

## **NORTH PARK DRYDEN HISTORICAL DISTRICT**

### **Supplemental Boundary Justification**

Many of the properties along Pershing Avenue and 28<sup>th</sup> Street between Upas and Landis streets exhibit a higher level of architectural quality and larger scale than the homes on surrounding streets. A high number of the homes within the proposed North Park Dryden Historical District were built by prominent designer-builders of the early 1900s. This supplemental application examines what drew some of San Diego's best builders to these two street segments in the 19-teens and twenties, giving rise to the notable concentration, integrity and quality of the Craftsman, Mission- and Spanish Revival bungalows within the proposed District boundaries. There are four primary reasons:

1. Direct automobile access to New Town San Diego by way of a wagon trail through the City Park, upgraded as Pershing Drive in the 1920s,
2. Unique building sites created by offset intersections and topography,
3. Potential views and access to the City Park, and
4. Residence of prominent business persons.

This section justifies the proposed District boundaries, which do not correspond neatly to an underlying subdivision, in terms of the classic real estate adage "location location location," a motivation for residential development that has spanned San Diego's history as a city.

### **Previous City Research and Planning**

The boundaries and the name of the proposed district are consistent with more than 15 years of research and planning for historical districts conducted by the City of San Diego Planning Department, as illustrated by the enclosed *Historic Greater Mid-City San Diego* brochure. The fold-out illustrates the 1996 Greater Mid-City Historic Preservation Strategy Project, and states that "The project was sponsored by the Greater Mid-City Historic Preservation Oversight Committee and the City of San Diego Planning Department, with partial support from the Department of Housing and Urban Development Community Development Block Grant program." The project was "intended to provide a framework for the preservation of historically significant community assets and to create greater community awareness of historic preservation issues." The brochure acknowledges that "Invaluable community input was provided in a community workshop on August 29, 1995." The Oversight Committee included representatives of the following organizations with liaison from the Historical Site Board:

- City Heights Area Planning Committee
- Greater Golden Hill Planning Committee
- Greater Golden Hill Community Development Corporation
- Kensington-Talmadge Community Planning Committee
- Greater North Park Community Planning Committee
- Normal Heights Community Planning Committee
- North Park Community Association
- University Heights Community Development Corporation
- Uptown Planners

The brochure presents a suggested auto/bicycle tour route of the following seven potential historic districts: Marston Hills, Park Boulevard Revival/Moderne, Park Boulevard Apartment Row, David O. Dryden, Burlingame, Shirley Ann Place, and Carteri Center. Two of these proposed districts, Shirley Ann Place and Burlingame, have become Traditional Historical Districts. The David O. Dryden district is described as follows on the map: “This district features a concentration of sixteen Craftsman bungalows designed and built between 1915-18 by master craftsman David O. Dryden. These single-and double-story homes typify the design and construction methods of the American Arts and Crafts movement of the early 20<sup>th</sup> century. The surrounding area includes a diverse collection of California Bungalow, Prairie School, and Period Revival homes built between 1918-41.” The boundaries of the district in the 1995 brochure encompass both sides of 28<sup>th</sup> Street and Pershing Avenue from Upas Street to just north of Landis Street, as proposed in the current application. However, there are 20 identified Dryden homes and 2 Dryden remodels identified in the currently-proposed district.

The City’s rationale for naming the proposed district after Dryden reflects the importance of this designer/builder in stimulating other craftsmen to build in the neighborhood, filling lots with well designed homes that reflected the best of the architecture of the time. Dryden’s homes are the “anchor” in the district, just like a flagship store anchors a shopping district, particularly because 16 of the 22 Dryden homes are two-story structures. The relatively small neighborhood also encompasses approximately 40 percent of Dryden’s homes, and the greatest concentration of homes built by this recognized Master Builder, so it is appropriate that the District bears his name.

### **Subdivision and Access History**

Both sides of Pershing Avenue and the west side of 28<sup>th</sup> Street are within the Park Villas Tract (Map 438, which was surveyed May 1870 but not filed until October 14, 1887); the east side of 28<sup>th</sup> Street is within the West End Tract (Map 590, which was surveyed November 1872 and filed May 17, 1873). On paper, these subdivisions are among the oldest in North Park and are associated with San Diego’s founding political and entrepreneurial figures. These tracts were mapped during the beginning of Alonzo Horton’s New Town optimism and soon after reservation of the 1,400-acre City Park on February 4, 1870, as proposed by visionary Ephraim Morse and requested of the state legislature by City Trustees Jose Guadalupe Estudillo, James McCoy and Matthew Sherman (*San Diego, California’s Cornerstone*, by Iris Engstrand 1980, p. 47).

Designation of City Park (now Balboa Park) influenced the pattern of development in North Park more than any other single land use decision in San Diego’s early days. The park is a development boundary along the southern edge of the Pauly’s Addition and Park Villas tracts, and a western development boundary for the multiple tracts south of Upas Street. The park is an important reference point that gave rise to tract names such as Hartley’s North Park (and thence the community’s name) and Park Villas. The park separated North Park from the downtown developments of New Town and Horton’s Addition (Figure 1), which enabled the area to develop independently on a delayed timeline that determined the dominant architectural styles.

The park also constrained the construction of roadways. The 1902 U.S. Geological Survey (USGS) Map of San Diego (Figure 2) illustrates the barrier that the park represented. Only a few threads connect the North Park area to the dense grid of downtown San Diego. One of these is a wagon road that would become Pershing Drive, and it leads directly to the northeast corner of the park at the future intersection of Upas and 28<sup>th</sup> streets. The 1917 street grid map of San Diego (Figure 3) clearly shows the road through the park leading to Upas and 28<sup>th</sup> streets, with spurs to Redwood Street and Arnold Avenue.

**Park Villas Tract.** The Park Villas tract is a large subdivision in two pieces (Figure 4a). The tract encompasses the east half of Lot 1126, the east half of Lot 1127, and the whole of Lot 1349 of the Pueblo Lands of San Diego. The west half of Lot 1127 is not included in the Park Villas subdivision; it became the West End subdivision (Figure 4b).

