



# HISTORIC LANDMARK NOMINATION FORM

COMMUNITY DEVELOPMENT DEPARTMENT / PLANNING DIVISION  
8130 Allison Avenue, La Mesa, CA 91942  
Phone: 619.667.1177 • Fax: 619.667.1380

## 1. NAME

Historic:

and/or Common:

## 2. LOCATION

Address:

City:

State:

Zip:

## 3. CLASSIFICATION

### CATEGORY

- District
- Building(s)
- Structure
- Site
- Object

### OWNERSHIP

- Public
- Private
- Both

### PUBLIC ACQUISITION

- In progress
- Being Considered

### STATUS

- Occupied
- Unoccupied
- Work in progress

### PRESENT USE

- Agricultural
- Commercial
- Educational
- Entertainment
- Government
- Industrial
- Military
- Museum
- Park
- Private residence
- Religious
- Scientific
- Transportation
- Other

## 4. OWNER OF PROPERTY

Name:

Address:

City:

State:

Zip:

## 5. LOCATION OF LEGAL DESCRIPTION

Courthouse, Registry of Deeds, etc.:

Address:

City:

State:

Zip:

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**6. REPRESENTATION IN EXISTING SURVEYS**

Title:

Date:

Depository for Survey Records:

City:

State:

Zip:

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**7. DESCRIPTION**

CONDITION

Excellent

Deteriorated

Good

Ruins

Fair

Unexposed

CHECK ONE

Unaltered

Altered

CHECK ONE

Original site

Moved

Date: \_\_\_\_\_

**Describe the present and original (if known) physical appearance:**

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## 8. SIGNIFICANCE

### PERIOD

- Prehistoric
- 1400-1499
- 1500-1599
- 1600-1699
- 1700-1799
- 1800-1899
- 1900-

### AREAS OF SIGNIFICANCE – CHECK AND JUSTIFY BELOW

- |   |   |   |   |
|---|---|---|---|
| <input type="checkbox"/> Archeology-Prehistoric | <input type="checkbox"/> Conservation           | <input type="checkbox"/> Landscape Architecture | <input type="checkbox"/> Religion       |
| <input type="checkbox"/> Archeology-Historic    | <input type="checkbox"/> Economics              | <input type="checkbox"/> Law                    | <input type="checkbox"/> Science        |
| <input type="checkbox"/> Agricultural           | <input type="checkbox"/> Education              | <input type="checkbox"/> Literature             | <input type="checkbox"/> Sculpture      |
| <input type="checkbox"/> Architecture           | <input type="checkbox"/> Engineering            | <input type="checkbox"/> Military               | <input type="checkbox"/> Social /       |
| <input type="checkbox"/> Art                    | <input type="checkbox"/> Exploration/Settlement | <input type="checkbox"/> Music                  | <input type="checkbox"/> Humanitarian   |
| <input type="checkbox"/> Commerce               | <input type="checkbox"/> Industry               | <input type="checkbox"/> Philosophy             | <input type="checkbox"/> Theater        |
| <input type="checkbox"/> Communications         | <input type="checkbox"/> Invention              | <input type="checkbox"/> Politics/Government    | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Community Planning     | <input type="checkbox"/> Other (specify)        |   |   |

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SPECIFIC DATES:

BUILDER/ARCHITECT:

**Statement Of Significance:**

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## 9. PLANNED IMPROVEMENTS

2024- Reinstall "The Diamonds Live Here" wood sign at driveway entrance.

2025-Inspect aluminum windows and sliding doors for deterioration, damage, and oxidation. Clean glass and frames using non-corrosive products. Replace damaged parts / components in-kind if repair is not possible.

2026- Install period appropriate fixed vertical ribbed glazing at the north elevation focal window sited left / east of the entry doors. The lower panels originally featured jalousie slats that were removed for security purposes. Vertical ribbed glass is original to the design and is installed at windows immediately right of the entry doors and left of the focal window, at the west carport wall. Match the new glazing at the focal window lower panels to the existing vertical ribbed glazing.

2027-Inspect and rehabilitate original, fixed wood windows at the west and north elevations. Clean glazing, repair wood as needed including patch, sand, paint / seal, and caulk. Replace in-kind if damaged beyond repair. **See Rehabilitation Plan for complete list.**

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## 10. SOURCES

1. "1953 Historic Aerial of La Mesa," Website: [HistoricAerials.com](http://HistoricAerials.com)
2. "American System Built Homes," Frank Lloyd Wright Foundation. (n.d.), Website: <https://franklloydwright.org/site/american-system-built-homes/>. Accessed 2023
3. Ancestry.com. U.S., City Directories, 1822-1995 [database on-line]. Lehi, UT, USA: Ancestry.com Operations, Inc., 2011.
4. Ancestry.com. U.S., Public Records Index, 1950-1993, Volume 1 [database on-line]. Lehi, UT, USA: Ancestry.com Operations, Inc., 2010.
5. Ancestry.com. U.S., Find a Grave® Index, 1600s-Current [database on-line]. Lehi, UT, USA: Ancestry.com Operations, Inc., 2012.
6. Ancestry.com. Cook County, Illinois, U.S., Marriages Index, 1871-1920 [database on-line]. Provo, UT, USA: Ancestry.com Operations, Inc., 2011.
7. "Builders Contest Peps Up San Diego," American Builder and Building Age 1937, Vol. 59, Issue. 6 (US: Simmons Boardman Publication Corporation, 1937); [https://archive.org/details/sim\\_american-builder\\_1937-06\\_59\\_6/page/74/mode/2up?q=Bay+Park](https://archive.org/details/sim_american-builder_1937-06_59_6/page/74/mode/2up?q=Bay+Park). Accessed 2023
8. "Business Search," California Secretary of State, Website: <https://bizfileonline.sos.ca.gov/search/business> , Accessed Nov 2023.
9. California Department of Public Health, courtesy of [www.vitalsearch-worldwide.com](http://www.vitalsearch-worldwide.com).
10. California State Library; Sacramento, California; Great Register of Voters, 1900-1968.
11. "Chicago Housing Association," Los Angeles Times, January 4, 1920.
12. "Chicago's Housing Project," The Windsor Star, Sep 1, 1920.
13. "Chicago Housing Project Magnet for Wide World," The Englewood Economist, August 4, 1920.
14. "Chicago Housing Project Magnet for Wide World," Suburbanite Economist, August 10, 1920.
15. "Chicago Realizes Housing Project," Tacoma Daily Ledger, Jun 27, 1920.
16. Coronado Eagle and Journal, 1956.
17. Diamond Tract, Map No. 02885. **See report for complete list of sources.**

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## 11. GEOGRAPHICAL DATA

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## 12. FORM PREPARED BY:

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## 13. APPLICATION PREPARED BY:



## MILLS ACT AGREEMENT APPLICATION

COMMUNITY DEVELOPMENT DEPARTMENT / PLANNING DIVISION  
8130 Allison Avenue, La Mesa, CA 91942  
Phone: 619.667.1177 • Fax: 619.667.1380

### IDENTIFICATION

1. Applicant/Owner Name: Angelique C. Harbin
2. Street Address: 9353 Lemon Avenue
3. City: La Mesa State: CA Zip: 91941
4. Phone Numbers: (858) 243-1505 Evening: (858) 243-1505

### HISTORIC PROPERTY LOCATION

1. Historic Name: Palmer "Darrell" Diamond Residence
2. Street Address: 9353 Lemon Avenue
3. City: La Mesa State: CA Zip: 91941
4. Assessor's Parcel Number: 495-175-04-00
5. Legal Description: LOTS 10 & 11 & 13 & C \*POR\*

### LANDMARK DESIGNATION (If potential, a Landmark Application is required)

Landmark Type: Potential:  Local:  State:  National:

Date of Designation: \_\_\_\_\_

### POTENTIAL STRUCTURE / PROPERTY IMPROVEMENT TIME-LINE

Please list the improvements which are intended to take place over the next 10 years. List them in order of owner's priority.

Year      Improvement

See attached Rehabilitation Plan

Owner Signature: Angelique C. Harbin Date: 1/14/24

## PREPARED FOR

Angelique C. Harbin  
9353 Lemon Avenue  
La Mesa, CA 91941

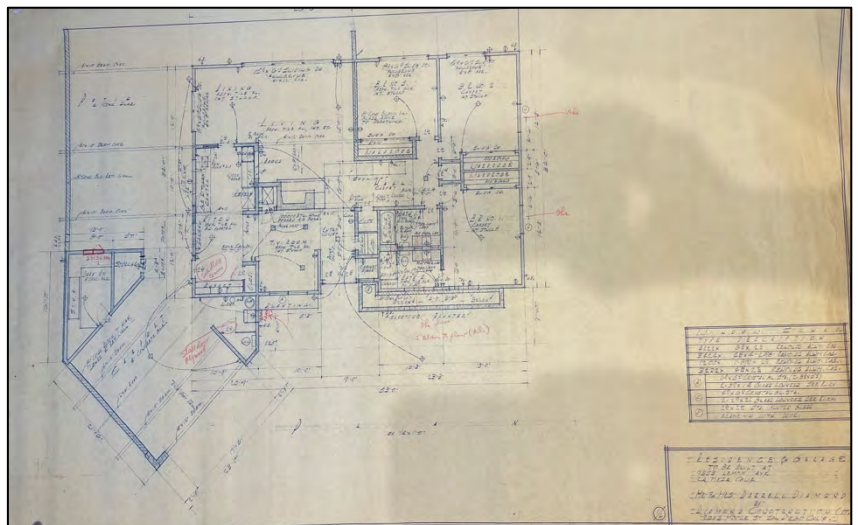
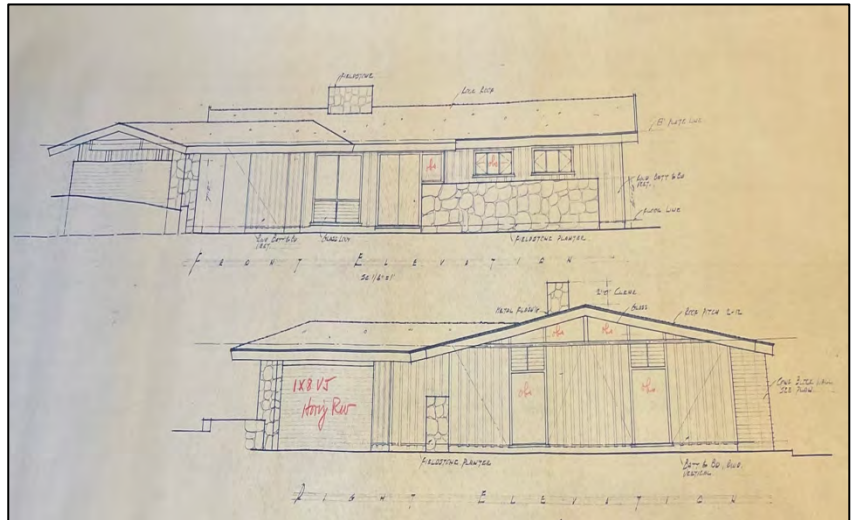
## PREPARED BY

Alexia Landa, BA, Historian  
Urbana Preservation & Planning, LLC  
[www.urbana-preservation.com](http://www.urbana-preservation.com)  
(844) – URBANA3

## SUBMITTED TO

City of La Mesa  
Planning & Zoning Division  
Historic Preservation Commission  
8130 Allison Avenue  
La Mesa, CA 91942

**JANUARY 2024**



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Table 2. San Diego City Directory Listings for the Diamond Construction Company, 1927-1974.

