connected the South Bay with Hotel Del Coronado from National City via Chula Vista, opening up another local transportation corridor and further interconnecting the bay (Flanigan and Coons 2007; Phillips 1962; Schoenherr 2011:x).

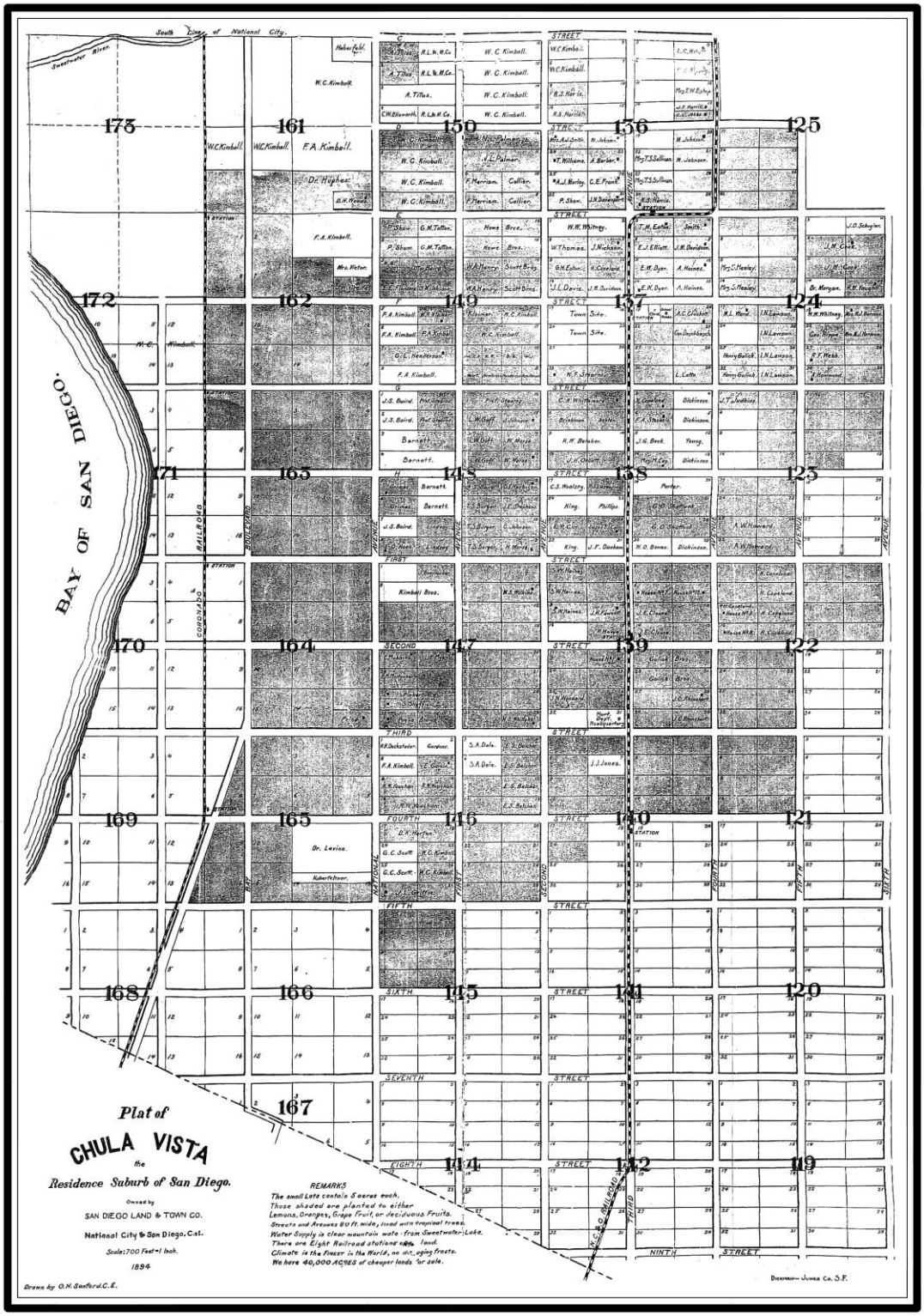


Figure 3. Chula Vista, 1894 plat map.

Most towns that developed around the county relied on ranching and grain farming as the principal economies from the 1870s to the 1890s, but once water companies and irrigation districts were established, more intensive cultivation became possible. The San Diego climate provided an excellent environment for growing citrus in many parts of the county, as well as grapes and avocados. Chula Vista had been designed as a rural agricultural town with large homes and expansive orchards on 5-acre tracts. With the completion of the Sweetwater Dam, the Chula Vista community began to engage in agricultural production, first oranges and then lemons. Over 3,000 acres produced Eureka lemons, and the area was hailed as the lemon capital of the world, though large citrus-producing areas dotted the county from Fallbrook to Chula Vista and from San Luis Rey Valley to Lakeside (Heibron 1936:207-210; Schoenherr 2011:xi-xii).

Young Chula Vista had grown to a population of 289 by 1890, and several community improvements served the residents by the early 1890s, including a sailboat pier, schoolhouse, church, and the Chula Vista Yacht Club clubhouse and pier. Local droughts and a national depression in 1893 stunted growth in Chula Vista and across the United States. Agricultural communities struggled to withstand the combined effects of depression and droughts, but populations declined. Those communities that survived were fragile at the turn of the century. In Chula Vista, the few service buildings that remained were limited to Third Avenue and F Street and fruit packing plants on Third Avenue between F and K Street. The packing plants and the bay-front salt works were the only industrial employment for the town. Planner Dickinson had envisioned a rural community comprised of large orchard homes, but the effects of the depression and droughts redefined that vision. In 1907, Charles Mohnike plotted a new subdivision of small homes that Edward Melville purchased. Within a four-year period, the population of Chula Vista had grown to 550, and 16 new subdivisions had been filed for the growing town. Alongside a growing population came demand for community improvements of roads, and constructing sidewalks, sewers, parks, and street lights, all of which required funding. In the interest of issuing bonds, locals followed National City and pushed for incorporation as a city. On October 17, 1911, the agricultural town became a city and established the first city hall (*San Diego Union Tribune* 1963; Schoenherr 2011:xii, 5).

Property types from the Community Building period include residential, ecclesiastic, and commercial buildings. Properties from this period will be eligible for local designation for their association with significant events and people (City of Chula Vista Local Register Criteria 1 and 2) if they retain to a significant degree their building materials dating to the period of significance (1870-1910). Additionally, eligible properties will retain a high degree of integrity of location, setting, feeling, and association. Properties should also retain good integrity of design, materials, and craftsmanship, but some loss of these aspects of integrity is acceptable. If multiple properties are extant that represent the same historical themes or associations, a comparison of similar resources is critical to determining which are eligible for local designation.

Architectural History

Chula Vista was initially laid out as a rural agricultural town with homesteads that were situated on 5-acre tracts. These early homesteads were spread apart, and consisted of a main farmhouse and several ancillary buildings. Typical early farmstead homes were two-story wood-frame buildings, with steeply pitched roofs, full or wrap-around porches, double hung wood-sash windows, clad in horizontal wood board siding; they did not possess a great degree of stylistic detail. Because of the initial 5-acre lot requirement, these homesteads were spread out within the rural Chula Vista landscape.

Other early buildings include those that were built within the town center of Chula Vista. These buildings were typically constructed with more architectural stylistic features, such as spindle work, patterned shingles, decorative bargeboards and knee brackets, and turrets. Early architectural styles found in Chula Vista during the Community Building period range from Italianate to Queen Anne, and the building types that remain are primarily residential, with a few examples of ecclesiastic and commercial architecture. Properties from this period will be eligible for local designation under architectural and landscape design criteria (City of Chula Vista Local Register Criteria 3 and 4) if they retain to a significant degree their building materials dating to the period of significance (1870-1910). Additionally, eligible properties will retain a high degree of integrity of design, materials, and craftsmanship. Properties should also retain a good integrity of location, setting, feeling, and association, but some loss of these aspects of integrity is acceptable. If multiple properties are extant that represent the same architectural style, a comparison of similar resources is critical to determining which are eligible for local designation.

Community Building Period Architectural Styles

Queen Anne Style Character-Defining Features:

- Asymmetrical plan
- 1-2 stories
- Wrap-around porch
- Complex roof composed of hipped and gable roof sections
- Narrow windows, angled bay windows
- Turret
- Patterned shingles underneath gable features
- Horizontal wood board siding
- Spindlework and turned porch columns
- Decorative bargeboards and/or knee brackets

Italianate Style Character-Defining Features:

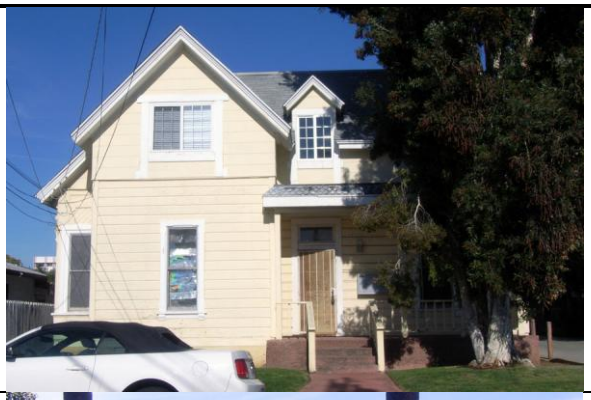
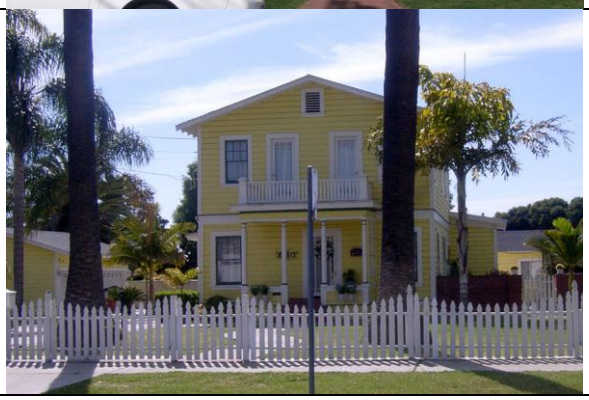
- Symmetrical façade
- 1-2 stories
- Low-pitched gable or hipped roof
- Full-width porch with decorative turned columns

- Narrow windows
- Widely overhanging eaves
- Large knee brackets underneath the eaves

Vernacular Character-Defining Features:

- Asymmetrical plan
- 1-2 stories
- Front gable projection on main façade
- Horizontal wood board siding
- Steeply-pitched roofs
- Exposed rafters
- Lack of ornamental detail
- Narrow windows, typically double hung wood sash
- Partial, full or wrap-around porch
- Front and side gable roof
- Rudimentary foundation, such as local stone or rock

Table 2. Community Building Period Architectural Styles

	151 Landis Avenue, circa 1910, early vernacular single-family residence
	640 5th Avenue, circa 1910, low style Italianate single-family residence

	San Diego Christian Fellowship Church, 284 Zenith, circa 1900, with features of the Queen Anne style
	210 Davidson, Queen Anne single-family residence, circa 1900

CITY DEVELOPMENT: AGRICULTURE-CENTERED ECONOMY (1911-1939)

Throughout the 1911-1939 period, Chula Vista and much of San Diego was largely comprised of agricultural communities, though military-related industries and commercial services facilitated incremental growth in cities such as Chula Vista. San Diego Bay became an important training port for the Pacific Fleet during World War I (1914-1918), and following the war it became the headquarters for the Eleventh Naval Division. San Diego County experienced significant growth between 1910 and 1920, much of which can be attributed to the growing military investment in the county, with new bases established in support of World War I. (California Development Board 1918; Heibron 1936:370, 431; U.S. Census Bureau 1920). In Chula Vista, that military investment translated into new industrial industry at the bayfront and commercial services for a growing populace, centered around Third Avenue. Tourists traveled through the greater San Diego Bay area for the Panama-California Exposition (1915) at the newly constructed Balboa Park, bringing more income into local economies. As San Diego attracted military investment in its harbor and elsewhere, new directly- and indirectly-related employment opportunities were made available to residents that lived the in the South Bay. The U.S. Marine base at San Diego Bay, now the Marine Corps Recruit Depot, was constructed. The U.S. Army and Navy both operated aviation schools on the recently acquired North Island that operated at Rockwell Field. Aerial gunnery and advanced flying schools were in operation at nearby Oneota (Ream Field), Imperial Beach, and Otay Mesa. Two U.S. naval radio stations existed in San Diego, with Fort Rosecrans at Point Loma being an ideal location for defending the San Diego harbor (California Development Board 1918:69, 91). During this period industry played a greater role in the city's economy until the Great Depression limited expansion and new capital investments. While new opportunities widened the employment marketplace, Chula Vista remained centered on agricultural production

Economic Development

1910s

From 1911 to 1919, Chula Vista comprised less than 3,500 acres or 5 mi.^{2}, and the city limits did not yet include Otay or Sweetwater valleys or the hillside to the east of the present-day Hilltop Drive (Figure 4). During the decade, the population that included immigrants and citizens from Europe, Japan, and Mexico doubled from 846 to 1,718. A strong agricultural and semi-industrial economy supported more community services in downtown Chula Vista as well as goods suppliers (meat, baked goods, hardware, paint, and cigars). A second grammar school was constructed in 1915 and the new Carnegie Library (1912) made F Street the "central axis" of the growing city. Other specialized services developed in town, including the nationally recognized Fredericka Home (1908) for the aged and an associated hospital (1913) that was Chula Vista's first. For a short time, the Chula Vista Yacht Club used the clubhouse at the end of the old San Diego Land and Town Company pier. Many races took place in the Bay, and members were even credited with a unique racing boat design, Chula Vista One Design. Several new subdivisions were constructed (see Figure 4) (Schoenherr 2011:4-7, 11; U.S. Geological Survey 1901, 1930).