The Park Villas tract has a complex history. Map 438 notes that Park Villas was “Surveyed for J. Nash Esq. May 1870 by James Pascoe – City Engineer of San Diego.” *North Park: A San Diego Urban Village, 1896-1946* (Covington 2007) describes Nash as follows:

Joseph Nash was an early San Diego entrepreneur who opened his general merchandise store on the New Town waterfront in 1868. It was Nash’s business that a young clerk in the store, George Marston, and his friend Charles Hamilton, bought for \$10,000 in 1873. The Marston Company ultimately became San Diego’s leading department store. Nash was a contemporary of Alonzo Horton, founder of San Diego’s New Town. A 1914 news article about Nash noted, “He purchased a lot in the business district for \$25 and erected a building to house his stock. He purchased other business property at the same price.” Nash is quoted as saying, “I purchased whole blocks for \$200 per block. We divided up some of the blocks into lots and tried to sell the lots for \$5 each. I remember one man who claimed he had been cheated and demanded his \$5 back. He threatened us with lawsuits and made such dire intimations against our characters that we gave him back his money.

Joseph Nash was listed in the 1874 City of San Diego Directory as having a General Merchandise store at the corner of Fifth and J streets. He was a charter member of the Chamber of Commerce, and Vice President of the Citizens Railroad Committee in 1872. He was part of the effort to bring the Texas & Pacific Railroad to San Diego, which was described in *San Diego, California’s Cornerstone* (Engstrand 1980, page 50) as follows:

In the spring of 1871, Congress passed a bill approving construction of the Texas & Pacific Railroad. Speculation was rife when Colonel Thomas Scott, president of the company, came to the Horton House to check over possible depot sites. The offer of enough open land and town property assured location of the terminus on San Diego Bay. Property values went up accordingly. But the untimely failure of the great railroad speculator Jay Cook on “Black Friday,” September 18, 1873, caused the end of Texas & Pacific plans.

Nash sold many of his interests and relocated. In the 1883-1884 McKenney's *Pacific Coast Directory*, Nash was listed in San Francisco at 328 Montgomery with the occupation "mining sec."

A March 31, 1885 news article noted that "the case of Cadwalader vs J. Nash and the California Southern Railroad Company has been filed; the object of the action is to quiet plaintiff's title to the east half of Pueblo lots 1126 and 1127." These lots represent the majority of the Park Villas tract. The California Southern Railroad was incorporated in October 1880, and the successful completion of the local rail line in 1885 led to land speculation that would set off the "Boom of the Eighties" (Engstrand 1980, page 54). The lawsuit's final judgment was filed in the Superior Court of the County of San Diego on September 20, 1887, which explains why Nash's tract map was not actually filed until October 14, 1887.

The case, with a two-year history that included an appeal to the Supreme Court of California, dispersed the land of the Park Villas subdivision as well as property in Middletown through which the California Southern Railroad Company obtained right of way. Joseph Nash was decreed the owner of property in Middletown, multiple blocks and lots in the east half of Pueblo Lot 1127 of the Park Villas tract (east of Ray Street), the row of blocks bordering University Avenue in the east half of Pueblo Lot 1126 (28<sup>th</sup> to Arizona streets, University Avenue to Wightman Street), and 14 lots in Block 78, which extends from Arnold to Arizona streets, Wightman to Landis streets (Figure 5). The rest of the Park Villas tract, including Blocks 64, 65, 66, 69, 70, and 71 in Pueblo Lot 1126 that include most of the proposed historical District, were decreed to be the property of Eliza B. Cadwalader, widow of George Cadwalader. Mr. Cadwalader was an attorney who was born in Ohio in 1830. In 1870, the Federal Census listed him at the Cosmopolitan Hotel in San Francisco, with a value of personal property of \$5,000. In the 1880 Federal Census, he was living on N Street in Sacramento, just a few blocks from the Capitol with his wife Eliza B., three young children, two stepsons, mother, three servants and a butler. He died two years later, and his last will and testament was drawn in Sacramento on August 10, 1882 (*San Diego Union*, April 30, 1885, page 3, column 1).

After settlement of the lawsuit, Eliza did not move to San Diego to enjoy her landholdings. The 1900 Federal Census listed her in San Francisco at 2111 Pacific Avenue with two sons and a daughter, and with her occupation as "capitalist." It is not apparent exactly when she sold the land, but the 1890 City of San Diego Lot Books, which are the earliest assessor books in the San Diego Historical Society records, identified the land ownership for the blocks in the western side of the Park Villas tract (Blocks 62 through 81) as "unknown" except for the row along University Avenue and part of Block 78, which were identified as being owned by Charles S. Hamilton. This was land decreed owned by Nash in the lawsuit. In 1891, most of the "unknown" ownership blocks were identified as being owned by the College Hill Land Association, except for the blocks between Dwight and Myrtle streets from 28<sup>th</sup> to Arizona streets (Blocks 65, 70, 75 and 80), which were identified as being owned jointly by C.C. Seaman, R.A. Thomas, and J.W. Collins. The College Hill Land Association formed in 1886 and initiated development of a branch of the University of Southern California in what is now University Heights, a dream that failed with the land bust of 1888-1889. Their stockholders included C.C. Seaman and Richard A. Thomas ("San Diego's Normal

Heights: The Growth of a Suburban Neighborhood, 1886-1926” by Suzanne Ledeboer, *Journal of San Diego History*, V. 52, No. 1&2, Winter/Spring 2006). Thus, the early history of the Park Villas tract, including the proposed District, is intertwined with the investors who held land that eventually became University Heights.