Table 3. Identified Properties Attributed to the Diamond Construction Company, 1927-1974.

### Attachments

#### A. HISTORIC IMAGERY AND DOCUMENTATION

Figure 1a-c: P. "Delos" Diamond Building Permits.

Figure 2a-b: P. "Delos" Diamond Partnerships.

Figure 3a-b: ASB Homes

Figure 4: 10541 S. Hoyne Avenue.

Figure 5a-c: Chicago Housing Project

Figure 6a-b: Los Angeles Housing Expert

Figure 7a-e: Los Angeles Diamond Construction Co. properties.

Figure 8: *Evening Tribune*, 1929

Figure 9: *Evening Tribune*, 1930.

Figure 10a-b: Darrel Diamond and Norval Diamond Credentials.

Figure 11a-b: Diamond Construction Co. Cottage House Type

Figure 12a-b: Diamond Construction Co. Property, 2435 Marilouise Way.

Figure 13a-b: Bay Park Village Development, 1937.

Figure 14: Bay Park Village Featured on American Builder in 1937.

Figure 15: *Evening Tribune*, 1938.

Figure 16a-c: Diamond Construction Co. Garden House, 1938.

Figure 17a-b: Diamond Construction Co. 3319 Udall Street property, 1940.

Figure 18a-b: Diamond Tract, 1952.

Figure 19a-b: Diamond Tract Map No. 2885.

Figure 20a-b: Diamond Construction Co. Coronado Lots, 1956.

Figure 21a-b: Coronado Record of Survey Map No.4107, 1956.

Figure 22: *Evening Tribune*, 1956.

Figure 23a-c: Sapphire Terrace Map No. 3610, 1957.

Figure 24: *Evening Tribune*, 1960.

Figure 25a-b: *The Onlooker*, 1929.

Figure 26a-b: Janis Diamond President of Pacific Beach Women's Club, 1930s.

Figure 27a-c: Janis Diamond Art Shows.

Figure 28a-f: Diamond Construction Company Blueprints, 1956.

Figure 29a-b: Grossmont Hospital Women's Auxiliary Home and Garden Tour, 1957.

Figure 30a-h: Historic Aerials.

- B. CURRENT VIEWS
  - Photos 1-11
- C. DPR 523 SERIES FORMS
- D. REHABILITATION PLAN



## I. INTRODUCTION

This Historic Site Designation Report (HSDR) is prepared for the Palmer "Darrell" Diamond Residence, located at 9353 Lemon Avenue in the City of La Mesa. The property is identified as San Diego County Assessor's Parcel No. 495-175-04-00 and is located on Lots 10, 11, 13, and a portion of Lot C, recorded as Map No. 3028. This HSDR was prepared by Alexia Landa, BA, Historian of Urbana Preservation & Planning, LLC (Urbana) to support the proposed designation of the home as a San Diego County Historic Site and to obtain a Mills Act Property Tax Abatement as part of ongoing efforts to rehabilitate the historic-era home.

The Diamond Residence was constructed in 1956 as the City of La Mesa was entering its last phase of development in the post-war boom with new residential tracts and modernistic Ranch style homes filling in newly annexed lands. Within this post-war development, small tract and custom Ranch style dwellings punctuated the new suburban landscape, replete with new schools and shopping centers to support the City's growing population. Designed by the Diamond Construction Company, the Diamond Residence is one of only approximately seven properties constructed in the Custom Ranch style attributed to the company in San Diego and one of two known properties designed in the Custom Ranch style in the greater La Mesa area.

The Diamond Residence, located at 9353 Lemon Avenue, is a historic resource that qualifies for designation as a La Mesa Landmark under the City of La Mesa Municipal Code (Title 25, Chapter 25.03, Section 25.03.010). Under Criterion C the property embodies distinctive characteristics of the Custom Ranch style. Under Criterion D it is representative of the notable work of an acclaimed builder, the Diamond Construction Company. The period of significance under this context and criterion is 1956 representing the original date of construction. Over the years, minimal alterations were made to the subject dwelling. The attached rehabilitation plan lists future projects to rehabilitate the home to preserve the Diamond company's original design intent.

All figures and photos, including contextual and property specific documentation, historic and current views, and Department of Parks & Recreation (DPR) 523 series forms, and rehabilitation plan are contained within the supplemental attachments to the HSDR in Attachments A-D.

## II. HISTORIC CONTEXT

### La Mesa

The development history of La Mesa and the surrounding unincorporated communities of Mt. Helix and Grossmont, is divided into three distinct time periods, defined by a series of land tracts platted from the late 19<sup>th</sup> to early 20<sup>th</sup> century forward. Founded in 1869, the lands comprising the present-day City of La Mesa were initially within the boundaries of the former Mexican land grant, Rancho Ex-Mission San Diego de Alcalá.<sup>1</sup> The area, however, would not be developed until the American occupation of California with the arrival of Iowan “Robert” Allison.<sup>2</sup> Robert Allison was a rancher originally from Ohio, who relocated from Northern California to San Diego in 1868. Soon thereafter, Allison began acquiring several thousands of acres of land throughout the county to continue his stock business. In 1869, Allison acquired roughly 4,282 acres of the ex-mission land grant on which he grazed sheep.<sup>3</sup> The area’s natural springs provided an ample water supply to support ranching operations and proved to be a valuable location for Allison. Following the discovery of gold in Julian and the Cuyamaca’s in 1870, La Mesa was recognized as a convenient stop eastward for the transportation of people and goods.<sup>4</sup> Allison continued to play a vital role in the early settlement of the area by investing and providing the right-of-way for the construction of the San Diego Flume and the San Diego, Cuyamaca, and Eastern Railroad (SDCE), thus helping bring both water and a reliable transportation corridor to the area in the 1880s.<sup>5</sup>

The construction of the flume in 1886 and the establishment of the railroad in 1887 would fuel land speculation in La Mesa and the surrounding area. Water continued to be limiting factor in the growth of the region. The construction of the flume supported more intensive agricultural operations and real estate improvements, while the railroad linked the once remote area from the coast to the east. In anticipation of a real estate boom, the San Diego Flume Company began selling and subdividing lands located along present-day El Cajon Boulevard between Rolando Boulevard and Garfield Street. In 1894, Allison’s son, Joseph Allison, and land speculator, Andrew S. Crowder, platted a small town around Allison Spring Station (located at present-day downtown La Mesa) and the newly formed La Mesa Lemon Company’s packinghouse and store. Soon thereafter, a new school was constructed to serve the area’s growing number of local citrus farmers and residents. In 1895, newspapers and periodicals referred to La Mesa as either “Allison Springs,” “La Mesa Springs,” or the “La Mesa Colony.” While small, Allison’s community marked the first phase of residential development in the area. The Rosedale tract (1895; Map No. 00825) was one of the first tracts established as part of the La Mesa Colony. The colony would continue to grow through the end of the 19<sup>th</sup> century attracting suburban developers and new businesses.

By the early twentieth century, the La Mesa Colony had transformed into a modest sized residential farming community, that had expanded outward to include numerous citrus orchards, packinghouses, health resorts, and a few film production facilities.<sup>6</sup> The area was marketed as “San Diego’s Pasadena,” the “Jewel of the Hills,” and as east county’s “Homeland.”<sup>7</sup> This became the mantra for suburban developers, as well as civic and business leaders, who advertised the La Mesa Colony, and tracts such as the Fruitvale Tract (1907; Map No. 01112), as an ideal location to live and raise a family.<sup>8</sup> The area attracted new settlers, ranchers, and businesses, which included several hotels, a lumberyard, sanitarium, stores, and an opera house.<sup>9</sup> Much of the residential and commercial development constructed during this time was designed in period revival architectural styles, such as Beaux Arts, Classical Revival, Spanish Revival, and the Craftsman Bungalow style. Citrus orchards and other agricultural crops soon surrounded the small community of 700 residents on every side, raising concerns for local control of their economic and domestic livelihoods. In 1912, La Mesa was incorporated as a city to alleviate these concerns. Steadily the new suburban city continued to grow, along with the communities of Grossmont and Mt. Helix. As the area continued to expand, new transportation corridors were installed in support of its residents.

In the mid-1910s, the construction of a new state route (present-day El Cajon Boulevard) through the area strategically positioned La Mesa for commerce and commuting, representing a second phase in La Mesa's development. The route would become a major cultural and economic transportation corridor that was instrumental in the development of several small towns between the east coast and San Diego. In 1926, the route was christened U.S. Route 80 following the establishment of the United States Numbered Highway System. Its location through La Mesa not only stimulated travel through the area but linked the area with other communities located along the route as automobile usage increased through the region. As a result, La Mesa became a thriving commercial, civic, and social center not only for itself, but for outlying unincorporated areas, such as Grossmont, Mt. Helix, Calavo Gardens, Casa de Oro, Spring Valley, and Lemon Grove.<sup>10</sup> In support of automobile operations, several roadside businesses were established along U.S. 80, such as service stations, motels, and restaurants. In addition to roadside establishments, residential subdivisions established in La Mesa during this time include Roseland Heights in 1912 (Map No. 01506), La Mesa Springs in 1915 (Map No. 00786), Eventide Tract in 1924 (Map No. 01781), University Tract in 1927 (Map No. 02017), and the Wetzella Tract in 1928 (Map No. 2083), all located within or in proximity to downtown La Mesa and U.S. 80.<sup>11</sup> Land surrounding La Mesa proper continued to be utilized for agricultural operations.

By 1930, the population of La Mesa had increased from 1,528 in 1920 to 2,513.<sup>12</sup> However, for much of the decade, the area would see little growth due to the Great Depression. The depression ended the real estate boom that occurred in the 1920s, leaving many residential tracts vacant. Newer tracts such as Windsor Hills, Rolando, and Fletcher Hills, were put in foreclosure while other 1920s developments were barely filled.<sup>13</sup> The area would not experience significant development until World War II and the post-war era that followed. The Highview Acres subdivision (1936; Map No. 02205).