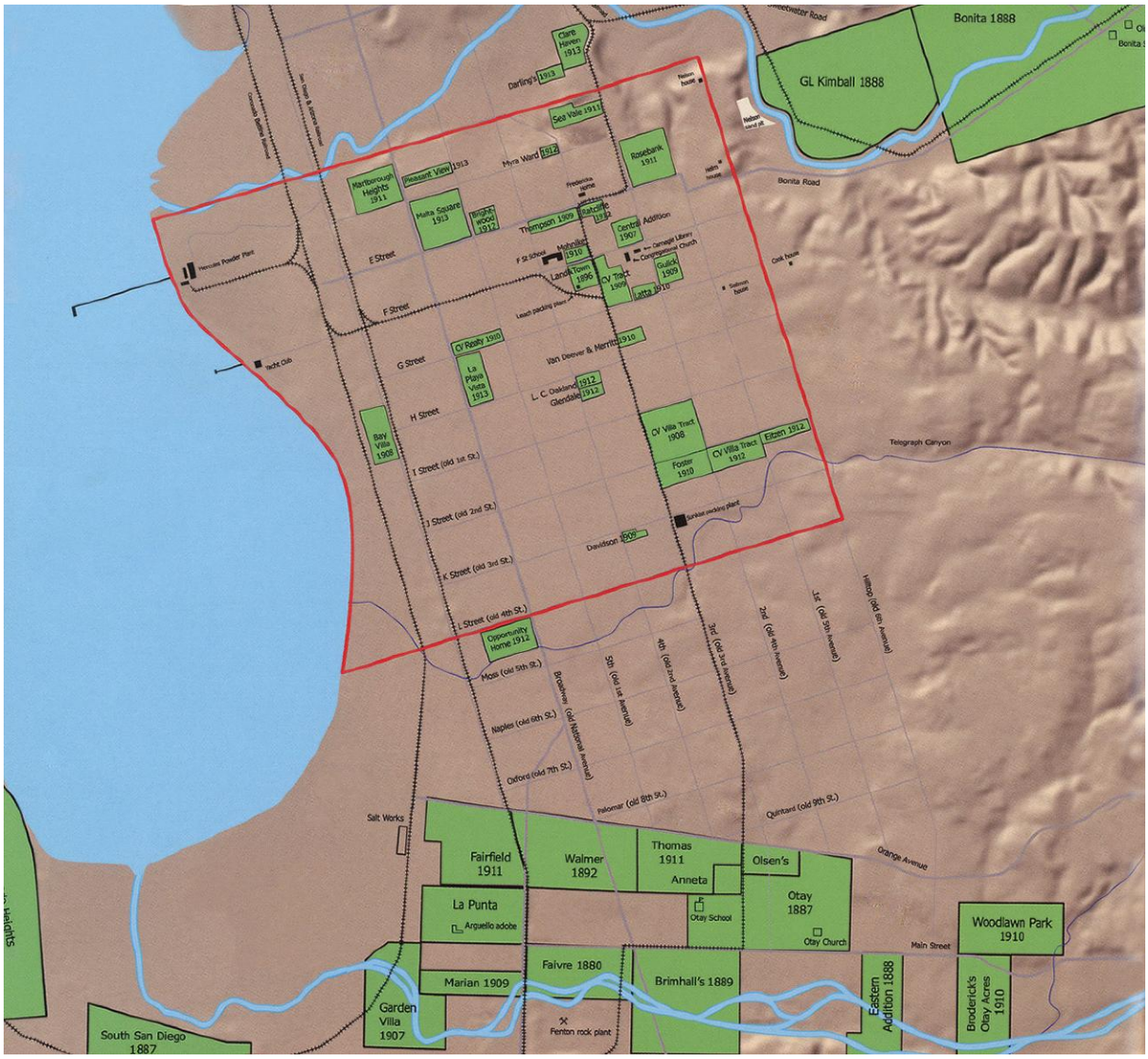


Figure 4. Subdivision development in Chula Vista, 1911-1919. City boundary outlined in red. Adapted from Schoenherr 2011.

Agricultural production remained essential for the local economy. Though Chula Vista was known for its lemon production, it also grew other crops such as avocados and other subtropical fruits, and winter vegetables for collection and distribution to larger markets (California Development Board 1918:70; Heibron 1936:207-210, 422-442). A catastrophic freeze in 1913 affected fishermen and farmers throughout the county, and translated to the loss of most young lemon trees and fruit on mature trees. A few years later, the 1916 flood followed a multiyear drought that caused $1.5 million of damage to agriculture throughout the county. Swollen rivers flooded buildings, farm land, bridges, Southeastern Railway tracks and all tracks in Otay Valley. The destruction of the Lower Otay Dam (1897) consumed the lower Otay Valley leaving wreckage behind. The Sweetwater Valley fared much better, as its dam overflowed but did not break. The greater economic effects of the freeze and flood meant that

many southern Californians were affected in one way or another. In Chula Vista, decreased land value, near bankruptcy of the City, and abandoned farms were the result. The NC&O Railroad closed, as did packing plants in National City and Bonita. Though the new Chula Vista Citrus Association packing plant was operating, some families were not able to turn a profit for six years because of the freeze and flood. The flood also marked a transition from a crop base centered on lemons to celery and other vegetables. Celery and the new Hercules gunpowder plant reinvigorated Chula Vista in 1916 (Schoenherr 2011:12-19).

Chula Vista remained an agriculture-centered city, but during the 1910s, the economy was expanded and not only included the production of salt from San Diego Bay, but Fenton-Sumption-Barnes Company mining sand and rock from Otay River and military explosives for World War I. In 1916, the Hercules Powder Company constructed a plant that processed kelp harvested from the sea in a massive 30-acre tank farm at the bay front. Raw materials extracted from the kelp were used to make a smokeless powder used extensively by the British government during the war, as well as airplane paint (City of Chula Vista 2008; Schoenherr 2011:20). Many men in the greater vicinity sought work in the factory for the high pay, though the production smell was infamous. Others worked at the Concrete Ship in National City or joined the military to serve the war effort. Women typically contributed more on the home front by supporting the American Red Cross efforts and other civic projects (Schoenherr 2011:20-21). Transportation infrastructure also helped to expand Chula Vista's development.

Improved transportation infrastructure expanded the way people traveled in the greater San Diego Bay area. By 1909, the NC&O and Coronado railroads became part of the San Diego Southern Railroad system that provided electric trolley car travel to Coronado, Mission Beach, and Old Town. John D. Spreckels opened a portion of the San Diego and Arizona Railroad in 1915 that would become the San Diego and Arizona Eastern Railroad when completed in 1919. Competing real estate companies continued to develop subdivisions in Chula Vista to house a growing population from agriculture and military-related activities in the bay area. Progressive interests in Chula Vista were evident in the various women's groups charged with fashioning a more beautiful and temperate community (Schoenherr 2011:8-10). As cities grew and economies expanded, greater investments in city development were made during and after World War I in Chula Vista and other cities around the U.S.

1920s

In Chula Vista, veterans returned from the warfront to find former sawdust-strewn roads had been paved and many other city improvements. Many of those who came to the area for wartime employment stayed, and in Chula Vista that meant many transplants purchased some of the 5-acre lemon orchard properties. The San Diego Country Club (1920) attracted more residents to the city and contributed to a population of 1,719, which had more than doubled from the previous decade. The golf course and Richard Requa-designed clubhouse provided respite for wealthier San Diegans and prompted the construction a nearby subdivision, Tarrytown. Open spaces still characterized the southern part of the city (Figure 5). Five-acre lemon orchards continued to provide significant income for residents and in the 1920s that amounted to annual incomes of $2,000 per acre or roughly $21,880 in current U.S. dollar

value (Schoenherr 2011:9, 21, 27, 37). Orchard owners had the propensity to earn close to $100,000 on their five-acre properties. Their wealth, however, relied heavily on seasonal workers who picked fruit for the packing plants. The two largest packing plants of the time were Chula Vista Citrus Association (CVCA) and the Chula Vista Mutual Lemon Association. Established in 1916, the CVCA was part of a larger exchange that worked under the "Sunkist" label. The Chula Vista Mutual Lemon Association was comprised of the Leach and Randolph plants with a "Pure Gold" label. Historian Steven Schoenherr framed the 1920s as the "Golden Age" of lemon production in the city (Schoenherr 2011:37-38).

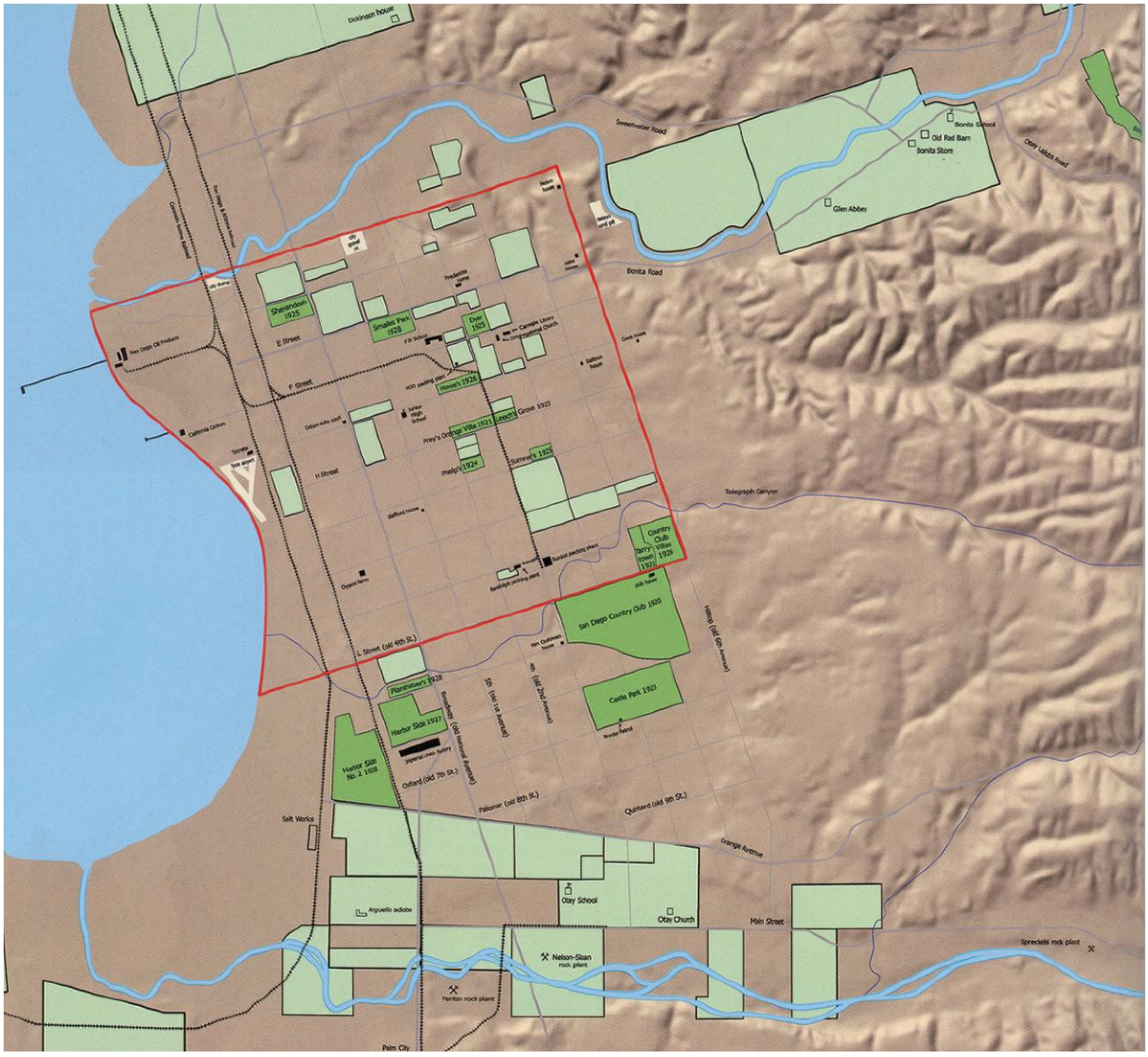


Figure 5. Subdivision development in Chula Vista, 1920-1929. City boundary outlined in red. Adapted from Schoenherr 2011.

At the bay front, many of the industrial companies extracted compounds from the local environs in the 1920s. The old Hercules Powder Company had been repurposed by the San Diego Oil Products Corporation for extracting oil from cottonseeds transported by rail from Imperial Valley. Seed hulls were mashed into cakes that fed local cattle. Manganese had been extracted at the bay since 1910 from ore transported to the site by railcars and barges. The operation changed hands several times, but in 1923 chemist Ludwig Tyce purchased and repurposed the existing manganese-producing company and founded Tycrete Company.

The midwesterner had patented Tycrete, a waterproof, colored cement created from manganese that was used for a variety of applications, including stucco for building exterior and interiors, floors, furniture, and cabinets. Tycrete became an important industry for the city. The California Carbon Company bought the Yacht Club property (1925) and, like Hercules, extracted raw carbon compounds from kelp for the production of paint, and for refining cement and sugar. The practice only continued until 1929. Another company, the California Chemical Corporation extracted bromine compounds from the salt ponds for use in improved ethyl gasoline that was in demand during the 1920s for a reduction in engine knocking. Western Salt Company remained a stalwart industry for San Diego, having passed from the Babcock family to Henry Fenton in 1922. Salt produced at the company was used as table salt but more often as a preservative for meat, fish, and pickling; for purifying water; as livestock feed; and for deicing roads. Over the years, the white mounds became an iconic part of the Chula Vista landscape though it is part of the City of San Diego. Fenton still owned the expanded sand and gravel plant in Otay Valley and became an important supplier to the Navy for projects such as paving Rockwell Field and Dutch Flats. In an effort to meet the demand of road improvements during the 1920s, other sand and gravel operations provided raw materials, including Nelson & Sloan (Chula Vista) and the Spreckels Commercial Company (Otay Valley) A new hemp factory south of the city limits in Harborside transformed Imperial Valley hemp into linen for a few years in the 1920s but did not survive the Great Depression (Schoenherr 2011:27-33).

New industrial sites were not the only new sources of revenue. Tijuana-bound motorists caused huge traffic jams along Broadway during Prohibition (1919-1933), and made it a prime location for Chula Vistans to sell their produce. Tourists and Hollywood celebrities came into town for the winter horse racing season, and casinos in Tijuana and offshore in the bay. The population influx financed local horse breeding, house rentals, supermarkets, and other services. Along the main corridor to Mexico, new subdivisions were developed as were motor courts, gasoline stations, and grocery stores. Increased traffic, crime, and bootlegging meant double duty for policemen, and prompted the construction of a Border Patrol station in the Castle Park subdivision in 1929. Fires in 1923 prompted the construction of the first fire station as part of the new city hall on Third Avenue. Some Chula Vistans inspired by aeronautical advancements in the 1920s established the Chula Vista Aeronautic Club (1925). The Tyce School of Aviation, adjacent to the Tycrete factory, replaced the club and operated as the city's first airport (Schoenherr 2011: 28-29, 34-36, 48-50, 56-58).