**West End Tract.** As noted above, the Park Villas tract is a large subdivision in two pieces separated by the west half of Lot 1127. The 1870 Park Villas Tract Map shows a blank space between the two portions, with stub-outs for the east-west streets extending into the west half of Lot 1127. But in November 1872, when the west half of Pueblo Lot No. 1127 was surveyed and drawn by L.L. Lockling, City Engineer, and named “West End,” an entirely different lot pattern and street grid was laid out and approved by the Board of Trustees. As noted in *North Park: A San Diego Urban Village, 1896-1946* (Covington 2007), “The first “paper” tract map #590, dated May 17, 1873, followed the precedent of Horton’s Addition of that same year. The 80-foot wide streets, blocks 200 feet by 300 feet, and lots 50 feet by 100 feet gave it a different configuration from the typical 60-foot wide streets and 50-foot by 125-foot lots in the surrounding tracts of Park Villas and University Heights, hence the multiple dog-leg intersections at the tract boundaries.” The effect of the different block patterns is illustrated by the tract map diagrams in Figure 4. The street grid differences, including the two extra east-west streets terminating on either side of the tract, created more corners and view angles along 28<sup>th</sup> Street, the boundary of the two tracts, than a matching street grid would have, a fact that would have importance nearly 40 years later when residential development finally began in earnest.

Further echoing the “downtown” theme, the east-west roadways of the West End tract were named 1<sup>st</sup> Avenue through 6<sup>th</sup> Avenue (now North Park Way, Gunn, Landis, Dwight, Capps, and Myrtle). The north-south street names reflected an early trend – prominent business figures of the day – for example, Gatewood Street (now 29<sup>th</sup>), for W. Jeff Gatewood, who was listed as Attorney at Law in Horton’s Bank Block in the 1874 City Directory, and Johnson Street (later Sherman and now Granada) for Geo. A. Johnson, a Director of the Commercial Bank of San Diego in 1874. Nash Street in the Park Villas tract was later Missouri Street and is now 32<sup>nd</sup>. Arnold Avenue was named for a prominent real estate developer of the time, G. C. Arnold, and neighboring Choate Street (now Arizona) was named for his business partner, Daniel Choate.

The West End tract is different from Joseph Nash’s Park Villas in that the West End tract map cites no single developer. The map is noted as “Approved officially by the Board of Trustees of the City of San Diego, March 17<sup>th</sup> 1873.” The 1874 City Directory listed the members of the Board of Trustees as E. A. Veazie (President), W.A. Begole, J. B. Boyd, J. G. Estudillo, M. Keating, A. P. Knowles (Marshal), and M. P. Shaffer (City Assessor). E. A. Veazie was a Director of the Commercial Bank of San Diego, and J. G. Estudillo was the Assistant Cashier.

### **Availability of Unique Building Sites**

In spite of the enthusiasm of the 1870’s and early 1880’s, and due to the failure of the land speculation boom in the 1890’s, little development occurred in these tracts (or in the other optimistically subdivided areas on the mesas surrounding City Park) until after the turn of the century. It took until the early 1900’s for adequate water supply and public

transportation via the electric car lines to reach North Park. On August 11, 1907, the *San Diego Union* announced, “University Avenue Electric road is now under construction. The beautifully located territory at the intersection of that Avenue and 30<sup>th</sup> Street is sure to be the most valuable of that section. NOW is the time to purchase. 30 or 60 days hence, when cars are running, values will be decidedly advanced. Thirtieth Street will soon be completed in grading. With two lines of transportation, (the area) is to become a highly favored section.” In August 29, 1907, the *San Diego Union* noted: “The car track is laid complete to Texas avenue, the grading is complete to Idaho [now 28<sup>th</sup>], and the street plowed clear to Missouri [32<sup>nd</sup> Street].” The November 17, 1907 *San Diego Union* contained an advertisement by the Ralston Realty Company for 34 lots on sale in block 78 of the Park Villas Tract. The ad noted the lots were “one short block south of University Heights and the new car line on University avenue which will be in operation Monday . . . These lots are level, on high ground, desirable for immediate building and the best buy at the price fixed, in all San Diego.” Two years later, water was assured by an enlarged University Heights reservoir, with a capacity of 19 million gallons, noted by the *San Diego Daily Transcript* as being completed December 28, 1909.

The December 11, 1910 issue of the *San Diego Union* featured an article on the first page of Section 2 with the headline “BUYS 91 LOTS IN PARK VILLA TRACT Pays \$18,500 for Property at Northeast Corner of Balboa Park.” The article reads as follows:

Ninety-one lots in Pauly’s Park Villa subdivision were purchased last week by George W. Stephenson, through the agency of Charles F. O’Neill for a consideration of \$18,500. It is the largest sale of vacant residence property that has been made for some time. The property, consisting of blocks 66, 71, 76 and 81, excepting five lots in block 81, is situated at the northeast corner of Balboa Park, Upas and Twenty-eighth streets, about two blocks from Blair’s Highlands, the new restricted residence tract, fronting on the Thirtieth street car line. The blocks are 265 by 300 feet, with lots 25 by 125 feet, abutting an alley. Property in this section of the city is coming more in demand every day. Many homes are being built and have been erected during the year, and a considerable amount of street improvement has been done and is under way. Stephenson has great confidence in the ultimate outcome of that section and for that reason bought the property as an investment.

The four blocks purchased were between 28<sup>th</sup> and Arizona streets from east to west, and Upas and Myrtle streets from south to north, and therefore include the southern part of the proposed District. This was not the first time the empty lots had changed hands. According to City of San Diego Lot Books, the land owners were W.E. Webb in 1894, A.M. Martin in 1903, and W.E. Webb in 1908.

The 1992 Statement of Significance for the proposed David Owen Dryden/Craftsman Bungalow District by Alexander D. Bevil (Attachment 1) continues the story. The Dryden/Craftsman District proposal was the precursor for the currently proposed District.

Between 1906 and 1917, the City of San Diego had experienced a tremendous amount of commercial development in its downtown area. This growth was underwritten by the eventual acquisition of a steady

supply of water and the concurrent development of the city's rail and harbor facilities. Additionally, the city staged a highly successful exposition in Balboa Park, between 1915-16, extolling the area's climatic, agricultural, and water-borne resources. This event, the Panama-California International Exposition, helped to create one of the greatest local building booms. The exposition attracted thousands of visitors who chose to return to San Diego to live, work, invest and retire. Because of this steady stream of new residents, local realtors began to buy and subdivide several tracts of land neighboring the downtown area, particularly in the areas north of Balboa Park.