The third and final phase of development in La Mesa and the surrounding unincorporated communities is not punctuated by a specific land tract, developer, or transportation corridor, but by a style of architecture and the growth of the suburbs. Infrastructure demands and land annexations characterize La Mesa's post-WWII period coupled with the development of comprehensively constructed residential tracts improved with dwellings in modernistic Ranch styles, replete with new schools and shopping centers to support the growing population. New suburban tracts developed or annexed to La Mesa included Mount Helix Avocado Highlands, Fletcher Hills / Severin Manor, Rasonia, Rolando Knolls, and Vista La Mesa.<sup>14</sup> These new communities were connected by major transportation corridors developed in the mid-to-late 1950s including State Routes 94 and 125. Custom homes were constructed in the mid-century period with designs attributed to noted master architects and builders including Cliff May, Lloyd Ruocco, John Mortenson, and Homer Delawie.

As economical vacant land was consumed by new single-family neighborhoods, rising land costs in the older parts of town created a demand for higher-density cost-effective housing. This resulted in the development of infill apartment buildings in and around established historic-era neighborhoods.<sup>15</sup> These infill projects were inconsistent in appearance and form and designed in a mix of minimal and Modernistic styles.<sup>16</sup> New subdivisions such as the Diamond Tract (1952; Map No. 02885), Amherst Tract (1959; Map No. 04081), Martin Manor (1960; Map No. 04606), Parkway Center Unit No. 1 (1961; Map No. 04768), Parkway Center Unit No. 4 (1961; Map No. 04783), and Helix West-Unit No.1 (1966; Map No. 05814) were developed during this time. For many families La Mesa became an ideal location to live, far enough from the hustle and bustle of the city, yet close enough to commute. By the 1980s, La Mesa had grown to a population exceeding 50,000. The area boasted a new trolley system, several institutional properties, and was a retail center, strengthening its popularity for businesses and families which continues to this day.

The City of La Mesa Historic Resources Inventory and Landmarks Table offers a glimpse of the greater La Mesa history. Designated sites represent each phase of the area's development, with the majority

dating to the early development of the City. Refer to **Table 1** below for a list of designated historic sites in the greater La Mesa area.

**Table 1. Designated Historic Landmarks in La Mesa.**

Year Built	Identifier	Architectural Style/Builder	Address	Landmark No.
1891	Albert W. Gray House	Queen Anne Cottage Builder: A. W. Gray	8045 Culowee St	HL No. 8
1894	La Mesa Depot	Vernacular Builder: Not Listed	4695 Nebo Dr	HL No. 6
1897	Roach-Porter House	Victorian Builder: Not Listed	4990 Porter Hill Rd	HL No. 18
1898	Frederick & Marta Binney Ranch House	Folk Victorian Builder: Not Listed	8602 Echo Dr	HL No. 43
1907	Spring House/Collier Park	Vernacular Builder: Not Listed	4401 Palm Ave	HL No. 3
1907	C. Clarence & Fannie Park Home	Transitional Craftsman Bungalow Builder: Not Listed	4604 Date Ave	HL No. 41
1908	Rev. Henry A. McKinney House	Vernacular Folk Victorian Builder: Not Listed	8369 University Ave	HL No. 1
1908	Frank Oliver House	Vernacular Queen Anne Cottage Builder: Not Listed	4657 4 <sup>th</sup> St	HL No. 9
1909	Miles House	Vernacular Colonial Revival Architect: J. B. Stannard	9390 Urban Dr	HL No. 7
1909	Angell Residence	Victorian Cottage Builder: Not Listed	4630 Date Ave	HL No. 50
1910	Robertson House	Transitional Victorian/Craftsman Bungalow Builder: Not Listed	4572 Palm Ave	HL No. 16
1910	James Morrison House	Craftsman Bungalow Builder: Not Listed	8415 Grant Ave	HL No. 10
1910	Staples-Orcutt House	Craftsman Bungalow Builder: Not Listed	4576 Acadia Ave	HL No. 28
1910	Sherman Grable House	Craftsman Bungalow Builder: Not Listed	4344 Date Ave	HL No. 2
1910	Wentz-Park House	Craftsman Builder: Not Listed	4603 Date Ave	HL No. 14
1910	Harry & Vada Roberston House	Craftsman Bungalow Builder: Not Listed	4582 Palm Ave	HL No. 24
1910	Sidney Holland House	Transitional Victorian/Craftsman Bungalow Builder: William Abbot	8463 Lemon Ave	HL No. 40
1911	Roehr House	Craftsman Designer/Builder: Unknown	4646 Nebo Dr	HL No. 53

1911	Ovid and Helen Thompson House	Craftsman Designer/Builder: Unknown	4517 Date Ave	HL No. 56
1911	Harry Park House	Transitional Victorian/Craftsman Builder: Not Listed	8069 Lemon Ave	HL No. 4
1911	Orien W. Todd House	Prairie Style Builder: E. W. Stillwell Co.	8069 Vista Dr	HL No. 11
1911	Reynolds/Lingren House	Craftsman Builder: E.A.D. Reynolds	4554 Acacia Ave	HL No. 12
1911	McNeil House	Craftsman Bungalow Builder: John E. Hurlburt	4612 3 <sup>rd</sup> St	HL No. 23
1911	Witter House	Craftsman Bungalow Builder: Not Listed	4840 Schuyler Ave	HL No. 38
1911	Samson/Sprung Home	Arts & Crafts Bungalow Builder: Not Listed	4544 Date Ave	HL No. 46
1913	Rosebrock House	Craftsman Bungalow Builder: Not Listed	4651 Date Ave	HL No. 15
1914	John Stavely Home	Craftsman Bungalow Builder: Not Listed	4628 3 <sup>rd</sup> St	HL No. 23
1914	James C. & Ellen Robertson House	Craftsman Bungalow Builder: Harry & John Robertson	4580 Palm Ave	HL No. 17
1916	Ross Thiele Home	Tract Bungalow Builder: Not Listed	4572 3 <sup>rd</sup> St	HL No. 30
1918	Lyster-Garfield House	Craftsman Builder: Not Listed	4725 Hillcrest Ave	HL No. 20
1921	Merle and Martha Frost House	Craftsman Bungalow Builder: Not Identified	8459 Lemon Ave	HL No. 45
1921	Alfred Cook House	Craftsman Bungalow Builder: Not Listed	8465 Lemon Ave	HL No. 49
1922	Charlotte and John E. King House	Craftsman Designer/Builder: Unknown	4987 Colina Dr	HL No. 57
1924	Judy House	Cottage Builder: Christian Lazarus	4572 Date Ave	HL No. 29
1924	Orr-Lapum House	Transitional Victorian/Craftsman Cottage Builder: Not Listed	4596 Nebo Dr	HL No. 13
1927	Prather House	Spanish Eclectic Builder: Not Listed	4171 Merritt Blvd	HL No. 31
1928	Porter Hall	Chinese Imperial Builder: Not Listed	4910 Memorial Dr	HL No. 27
1929	Clifford Sawyer Home	Tudor Revival Builder: Not Listed	4420 Merritt Blvd	HL No. 21
1930	Christian & Adelaide Jensen House	Tudor Revival/Storybook Builder: Not Listed	6750 Alamo Way	HL No. 51
1931	Bengston House	Tudor Revival Builder: Not Listed	4646 3 <sup>rd</sup> St	HL No. 35
1932	Fouchy House	Spanish Eclectic	7910 El Capitan	HL No. 36

		Builder: Alberto O. Treganza		
1935	Chester L. and Ann Harritt/William H. Wheeler/A.E. Dennstedt House	Spanish Eclectic Architect: William H. Wheeler Builder: A.E. Dennstedt	8406 Hillcrest Ave	HL No. 58
1935	Henry M. Lyons House	Cottage Builder: Not Listed	4871 Bancroft Dr	HL No. 5
1935	Dillon House	Spanish Colonial Revival Builder: Not Listed	9151 Dillon Dr	HL No. 22
1935	Eugene & Katherine Hyatt Home	Monterey Builder: Dennstedt Building Co.	4767 Mission Bell Ln	HL No. 39
1938	Lucretia Malcolm House	Tudor Revival Builder: H. L. Jackson	9279 Fletcher Dr	HL No. 42
1938	Martin Christopher House	Mission Revival Builder: Dennstedt Building Co.	8505 Lemon Ave	HL No. 19
1938	Simard House	Mediterranean Revival Builder: Lilian Rice	9339 Lemon Ave	HL No. 34
1939	United States Post Office Building	Art Moderne Builder: Not Listed	8391 La Mesa Blvd	HL No. 25
1939	Jensen House	Spanish Revival/Ranch Builder: Henry H. Prebisius	9125 Dillon Dr	HL No. 37
1943	Christopher & Marie Hinck House	Mediterranean Revival Builder: Not Listed	9397 Lemon Ave	HL No. 48
1950	Charles and Lillian Spitzer House	Contemporary/Custom Ranch Architects: Lavinia Colgan and Henri Jacot	7256 West Point Ave	HL No. 54
1950	Stanley and Virginia Scott House	Custom Ranch Builder: Jackson-Scott Construction	9190 Brier Rd	HL No. 55
1952	Cole Residence	Post-and-Beam Builder: Lloyd Ruocco	5628 Nokomis St	HL No. 33
1953	Styles House	Ranch Kit House/Post-and-Beam Builder: Cliff May & Chris Choate	8545 Chevy Chase	HL No. 32
1955	Wetherell Residence	Contemporary Modern Builder: C.J. Paderewski	8760 Alpine Ave	HL No. 44
1955	Adams Residential Complex	Contemporary Modern/Custom Ranch Builder: John Mortenson Landscape Arch: Wimmer & Yamada	9425 Lemon Ave	HL No. 47
1956	Orlando & Marie Johann Residence	Contemporary Modern/Custom Ranch Builder: Not Listed	4511 Miramonte St	HL No. 52
1956	Diamond Residence	Custom Ranch Builder: Diamond Construction Co.	9353 Lemon Ave	HL No. xx

### Custom Ranch Style

Constructed in 1956, the 9353 Lemon Avenue property is an example of a Custom Ranch style residence. During the 1950s-1970s period of development, the San Diego region was developed with Ranch style and Contemporary single-family dwellings, both within larger comprehensively developed tracts, replete with commercial, civic, religious, and public serving buildings, and as custom designs that infilled available parcels throughout the region.