Infrastructure improvements not only included more paved roads and sidewalks, but the installation of a bay-front sewer system beginning in 1926. The city also established a dump

the following year at Bay Boulevard and the Sweetwater River estuary, and garbage collection began that served the South Bay area. The South Bay finally acquired control of its tidelands from the City of San Diego in 1925, though plans for the construction of a tidelands airport in an effort to develop the Bay were thwarted by the Great Depression. Standard Oil Company developed some land for oil refining in north Otay Valley, but other planned industrial enterprises that required capital investment were shelved due to the Great Depression (Schoenherr 2011:37-46).

1930s

While many industries failed during the Great Depression, agriculture in Chula Vista thrived. Local land baron Henry Fenton had expanded his land holdings with Rancho Janal to 4,000 acres, which was more than all of the City of Chula Vista. He and others survived the financial hardships of the Great Depression because they could cultivate their land and employed workers to help them do that. Fenton had 3,000 acres planted with lima beans and barley, while others outside the city raised cattle, operated dairies, or dry-farmed mesas. In the city and Sweetwater Valley, lemons continued to dominate the agricultural market, though celery had become steep competition. Lemon orchards comprised over 2,000 acres that filled more than 1,000 railcars annually and produced revenue of nearly $1 million. In an effort to package all that fruit, the two major packing plants doubled in size, and company housing was provided to workers in dormitories and bungalows. A local factory produced the ice necessary to refrigerate the railcars containing Chula Vista products destined for the East and for refrigerated ships sent to Europe. Celery had been established as an important crop for Chula Vista after the 1916 flood, though Japanese truck farmers Yamamoto Mitsusaburo and Muraoka Fukutaro introduced the crop to the city in 1912. The backbreaking work required constant attention from planting until winter harvest, and then loading the 150-lb. crates of matured celery onto the railcars was more than strenuous. Japanese farmers followed closely behind the profitability of lemon growers at $1,500 an acre (Estes 1978; Schoenherr 2011: 30-31, 46-47). Japanese farmers were not new to farming in the county, having developed successful agricultural operations at the turn of the twentieth century.

The first Japanese came to San Diego to work on the California Central Railroad in the 1880s, and one decade later there were more than 250 Japanese. Many of whom worked in Lemon Grove, La Mesa, and Chula Vista as seasonal agricultural laborers in the citrus fields and packing plants. It was the weather and inexpensive, productive land that drew more Japanese to San Diego County to lease farms in Mission Valley, Bonita, and Palm City, including Iwashita Suekichi's farm in Chula Vista. The 1906 earthquake in San Francisco prompted some *Issei* (first generation immigrants) to relocate in the San Diego area. Over the years, Japanese businessmen created thriving businesses around 5th and Market, despite the restrictions placed on the immigration of skilled and unskilled Japanese into the United States. However, historian Donald H. Estes argued that the agricultural contributions in San Diego County outweighed the progress of the Japanese businessmen at that time (Estes 1978). *Issei* in the San Diego County "controlled" 1,090 acres by 1910, though alien land laws forbade non-citizens from owning land under their own names, prompting most Japanese to use the names of native-born children or friends (Carnes 1979: 28; Ichioka 1984:162; Niiya 1993:99). In a

1941 survey, vegetables (celery, cucumbers, tomatoes, asparagus, bunch vegetables, cabbage, and cauliflower) and strawberries were the bulk of the crops cultivated by the *Nisei* (American-born citizens of Japanese decent) and the *Issei*. Truck farming was most often associated with Japanese farmers. These large-scale agricultural businesses fed growing markets, with many *Issei/Nisei* first specializing in one crop and then expanding their business from those profits (Carnes 1979: 41-42, 47). As a result of Japanese endeavors in the 1910s, the quality of Chula Vista's celery product was recognized by the California Agricultural Department and the Japanese government in the 1930s. Competition between Japanese and Caucasian celery producers evolved into the establishment of the San Diego County Celery Growers Union and as a result doubled production. Celery surpassed lemons in production value, though both were fundamental to the local economy, especially during the Great Depression (Schoenherr 2011:48-50).

In addition to a strong agricultural base, Chula Vista and many communities like it benefited from President Franklin D. Roosevelt's New Deal programs. For Chula Vista, those programs provided funding for roads, Americanization and adult classes, nursery schools, hot lunches for students, food distribution, recreation programs, and community dances. Federal financing through the Federal House Act of 1934 meant that more people could own a home. Works Progress Administration (WPA) and Public Works Administration (PWA) funding and labor constructed the second elementary school and an expansion and earthquake retrofit of the two junior highs. The PWA funded a new elementary school, L Street Elementary, shortly renamed after its architect, Lilian J. Rice. The new F Street school was constructed with WPA funds beginning in 1937, and the Municipal Park and Civic (Memorial) Bowl with a 1,000-seat amphitheater and moat-surrounded stage was also funded (Schoenherr 2011:52-56).

Chula Vista had grown to 4,126 residents by the end of the decade (Figure 6). Most residents were Caucasian, though Japanese and Mexicans were the highest represented minorities at 145 and 93. Chula Vista was transitioning into a more commercial city with a diversified workforce; only 12 percent claimed agriculture as their occupation. On the eve of World War II (1939-1945), "lemons, celery, and dairies were profitable, cattle and lima beans flourished, and downtown prospered" (Schoenherr 2011:60-61).

Property types from the City Development period include residential and commercial buildings. Properties from this period will be eligible for local designation for their association with significant events and people (City of Chula Vista Local Register Criteria 1 and 2) if they retain to a significant degree their building materials dating to the period of significance (1911-1939). Additionally, eligible properties will retain a high degree of integrity of location, setting, feeling, and association. Properties should also retain good integrity of design, materials, and craftsmanship, but some loss of these aspects of integrity is acceptable. If multiple properties are extant that represent the same historical themes or associations, a comparison of similar resources is critical to determining which are eligible for local designation.

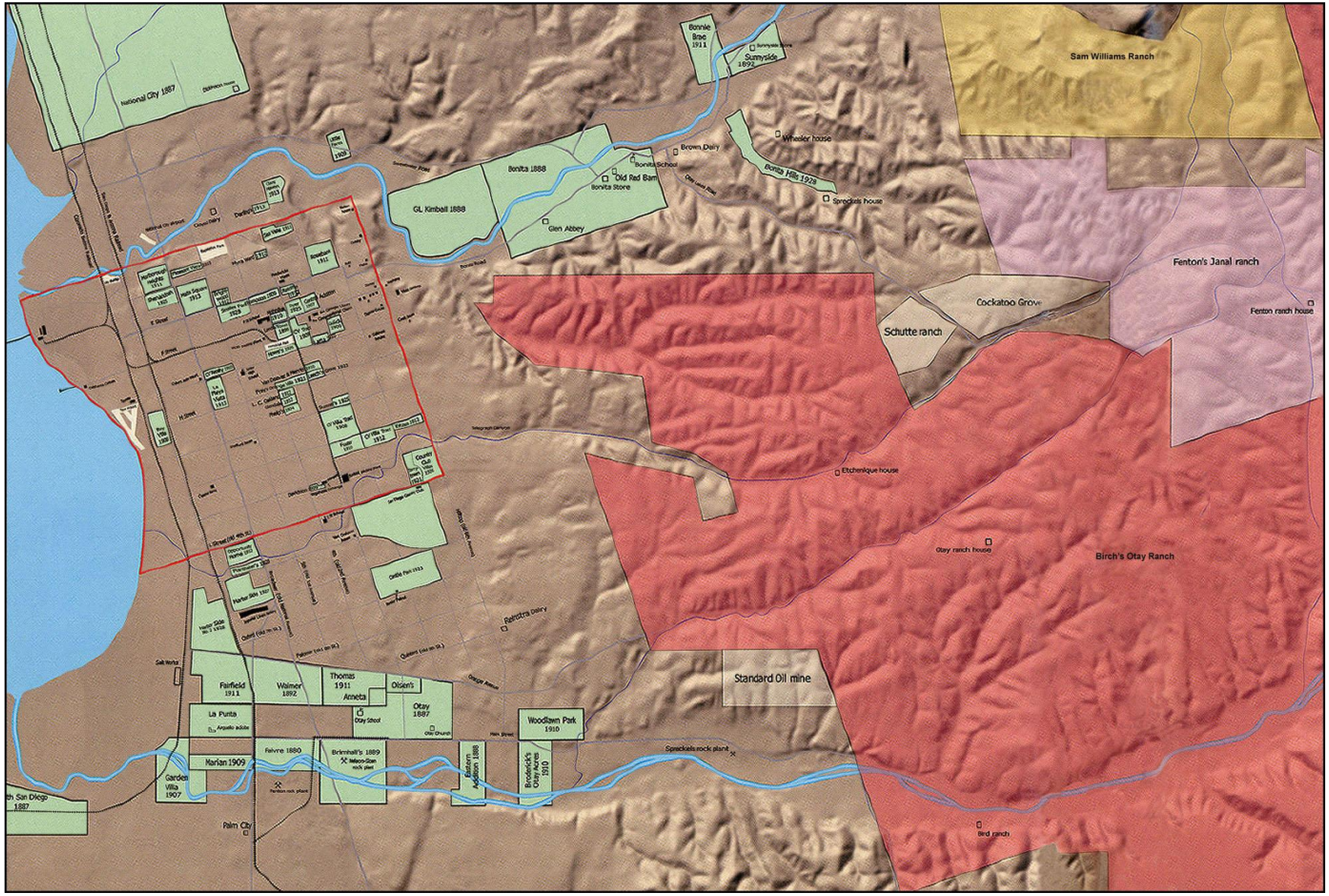


Figure 6. Subdivision development in Chula Vista, 1930-1939. City boundary outlined in red. Adapted from Schoenherr 2011.

Architectural History

Throughout the 1911-1939 period, Chula Vista remained an agricultural community with new commercial and civic services developing around Third Avenue, including hotels and a fire station. After World War I, veterans returned to Chula Vista to find former sawdust-strewn roads had been paved and many other city improvements, such as the San Diego Country Club (1920) had been made. Open spaces still characterized the southern part of the city.

Commercial and civic building styles in the early decades of Chula Vista consisted of popular revival styles. Typically, classical or Greek revival styles were used on civic and government buildings in most towns across the United States. Hotels and commercial buildings were constructed in decorative revival styles and also in the new Art Deco style. Examples of WPA Moderne architecture were introduced to Chula Vista in the 1930s with the construction of several projects funded by that federal program.

Large homes built during the first decades of Chula Vista consisted of two-story Foursquares and late Victorian-era homes. Workers' housing was constructed in the northern section of Chula Vista to meet the demands of the growing population. These houses were typically small bungalows with features of the Craftsman style (Figures 7-9). After the 1915 Panama California Exposition at Balboa Park, the Spanish Colonial Revival style became thepredominant building style in southern California, and many houses, large and small, were constructed in this style in the 1920s and 1930s (Figures 10-12). Other revival styles followed suit, such as Tudor (late 1920s-1940s), and later Colonial Revival (1940s-1950s). Another residential building type common during the City Development period were multifamily units. These residential building types were either multistory apartment buildings or single-story apartment courts that included several freestanding units.

Property types that reflect the Architectural History of the City Development period include residential and commercial buildings. Properties from this period will be eligible for local designation under architectural and landscape design criteria (City of Chula Vista Local Register Criteria 3 and 4) if they retain to a significant degree their building materials dating to the period of significance (1911-1939). Additionally, eligible properties will retain a high degree of integrity of design, materials, and craftsmanship. Properties should also retain a good integrity of location, setting, feeling, and association, but some loss of these aspects of integrity is acceptable. If multiple properties are extant that represent the same architectural style, a comparison of similar resources is critical to determining which are eligible for local designation.

Figure 7. Streetscape view of block of modest Craftsman style single family residences, west side of 300 block of Del Mar Avenue.

Figure 8. Streetscape view of block of Craftsman style single family residences, north side of 100 block of Cypress Street.

Figure 9. Streetscape view of block of Craftsman style single family residences, west side of 600 block of Del Mar Avenue.

Figure 10. Streetscape view of block of Spanish Colonial Revival style single family residences, west side of the 80 block of Jefferson Avenue.

Figure 11. Streetscape view of block of Spanish Colonial Revival style single family residences, west side of 200 block of Guava.

Figure 12. Streetscape view of block of Spanish Colonial Revival style single family residences, east side of 200 block of Fig Avenue.

City Development Period Architectural Styles

Foursquare Style Character-Defining Features:

- Four square room floor plan
- Two stories
- Full or wrap-around porch
- Hipped roof
- Symmetrical main façade
- Horizontal wood board siding

Table 3. Foursquare Residential Buildings

	195 G Street, 1918

Craftsman Style Character-Defining Features:

- 1-2 stories, sometimes with a one-room upper story (Airplane Craftsman)
- Horizontal wood board siding, split board shingles
- Low-pitched wide gable roof, sometimes clipped
- Dormers
- Full-width porch
- Wood columns sitting atop stone or brick piers as porch supports
- Horizontal orientation emphasis
- Wide windows and doors
- Symmetrical main façade
- Exposed rafters and large knee brackets
- Widely overhanging eaves
- Wood pergola feature

Table 4. Craftsman Residential Buildings

	163 Cypress, 1930
	270 Madrona, 1932
	45 2nd Avenue, 1930
	205 Church Street, circa 1925

Spanish Colonial Revival Style Character-Defining Features:

- Asymmetrical façade
- Arched entryways and winged walls
- Large picture window on front façade
- Flat roof with parapet with red clay tile coping or gable roof clad in red clay tiles
- Smooth stucco siding
- Decorative chimney top

Table 5. Spanish Colonial Revival Residential Buildings

	501 Flower, 1935
	215 & 217 Fig Avenue, 1929, 1930
	305 Hilltop Drive, 1929

	395 I Street, 1927
	256-262 Del Mar Avenue, 1927

Tudor Style Character-Defining Features:

- Asymmetrical main façade
- Front gable projection, typically with a front chimney
- Main section of roof is side gable
- Large picture or tripartite window on main facade
- Small covered porch or stoop
- Arched entryways and/or windows
- Stucco or brick siding

Table 6. Tudor Revival Residential Buildings

	224 Fig Avenue, 1929
	440 E Street, 1929

Art Deco Style Character-Defining Features:

- Vertical projections
- Zigzags and chevron features
- Smooth stucco wall surface
- Emphasis on vertical orientation

Table 7. Other Revival Styles for Residential Buildings

	434 E Street, 1937, Mediterranean Revival Style

Table 8. Commercial, Civic, and Community Building Styles

	416 3rd Avenue, Art Deco, 1932

CITY MATURATION: FROM AGRICULTURE TO COMMERCIAL DEVELOPMENT AND INDUSTRY (1940-1970)

During and post World War II, the population in San Diego County skyrocketed to a half million, and Chula Vista was one of the fastest growing cities (Etulain and Malone 1989:115; U.S. Census Bureau 1900, 1910, 1920, 1930, 1940, 1950). Out-migration from the city to rural/suburban and bedroom communities rose, though the population remained concentrated in San Diego and the communities of Chula Vista, Coronado, National City, Otay, and San Ysidro (Day and Zimmerman Report 1945a:87-90; U.S. Census Bureau 1950). Defense contract work leading up to and during World War II greatly contributed to that growing population as California led all other states in national defense expenditures and contracts awarded during 1941 (*Oceanside Daily Blade-Tribune* 11 August 1941:6). By then, San Diego had already solidified its importance in aeronautic advancements having attracted Reuben H. Fleet's Consolidated Aircraft Corporation in 1935. Construction of the company's advanced B-24 Liberator not only significantly aided the war effort but it created other opportunities for local manufacturers (Consolidated Aircraft 2004). Chula Vista's Rohr Aircraft Corporation was one of those beneficiaries, and became one of the Consolidated's primary manufacturers.