Much of this growth was along newly-laid streetcar lines, which provided quick, reliable transportation to and from the heart of the city from these new subdivisions. Between 1910 and 1912, two of these lines converged at the intersection of 30<sup>th</sup> Street and University Avenue, opening the area for development. In response, real estate speculators purchased and subdivided parcels of land along the streetcar routes. Similar to subdivision development today, these developers installed the subdivision's infrastructure—water and sewer hook-ups, street lighting, curbs, sidewalks, paving, street trees, etc. While several local real estate developers built several spec houses on their tracts to boost sales, most of these developers were merely interested in selling lots, not homes. It was up to the individual lot buyer to contract either an architect or a craftsman/builder to design and construct his home.

Because of the building of several large-scale commercial and financial buildings in San Diego's downtown area, few competent local architects were available who could devote their time and skills towards filling this demand for suburban housing. This design vacuum was filled by building companies and independent craftsmen/builders who contracted out their services. While most of these contractors followed pre-set building plans, available through design catalogs and building construction supply houses, it was the individuality of certain craftsman/builders which helped to contribute to several design variations found in homes built during this time period.

One of these was David Owen Dryden. Dryden, who had previously built homes in the Pacific Northwest and in the Pasadena area, came to San Diego in 1912. More than fifty (50) Craftsman and other Period Revival style homes have been cataloged as having being built in the San Diego area by Dryden by art historian, Donald Covington, Ph.D.

David Owen Dryden is an acknowledged Master Builder in the City of San Diego Historical Resources Board List of Established Masters (November 2008). *North Park: A San Diego Urban Village, 1896-1946* (Covington 2007) states: "The West End tract attracted prominent builder/craftsmen, including David Owen Dryden. His first house on 28<sup>th</sup> Street is renowned for being his most extroverted attempt at an oriental mode. The house was built on property owned by George H. and Anna Carr at 3553 on the corner of Capps Street. George Carr was Secretary of the Independent Sash and Door Company, a

manufacturer and supplier of fine doors, sashes, mill work, and art glass. The house was completed on June 22, 1915. Other West End homes built by Dryden include 3505 and 3571 28<sup>th</sup> Street. . . . David Owen Dryden built about 20 homes in the Park Villas tract, most on the east side of Oregon [Pershing] and the west side of 28<sup>th</sup> Street during 1915 to 1918. He built a bungalow for his own family at 3536 28<sup>th</sup> Street, and the home next door at 3546, which were completed in December of 1915. In 1916, Dryden had seven major houses under construction in Park Villas. The first of these, begun on the 7<sup>th</sup> of January, was a two-story house at 3446 28<sup>th</sup> Street in the classic redwood board and shingle tradition of the Craftsman style. Delayed by the continuous rains and high winds of Hatfield's flood, the house took two months to build instead of the usual six weeks. When the house was finally completed in early March 1916, it was quickly purchased by a retired Chicago manufacturer and proprietor of a paint and varnish company, John Carman Thurston, who ironically had recently moved to San Diego for its more benign climate."

What stimulated Dryden to build the greatest concentration of his homes along Pershing Avenue and 28<sup>th</sup> Street? In the Winter 1991 (Volume 37, Number 1) *Journal of San Diego History* article "David Owen Dryden, A Builder in the Craftsman Style" (Attachment 2), Donald Covington noted:

The picturesque effect is always present in the houses of Dryden's mature phase. He had a knack for choosing sites that would best display his structures, corner lots for instance or lots facing the dead end of a short street. Like the ancient Greeks, Dryden was aware that the most dynamic visual effect of structures was created by angular views where two sides of a building are seen in a contrapuntal relationship. Asymmetrical balance is also a constant feature in the plans and exteriors of his houses as is fine proportion of parts and surface details.

Dryden created a dynamic effect in his houses by massing related but contrasted elements. Plans might be simple squares or rectangles but the resulting structure was often a complex mixing of protruding oriel windows or fireplace inglenooks. Solids were contrasted with the transparencies of verandas, pergolas, and port-cocheres. All of these enrichments were further enhanced by clusters of broad-angled rooflines with vented gables facing opposing directions. A single building often took on the visual character of a cluster of small cottages.

The Resource Location Map for the proposed district (Figure 6) clearly shows the preference Dryden had for lots at corners and near intersections. Of the 14 homes he built along 28<sup>th</sup> Street, ten are in such locations, and the other four are close. These view opportunities were created by the mismatched street grids between Park Villas and West End tracts. Although the six homes he built in the 3500 block of Pershing Avenue do not have the same type of angular view opportunity, these lots would have had desirable overlooks to the west. In his Winter 1991 *Journal of San Diego History* article, Don Covington continued:

By the time Dryden had completed his first house on 28<sup>th</sup> Street, he must have recognized the attractive development potential offered by the high

ridge of land overlooking Balboa Park. That ridge (presently Pershing Avenue and 28<sup>th</sup> Street) in 1915, before development of the residential areas to the west, looked down across the Florida Canyon terrace to the grand community of buildings housing the Panama-California Exposition and the recently landscaped park surrounding the theme buildings and avenues. The Exposition drew attention to the highly desirable suburban building sites north of Balboa Park.

### **Potential Views and Access to the Park**

The area of Pershing Avenue and 28<sup>th</sup> Street between Dwight and Landis streets was specifically and enthusiastically advertised in the *San Diego Union* on January 9, 1912 by “Barnson for Bargains,” (Figure 7) as follows:

Panoramic view of all creation to the horizon at every point of the compass. Unobstructable view of the mountains to Mexico, Point Loma, Coronado Islands and down over the big park to the EXPOSITION grounds. Considering the magnificent view, unequalled car facilities, proximity to what is very soon to be most unique play grounds and wonderful International Botanical Gardens in the world, and its nearness – 20 minutes by car, or 10 minutes through park to the business district. This section is sure to become the favorite residence district of the city and will undergo a most wonderful change in the next twelve months.