The Ranch style house first emerged in the early 1930s, when in 1932, Architect Cliff May designed the first of its kind in San Diego. May would go on to design hundreds of custom Ranch style homes in the Southern California region, which he coined the California Ranch House, that would evolve into the traditional mid-century Ranch house we know today. Initially designed to be low-cost tract housing, the style was not intended to be eye-catching. Its low-profile appearance and plain use of materials was a precursor architectural style to the post-WWII homes that emphasized privacy and extended the Minimal Traditional-style aesthetic popularized in the 1930s and 1940s. In the 1950s, Ranch style homes represented sheltered privacy and a sense of security from the happenings of the Cold War, when civil defense needs stressed strength of the family and home as assets for the country. Throughout the United States, the Ranch style dominated residential tracts developed in the 1950s, 1960s, and 1970s. Inspired by the sprawling Spanish haciendas scattered throughout Mexico and Southern California in the 1800s, but shrunken to individual 1/8 - 1/4 acre lots, the hacienda floor plan was adapted for modern living with stretched interior spaces in a linear, L-shaped, U-shaped, or H-shaped fashion, and embraced the outdoors through redefining courtyards and patios as out-door "rooms." New meaning was given to the roles and locations of rooms. The kitchen was brought forward to the front of the house and the living room, because of the house's shallow depth, usually opened to both the front and rear of the dwelling. Ranch style homes typically had open floor plans, combining the kitchen, dining, and living room into one communal family area. *Sunset Magazine's* 1958 publication "Western Ranch Houses by Cliff May" further popularized the style.

Residential tracts developed in the 1950s-1970s period typically offered larger lots, lower and more horizontally oriented structures, and groupings of different shapes, planes, materials, colors, and textures. Rather than offering just one or two models, developers commissioned architects to design several basic floor plans and elevations for their home models, with each developer then offering custom upgrades relating to interior and exterior fixtures and finishes. As the suburban building trend continued, consistent with increased promotion of and reliance on the automobile, garages were expanded to accommodate two vehicles and the garage portion of Ranch style homes were oriented toward the street.

Builders advertised a variety of Ranch styles including Tract Ranch, Split-Level, Contemporary, and Custom Ranch. Tract Ranch homes are typically single-story, with several stylistic variations including Colonial or Spanish Hacienda. In hilly neighborhoods, the Ranch style is occasionally adjusted to accommodate a split-level or two-story home, in which case the typology is identified as a Split-Level Ranch or a Raised Ranch. This variation can be found scattered around San Diego in previously established neighborhoods such as Point Loma, Mission Hills, Kensington, Rolando, and La Mesa which offered gently sloping in-fill lots. Tract Ranch style homes often exhibit "Birdhouse" or "Cinderella" details, including gingerbread trim (a Cinderella feature) and dovescotes (Birdhouse features). Due to the mass production of Tract Ranch homes following World War II, examples of this style are abundant in the San Diego region.

With elevated style in mind, developers additionally constructed Contemporary style tracts in response to demand for housing that reflected the latest architectural aesthetic, stylistic details, and materials including interior courtyards, aluminum framed windows, sliding-glass doors, flat roofs, masonry screen walls, and clerestory and transom units at primary facades and on attached carports or garages. The landscape style was as modern as the homes, featuring junipers and clustered palms with lava rock and

seeded aggregate paving. In addition to its use as a style for tract housing, the Contemporary style was ubiquitous in San Diego during the 1950s and 1960s as a style for commercial and other public-use buildings and streetscapes. The Contemporary style was widely used on major streets and boulevards throughout the region. These buildings display many of the same design features as Contemporary style homes, such as angular massing, varied materials use, and unusual roof forms, especially on free-standing commercial buildings.

Custom Ranch construction is differentiated from Tract Ranch and Contemporary Tract styles because these homes were typically custom designed with a specific client in mind. Designers of these custom homes include noted San Diego designers such as Cliff May, Richard Wheeler, C.J. Paderewski, and Weir Brothers Construction. Custom Ranch Homes are generally much more lavish than their tract counterparts; they frequently included a large, landscaped property, with a deep street setback creating a generous front yard. These homes may also feature larger garages, motor courts, servant's quarters, expanded kitchens, and generous living spaces. Like Tract Ranch housing, materials and detailing are generally traditional. Typical exterior materials include wood siding, custom cut stone, concrete block, brick, and even adobe. Detailing may include paneled wood doors, divided lite windows, wood shutters, and prominent chimneys. Generally, Custom Ranch homes exhibit a high degree of individualization. These homes were marketed to moderate to high income buyers and offered "contemporary" styling, modern amenities, and sprawling floor plans. In the San Diego area, examples of Custom Ranch developments can be found in Del Cerro, Highlands, Alvarado Estates, College View Estates, Mt. Helix, and parts of Point Loma and La Jolla. Character-defining features of the Custom Ranch style are listed below and referred to in the City of San Diego Modernism Historic Context Statement.

#### Primary

- Horizontal massing, wide to the street.
- Typically, single-story.
- Custom details (wood shutters, large wood windows, or large prominent brick or stone chimneys).
- Prominent low-sloped gabled or hipped roofs with deep overhangs.

#### Secondary

- Sprawling floor plan frequently "L" or "U" shaped around a central courtyard.
- Large, attached carports or garages.
- Expensive building materials (wood shingle roofing, wood siding, brick, stone, and adobe), more generous in materials and craftsmanship than tract homes.

Properties eligible for individual designation should retain distinctive character defining features historically present on the resource.



### **Diamond Construction Company, 1927-1974**

Founded in August of 1927, the Diamond Construction Company was a family-owned business established by Palmer “Delos” Diamond.<sup>17</sup> Based in San Diego, the company specialized in residential architecture ranging from standardized plans to custom designed residences for low and middle income families. Under the leadership of Diamond’s two sons, Norval, a licensed architect, and Darrell, a licensed engineer, the company designed and constructed several single-family and multi-family properties throughout the San Diego region between the late 1920s and 1970s. At least 200 properties located in the Pacific Beach, Ocean Beach, Mission Beach, La Jolla, Point Loma, Bay Park, City Heights, Barrio Logan, Coronado, Lemon Grove, Encanto, Spring Valley, Little Italy, Talmadge, North Park, Escondido, and La Mesa neighborhoods of San Diego, are attributed to the family-owned business (See Table 3 below). Homes produced by the Diamond Construction Company were built in the Spanish Revival, Tudor Revival, Mission Revival, Colonial Revival, Spanish Eclectic, Minimal Traditional, and Ranch architectural styles. For much of the company’s history, they benefited from Federal Housing Administration (FHA) loan programs and adopted the business strategy of buying vacant lots, and later subdivisions, to construct low-cost housing funded by the FHA. The company is recognized primarily for their work in the Bay Park Village, the “Garden Home” in La Jolla, and for the Diamond Tract in La Mesa.<sup>18</sup>

Born in 1871, P. Delos Diamond, the founder of the company, was a native of Illinois who relocated with his family to California during the 1920s. Between the late 1890s and early 1920s, Delos Diamond worked as a building contractor constructing high quality, attractive, yet affordable housing in and around the greater Chicago metropolitan area (**Figure 1a-c**). By the early 1900s, he established and managed his own company known as the P. D. Diamond & Company, later renamed Bright-Diamond Construction in 1920.<sup>19</sup> Through his company, Diamond oversaw the construction of several single-family properties designed in the Chicago Bungalow style, an architectural style predominantly associated with working class and immigrant communities. Over the years, Delos Diamond established partnerships with prominent architects and builders, including noted architects William K. Johnston and Frank Lloyd Wright (**Figure 2a-b**).<sup>20</sup>

In 1917, Diamond worked with Frank Lloyd Wright in the development of the Beverly and Morgan Park neighborhoods of Chicago (**Figure 3a-b**).<sup>21</sup> The project was part of the American System-Built Homes (ASB Homes), a movement dedicated to providing high quality, aesthetically pleasing, and affordable homes to the general public.<sup>22</sup> Spearheaded by Wright in 1911, the movement was based on more than 960 of his designs and consisted of standardized kit homes that were pre-cut and made ready to ship for assembly.<sup>23</sup> However, while Wright’s attempt to bring better housing to the masses greatly reduced labor costs and waste, only about twenty ASB Homes were ever produced in the States of Wisconsin, Illinois, Indiana, and Iowa.<sup>24</sup> In Illinois, the Guy C. Smith House (10410 S. Hoyne Avenue) and the H. H. Hyde Residence (10541 S. Hoyne Avenue) were directly associated with Diamond and located within the present-day designated Ridge Historic District (**Figure 4; NRHP No. 76000703**). Although Delos Diamond had prior experience in the construction of affordable housing, his time with Wright helped shape his design ethos, which his sons would later inherit.

In 1920, Delos Diamond was hired by the Chicago Housing Association as the superintendent of the Chicago Housing Project (**Figure 5a-c**). The project was an experiment created to address the housing crisis in Chicago and was monitored by economists from all over the United States.<sup>25</sup> As superintendent, Diamond successfully managed the construction of more than 175 homes near Chicago’s South Side neighborhood. The housing project was covered by major newspaper publications around the country, including the *Washington Herald*, *Tacoma Daily Ledger*, *Chicago Daily News*, and *Los Angeles Times*.<sup>26</sup> His involvement in the project would later allow him to gain employment as a housing problem “expert” in Los Angeles, California (**Figure 6a-c**).<sup>27</sup>

By 1924, Delos Diamond relocated to California with his family where he later established the Diamond Construction Company in 1927.<sup>28</sup> Through the company, he constructed single-family and multi-family housing in the Los Angeles area where the Diamond family lived in Glendale.<sup>29</sup> Early properties associated with the Diamond Construction Company were constructed in the Spanish Revival style and featured stucco façade, arched colonnade, arched windows, flat and gabled roofs topped with terracotta tiles, and attached garage (**Figure 7a-e**).<sup>30</sup> In 1929, Delos Diamond moved to San Diego, while his family remained in Los Angeles, and began expansion into the San Diego market.<sup>31</sup> In November of that year, the Diamond Construction Company constructed the 1245 Garnet Avenue property in Pacific Beach, the first property associated with the company in San Diego (no longer extant).<sup>32</sup> The single-family residence would later serve as the Diamond family residence and company office (**Figure 8**).<sup>33</sup> Delos Diamond continued to work in San Diego constructing single-family residences until his death in November of 1930 at the age of 59 (**Figure 9**).<sup>34</sup>

Following his death, Delos Diamond's sons assumed control of the Diamond Construction Company.<sup>35</sup> His eldest son, Palmer "Darrell" Diamond, had an engineering degree from the University of Southern California.<sup>36</sup> The second oldest son, Norval, graduated from the University of Southern California with a Bachelor of Science in Architectural Engineering in the summer of 1930 (**Figure 10a-b**).<sup>37</sup> With Norval as the architect and Darrell as an engineer, they would continue the legacy their father started, constructing several single-family and multi-family properties throughout the San Diego area. Their youngest brother, Aubrey, and nephew Thomas would later take part in the business as co-owners.<sup>38</sup>

By the mid-1930s, the Diamond Construction Company had gained recognition as one of the leading building companies in San Diego. The company became known for their affordable yet high quality style homes, at a time when both the construction industry and homeowners were impacted by the Great Depression. From their office and family residence, located at 1245 Garnet Street, the Diamond brothers produced several standardized single-family cottage and bungalow house types (**Figure 11a-b**). Averaging between \$1,500 and \$5,000, both house types were humble yet attractive, and within economic reach for the average income family.<sup>39</sup> Many of the company's properties were designed with characteristics in the Spanish Revival, Spanish Eclectic, Colonial Revival, Mission Revival, and Tudor Revival architectural styles. Bungalows typically featured a compact, one-story floor plan, stucco facade, wood-framed windows, flat or cross gabled roofs topped with terracotta tiles, and stucco chimneys. Cottages were generally vernacular in construction, compact, one-story, clad in wood clapboard, with wood-framed windows, decorative shutters, and gabled roofs. These property types were built predominantly in the Pacific Beach, Ocean Beach, and Mission Beach neighborhoods, but could be found throughout San Diego.