Wartime industries in aircraft production and government, trade, and service industries created a 62-percent labor increase in Chula Vista, and a 63-percent increase in the county. More work with fewer men available also translated into greater job opportunities for minorities and women (Day and Zimmerman Report 1945a:87-90). More defense contract workers in San Diego also meant an increased need for housing, often around defense centers, and cities like Chula Vista. In an effort to meet the housing demand, the U.S. Housing Authority, Army, Navy, Federal Works Agency, Public Building Administration, Farm Security Administration, and Defense Homes Corporation feverishly built homes for contract workers (*Oceanside Blade-Tribune* 11 August 1941:6, 25 September 1941:1, 6). Temporary housing met the immediate demand and permanent housing often developed as planned subdivisions, a trend that continued into the succeeding decades. For Chula Vista, World War II was the economic force that transformed an agricultural and semi-industrial city into a service-based, industrial city with agricultural roots.

Economic Development

1940-1945

Military and industrial investment in the South Bay during World War II initiated the transition from Chula Vista's agriculture-based economy to a service and industrial economy. That transition began when Fred Rohr opened Rohr Aircraft Corporation in Chula Vista in 1940. The 10-acre property on the bay front became 156 acres with 41 buildings and an employee base that grew from 1,000 to 11,000. A Rohr-sponsored Vocational Training School opened on F Street in an old auto showroom and gave employees the skills they needed to first build the power packages for the Consolidated seaplane and then for its flagship airplane, the B-24 Liberator (Schoenherr 2011:65-67). Construction of Consolidated Aircraft's B-24 power packages remained the company's largest project, and Rohr became the "world's largest

producer of airplane power units" (Schoenherr 2011:67). More job opportunities meant more people in Chula Vista needed houses and services. Lemon groves quickly succumbed to housing tracts to support a population increase that more than tripled in Chula Vista between 1940 and 1950, causing a housing shortage (Figures 13 and 14). A men's dormitory on Third Avenue, four-unit apartments on Parkway, and available rooms in locals' homes provided the earliest accommodations for defense workers. A Rohr subdivision was established on Broadway within the Bay Manor subdivision and another subdivision developed in Pacific Grove (*San Diego Union Tribune* 1963; Schoenherr 2011:65, 77). Large-tract government housing in Chula Vista developed in Hilltop Village and Vista Square with associated schools and playgrounds. Despite objections from the Chula Vista Chamber of Commerce, African Americans were allowed to rent in those subdivisions where previous covenants may have kept them from doing so. At Rohr, Caucasian men and women worked alongside African American men and federal housing tracts were no different. Other wartime workers established their homes in trailer parks along Bay Boulevard (Schoenherr 2011: 80). Japanese-Americans, however, experienced another reality during World War II.

Antagonistic sentiments against Japanese had developed over many years but culminated during the war. Local arrests of suspected *Issei* spies were followed by President Roosevelt's Executive Order 9066 in February 1942 in response to the Japanese attack on Pearl Harbor in December. It instructed "all persons of Japanese decent" to evacuate their homes on the Pacific coast (Estes 1978). By May 1942, approximately 600 Japanese had already been evacuated between Del Mar and the Orange County/San Diego County line (Schoenherr 2011:69; *The Southern California Rancher* 1942: 3). Japanese-American San Diegans left their homes and traveled by train to the Colorado River Relocation Center near Poston, Arizona 12 mi. southwest of Parker in August 1942 (Estes 1978). The 77 Japanese who had lived in Chula Vista were first sent to the Santa Anita Racetrack before being sent on to Poston, where they and the other internees stayed for the duration of the war (Estes 1978; Schlenker 1972: 80-81; Schoenherr 2011:69). The removal of San Diegan Japanese-Americans affected the 1942 crop season. In Los Angeles County, an estimated 30 percent of land previously cultivated by Japanese-Americans was under new management by April 1 (*The Southern California Rancher* 1942:3, 75). The Japanese-Americans left behind their houses, cars, and farms. New owners oversaw farm operations, and this initiated the development of the Bracero program that permanently altered the field-crew workforce. Under that program, Mexicans seasonally entered the country to work and lived in temporary camps (Schoenherr 2011:70).

Meanwhile, the federal government sponsored protective efforts in the South Bay and other areas along the Pacific Coast. New and reused observation posts with search lights were part of those efforts in Chula Vista as was the establishment of neighboring Otay Mesa's East Field as Naval Auxiliary Air Station (NAAS) Otay Mesa in 1943 (later NAAS Brown Field). Citizens participated in the war effort with scrap drives, victory gardens, rationing, and buying war bonds (Schoenherr 2011:71). Other contributions included farmers' agricultural revenue in the county that had increased by 230 percent by 1943 (Day and Zimmerman Report 1945a:136). The Rohr facility was expanded (1943) to house a cafeteria, fire and police department, engineering laboratories, and repair facility. After the military dredged near the plant, the city

filled in a portion of tidelands, a practice that was continued over the decades. Harbor Drive was extended through National City and connected to Bay Boulevard, providing a more direct route to San Diego's bayside for local soldiers and contractors (Schoenherr 2011:71). Such infrastructural improvements were necessary for a growing South Bay.

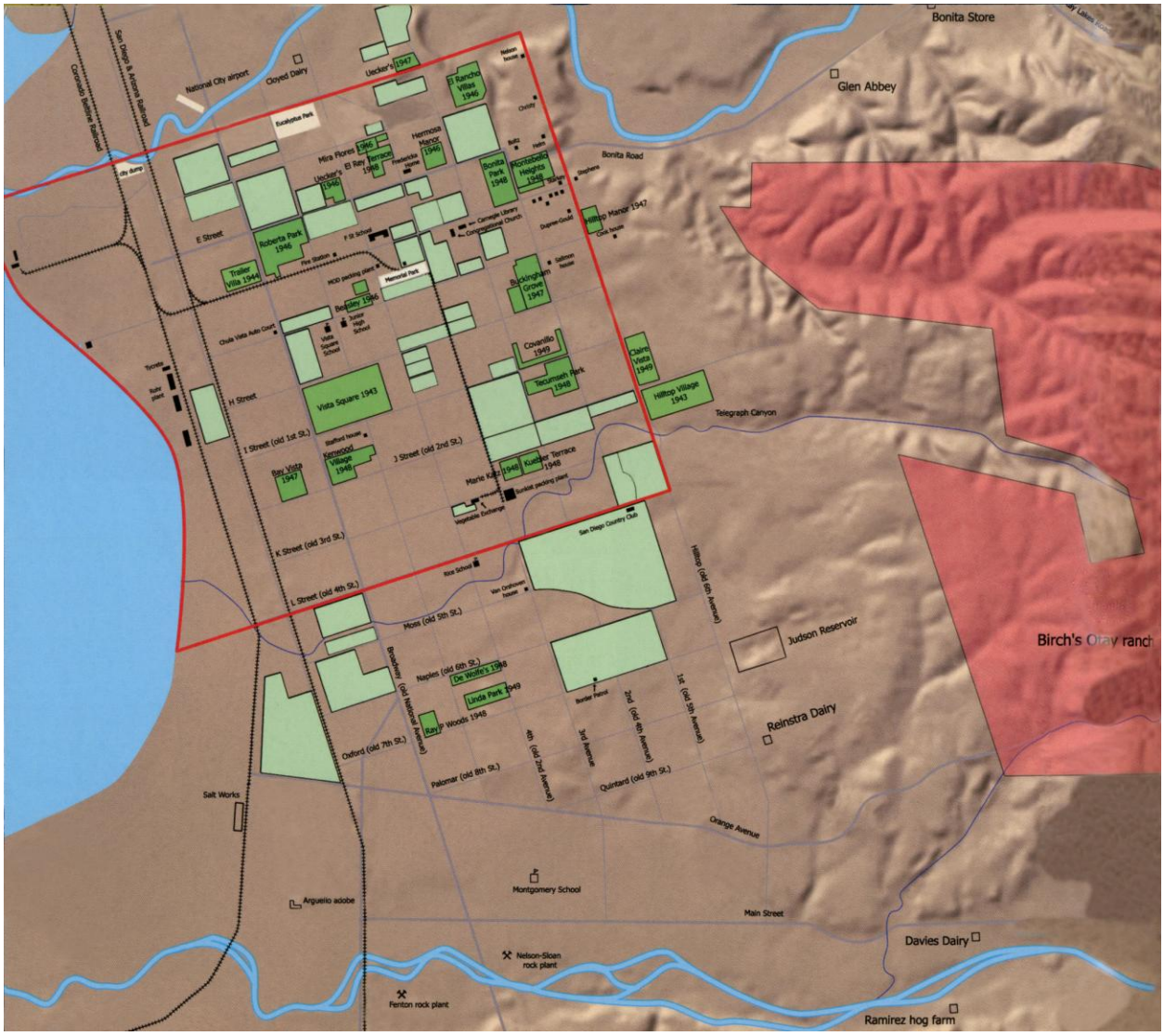


Figure 13. Subdivision development in Chula Vista, 1940. City boundary outlined in red. Adapted from Schoenherr 2011.

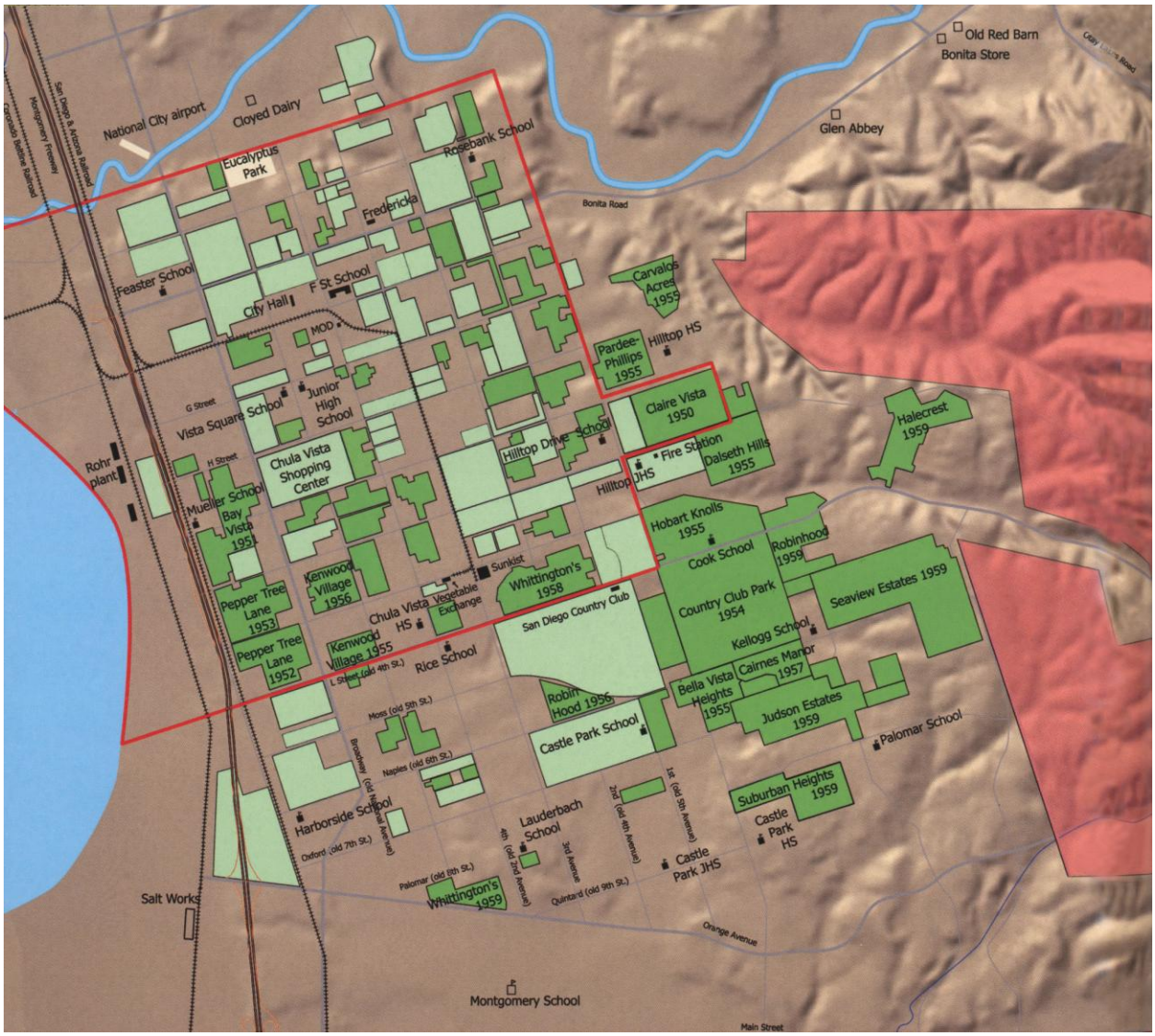


Figure 14. Subdivision development in Chula Vista, 1950. City boundary outlined in red. Adapted from Schoenherr 2011.