This advertisement highlights the principal reasons these particular street segments attracted some of the best craftsman builders of the day: 1) the streets were at the top of the mesa and had view lots to the park and the City's newest attraction, the Exposition; 2) two trolley car lines were nearby along 30<sup>th</sup> Street and along University Avenue, and 3) Pershing Drive was a singular route linking North Park to downtown via automobile, which was a faster way to reach the business district, and Pershing Drive led right to the intersection of 28<sup>th</sup> and Upas. In addition, as noted above, lots at multiple dog-leg intersections formed at the boundary of the Park Villas and West End tracts offered unique views of the builder's handiwork.

Other prominent craftsmen who built homes in the District are mentioned in *North Park: A San Diego Urban Village, 1896-1946* (Covington 2007), as follows: “James Blaine Draper built three residences in a row along 28<sup>th</sup> Street. He built the home at 3630 28<sup>th</sup> Street in November 1915 (which was altered in January 1919), 3638 28<sup>th</sup> Street in February 1916 (which was altered by Dryden in October 1917), and 3644 28<sup>th</sup> Street in May 1916. He also built 3574 28<sup>th</sup> Street in August 1915. Alexander Schreiber [a listed Master Builder] built the home at 3432 Oregon in October 1919. William E. Gibb, who built numerous buildings in North Park's commercial core for the Hartleys, built a large Craftsman home in April 1915 at 2738 Upas Street, at the corner of 28<sup>th</sup> and Upas streets.”

Ralph Hurlburt (a listed Master Architect and Master Designer) and Charles Tifal (a listed Master Builder) also built in the District. Hurlburt & Tifal formed a building partnership that lasted from 1923 to 1929. Hurlburt was a realtor with a talent for designing distinguished homes, while Tifal was an experienced builder of quality

structures. One of their outstanding examples of Pueblo Revival architecture in the District is the house at 3404 Pershing Avenue, built in 1924.

Edward F. Bryans, for whom justification as a Master Builder is presented in this supplemental application, also built numerous homes in the District, as discussed in *North Park: A San Diego Urban Village, 1896-1946* (Covington 2007): “Edward F. Bryans built more than a dozen homes along Oregon Street [Pershing Avenue] and the west side of 28<sup>th</sup> Street in the Park Villas tract. He received a building permit for 3420 Oregon Street on January 20, 1913, and for 3544 Oregon Street on May 15, 1913. The latter was his own residence. Other homes built by Bryans in the tract include 3510-12, 3530, and 3536 Oregon Street and 3570 28<sup>th</sup> Street (1916); 3612-14 and 3652 Oregon Street (1917); 3607 Oregon Street (1919); 3521, 3552, and 3635 Oregon Street, 3520 28<sup>th</sup> Street, and 2728 Upas Street (1921); and 3593 Oregon Street (1923).”

### **Prominent District Residents**

Who lived in this neighborhood? In the years between 1910 and 1940, the neighborhood of the District was home to many people who contributed to the commercial and cultural success of the greater North Park community, San Diego’s second “downtown.” Some of the residents, such as Emil Klicka, who lived at 3506 28<sup>th</sup> Street and later 3404 Pershing Avenue, and John Held, who lived at 3562 Pershing Avenue, also contributed significantly to the commercial and cultural life of the city as a whole. John Held was a member of the City Council from 1918 to 1922.

Emil Klicka, and his brother George Klicka, who lived at 3543 Pershing, were founders and executives of the Klicka Lumber Company at Thirtieth and University. The lumber company was responsible for the construction of many bungalows throughout the mid-city area. In the 1930s, George Klicka invented an affordable kit house that could be purchased as a “kit” or package and assembled on a site. The model was introduced at the 1935 Pan-American Exposition in Balboa Park. With FHA endorsement, hundreds of the kit houses were sold throughout San Diego between 1935 and 1942.

Emil Klicka, who had been a successful banker in Chicago before moving to San Diego in 1921, was Vice President of the San Diego Bank of America in the late 1920s. In 1928, he invested \$150,000 of his own money in the construction of the North Park Theatre & Klicka Building at 29<sup>th</sup> and University. In 1930, Emil Klicka was one of the appointed freeholders who drafted the new City Charter for San Diego. Later, Klicka was a member of the San Diego Harbor Commission. In that role, he was successful in persuading Reuben H. Fleet to move his Consolidated Aircraft from Buffalo, New York, to San Diego. In 1935, he served as treasurer for the Pan-American Exposition in Balboa Park.

In the 1920s, the neighborhood was largely occupied by professional people and merchants who owned or managed businesses in the bustling North Park commercial district centered on Thirtieth Street and University Avenue. Many of the Dryden houses were owned by doctors, dentists and lawyers with practices in downtown San Diego.

As discussed above, one of the few transportation routes between downtown San Diego's commercial district and that at Thirtieth and University was Pershing Drive which cut through the canyons east of Balboa Park connecting 18<sup>th</sup> and B streets on the south side of Balboa Park with 28<sup>th</sup> and Upas on the north side of the park. Instrumental in improving this significant transportation route to modern road standards was Charles Small, manager of the Bishop Cracker and Candy Company on Market Street. Small, who lived in the Dryden house at 3527 Pershing Avenue, was dubbed "father of Pershing Drive" for his volunteer leadership in organizing the fund-raising drives and obtaining the City's support for improving the roadway. The Drive opened in 1923 as a memorial to all the San Diego men and women who died in the course of World War One.

Another of the district's notable residents and one of the city's leading merchants in the 1920s was Dudley D. Williams, general manager of San Diego's Piggly Wiggly grocery stores. The first modern concept of "cash & carry" or self-service shopping in the grocery business was initiated by Clarence Saunders when he started his Piggly Wiggly grocery store in Memphis, Tennessee in 1916. He found the typical way of shopping, where customers would give their orders to clerks who would then gather and package the items, inefficient. His novel solution was to provide baskets to customers as they entered the store, let them stroll the aisles and pick their own items, and then pay for purchases in cash on the way out. The new store was instantly popular, and by 1922 there were thousands of Piggly Wiggly stores across the United States. The Piggly Wiggly store revolutionized the grocery industry, being the first to provide checkout stands, price mark every item, and use refrigerated cases to keep produce fresher longer. Chief associate of Saunders was D. D. Williams, who was the organizer of every Piggly Wiggly store in the United States between 1916 and 1922 when he came to San Diego to open the first store downtown. In the same year, he established the first branch on Thirtieth Street in North Park. Impressed by the vitality of North Park's burgeoning business community and the pleasant residential neighborhoods, Williams purchased a new home at 3594 28<sup>th</sup> Street constructed by builder Joseph C. Kelley. This was his home for the final 20 years of his life, at which time he was the proprietor of 24 markets.