In addition to their standardized bungalow and cottage property types, the company also designed custom residences. One of the most notable examples of the company's early work in the Spanish Revival style is the 2435 Marilouise Way property in Mission Hills (**Figure 12a-b**). Constructed in 1933, the dwelling is a split-level residence that features a street-level attached garage, wood casement and wood fixed multi-lite windows, cross-gabled roof topped with terracotta tiles, exposed rafter ends, a stucco façade, stucco chimney, pilasters, and wood spindles balusters. The residence resembles the Spanish Revival properties his father had designed in Los Angeles. The neighboring property, 2445 Marilouise Way, was also designed by the Diamond Construction Company and shares a similar floor plan and Spanish Revival aesthetic, despite being altered over the years.<sup>40</sup>

In 1937, the Diamond Construction Company participated in the Bay Park Village Model Home Exposition, a residential development located in present-day Bay Park (**Figure 13a-b**). The company was one of eighteen building contractors that participated in the exposition, which included the Dennestad Building Company, Depew Building Company, W. B. Watson, A.R. Georgia & Son, C. H. Tifal, D. C. Stevens, G. F. Samuel & Son, R. B. Lutes, Stanley J. Nash, T. J. Lords, Stallard and Oates, Carl B. Hayes, Joseph C. Kelly, Ira. M. Johnson, Louis Moisan, and P. M. Burroughs. Recorded as San Diego County

subdivision tract no. 2209, the new development was established by Harold J. Peterson of the Peterson Realty Company and gained widespread publicity for its affordable housing and use of the “Neighborhood Unit” design scheme. The design concept was introduced in 1929 by noted urban planner Clarence Perry. The formula-like design was conceived as a comprehensive planning tool for urban planners to use to design self-contained residential neighborhoods within walking distance or proximity to essential institutional, commercial, and recreational-use properties.<sup>41</sup>

Following its inauguration, the Bay Park Village development was featured in the June 1937 edition of the *American Builder and Building Age* and caught the attention of FHA officials from Washington D. C. **(Figure 14)**.<sup>42</sup> Upon inspecting the development, three ranking FHA officials stated that “Bay Park Village is a conspicuous example of planned community development faithfully following the recommendation of the FHA and its campaign to encourage home ownership.”<sup>43</sup> Within the first three months of its opening, more than 40,000 visitors attended the Exposition to inspect 18 moderately priced homes of various architectural styles.<sup>44</sup> The models offered were intended to appeal to “those with average salaries, wages, and other income.”<sup>45</sup> Local building companies that participated in the exposition had the opportunity to present their FHA approved single-family designs to the general public. Visitors who attended were also invited to vote on the “Prettiest House,” earning the winner “a choice lot” as a prize. Winners of the contest included W. B. Watson (1<sup>st</sup> Place), Stallard and Oates (2<sup>nd</sup> Place), and Joseph C. Kelly (3<sup>rd</sup> Place).<sup>46</sup> One of the dwellings identified with the Diamond Construction Co. was the 2935 Erie Street property for Mr. and Mrs. Archie L. Maclennan **(Figure 15; no longer extant)**.<sup>47</sup> Although the Diamond Construction Company was not among the award winning builders in the subdivision, their “Garden Home” in La Jolla would earn them individual local recognition.

In 1939, the Diamond Construction Company constructed the 5925 La Jolla Boulevard property in La Jolla known as the “Garden Home.” Designed by Norval Diamond, the single-family residence was constructed in the Custom Ranch architectural style. The design featured a sprawling, single-story, open floor plan, attached oversized double garage, terrace, chimney, walled-in garden, and emphasized one of the key characteristics of mid-century design movement by blending interior and exterior spaces to form a connection with the outdoors **(Figure 16a-c)**. The property was advertised as a home “for those who wish to make the most of outdoor living, through the combination of terrace garden with regular living quarters.” The bed, living, and dining areas opened directly to the terrace or walled-in garden. Local newspapers praised the new home as “an example of what can be accomplished through the FHA home financing.”<sup>48</sup> The property was open to the public and saw several thousands of visitors within the first week.<sup>49</sup> In many ways the design concepts utilized in the construction of the residence were ahead of its time and were not commonplace until the 1950s. The “Garden Home” would later serve as a blueprint for the company’s Custom Ranch style designs.

By the 1940s, San Diego began to experience a housing shortage as a direct result of World War II. The population of San Diego grew significantly as servicemen and civilian workers relocated to the area within proximity to defense-related industries. Consequently, it created an immense and immediate need for housing that could be constructed quickly and affordably. The Diamond Construction Company began to construct standardized Minimal Traditional style single-family and multi-family properties throughout the San Diego area. Minimal Traditional houses could be built quickly and offered practical floor plans which met FHA specifications for design and construction standards. As a result, the style could be seen all over California and later the nation both as single build and as tract homes. While the company did construct some single-family residences in the Minimal Traditional style prior to the war, properties constructed during this time were simple, boxy, one-story dwellings, with minimal decorative details. The only distinctive example of the company’s work in the Minimal Traditional style identified is the 3319 Udall Street property in Point Loma. Constructed in 1940 prior to the war, the dwelling is a two-story residence with characteristics in the Colonial Revival style, and features a rectangular floor plan, stucco façade, low-pitched hipped roof, stucco chimney, fixed decorative window shutters, pilasters, and a central main entryway **(Figure 17a-b)**.

During the 1950s, the Diamond Construction Company continued to build residential properties, many of which were financed by the FHA.<sup>50</sup> The company developed three residential developments in La Mesa, Coronado Island, and Pacific Beach. Their most promoted development was the Diamond Tract in La Mesa. Established in 1952, the Diamond Tract was featured as part of National Home Week (NHW), one of the most widely observed housing festivals in the United States (**Figure 18a-b**). The event was launched in 1948 by the National Association of Home Builders as “a demonstration of ways the industry had modernized its practices and products.”<sup>51</sup> Leading builders understood that the NHW had the potential to strongly concentrate consumer attention and encourage the purchase of new homes. The development was mentioned by the *San Diego Union* and the *Evening Tribune*, and it was the company’s first tract development. Identified as Map No. 02885, the Diamond Tract is bound to the north by Amherst Street, to the east by 68<sup>th</sup> Street, to the west by 69<sup>th</sup> Place, and to the south by Rosefield Drive (**Figure 19a-b**).<sup>52</sup> Single-family residences constructed in the development were built predominantly in the Minimal Traditional style with transitional characteristics in the Ranch style. These properties are single-story with a horizontal massing, and feature low-pitched gabled roofs, a moderate eave overhang, attached garage, stucco or wood-siding exterior, and minimal detail throughout. Only the 4860 69<sup>th</sup> Place and 6959 Eberhart Street properties were constructed in the Contemporary Ranch style. The 4831 69<sup>th</sup> Place was one of the model homes in the subdivision that was featured during the National Home Week in 1953.<sup>53</sup>

In 1956, the company acquired property on Coronado Island and in Pacific Beach. In Coronado, 27 lots were purchased from the San Diego and Eastern Railway. Nine lots were located on Block 146, an irregular parcel bound by 3<sup>rd</sup> Street, Glorietta Place, and Pomona Avenue, and eighteen lots were located on the westerly half of Block 149, running from 2<sup>nd</sup> and 3<sup>rd</sup> Streets (**Figure 20a-b**).<sup>54</sup> A total of 28 lots were divided and developed from the purchase (**Figure 21a-b**). Homes were constructed in the Tract Ranch style and shared an L-shaped floor plan, hipped roof, wide eave overhang, stucco cladding, and attached garage. In Pacific Beach, an 82.3-acre parcel was acquired by Norval Diamond on behalf of the company and developed as the Sapphire Terrace tract (**Figure 22**).<sup>55</sup> Recorded as Map No. 3610, the subdivision was bound by Turquoise Street, Dawes Street, Tourmaline Street, and Sapphire Street (**Figure 23a-c**). The company constructed mostly Tract Ranch dwellings in the subdivision. The 1101 Sapphire Street property was the only Custom Ranch property identified on the development and features common characteristics in the style with minimal decorative details. The company’s most notable example in the Custom Ranch style at this time was the subject property at 9353 Lemon Avenue in La Mesa.

Constructed in August 1956, 9353 Lemon Avenue was built for Palmer “Darrell” Diamond. The residence featured a one-story rambling floor plan, board-and-batten siding, a low-pitched gabled roof with deep eave overhang, attached garage, recessed main entryway, prominent chimney, a large, landscaped property, deep street setback, angled windows below the gable end, louvered windows, and custom details such as a designated dark room and locally quarried stone visible on the dwelling and throughout the property. The property was one of the first dwellings designed by the company that incorporated several design elements visible in the company’s 1939 “Garden House” in La Jolla. Upon its completion, the dwelling exhibited a high level of individualization not commonly associated with other local building companies. In 1957, 9353 Lemon Avenue was one of seven properties featured as part of the Grossmont Hospital Women’s Auxiliary Home and Garden Tour. It was advertised as a modern home, with “a combination of painted concrete block, field stone, wood, and stucco,” and a “fireplace of unusual design.”<sup>56</sup>

In December of 1960, the Diamond Construction Company filed for articles of incorporation (**Figure 24**).<sup>57</sup> By this time, the Diamond brothers had stepped down from the family business and retired. The Diamond Construction Company, Inc. was now headed by Wallace R. Rodgers, his wife Barbara, and Frank A. Woelke. Rodgers was a building superintendent from Vista and Woelke was a building contractor from Escondido.<sup>58</sup> Their association with the Diamond family was not identified. Under their

leadership, the company continued to produce single-family residences in the Custom Ranch style, though none would exhibit the level of individualization as the 9353 Lemon Avenue property. In 1974, the Diamond Construction Company ceased operations and is listed as inactive as of May 3<sup>rd</sup> of that year.<sup>59</sup> Although the company is no longer active, their legacy in San Diego's built environment remains in the homes they designed between the 1920s and 1970s. They are among several builders, designers, and architects who contributed to San Diego's post-World War II development.