1945-1950

Following World War II, more Americans had expendable income than any other time in history. A larger segment of the population owned houses, cars, and televisions. New entertainment, services, and industries developed to serve a growing consumer base. Many veterans returned to the communities in the West where they were stationed to settle down with their families, and Chula Vista was one of the communities they chose. Garden stores, salons, clothing shops, modernized store fronts, and a remodeled Vogue Theater all served a growing Chula Vista populace. More subdivisions provided the necessary postwar housing in areas such as Roberta Park and Griffin Park. The first annexation for Chula Vista in October 1949 was for the inclusion of the Hilltop and J Street area so that the subdivision Claire Vista could be developed. Interest in annexing unincorporated areas for subdivision development mounted and

prompted the city to seek a new charter in 1949 so it could annex property for collecting revenue, establishing zoning, and developing infrastructure (Schoenherr 2011:85).

1950s-1970s

During the 1950s, the population continued to grow as agriculture gave way to housing developments, schools, and shopping centers. More extensive areas to the east and southeast were annexed, along with tidelands and in more than 2 mi^2 of the southern portion of San Diego Bay (City of Chula Vista 2005). The 9-acre Civic Center project constructed on an old lemon orchard characterized the beginning of the end of agriculture and the development of a dense urban core. A new library, post office, and city hall were all constructed as part of the complex. Memorial Bowl was also connected to a new gymnasium and public pool. Chula Vista High was completed in 1950, which meant students no longer had to be bused to Sweetwater High School or attend temporary classrooms at Brown Field. The Chula Vista Community Hospital was also expanded in 1955 (City of Chula Vista 2005; Schoenherr 2011:89-91, 101-02). In the midst of Cold War apprehensions, new city patrols were enforced, fallout shelters were constructed at the Civic Center and private residences, and the World War II watchtower at the Mutual lemon packing plant was reused. New subdivisions developed from old Otay Ranch land, and several churches were constructed to serve those new communities (Schoenherr 2011:92-93, 95-99). A new trend developed of constructing retail stores outside the city center as more houses filled in the outskirts of the city (Engstrand 2005).

Many of the new industries developed at the bay front. Broadway remained a busy road for those headed to Tijuana and for Rohr workers. A number of eating franchises catered to travelers and workers, with cafes and drive-thrus, markets, a drive-in, a hardware store, and other businesses that subsequently faded with the newly constructed Montgomery Freeway (I-5). Some flourished, with easy off-ramps to facilities such as the Big Ski Drive-In (1955) and the South Bay Drive-In (1958). Rohr continued to operate at the bay front under the appliance company Detrola for a time, but during the Korean Conflict it was returned to Fred Rohr's direction. Under Rohr, the company returned to the production of engine pods for various aircraft, though it was with a smaller, yet important workforce of 6,700. Rohr continued to operate in the 1960s as a company of over 11,000 employees and still constructed engine pods for propeller and jet planes of all the major aeronautical companies, but it also added manufacturing of dish antennas, rocket nozzles for Thoikol, cylinders for solid-fuel boosters of the Titan II-C, and parts for prefabricated homes (Schoenherr 2011:102, 106-107, 95-97, 132). Industry, services, and suburban development characterized the main sectors of economic growth in the succeeding decades.

For control of the bay front and outlying areas, the cities of San Diego and Chula Vista battled one another during the 1950s and 1960s. While San Diego acquired land south of Otay River and east to Otay Mountain, Chula Vista gained land along I-5 and south to Palomar Street in 1959. The undeveloped tidelands of the bay front remained problematic in an environment where each bayside city had its own agenda for the harbor. Chula Vista Mayor Bob McAllister organized a San Diego Bay Committee comprised of all five of the bay cities, which eventually supported the creation of a Unified Port Authority that assumed control of the tidelands in January 1963. Chula Vista continued filling in the tidelands attracting industry to the bay front,

and constructed a boat harbor. Infrastructure improvements in the 1960s included San Diego Gas and Electric's power plant, planning for the construction of I-805, joining the South Bay Irrigation District for more Colorado River water, the enlargement of the sewer system to lure outlying areas into accepting annexation for new subdivisions, and construction of Southwestern College (Schoenherr 2011:108, 114-122).

Chula Vista had become the second largest city in the county by 1960 (Figures 15 and 16) (U.S. Census Bureau 1960). The county population had risen to over a million, and between 1950 and 1970, bedroom communities such as El Cajon, Escondido, Chula Vista, and Oceanside experienced a tremendous growth rate of between 214 and 833 percent (Engstrand 2005:166; U.S. Census Bureau 1960). Chula Vista continued to grow eastward over the next several decades including land that was annexed east of Interstate-805 in the 1980s, specifically the Montgomery area in the southeast, adding 23,000 to the city's population and the largest inhabited annexation approved in California. It was the most populous annexation approved in California. During the latter half of the 1980s and the 1990s, Rancho del Rey, Eastlake, and other master-planned communities in eastern Chula Vista began to develop, and more than 14 $mi.^2$ of Otay Ranch were annexed and planned for future development (City of Chula Vista General Plan 2005). By 2000, Chula Vista boasted 173,556 residents and has remained the second-largest city in San Diego County.

Property types from the City Maturation period include residential, commercial, civic, and community buildings. Properties from this period will be eligible for local designation for their association with significant events and people (City of Chula Vista Local Register Criteria 1 and 2) if they retain to a significant degree their building materials dating to the period of significance (1940-1970). Additionally, eligible properties will retain a high degree of integrity of location, setting, feeling, and association. Properties should also retain good integrity of design, materials, and craftsmanship, but some loss of these aspects of integrity is acceptable. If multiple properties are extant that represent the same historical themes or associations, a comparison of similar resources is critical to determining which are eligible for local designation.

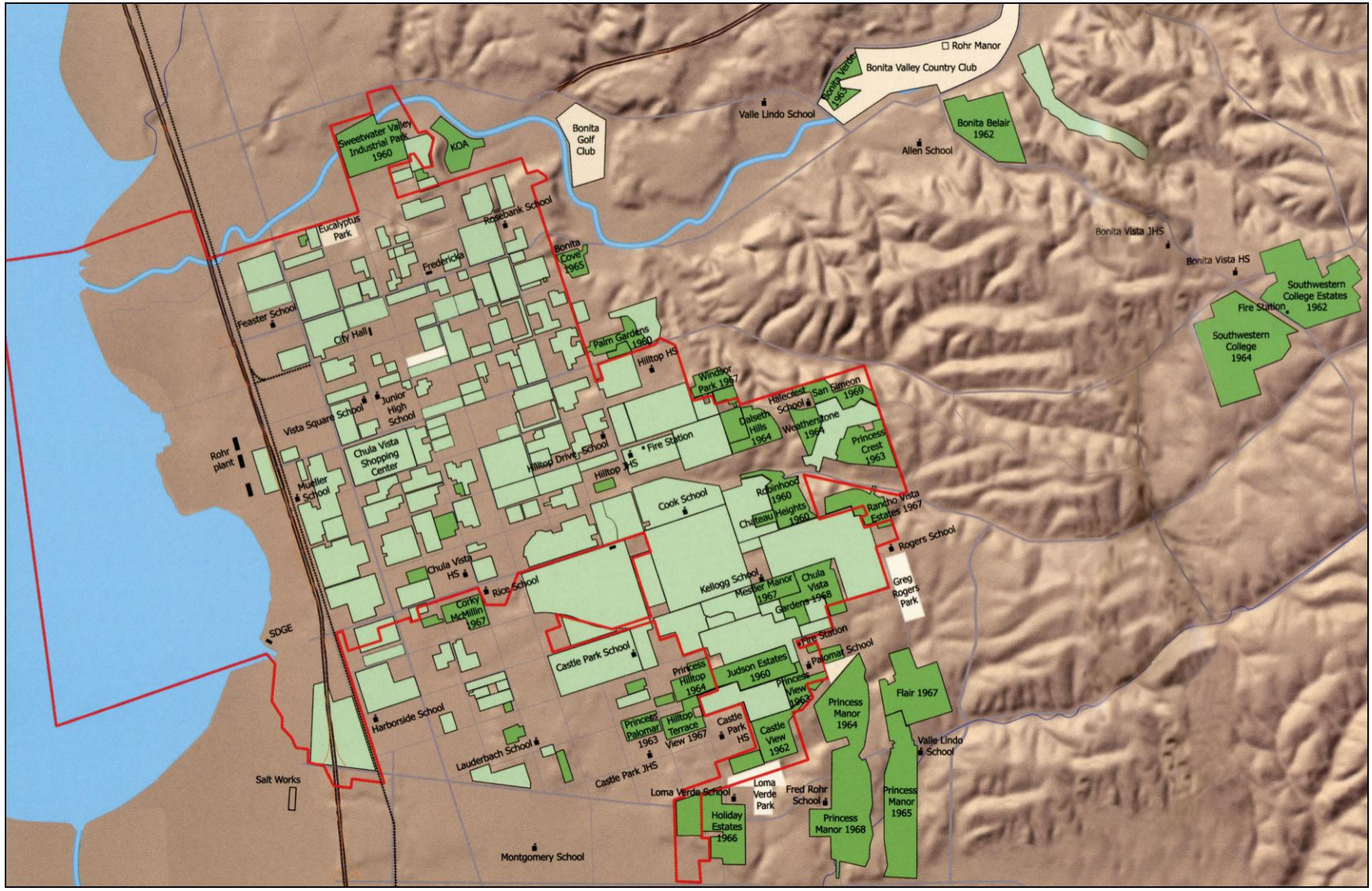


Figure 15. Subdivision development in Chula Vista, 1960. City boundary outlined in red. Adapted from Schoenherr 2011.

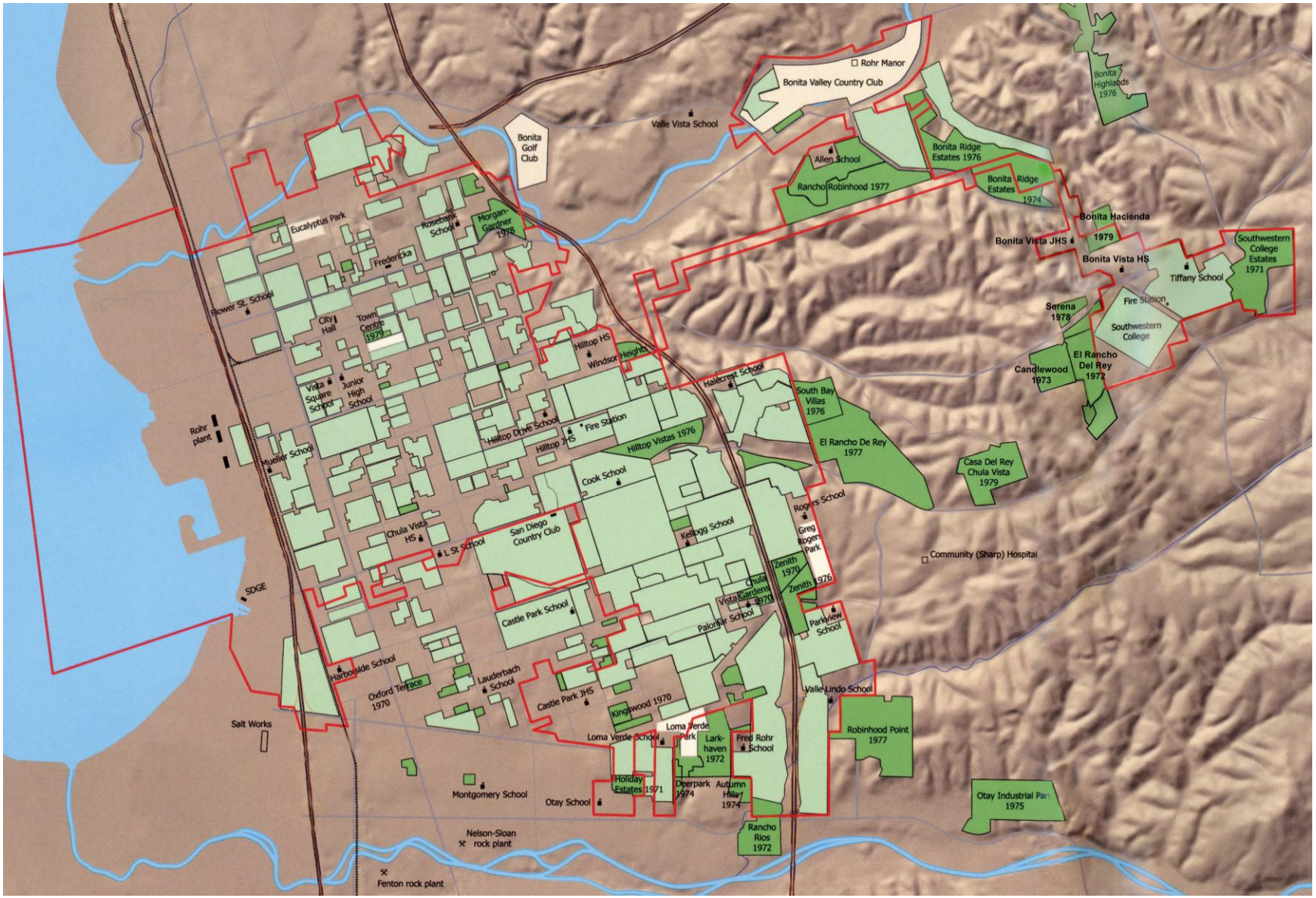


Figure 16. Subdivision development in Chula Vista, 1970. City boundary outlined in red. Adapted from Schoenherr 2011.

Architectural History

World War II changed Chula Vista's community landscape from agricultural fields and orchards to subdivided housing tracts. Businesses such as Rohr were developing housing subdivisions for their employees. Early postwar subdivisions design still retained elements of the revival and eclectic styles evidenced by Minimal Traditional neighborhoods (Figure 17), a trend which transformed to mid-century Modern by the mid-1950s. After World War II, the new American suburb grew in popularity in towns across the United States. Planned suburban communities were developed in great numbers in Chula Vista in the 1950s and 1960s, particularly in the southern section of the city. Postwar tract developments were planned around curvilinear streets and cul-de-sacs that included sidewalks. The uniform setback of the houses from the street was greater than the setbacks in earlier subdivisions. Each of the houses within a subdivision was built in a similar style, identical to the other houses on the block. The dominant stylistic influence immediately after the war was the Tract Ranch house (Figure 18-20). But by the mid-1950s, the Modern movements resulted in Contemporary and Post-and-Beam residential examples (Figure 21). By the 1960s, some subdivisions incorporated a wider array of stylistic applications within each Tract Ranch development and were sometimes constructed as two-story or split-level houses (Figure 22 and 23).