Figure 1 Map of San Diego, 1873  
 (Contrary to the labeling, the west half of Lot 1126 is Pauly's Addition, not Park Villas)

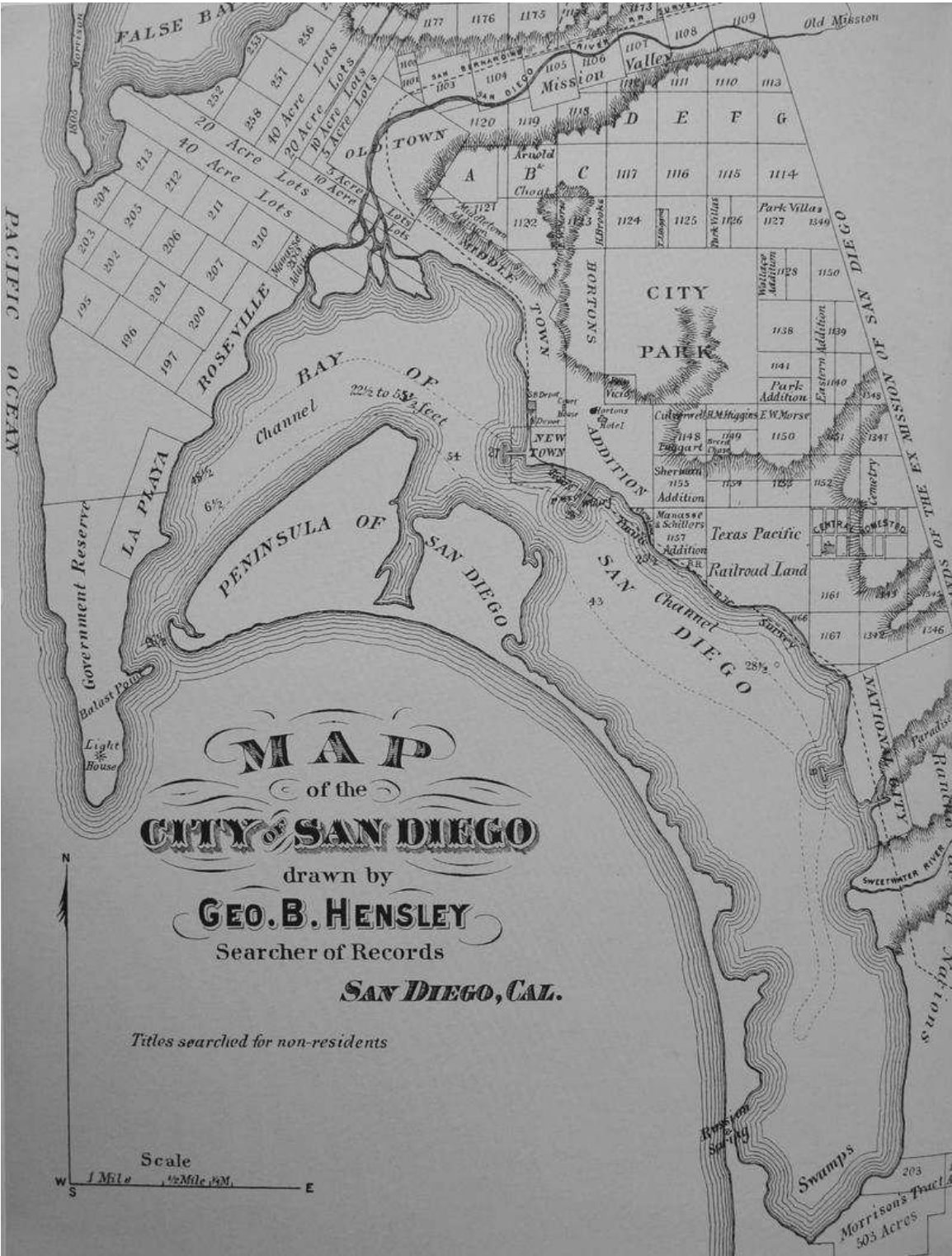


Figure 2 USGS Quad Map of San Diego, 1902



Figure 3 Street Grid of San Diego, 1917

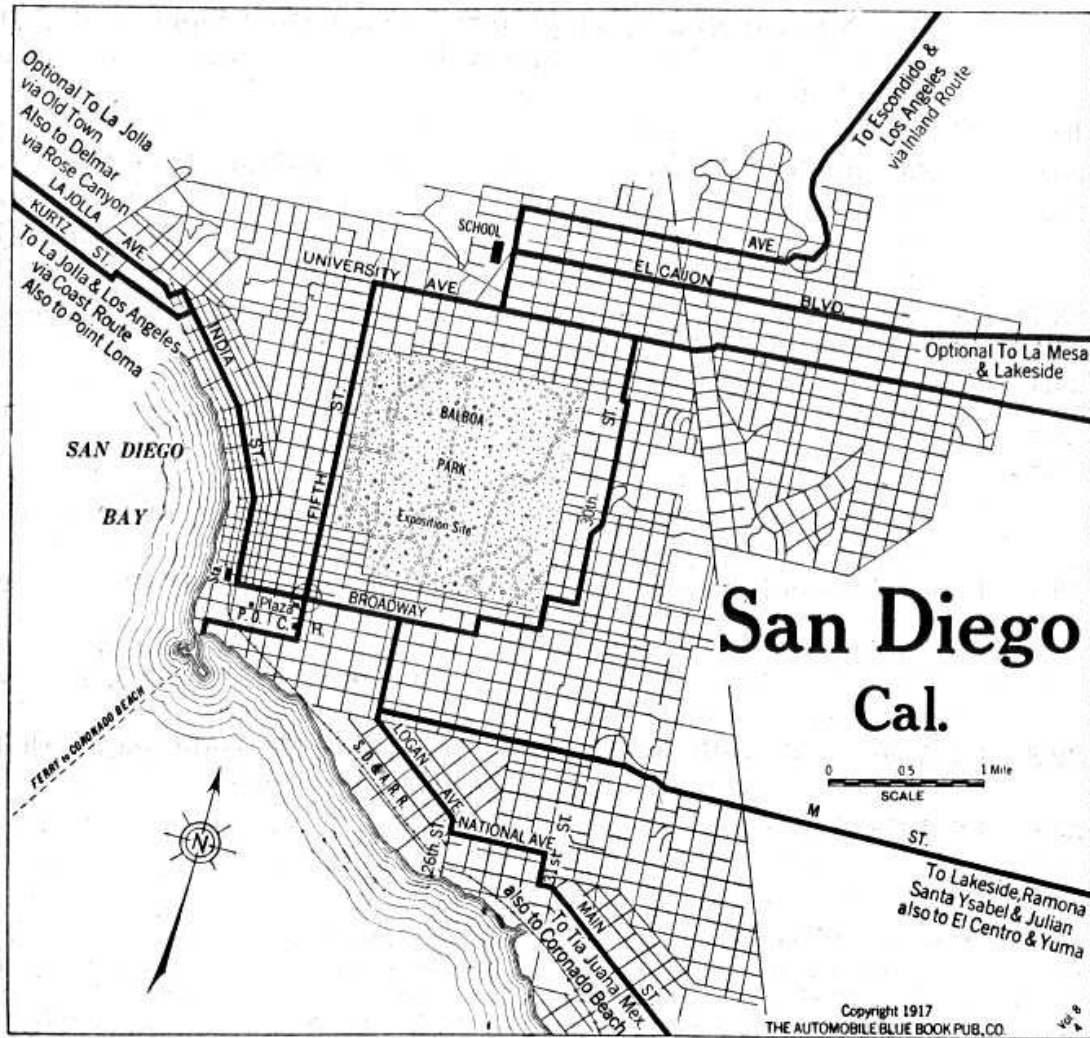


Figure 4 Tract Boundaries