Today, only one property associated with the company has been found eligible as part of a larger historic district. The 3202 Isla Vista Drive property was constructed in 1935 in the Minimal Traditional style. In 2007, the property was found historically significant as part of Islenair Historic District in the City Heights neighborhood and assigned a 5D1 status code (contributor to a multi-component resource that is listed or designated locally).<sup>60</sup> Although no Diamond Construction Company properties have been individually designated, the company is significant as an acclaimed builder for their prolific work and emphasis on the construction of affordable housing during the Depression and post-war period in the tract and later custom ranch styles. Only seven known works by Diamond Construction Company were designed in the Custom Ranch style, two of which are located in the City of La Mesa. Within their portfolio of properties, 9353 Lemon Avenue stands out for its architectural quality and design and for its embodiment of the Custom Ranch style aesthetic.

City Directory listings for the Diamond Construction Company are included as **Table 2**. A list of the company's known residential designs is included as **Table 3**.

**Table 2. Newspaper & San Diego City Directory Listings for Diamond Construction Company, 1927-1974.**

Date	Occupation Listed	Address
1927-1928	Diamond Construction Company	709 S. Hope Street Los Angeles
1929-1938	Diamond Construction Co., Building Contractors	1245 Garnet Street, Pacific Beach
1947-1960	Diamond Construction Co., Building Contractors	2003 Moore Street, Old Town
1967-1974	Diamond Construction Co. Inc., Building Contractors	333 Beech Street Escondido

**Table 3. Identified Properties Attributed to the Diamond Construction Co, 1928-1972.**

Year Built (Approx.)	Address	Architectural Style	Source	Extant
1928	Not Identified	Multi-family Duplex	<i>Los Angeles Times</i> , November 11, 1928	Not Identified
1929	1245 Garnet Avenue Pacific Beach	Not Identified; SFR	<i>Evening Tribune</i> , November 9, 1929	No Longer Extant
1930	955-7-9 Wilbur Avenue Pacific Beach	Not Identified; Multi-Family	<i>Evening Tribune</i> , March 13, 1930	No Longer Extant
1930	4017 Shasta Street Pacific Beach	Spanish Revival Cottage SFR	<i>Evening Tribune</i> , March 29, 1930	Extant; Heavily Altered
1930	2253 Sunset Cliffs Blvd Ocean Beach	Spanish Revival Bungalow SFR	<i>Evening Tribune</i> , May 16, 1930	Extant; Heavily Altered
1930	2263 Sunset Cliffs Blvd Ocean Beach	Spanish Revival Bungalow SFR	<i>Evening Tribune</i> , May 16, 1930	Extant
1930	822 Dover Court Mission Beach	Tudor Revival SFR	<i>Evening Tribune</i> , May 17, 1930	Extant

Year Built (Approx.)	Address	Architectural Style	Source	Extant
1931	1304 Garnet Ave Pacific Beach	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , January 25, 1931	No Longer Extant
1931	4840 Saratoga Ave Ocean Beach	Spanish Revival Cottage SFR	<i>San Diego Union &amp; Daily Bee</i> , February 1, 1931	Extant; Altered
1931	1175 Pacific Avenue Pacific Beach	Cottage SFR	<i>Evening Tribune</i> , March 3, 1931	No Longer Extant
1931	4669 Brighton Avenue Ocean Beach	Cottage/Colonial Revival SFR	<i>Evening Tribune</i> , April 16, 1931	Extant; Altered
1932	1111 Pacific Avenue Pacific Beach	Not Identified; SFR	<i>Evening Tribune</i> , May 24, 1932	No Longer Extant
1932	3811 Kendall Street Pacific Beach	Cottage/Colonial Revival SFR	<i>Evening Tribune</i> , December 30, 1932	No Longer Extant
1933	2255 Froude Street Ocean Beach	Not Identified; SFR	<i>Evening Tribune</i> , May 6, 1933	No Longer Extant
1933	5630 Beaumont Ave La Jolla	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , Sep 8, 1933	Unknown
1933	4845 Marilouise Way Mission Hills	Spanish Eclectic SFR	<i>Evening Tribune</i> , August 16, 1933	Unknown
1933	4445 Marilouise Way Mission Hills	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , Sep 16, 1933	Unknown
1933	850 West Upas Street Bankers Hill	Colonial Revival SFR	<i>Evening Tribune</i> , August 31, 1933	Extant; Altered
1933	5611 Beaumont Ave La Jolla	Mission Revival SFR	<i>Evening Tribune</i> , August 25, 1933	Extant
1933	2435 Marilouise Way Mission Hills	Spanish Revival SFR	<i>Evening Tribune</i> , September 12, 1933	Extant
1934	1148 Archer Street La Jolla	Not Identified; SFR	<i>Evening Tribune</i> , January 8, 1934	No Longer Extant
1934	4829 Pescadero Ave Ocean Beach	Spanish Revival Cottage SFR	<i>San Diego Union &amp; Daily Bee</i> , January 9, 1934	No Longer Extant
1935	3202 Isla Vista Dr. City Heights	Minimal Traditional SFR	<i>Evening Tribune</i> , April 11, 1935	Extant; 5D1 Status Code
1935	4678 Orchard Ave Ocean Beach	Frame Cottage Duplex; Multi-family	<i>Evening Tribune</i> , May 8, 1935	No Longer Extant
1935	702 Jersey Court Mission Beach	Frame/Stucco Cottage; SFR	<i>San Diego Union &amp; Daily Bee</i> , May 20, 1935	No Longer Extant
1935	3411 Goldfinch Street Middletown	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , May 30, 1935	Altered
1935	821 San Juan Place Mission Beach	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , June 21, 1935	Altered
1935	4529 Altadena St Talmadge	Not Identified; SFR	<i>Evening Tribune</i> , June 25, 1935	No Longer Extant
1935	1027 Beryl Street Pacific Beach	Cottage/Colonial Revival; SFR	<i>San Diego Union &amp; Daily Bee</i> , August 11, 1935	Extant
1935	4680 Orchard Ave Ocean Beach	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , October 4, 1935	Heavily Altered
1935	2211 Froude Street Ocean Beach	Minimal Traditional SFR	<i>Evening Tribune</i> , November 16, 1935	Extant
1935	4445 Narragansett Ave Point Loma	Minimal Traditional SFR	<i>San Diego Union and Daily Bee</i> , November 16, 1935	Extant; Altered
1936	4461 Narragansett Ave Point Loma	Minimal Traditional/ Colonial Revival SFR	<i>Evening Tribune</i> , Jan 8, 1936	Extant

Year Built (Approx.)	Address	Architectural Style	Source	Extant
1936	4866, 4868, 4870 Brighton Ave Ocean Beach	Cottage/Colonial Revival; Multi-family	<i>Evening Tribune</i> , January 28, 1936	Extant
1936	4422 Coronado Ave Ocean Beach	Not Identified; SFR	<i>Evening Tribune</i> , February 8, 1936	No Longer Extant
1936	4884 Coronado Ave Ocean Beach	Spanish Revival/Bungalow SFR	<i>Evening Tribune</i> , February 11, 1936	Altered
1936	4922-24 W. Point Loma Ocean Beach	Not Identified; Multi-family	<i>Evening Tribune</i> , February 26, 1936	No Longer Extant
1936	4383 Montalvo Street Point Loma Heights	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , March 17, 1936	Extant; Heavily Altered
1936	4673 Del Mar Ave Ocean Beach	Cottage; SFR	<i>Evening Tribune</i> , March 20, 1936	Extant
1936	4665 Del Mar Ave Ocean Beach	Cottage; SFR	<i>Evening Tribune</i> , March 20, 1936	Extant
1936	2965 Ocean Front Mission Beach	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , March 11, 1936	No Longer Extant
1936	4679 36th Street Normal Heights	Minimal Traditional; Multi-family	<i>Evening Tribune</i> , May 23, 1936	Extant; Altered
1936	741 W. Upas Street Middletown	Minimal Traditional; SFR	<i>San Diego Union &amp; Daily Bee</i> , May 27, 1936	Extant; Altered
1936	2937 Morena Blvd Bay Park	Not Identified; SFR	<i>Evening Tribune</i> , June 2, 1936	No Longer Extant
1936	4669 Del Mar Ave Ocean Beach	Colonial Revival Cottage SFR	<i>Evening Tribune</i> , June 9, 1936	Extant
1936	4405 Narragansett Ave Point Loma Heights	Colonial Revival Cottage SFR	<i>Evening Tribune</i> , June 26, 1936	Extant
1936	4774 Del Mar Ave Ocean Beach	Minimal Traditional SFR	<i>Evening Tribune</i> , Aug 4, 1936	Extant
1936	4438 Niagara Ave Point Loma Heights	Minimal Traditional SFR	<i>Evening Tribune</i> , October 15, 1936	Extant
1936	2650 Strandway Mission Beach	Not Identified; SFR	<i>Evening Tribune</i> , November 17, 1936	No Longer Extant
1936	2025 Bacon Street Ocean Beach	Spanish Revival Cottage SFR	<i>Evening Tribune</i> , November 18, 1936	Extant
1936	2819 Goldfield Street Bay Park	Not Identified; SFR	<i>Evening Tribune</i> , December 2, 1936	No Longer Extant
1936	4825 Coronado Ave Ocean Beach	Not Identified; SFR	<i>Evening Tribune</i> , December 7, 1936	No Longer Extant
1937	4269 Landis Street City Heights	Minimal Traditional SFR	<i>Evening Tribune</i> , February 16, 1937	Extant
1937	4261 Landis Street City Heights	Minimal Traditional SFR	<i>Evening Tribune</i> , February 16, 1937	Extant
1937	3693 Van Dyke Ave City Heights	Minimal Traditional SFR	<i>Evening Tribune</i> , February 16, 1937	Extant
1937	2012 Guizot St Point Loma Heights	Colonial Revival Cottage SFR	<i>Evening Tribune</i> , February 18, 1937	Extant
1937	4476 Narragansett Ave Point Loma Heights	Minimal Traditional SFR	<i>Evening Tribune</i> , February 26, 1937	Extant; Altered
1937	4747 Long Branch Ave Ocean Beach	Colonial Revival Cottage SFR	<i>Evening Tribune</i> , March 6, 1937	Extant; Altered
1937	4642 Voltaire St Ocean Beach	Colonial Revival Cottage SFR	<i>Evening Tribune</i> , March 24, 1937	Extant