Another answer to the demand for housing in Chula Vista from the 1940s to the 1970s were multifamily residences, including apartment buildings and duplexes (Figures 24 and 25). Stylistic application to this building type was typically less developed than to single-family residences, but examples exist that reflect the popular styles and motifs of contemporary subdivision housing. Mobile home parks in Chula Vista also became a popular residential housing type that helped met the great demand for housing during this period. One such development reflects the influence of Chula Vista's Japanese population on the architectural character of the city. Japanese developer and community leader Roy Muraoka constructed a mobile home community in 1963 at the southeast corner of 2nd Avenue and Quintard Street in the southern section of Chula Vista. The Japanese motifs are evident on the entrance sign and on the central community building within the mobile home park.

The population boom of the 1950s and 1960s also led to the development of schools, commercial buildings, civic buildings, and parks for the growing Chula Vista community. Early commercial buildings were constructed after the war, filling in and extending the previously established commercial arteries of Third and Broadway avenues. These buildings are identified by their flat roof parapets, flat front facades, some with varying expressions of wall surface materials and hoods. The buildings on Third Avenue were typical postwar commercial buildings that were constructed adjacent to one another along the main commercial corridors (Figures 26 and 27). Many of the later commercial buildings were freestanding and constructed in the mid-century Modern style, with varying features and sub-styles. Other styles that were particularly popular in southern California were the eclectic Googie and Programmatic styles. These forms of architecture were popular in the 1960s and were defined by their hyperbolic emphasis on futuristic architectural styles. The Googie style can be identified by its curvaceous lines, neon signage, and geometric shapes.

Figure 17. Typical 1940s Minimal Traditional subdivision, east side of 100 block of Fifth Avenue.

Figure 18. Typical 1950s Tract Ranch subdivision, north side of 100 block of East Queen Anne Drive.

Figure 19. Typical 1950s Tract Ranch subdivision, south side of 40 block of El Capitan Drive.

Figure 20. Typical 1950s Tract Ranch subdivision, north side of 30 block of East Palomar Drive.

Figure 21. Example of Contemporary Style single family residences, east side of Monserate Avenue.

Figure 22. Example of Tract Ranch development from the 1960s, 1100 block of Nile Avenue.

Figure 23. Example of Tract Ranch development from the 1960s with 2-story single family residences, 200 block of East Milan Street.

Figure 24. Example of multi-family residential development, apartment buildings located from 392-380 Park Way.

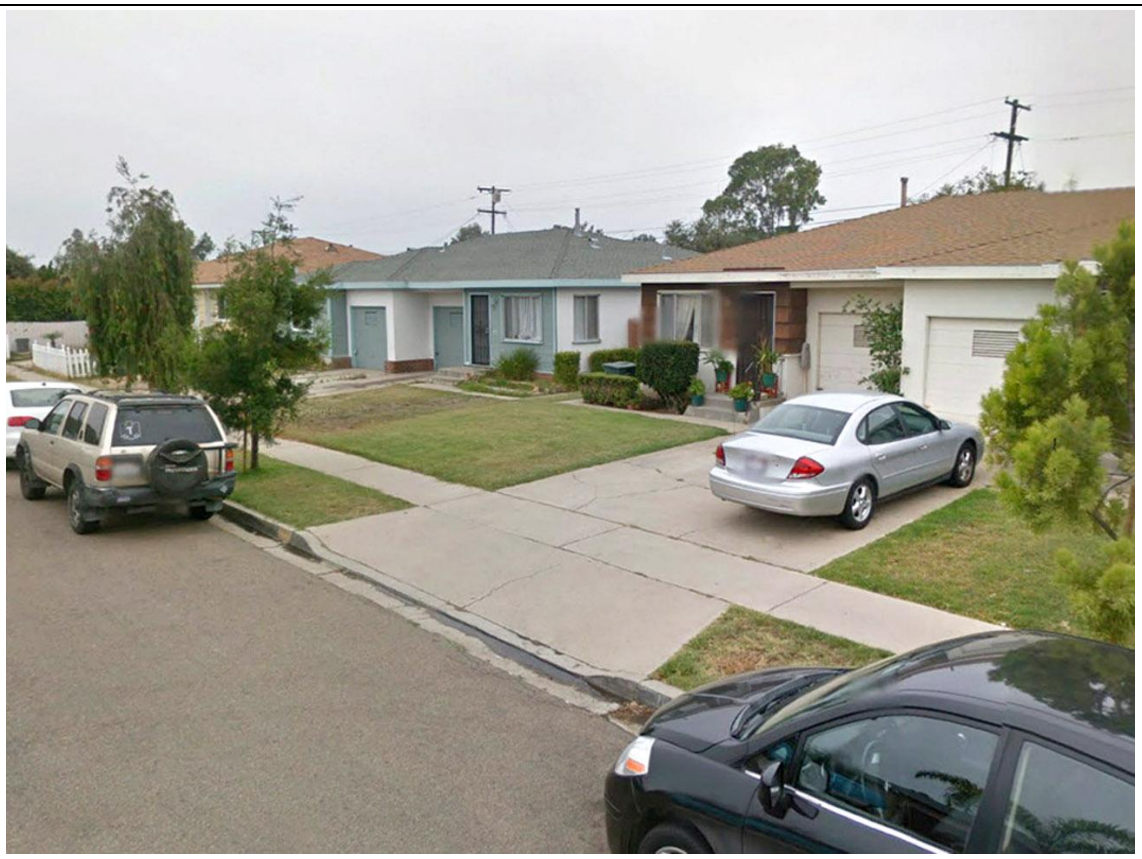


Figure 25. Example of multi-family residential development, duplexes located on the east side of the 700 block of Woodlawn Avenue.

Figure 26. Typical post-war commercial buildings, east side of the 200 block of Third Avenue.

Figure 27. Typical post-war commercial buildings, west side of the 200 block of Third Avenue.

The Programmatic style is a sub-style of Googie and was used particularly at restaurants and other food venues. This style is identified by its expression of a particular theme. Commercial corridors such as Third Avenue and Broadway were largely developed in the 1950s and 1960s and possess a mix of these mid-century styles.

Property types that reflect the Architectural History of the City Maturation period include residential, commercial, civic, and community buildings, particularly the mid-century Modern style. Properties from this period will be eligible for local designation under architectural and landscape design criteria (City of Chula Vista Local Register Criteria 3 and 4) if they retain to a significant degree their building materials dating to the period of significance (1940-1970). Additionally, eligible properties will retain a high degree of integrity of design, materials, and craftsmanship. Properties should also retain a good integrity of location, setting, feeling, and association, but some loss of these aspects of integrity is acceptable. If multiple properties are extant that represent the same architectural style, a comparison of similar resources is critical to determining which are eligible for local designation.

Community Maturation Period Architectural Styles

Colonial Revival Style Character-Defining Features:

- Large, square form
- Side gable or hipped roof, sometimes with dormers
- Symmetrical main façade
- Partial-width porch or covered stoop, usually surmounted by an arch or pediment and supported by classical columns
- Double hung sash windows with wooden muntins
- Shutters
- Horizontal wood board siding

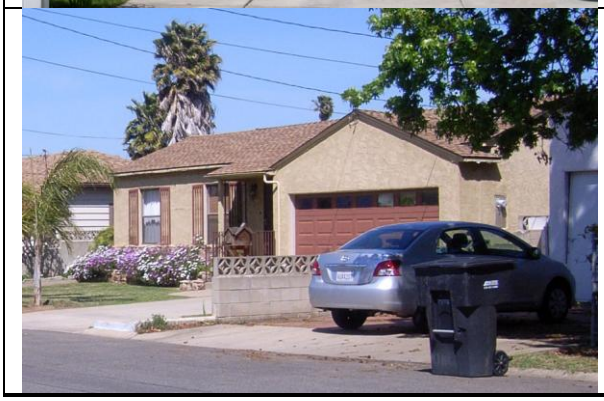
Table 9. Colonial Revival Style

	67 4th Avenue, circa 1945

Minimal Traditional Style Character-Defining Features:

- Typically one-story residential buildings, occasionally two-story
- Typically one front projection
- Moderately pitched side gable
- Lack of ornamental detail
- Various cladding material
- Covered stoop porch
- Shallow eaves

Table 10. Minimal Traditional Style

	138 Jefferson
	Streetscape of the east side of Elder Avenue

Post-War Commercial Architecture Character-Defining Features:

- One- or two-story buildings
- Constructed on long, narrow lots, sometimes directly adjacent to other buildings
- Flat roof or patterned parapet
- Large storefront windows with a main entryway
- Hood
- Exterior wall surface varies
- Signage typically on or over the hood
- Setback from the sidewalk with front lot parking

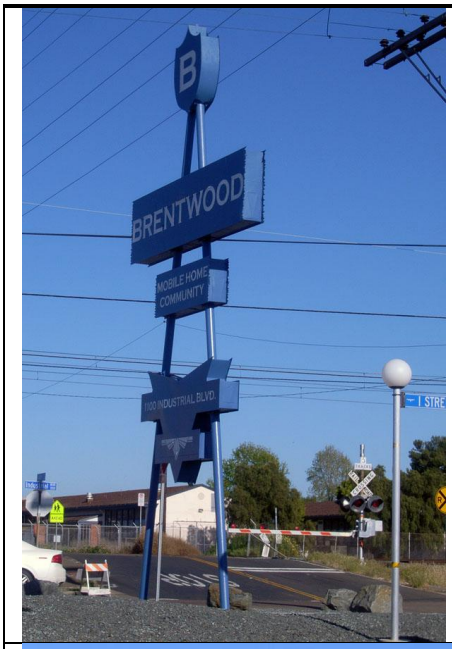
Table 11. Post-War Commercial Architecture

	131 Broadway, 1945
	242 & 248 Third Avenue, 1947, 1946
	1126 3rd Avenue, circa 1945

Mobile Home Park Character-Defining Features:

- Patterned development with small lots and narrow streets
- Uniform setbacks and placement of the mobile homes on the lots
- Mobile homes are one-story, with flat, shed, or widely pitched gable roofs, metal exterior wall surfaces; sometimes homes are raised or on wheels
- Little to no landscaping in front of mobile homes
- Parking spaces limited to one or two vehicles adjacent to mobile homes
- Main entrance of development is typically gated, with a fence around the entire development
- Central office and/or community building

Table 12. Mobile Home Park

	1100 Industrial Blvd., Brentwood Mobile Park, 1959
	Palace Gardens Mobile Home Park, 2nd Avenue and Quintard Street, 1963

Streamline Moderne Style Character-Defining Features:

- Curved corners on exterior walls
- Smooth stucco wall surface
- Emphasis on horizontal orientation
- Flat roof, with coping
- Horizontal grooves or ledges within wall surface
- Porthole and/or glass block windows
- Asymmetrical façade
- Curved hoods over entryways or windows

Table 13. Streamline Moderne Style

	350 E Street, 1960
	48 Broadway, Drycleaners Building, circa 1955
	1146 Elm, 1946

	518 Flower, 1948

Googie Style Character-Defining Features:

- "Thematic" architecture
- Building types usually associated with or oriented towards the automobile
- Curvaceous exterior walls
- Swooping lines
- Geometric shapes
- Exaggerated/angeled rooflines
- Synthetic materials
- Windows occupy a large amount of the wall surface, void of decorative framing
- Colorful, neon signage

Table 14. Googie Style

	1299 Broadway, "Yoshinoya" Restaurant, circa 1950
	1420 Broadway, circa 1960, Bavarian Style
	1052 Broadway, Roberto's Taco Shop, circa 1960, Tiki Style

Modern Styles Character-Defining Features (Residential):

Contemporary (1955-1970)

- Single story
- Horizontal massing
- Flat or low-pitched roof, sometimes an extended canopy
- U-shaped or L-shaped floor plan, sometimes with central courtyard
- Carport or attached garage
- Flat exterior walls, typically with vertical boards
- Windows are plate glass, horizontal band, and aluminum sliders or casement
- Asymmetrical main façade
- Brick, wood, or stucco wall surfaces with varying texturized materials
- Recessed or hidden main entrance

Post and Beam (1945-1970)

- Single story
- Horizontal massing
- Broad extended roof with exposed beams, some examples with flat or low-pitch roofs
- Exposed wood and steel beam structural system—eliminated the need for load-bearing walls
- Rectangular form with open floor plan, often with interior courtyard
- Open floor plans
- Carport
- Flat exterior walls, typically with vertical boards
- Windows are plate glass, celestory, and aluminum sliders or casement
- High degree of glazing to blur the line between indoor/outdoor space
- Brick, wood, or stucco wall surfaces

Table 15. Modern Styles (Residential)

	999 Monserate, 1956, Post and Beam

	989 Monserate, 1956, Post and Beam
	84 Fortuna, 1955, Contemporary

Modern Style Character-Defining Features (Non-Residential):

- Single story
- Large storefront windows, nearly floor to ceiling, comprise most of main facade
- Shed or flat roof
- Widely overhanging eaves
- Angular lines
- Aluminum sliding windows

Table 16. Modern Style (Non-Residential)

	363 E Street, 1952, Contemporary

Ranch Style Character-Defining Features:

Custom Ranch:

- Single story
- Rambling, L-shaped or long rectangular floor plan
- Widely-pitched hipped or side gable roof
- Attached garage
- Varying exterior wall material: horizontal wood boards, stucco, stone, brick
- Brick or stone wall veneer water table
- Shutters
- Double hung wood sash windows with muntins; wide aluminum sliders
- Recessed partial-width or full-width porch supported by simple columns