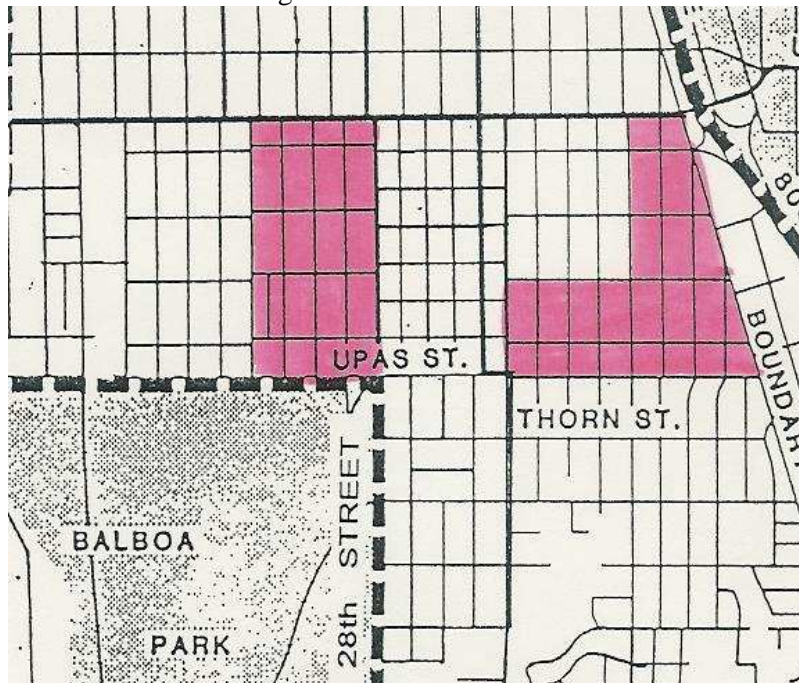


Figure 4a: Park Villas Tract Boundaries  
(excluding Hartley's North Park Addition purchased in 1893)

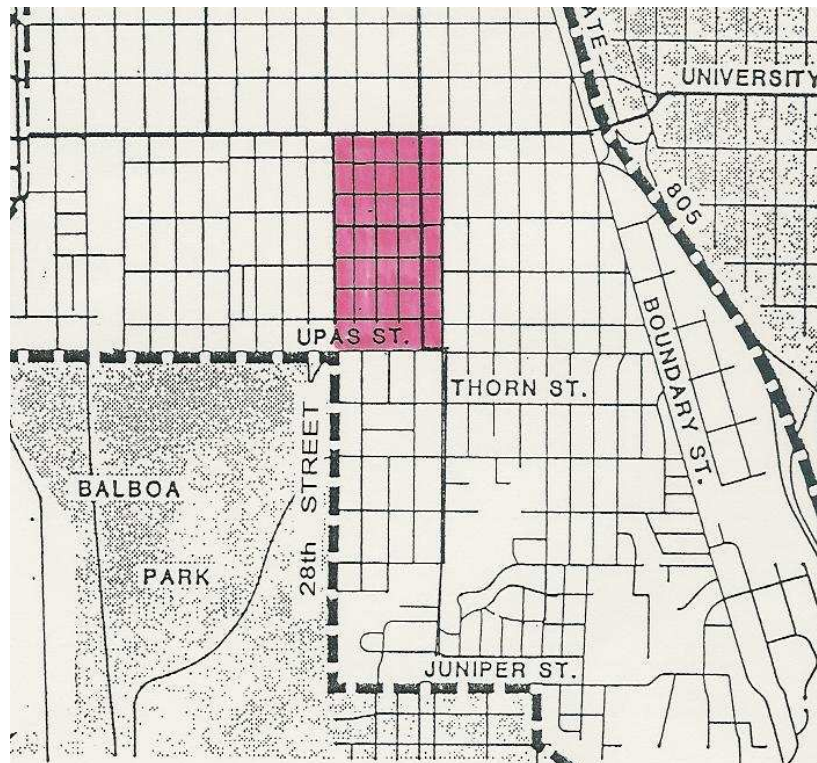


Figure 4b: West End Tract Boundaries

Source: *North Park: A San Diego Urban Village, 1896-1946* (Covington 2007)