Year Built (Approx.)	Address	Architectural Style	Source	Extant
1937	5157-63 Cape May Ocean Beach	Cottage; Multi-family	<i>Evening Tribune</i> , March 26, 1937	No Longer Extant
1937	5129 Muir Ave Ocean Beach	Cottage SFR	<i>Evening Tribune</i> , April 1, 1937	No Longer Extant
1937	4865-7 Brighton Ave Ocean Beach	Cottage Court; Multi-family	<i>Evening Tribune</i> , April 21, 1937	No Longer Extant
1937	1780-92 Bacon Street Ocean Beach	Cottage; Multi-family	<i>San Diego &amp; Daily Bee</i> , April 24, 1937	Extant; Altered
1937	703 San Jose Pl / 3795 Ocean Front Walk Mission Beach	Cottage Court; Multi-family	<i>Evening Tribune</i> , May 4, 1937	Extant
1937	4920-24 Brighton Ave Ocean Beach	Cottage Court; Multi-family	<i>San Diego &amp; Daily Bee</i> , May 7, 1937	Extant
1937	5184-85 Cape May Ave Ocean Beach	Not Identified; Multi-family	<i>Evening Tribune</i> , May 13, 1937	No Longer Extant
1937	718 Asbury Court Mission Beach	Minimal Traditional; Multi-family	<i>Evening Tribune</i> , May 08, 1937	Extant
1937	1245 Felspar Street Pacific Beach	Cottage SFR	<i>Evening Tribune</i> , August 13, 1937	No Longer Extant
1937	1261 Felspar Street Pacific Beach	Minimal Traditional SFR	<i>Evening Tribune</i> , August 13, 1937	Extant
1937	1177 Oliver Ave Pacific Beach	Colonial Revival Cottage SFR	<i>San Diego Union</i> , September 14, 1937	Extant
1937	1173 Pacific Beach Dr Pacific Beach	Not Identified; SFR	<i>Evening Tribune</i> , October 21, 1937	No Longer Extant
1937	5144 Cape May St Ocean Beach	Colonial Revival Cottage SFR	<i>Evening Tribune</i> , November 5, 1937	Extant; Altered
1937	1767 Grand Ave Pacific Beach	Not Identified; SFR	<i>Evening Tribune</i> , November 18, 1937	No Longer Extant
1937	4912 W. Pt. Loma Blvd Ocean Beach	Not Identified; SFR	<i>San Diego &amp; Daily Bee</i> , May 27, 1937	No Longer Extant
1938	5026-32 Cape May Ave Ocean Beach	Cottages Court; Multi-family	<i>Evening Tribune</i> , January 18, 1938	Extant
1938	5059 Del Monte Ave Ocean Beach	Minimal Traditional SFR	<i>Evening Tribune</i> , Feb 7, 1938	Extant; Altered
1938	4639 Pico St Pacific Beach	Not Identified; SFR	<i>Evening Tribune</i> , March 9, 1938	No Longer Extant
1938	2105 Torrey Pines La Jolla	Not Identified; SFR	<i>Evening Tribune</i> , March 23, 1938	No Longer Extant
1938	5091 Santa Monica Ocean Beach	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , March 29, 1938	No Longer Extant
1938	4608 Long Branch Ave Ocean Beach	Colonial Revival Cottage SFR	<i>Evening Tribune</i> , April 21, 1938	Extant
1938	5050 Cape May Ave Ocean Beach	Not Identified; SFR	<i>San Diego &amp; Daily Bee</i> , June 10, 1938	No Longer Extant
1938	4518-22 Saratoga Ave Point Loma Heights	Cottage; Multi-family	<i>Evening Tribune</i> , July 21, 1938	Extant; Altered
1938	4811 Newport Ave Ocean Beach	Not Identified; Commercial Bldg.	<i>Evening Tribune</i> , August 1, 1938	No Longer Extant
1938	4850 Del Monte Ocean Beach	Cottage; SFR	<i>San Diego &amp; Daily Bee</i> , September 22, 1938	No Longer Extant
1938	4030 Haines St Ocean Beach	Not Identified; SFR	<i>San Diego &amp; Daily Bee</i> , October 18, 1938	No Longer Extant
1938	2728-30 Wightman North Park	Minimal Traditional; Duplex	<i>Evening Tribune</i> , November 17, 1938	Extant



Year Built (Approx.)	Address	Architectural Style	Source	Extant
1938	880 Law St Pacific Beach	Cottage; SFR	<i>Evening Tribune</i> , December 30, 1938	No Longer Extant
1939	4474 Haines St Pacific Beach	Colonial Revival Cottage; SFR	<i>Evening Tribune</i> , January 30, 1939	Extant
1939	5925 La Jolla Blvd La Jolla	Custom Ranch SFR	<i>Evening Tribune</i> , February 1, 1939	Extant; Altered
1939	4385 Narragansett Ave Point Loma Heights	Minimal Traditional SFR	<i>Evening Tribune</i> , June 11, 1939	Extant
1939	3345 Lucinda St La Playa	Not Identified; SFR	<i>Evening Tribune</i> , June 29, 1939	No Longer Extant
1939	724 Windemere Ct Pacific Beach	Not Identified; SFR	<i>Evening Tribune</i> , August 24, 1939	No Longer Extant
1940	3319 Udall Street Loma Portal	Minimal Traditional/Colonial Revival SFR	<i>Tribune-Sun</i> , March 5, 1940	Extant
1940	4910-16 Del Monte Ocean Beach	Minimal Traditional; Multi-family	<i>Evening Tribune</i> , April 12, 1940	Extant; Altered
1940	1505 Willow Street Rose-Fleet Ridge	Minimal Traditional SFR	<i>Evening Tribune</i> , April 17, 1940	Extant; Altered
1940	4881-85 Santa Cruz Ave Ocean Beach	Minimal Traditional Duplex; Multi-family	<i>Tribune-Sun</i> , April 27, 1940	Extant
1940	2168 Kettner Blvd Little Italy	Not Identified; Multi- family	<i>San Diego &amp; Daily Bee</i> , May 11, 1940	No Longer Extant
1940	4772-74 Narragansett Ocean Beach	Minimal Traditional; Multi-family	<i>San Diego &amp; Daily Bee</i> , June 25, 1940	Extant; Altered
1940	4815-17 Orchard Ave Ocean Beach	Minimal Traditional; Multi-family	<i>Tribune-Sun</i> , June 31, 1940	Extant; Altered
1940	1960 Wilbur Ave Pacific Beach	Not Identified; SFR	<i>San Diego &amp; Daily Bee</i> , Aug 21, 1940	No Longer Extant
1940	917-23 W. Ivy Street Little Italy	Not Identified; Multi- family	<i>Tribune-Sun</i> , September 11, 1940	No Longer Extant
1940	5076 Long Branch Ave Ocean Beach	Colonial Revival Cottage SFR	<i>San Diego &amp; Daily Bee</i> , October 30, 1940	Extant
1940	4966-72 Narragansett Ocean Beach	Minimal Traditional; Multi-family Duplex	<i>San Diego &amp; Daily Bee</i> , November 8, 1940	Extant
1941	4744-46 Orchard Ave Ocean Beach	Bungalow Court; Multi- family	<i>San Diego &amp; Daily Bee</i> , January 9, 1941	Extant
1941	4913-23 1/2 Saratoga Ocean Beach	Minimal Traditional; Multi-family	<i>San Diego &amp; Daily Bee</i> , January 29, 1941	Extant; Altered
1941	2073-81 Bacon Street Ocean Beach	Minimal Traditional Duplex; Multi-family	<i>San Diego &amp; Daily Bee</i> , April 30, 1941	Extant
1941	1453 G St Downtown	Commercial Bldg.	<i>San Diego &amp; Daily Bee</i> , March 12, 1941	No Longer Extant
1941	6664-66 La Jolla Blvd La Jolla	Minimal Traditional; Multi-family	<i>San Diego &amp; Daily Bee</i> , March 27, 1941	Extant
1941	4983-85 Brighton Street Ocean Beach	Minimal Traditional Duplex; Multi-family	<i>San Diego Union &amp; Daily Bee</i> , Sept 27, 1941	Extant
1946	342-356 Nautilus St La Jolla	Minimal Traditional; Multi-family Duplex	<i>San Diego Union &amp; Daily Bee</i> , Sept 28, 1946	Extant
1946	6329 Electric Ave La Jolla	Minimal Traditional; SFR	<i>San Diego &amp; Daily Bee</i> , October 10, 1946	Extant
1946	3653 Logan Ave Barrio Logan	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , October 26, 1946	Extant
1946	1103 Law Street La Jolla	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , Dec 18, 1946	Extant

Year Built (Approx.)	Address	Architectural Style	Source	Extant
1947	4352 Niagara Ave Point Loma	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , Jan 4, 1947	No Longer Extant
1947	2142 Grand Ave Pacific Beach	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , Jan 23, 1947	No Longer Extant
1947	4666 Lotus Street Ocean Beach	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , Feb 5, 1947	Extant
1947	1151 Pacific Beach Dr Pacific Beach	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , August 14, 1947	No Longer Extant
1947	4821-27 Brighton Ave Ocean Beach	Minimal Traditional Duplex; Multi-family	<i>San Diego Union &amp; Daily Bee</i> , October 18, 1947	Extant
1947	1122 Missouri Street Pacific Beach	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , Oct 28, 1947	Extant
1947	6636 Electric Ave La Jolla	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , December 12, 1947	Extant; Altered
1947-48	942-48 & 950-56 Felspar Pacific Beach	Minimal Traditional; Multi-family	<i>San Diego &amp; Daily Bee</i> , December 25, 1947	Extant
1948	3406 Tennyson St Loma Portal	Minimal Traditional SFR	<i>San Diego &amp; Daily Bee</i> , August 25, 1948	Extant; Heavily Altered
1948	1127 Loring St Ocean Beach	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , November 17, 1948	Extant
1948	5085 Faniel St Pacific Beach	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , December 31, 1948	No Longer Extant
1949	2050-56 2nd Ave Bankers Hill	Minimal Traditional; Multi-family	<i>San Diego Union &amp; Daily Bee</i> , January 29, 1949	Extant
1949	3760-62 Birch St National City	Minimal Traditional; Multi-family	<i>San Diego Union &amp; Daily Bee</i> , Feb 5, 1949	Extant
1949	2449 E Street Golden Hill	Minimal Traditional SFR	<i>San Diego Union</i> , Apr 4, 1949	Extant; Altered
1949	5011 Narragansett Ave Ocean Beach	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , June 1, 1949	Extant
1949	3025 McCall St La Playa	Minimal Traditional; Multi-family	<i>San Diego Union</i> , July 1, 1949	Extant
1949	971-979 D Ave Coronado Island	Minimal Traditional; Multi-family	<i>Coronado Eagle and Journal</i> , October 6, 1949	Extant
1949	440-448 Orange Ave Coronado Island	Minimal Traditional; Multi-family	<i>Coronado Eagle and Journal</i> , July 7, 1949	No Longer Extant
1949	842 Missouri Street Pacific Beach	Minimal Traditional Duplex; Multi-family	<i>San Diego Union &amp; Daily Bee</i> , July 10, 1949	Extant
1949	4199-25 Wabash City Heights	Minimal Traditional Duplex; Multi-family	<i>San Diego Union &amp; Daily Bee</i> , July 10, 1949	Extant; Altered
1949	1778 Bacon Street Ocean Beach	Minimal Traditional Duplex; Multi-family	<i>San Diego Union &amp; Daily Bee</i> , July 10, 1949	Extant
1949	440 Orange Ave Coronado	Minimal Traditional Duplex; Multi-family	<i>San Diego Union &amp; Daily Bee</i> , July 10, 1949	No Longer Extant
1949	710 Missouri St Pacific Beach	Minimal Traditional Duplex; Multi-family	<i>San Diego Union &amp; Daily Bee</i> , July 10, 1949	Extant
1949	1827 Grand Avenue Pacific Beach	Minimal Traditional SFR	<i>San Diego Union</i> , November 6, 1949	Extant
1950	7270 Mt Vernon Lemon Grove	Minimal Traditional SFR	<i>Tribune-Sun</i> , January 11, 1950	Extant
1950	2507 54th Street Oak Park	Minimal Traditional SFR	<i>Evening Tribune</i> , March 2, 1950	Extant; Altered
1950	3967 Massachusetts La Mesa	Minimal Traditional SFR	<i>Tribune-Sun</i> , March 15, 1950	Extant