Table 17. Custom Ranch Style

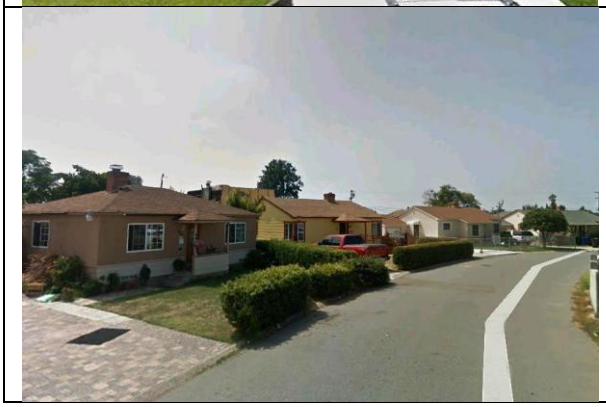
	398 Hilltop Drive, 1960
	990 Corte Maria, 1959

	735 1st Avenue, circa 1965
	28 Hilltop Drive

Tract Ranch:

- Single story
- Horizontal massing
- Widely-pitched hipped or side gable roofs
- L-shaped floor plan with interior of L facing the street
- Attached garage (forming the bottom of the L)
- Shed roof porch extension with tapered or angled columns
- Void of ornamental detail
- Stucco wall surface
- Front driveway
- Double hung wood sash or aluminum sliding windows
- Houses developed by single developer as a large tract
- Housing tract laid out along curvilinear streets and cul-de-sacs
- Houses set back from the street at least 30 ft.
- Streetscape included sidewalks

Table 18. Tract Ranch Style

	650 I Street, 1951
	690, 686, 678, 674 W. Manor Drive, 1943, 1960, 1943, 1955

	1187 Nile Avenue, 1968

Eclectic Style Character-Defining Features:

- Same basic form as Ranch or Mid-Century Modern home from 1950s and 1960s
- Introduction of decorative features such as bargeboards, ornamental shutters, sloping rooflines, flared eaves
- Varying exterior wall surface materials such as stucco, horizontal wood boards, patterned shingles

Table 19. Eclectic Style

	371 Nova Place, 1964
	Streetscape of E. Palomar Drive, circa 1965

3. SURVEY RESULTS

PROPERTY TYPES AND DISTRIBUTION WITHIN THE SURVEY AREA

A total of 12,623 parcels were identified during the reconnaissance survey as being more than 45 years old—roughly half of all the parcels within the survey area (Figure 28 and Appendix A). Within the survey area, there are 70 properties already designated on the City's Local Register of Historical Resources. In addition, 202 parcels in the survey area were previously documented during either the 1985 Chula Vista Survey or 2005 Urban Core Specific Plan Cultural Resources Survey. The built environment of those 12,623 parcels surveyed fall into one of the following categories of property types:

- residential properties (single and multi-family)
- commercial
- industrial
- educational
- religious
- governmental
- community/social halls
- recreational
- hotels
- CCC/WPA structures
- landscapes
- urban open spaces

Southwestern and northwestern Chula Vista are predominately comprised of single-family residences. More than 11,900 single-family residences were identified during the reconnaissance survey—or 95 percent of the total properties surveyed. Most of these single-family residences (90 percent) are modest in size, less than 2,000 ft.^{2}. Most were built as part of subdivisions, and those in the southwest area were further built as tract subdivisions that were designed and built by one developer. Greater variety within subdivisions in the northwest reflect multiple developers contributing to each, or earlier time periods when more variety in housing forms and styles within a subdivision were utilized by single developers. Custom-built residences are also more prevalent in northwest Chula Vista than in the southwest area.

Multifamily housing was the second largest property type identified in the survey area, with 451 units ranging from duplexes to large apartment complexes. Many of these are duplexes located within a neighborhood of single-family residences, comprising one or two blocks. Several apartment courts were identified, consisting of several detached units arranged around a central courtyard. There are few early examples of large multi-unit apartment buildings, with many more examples from the 1950s and 1960s. Most multifamily residential units are

located in the northwest section of the survey area. There are also several examples of mobile home parks throughout the western section of the survey area.

Commercial buildings are the third largest property type in the survey area. Most are less than three stories tall, with the majority only a single story. The major commercial areas are concentrated along Broadway and Third avenues. However, small-scale mid-century shopping centers are scattered throughout the survey area, as they historically served specific residential neighborhoods located further from the major commercial arteries. The largest-scale commercial center surveyed was the Chula Vista Shopping Center at Broadway Avenue and H Street. Industrial buildings were historically located along San Diego Bay and, while that is still the case, little remains from more than 45 years ago, with the 1940s Rohr complex being a significant exception.

Twenty-two school campuses and a school district office building were identified in the survey area, built predominately to support the population boom after World War II. Approximately 10 religious buildings—churches and synagogues—were also identified, scattered throughout the survey area.

Few examples of the remaining property types were identified in the survey area. Governmental buildings identified are primarily fire stations, in addition to one post office. Community buildings and social halls were also represented in the survey area, including the Chula Vista Women's Club, Masonic Hall, American Legion Post, Lyons Club, and Lauderbach Community Center. Recreational properties were limited to the KOA campground in the northeast corner of the survey. Several hotels were identified that reflect the tourism industry in Chula Vista, primarily located on the western side of the survey area. New Deal-funded properties include the Memorial Bowl, the Lilian J. Rice Elementary School, and additions to some other schools. Several city parks and urban open spaces were noted throughout the survey area, including Memorial, Eucalyptus, Library, Lauderbach, and Loma Verde parks and Sweetwater Marsh. Chula Vista's ethnic minorities are not well represented in the built environment within the survey area, although the impact of Japanese-Americans on Chula Vista is evidenced in places such as the Palace Gardens Mobile Home Park, and Mexican-Americans are represented at the Oyama Farms Market.

During the reconnaissance survey, five previously surveyed buildings were noted as no longer extant, replaced by parking lots. Those addresses are:

- 226 Church Ave.
- 287 Church Ave.
- 288 Church Ave.
- 336 Church Ave.
- 288 Center St.

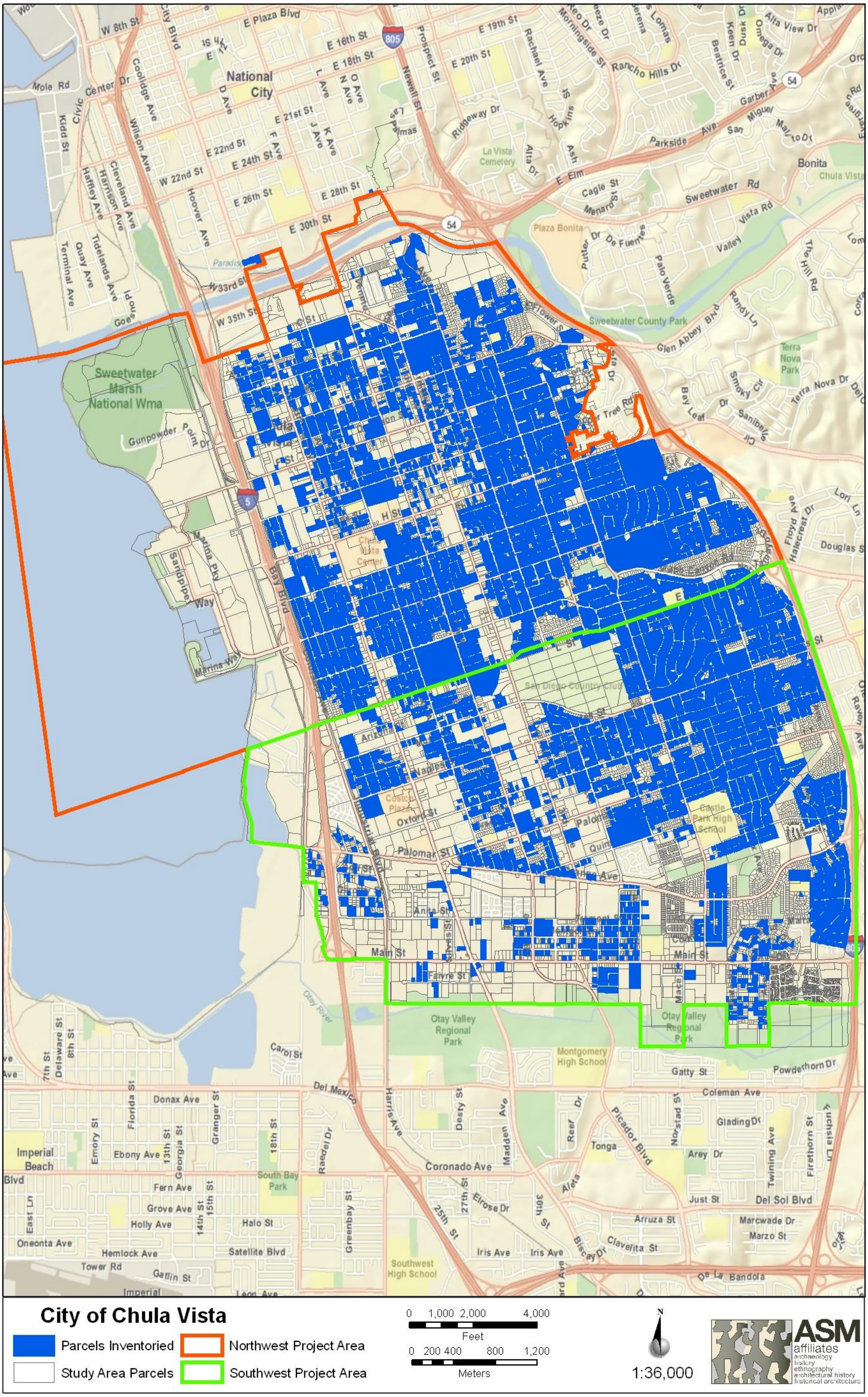


Figure 28. Surveyed resources.

PATTERNS OF DEVELOPMENT

Field observations during the reconnaissance survey confirmed the patterns of development identified by archival research and described in the Historic Context Statement. Early concentration of development was influenced by the location of the railroad line and stops, and was located along F Street and Third Avenue—which today reflect that area's long history as the heart of the city. Little physical evidence remains of the early residential development pattern of 5-acre lots. Although some of the houses remain, the large lots have all since been further developed, in varying degrees.

Early in the twentieth century, new residential development was concentrated in northern Chula Vista, above K Street; in southern Chula Vista (not part of the city at that time) development was concentrated south of Palomar Street/Orange Avenue. The area in between was largely undeveloped and used for agricultural purposes. Growth prior to World War II was concentrated in that undeveloped (and unincorporated) area, in subdivisions such as San Diego Country Club and Harbor Side, with some new development areas in the northern section of Chula Vista. In the wartime and postwar boom, development filled in the yet-to-be-developed areas in the northern section of Chula Vista, primarily north of J Street, east of the rail lines, and west of what is now I-805. In the explosion of development of Chula Vista during the 1950s and continuing into the 1960s, the remaining undeveloped areas of the survey area were subdivided and filled, primarily with residential buildings.

The historic commercial areas of Broadway and Third avenues are still evident—serving as such since Chula Vista was first established. Further commercial development, especially from the 1920s through the 1940s, was concentrated along these commercial arteries on undeveloped parcels and replacing older buildings. As residential development spread, commercial development extended further south, especially along Broadway. Small-scale shopping centers were established throughout the city in areas further away from the commercial corridors. The Chula Vista Shopping Center, which opened in 1962, was the largest commercial development project undertaken in the survey area, located at Broadway Avenue and H Street.

CHARACTERISTIC ARCHITECTURAL STYLES

Buildings within the survey area represent a diversity of architectural styles, as identified in the Historic Context Statement. The earliest remaining buildings were built in the Victorian-era modes of Queen Anne and Italianate—as are evidenced by the remaining orchard houses. There also remain a few modest vernacular residential buildings from this period, the designs of which were less influenced by a specific architectural style than by common housing construction methods and available supplies.

Much of the built environment that remains from the early twentieth century reflects the popular architectural styles from that time period. Chula Vista has several good examples of the Foursquare, Tudor, Art Deco, Mediterranean Revival, Mission Revival and Pueblo Revival

styles. However, the predominant styles employed from the 1920s through the 1940s were the Craftsman and Spanish Colonial Revival, typical of all of southern California. Examples of these styles are generally found in small clusters or several blocks of similar single-family residences.

The Tract Ranch is by far the predominant style of the wartime and postwar residential building boom—in the northwest, and even more so in the southwest area. Examples of Minimal Traditional neighborhoods can be found in the survey area to a lesser extent. Single examples are found of the Colonial Revival, Streamlined Moderne, and Custom Ranch styles. Through the 1950s and 1960s, the Tract Ranch remained the most popular style for residential developments. However, the influence of the Modern movement is evidence by examples of Contemporary and Post and Beam housing.

Non-residential architecture in Chula Vista also reflects influences of popular architectural trends. Aspects of popular revival styles are evidenced in pre-World War II examples, as well as Art Deco. Postwar commercial architecture is more prevalent and several examples exist of Streamline Moderne and Googie Style buildings as well, and by the 1950s the Modern movement is also represented.

4. RECOMMENDATIONS

As a result of the reconnaissance survey, ASM recommends 350 potential historic resources for intensive evaluation during Phase Two of the survey (Appendix B and Figure 29). These potential historic resources best reflect the history, character, and built environment from Chula Vista's the early and mid-twentieth century. After the intensive evaluations are completed for each resource during Phase Two, those buildings, structures, and landscapes eligible for the City of Chula Vista Local Register of Historical Resources will be identified and assigned an OHP status code. During the intensive survey, careful consideration will be paid to locally significant architects, such as Richard Requa and the Reed brothers, who may have been responsible for some of the buildings recommended for further evaluation because of their potential architectural significance. Furthermore, ASM will investigate whether or not any of the resources evaluated could potentially reflect the contributions of noted early planners/developers, such as the Kimball brothers and William Dickinson.

Of the 350 potential historic resources, 202 were previously documented during the 1985 Chula Vista Survey or 2005 Urban Core Specific Plan Cultural Resources Survey, but were not fully evaluated and/or that evaluation was conducted more than five years ago. The remaining 148 resources were not previously identified or documented (newly identified). The majority of potential historic resources to be evaluated during Phase Two are residential properties, primarily single-family dwellings. The large number of single-family dwellings among the recommended resources (235 out of 350) reflects the fact that the single-family dwelling is the dominant property type in Chula Vista. Single-family dwellings are the predominant property type among both the previously documented resources and newly identified resources. Low-scale commercial buildings (three stories or less) and multifamily dwellings are the next largest groups of resources recommended for evaluations, with 51 commercial buildings and 29 multifamily residences recommended. Nine religious buildings were identified and seven social halls or community buildings. Lastly, five or fewer of each of the following property types, all rare in the city, are recommended for further evaluation: hotels, industrial buildings, high-scale commercial buildings (three or more stories), government buildings, CCC/WPA-era buildings, landscapes/open space, structures associated with ethnic minorities, theatres, and recreational.