Figure 5 Blocks in Park Villas (Western Portion)

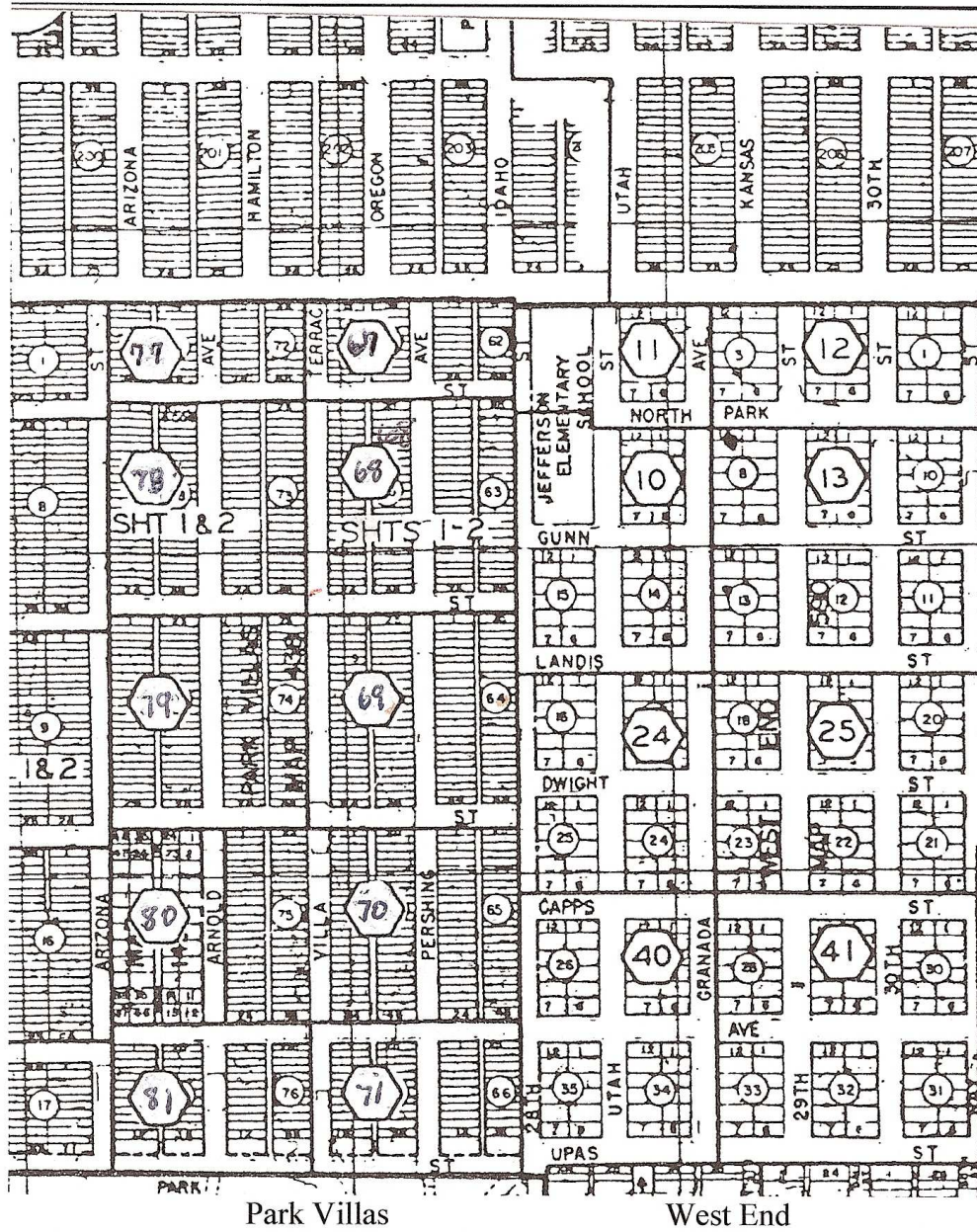




Figure 6 North Park Dryden Historical District Resource Map



RESOURCE MAP 2007

Figure 7: Barnson for Bargains Real Estate Advertisement, San Diego Union, January 9, 1912, page 7

THE

# SALE IS NOW ON

## Blocks 64 and 69, PARK VILLAGES

**VIEW**—Panoramic view of all creation to the horizon at every point of the compass. Unobstructable view of the mountains to Mexico, Point Loma, Coronado Islands and down over the big park to the EXPOSITION grounds.

Lots are 50x125 to alley. Deep, dark, loamy soil. Prices range from **\$550 to \$750**. Terms are  $\frac{1}{3}$  CASH, balance when you please.

**LOCATION**  
 1000 Feet West of D Street Car Line.  
 1000 Feet South of Univ. Ave. Car Line.  
 1000 Feet North of Balboa Park.



Considering the magnificent view, unequalled car facilities, proximity to what is very soon to be most unique play grounds and wonderful International Botanical Gardens in the world, and its nearness—20 minutes by car, or 10 minutes through park to the business district. This section is sure to become the favorite residence district of the city and will undergo a most wonderful change in the next twelve months. We offer here the nearest absolute guarantee possible to double your money invested during the coming few months. Now, there won't be much left to crow about after Saturday of this week.

So Better Come in Early

**If Your Money Earns Less Than 20 Per Cent Acquire "That Profitable Habit"—See**

**Corner Fifth and D**

# BARNSON FOR BARGAINS

**Second Floor Skyscraper.**

**REMARKS ON PAROLE**  
 The following is a list of the names of the persons who have been released on parole from the State Prison, San Diego, California, during the month of January, 1912. The names are given in alphabetical order, and the date of their release is also given. The names of the persons who have been released on parole are given in italics. The names of the persons who have been released on parole are given in italics. The names of the persons who have been released on parole are given in italics.