The 350 potential historic resources recommended for further evaluation include 67 of 77 referrals from the public that were solicited prior to the reconnaissance survey, to assist ASM with identifying those sites that may be historically significant for reasons other than architectural significance (Table 20). The remaining ten referrals are not recommended for Phase Two evaluation because they are either already locally designated, outside the survey area, or no extant resource was located at the address provided. The San Diego Country Club at 88 L Street is already locally designated. Those outside the survey area are the Western Salt Works (not in Chula Vista), Greg Rogers Park, 673 East J Street, and 667 Del Rey Place

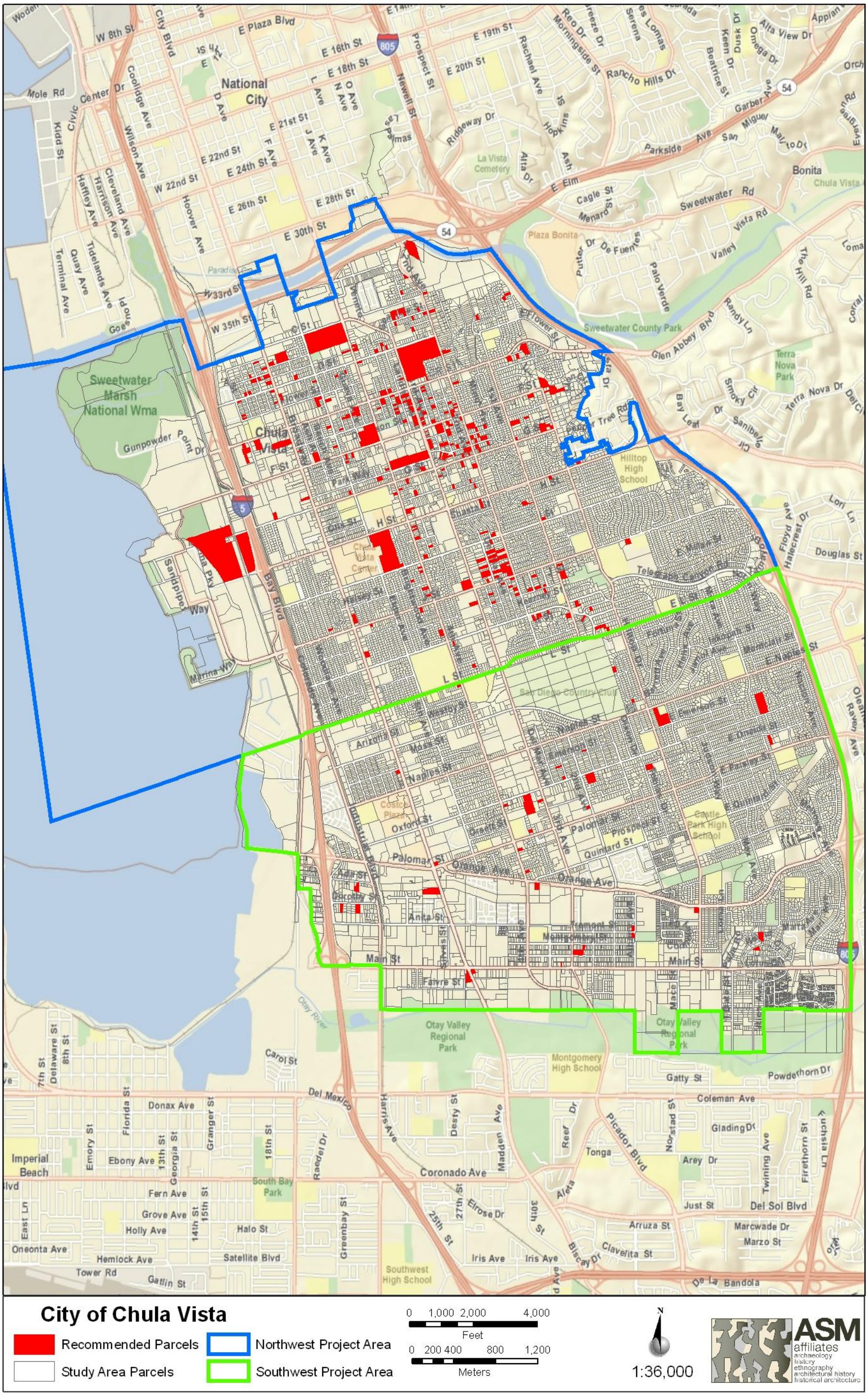


Figure 29. Properties recommended for Phase 2 Evaluation.

Table 20. Properties Referred by the Public as Potential Historic Resources

APN	Street No.	Street Dir.	Street Name	Comment	Property Type	Property Type Description
5651622800	100		Broadway	Zorba's Greek Restaurant	HP6	1-3 Story Commercial Building
7756703367	288		Broadway	Trailer Villa Mobile Home Park	HP2	Single Family Property
5720104400	565		Broadway	Cv Center: Sears; Auto Center; Optical	HP7	3+ Story Commercial Building
6220412700	1420		Broadway	Bavarian Inn & Small World Village	HP6	1-3 Story Commercial Building
5741100600	555		Claire Av	Hilltop High School	HP15	Educational Building
5751330100	875		Cuyamaca Av	Cook Elementary School	HP15	Educational Building
5661311100	95		D St	SFD	HP2	Single Family Property
5660711000	30		Del Mar Av	SFD	HP2	Single Family Property
5731200900	581		Del Mar Av	SFD	HP2	Single Family Property
5731702500	640		Del Mar Av	SFD	HP2	Single Family Property
5680421900	370		E St	Garden Farms Market	HP6	1-3 Story Commercial Building
6191632100	25		Emerson St	Castle Park Elementary School	HP15	Educational Building
5683331100	270		F St	Norman Park Center & Park	HP29	Landscape Architecture
5681103300	447		F St	City Hall, & Fire Station No. 1	HP14	Government Building
5670511100	553		F St	Collingwood Manor (Nursing Home)	HP3	Multiple Family Property
5651200300	47		Fifth Av	Eucalyptus Community Park - See APNS	HP31	Urban Open Space
5651200300	47		Fifth Av	American Legion Pot	HP13	Community Center/Social Hall
5681810400	319		Fifth Av	Sfd With Accessory Unit	HP2	Single Family Property
5683710900	415		Fifth Av	Chula Vista Junior High School	HP15	Educational Building
5691900200	395		First Av	SFD	HP2	Single Family Property
5662804800	80		Flower St	Rosebank Elementary School	HP15	Educational Building
5652300300	670		Flower St	Feaster Charter School	HP15	Educational Building
6190104400	915		Fourth Av	Rice Elementary School - Split Zoning,	HP15	Educational Building
6231200300	1601		Fourth Av	Montgomery Elementary School	HP15	Educational Building
5672200100	540		G St	Vista Square Elementary School	HP15	Educational Building
5701308000	299		Hilltop Dr	SFD	HP2	Single Family Property
5691703300	398		Hilltop Dr	SFD	HP2	Single Family Property
6201302100	1395		Hilltop Dr	Castle Park High School	HP15	Educational Building
6232720900	1441		Hilltop Dr	Loma Verde Elementary School	HP15	Educational Building
5710301800	715		I St	Mueller Elementary School	HP15	Educational Building
7761820501	1100		Industrial Bl	Brentwood Trailer Park	HP3	Multiple Family Property
5743001100	44	E	J St	Hilltop Junior High School	HP15	Educational Building
5743003300	80	E	J St	Fire Station	HP14	Government Building
5743003400	84	E	J St	Cv City School District Offices	HP15	Educational Building
5723001100	465		L St	Chula Vista High School & "L" St. Boys	HP15	Educational Building
6231921100	3148		Main St	ABC Builders	HP14	Government Building
6241304000	1540		Malta Av	Rohr Elementary School	HP15	Educational Building
5741403500	30		Murray St	Hilltop Elementary School	HP15	Educational Building

APN	Street No.	Street Dir.	Street Name	Comment	Property Type	Property Type Description
5754502600	36	E	Naples St	St. Pius X Catholic School	HP39	Other
5753800900	51	E	Naples St	SFD	HP15	Educational Building
6391302800	229	E	Naples St	Kellogg Elementary School	HP15	Educational Building
6182000500	681		Naples St	Harborside Elementary School	HP15	Educational Building
6202401700	266	E	Oneida St	Fire Station #9	HP14	Government Building
6393921400	267	E	Oxford St	Concordia Lutheran Church - Proposals	HP39	Other
6192110200	391		Oxford St	Fire Station No. 5 - Special Zoning	HP14	Government Building
6202402100	300	E	Palomar St	Palomar Elementary School	HP15	Educational Building
6192121000	350		Palomar St	SFD With Accessory Unit	HP2	Single Family Property
6192123400	390		Palomar St	Lauderbach Elementary School	HP15	Educational Building
5683004300	385		Park Wy	Memorial Park - Gym, Activity Ctr,	HP35	CCC/WPA Property
5683004300	385		Park Wy	Recreation Center	HP13	Community Center/Social Hall
6193300100	160		Quintard St	Castle Park Jr. High School	HP15	Educational Building
5662402700	242		Saylor Dr	Fredericka Manor - Is Asbury Towers,	HP39	Other
5660710600	275		Sea Vale St	SFD	HP2	Single Family Property
5633303700	111	N	Second Av	K.O.A. Kampgrounds	HP39	Other
5684204800	426		Second Av	SFD	HP2	Single Family Property
7762307612	1425		Second Av	Palace Gardens Mobile Home Park	HP3	Multiple Family Property
6240321200	124		Spruce Rd	Church Of Christ In God	HP3	Multiple Family Property
6240323400	1657		Sycamore Dr	SFD	HP13	Community Center/Social Hall
5683330600	317		Third Av	Dock's Cocktail Lounge	HP6	1-3 Story Commercial Building
5683340400	341		Third Av	Multi Tenant - Retail Building -	HP6	1-3 Story Commercial Building
5732400500	690		Third Av	Henry's Marketplace- Health Foods	HP6	1-3 Story Commercial Building
5733200900	732		Third Av	Masonic Temple	HP13	Community Center/Social Hall
6192113900	1226		Third Av	Express Furniture	HP6	1-3 Story Commercial Building
5690700900	12		Toyon Ln	SFD	HP2	Single Family Property
5690705200	21		Toyon Ln	SFD	HP2	Single Family Property
5690700600	30		Toyon Ln	SFD	HP2	Single Family Property
6232014600	276		Zenith St	Otay Baptist Church	HP39	Other

No extant resource could be identified for the Oyama Farm, Kusaka Strawberry Field, Greg Rogers Elementary School, or 3064 Main Street (Banks House). Although a house near or at 350 or 352 Hilltop was recommended for its potential architectural significance, no building matching it description could be identified near that location.

Twenty-two educational buildings within the boundary of the survey area, part of the Chula Vista Elementary School District and the Sweetwater Union High School District, were identified during the reconnaissance survey, and recommended by public referral as potential historic resources (Table 21). However, as these parcels are outside the jurisdiction of the City

of Chula Vista, ASM does not recommend them for evaluation during the Phase Two survey. We do recommend that the City and the Historic Preservation Commission encourage the School Districts to evaluate these buildings (if they have not already done so), and to share the results of those evaluations with the City and the public.

ASM also identified several areas with concentrations of similar resources— neighborhoods or concentration of commercial buildings —that are good representations of the history and/or architecture of Chula Vista and retain a high degree of integrity. ASM will identify those areas with concentrations of resources in the Final Phase 2 report. However, only those potential historic resources that may be individually eligible will be evaluated during this survey project.

Table 21. Educational Buildings in the Survey Area outside the Jurisdiction of the City of Chula Vista

Property Name	APN	Street No.	Street Dir.	Street Name	Approx Year Built	Property Type Disc.	Property Type Def.	Prev. Documented
Feaster Charter School	5652300300	670		Flower St	c. 1950	HP15	Educational Bldg.	No
Rosebank Elementary School	5662804800	80		Flower St	c. 1950	HP15	Educational Bldg.	No
Vista Square Elementary School	5672200100	540		G St		HP15	Educational Bldg.	No
Chula Vista Junior High School	5683710900	415		Fifth Av		HP15	Educational Bldg.	No
Mueller Elementary School	5710301800	715		I St		HP15	Educational Bldg.	No
Chula Vista High School & "L" St. Boys	5723001100	465		L St		HP15	Educational Bldg.	No
Hilltop High School	5741100600	555		Claire Av		HP15	Educational Bldg.	No
Hilltop Elementary School	5741403500	30		Murray St	c. 1955	HP15	Educational Bldg.	No
Hilltop Junior High School	5743001100	44	E	J St	c. 1960	HP15	Educational Bldg.	No
Cv City School District Offices	5743003400	84	E	J St		HP15	Educational Bldg.	No
Cook Elementary School	5751330100	875		Cuyamaca Av		HP15	Educational Bldg.	No
Harborside Elementary School	6182000500	681		Naples St		HP15	Educational Bldg.	No
Rice Elementary School - Split Zoning,	6190104400	915		Fourth Av		HP15	Educational Bldg.	No
Castle Park Elementary School	6191632100	25		Emerson St	c. 1955	HP15	Educational Bldg.	No
Lauderbach Elementary School	6192123400	390		Palomar St	c. 1960	HP15	Educational Bldg.	No
Castle Park Jr. High School	6193300100	160		Quintard St	c. 1960	HP15	Educational Bldg.	No
Castle Park High School	6201302100	1395		Hilltop Dr	c. 1955	HP15	Educational Bldg.	No
Palomar Elementary School	6202402100	300	E	Palomar St	c. 1955	HP15	Educational Bldg.	No
Montgomery Elementary School	6231200300	1601		Fourth Av		HP15	Educational Bldg.	No
Loma Verde Elementary School	6232720900	1441		Hilltop Dr		HP15	Educational Bldg.	No
Rohr Elementary School	6241304000	1540		Malta Av	c. 1965	HP15	Educational Bldg.	No
Kellogg Elementary School	6391302800	229	E	Naples St		HP15	Educational Bldg.	No

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APPENDICES

APPENDIX A

Surveyed Resources

APPENDIX B

Resources Recommended for Evaluation in Phase Two