Year Built (Approx.)	Address	Architectural Style	Source	Extant
1950	2236 Commonwealth North Park	Minimal Traditional SFR	<i>Tribune-Sun</i> , March 16, 1950	Extant
1950	4320 Gordon Way La Mesa	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , April 21, 1950	Extant
1950	4949 Kendall St Pacific Beach	Minimal Traditional SFR	<i>Tribune-Sun</i> , April 25, 1950	Extant
1950	1626 Oliver Ave Pacific Beach	Minimal Traditional SFR	<i>San Diego Evening Tribune</i> , May 31, 1950	Extant
1950	834-40 Missouri St Ocean Beach	Minimal Traditional Duplex; Multi-family	<i>San Diego Evening Tribune</i> , May 31, 1950	Extant
1950	1575 Catalina Blvd Point Loma	Minimal Traditional SFR	<i>San Diego Evening Tribune</i> , May 31, 1950	Extant
1950	1293 Alexandria Dr Point Loma	Minimal Traditional SFR	<i>San Diego Evening Tribune</i> , June 13, 1950	Extant; Altered
1950	10512 Madrid Way Spring Valley	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , Jun 29, 1950	Extant; Altered
1950	1045 Turquoise St Pacific Beach	Minimal Traditional SFR	<i>Evening Tribune</i> , August 10, 1959	Extant; Heavily Altered
1950	4930 Emelene St Pacific Beach	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , Dec 19, 1950	Extant
1950	5083 Santa Monica Av Ocean Beach	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , Dec 19, 1950	Extant
1950	2383 Etiwanda St Ocean Beach	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , Dec 23, 1950	Extant
1950	1515 Tarbox St Encanto	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , December 29, 1950	Extant
1951	960 A Ave Coronado Island	Not Identified; SFR	<i>Coronado Eagle and Journal</i> , January 18, 1951	No Longer Extant
1951	856 E Ave Coronado Island	Not Identified; SFR	<i>Coronado Eagle and Journal</i> , Feb 1, 1951	No Longer Extant
1951	4670 Mississippi St University Heights	Minimal Traditional SFR	<i>Evening Tribune</i> , April 25, 1951	Extant
1951	7076 Amherst St College Area	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , May 21, 1951	Extant
1951	3203 53rd St Oak Park	Minimal Traditional SFR	<i>Evening Tribune</i> , May 23, 1951	Extant
1951	4335 Ingulf St Bay Park	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , December 29, 1950	Extant
1951	5131 Marlborough Kensington	Minimal Traditional SFR	<i>Evening Tribune</i> , July 27, 1951	No Longer Extant
1951	3845 Ocean View Blvd Mountain View	Minimal Traditional SFR	<i>Evening Tribune</i> , November 28, 1951	Extant
1951	7242 Mohawk St College Area	Minimal Traditional SFR	<i>Evening Tribune</i> , November 28, 1951	Extant
1952	3611-13 Boston Ave Barrio Logan	Duplex; Multi-family	<i>San Diego and Daily Bee</i> , July 13, 1952	No Longer Extant
1952	850-56 Missouri St Pacific Beach	Minimal Traditional Duplex; Multi-family	<i>San Diego and Daily Bee</i> , July 13, 1952	Extant
1952	3767 Wawona Dr Point Loma	Minimal Traditional SFR	<i>Evening Tribune</i> , July 25, 1952	Extant
1952	720 Pomona Ave Coronado Island	Tract Ranch SFR	<i>Coronado Eagle and Journal</i> , Nov 13, 1952	Extant

Year Built (Approx.)	Address	Architectural Style	Source	Extant
1952	4871 69 <sup>th</sup> Place La Mesa	Minimal Traditional SFR Diamond Tract	<i>San Diego Union</i> , November 16, 1952	Extant
1952	4873 69 <sup>th</sup> Place La Mesa	Minimal Traditional SFR Diamond Tract	<i>San Diego Union</i> , November 16, 1952	Extant
1952	4851 69 <sup>th</sup> Place La Mesa	Minimal Traditional SFR Diamond Tract	<i>San Diego Union</i> , November 16, 1952	Extant
1952	4841 69 <sup>th</sup> Place La Mesa	Minimal Traditional SFR Diamond Tract	<i>San Diego Union</i> , November 16, 1952	Extant
1952	4831 69 <sup>th</sup> Place La Mesa	Minimal Traditional SFR Diamond Tract	<i>San Diego Union</i> , November 16, 1952	Extant
1954	6959 Eberhart St La Mesa	Contemporary SFR Diamond Tract	<i>San Diego &amp; Daily Bee</i> , August 29, 1954	Extant
1953	6949 Eberhart St La Mesa	Minimal Traditional SFR Diamond Tract	<i>Evening Tribune</i> , April 4, 1953	Extant
1953	6939 Eberhart St La Mesa	Minimal Traditional SFR Diamond Tract	<i>Evening Tribune</i> , April 4, 1953	Extant; Altered
1953	6929 Eberhart St La Mesa	Minimal Traditional SFR Diamond Tract	<i>Evening Tribune</i> , April 4, 1953	Extant
1953	6919 Eberhart St La Mesa	Minimal Traditional SFR Diamond Tract	<i>Evening Tribune</i> , April 4, 1953	Extant
1953	6940 Eberhart St La Mesa	Minimal Traditional SFR Diamond Tract	<i>Evening Tribune</i> , April 4, 1953	Extant
1953	6940 Eberhart St La Mesa	Minimal Traditional SFR Diamond Tract	<i>Evening Tribune</i> , April 4, 1953	Extant
1953	4840 69 <sup>th</sup> Place La Mesa	Minimal Traditional SFR Diamond Tract	<i>Evening Tribune</i> , April 4, 1953	Extant
1953	4850 69 <sup>th</sup> Place La Mesa	Minimal Traditional SFR Diamond Tract	<i>Evening Tribune</i> , April 4, 1953	Extant
1953	4860 69 <sup>th</sup> Place La Mesa	Contemporary SFR Diamond Tract	<i>Evening Tribune</i> , April 4, 1953	Extant
1953	4870 69 <sup>th</sup> Place La Mesa	Minimal Traditional SFR Diamond Tract	<i>Evening Tribune</i> , April 4, 1953	Extant
1953	853 H Ave Coronado Island	Not Identified; SFR	<i>Coronado Eagle and Journal</i> , Feb 12, 1953	No Longer Extant
1954	1314 Fifth St Coronado Island	Minimal Traditional SFR	<i>Coronado Eagle and Journal</i> , Feb 12, 1953	Extant
1956	9353 Lemon Ave La Mesa	Custom Ranch SFR	<i>San Diego Union &amp; Daily Bee</i> , April 21, 1956	Extant
1958	1101 Sapphire Pacific Beach	Custom Ranch SFR	<i>Evening Tribune</i> , March 28, 1958	Extant
1958	1134 Sapphire Pacific Beach	Tract Ranch SFR	<i>Evening Tribune</i> , March 28, 1958	Extant
1958	1163 Sapphire Pacific Beach	Tract Ranch SFR	<i>Evening Tribune</i> , November 17, 1958	Extant
1967	9345 Lemon Ave La Mesa	Custom Ranch SFR		Extant
1969	125N. Encanto Rd Escondido	Minimal Traditional SFR	<i>Times Advocate</i> , Aug 13, 1969	Extant
1972	550 Idaho Ave Escondido	Custom Ranch SFR	<i>Times Advocate</i> , February 6, 1972	Extant
1972	520 Idaho Ave Escondido	Custom Ranch SFR	<i>Times Advocate</i> , May 5, 1972	Extant
1972	540 Idaho Ave Escondido	Custom Ranch SFR	<i>Times Advocate</i> , May 5, 1972	Extant

### Diamond Residence | 9353 Lemon Avenue

Born on January 26, 1903, Palmer “Darrell” Diamond was a native of Chicago, Illinois, and the son of Palmer “Delos” Diamond and Essa A. Eberhart.<sup>61</sup> Better known as Darrell, he was the eldest of four children which included Mildred E. Diamond (b. 1905), Norval W. Diamond (b. 1907), and Aubrey E. Diamond (b. 1912).<sup>62</sup> Diamond spent much of his early life in Chicago, where he was initially exposed to major inner-city housing issues and influenced by his father’s work as a building contractor. His father owned a local building company in the area known in the Chicago area as the P. D. Diamond & Company, later renamed Bright-Diamond Construction in 1920.<sup>63</sup> Between 1897 and 1924, his father’s company is credited with the construction of several single-family properties throughout the greater Chicago metropolitan area. Over the years, his father established partnerships with prominent architects and builders, including William K. Johnston and Frank Lloyd Wright.<sup>64</sup>

In 1924, his father relocated the family to Los Angeles, California, where he established the Diamond Construction Company in 1927.<sup>65</sup> Likely influenced by his father’s role in the building industry, Diamond enrolled at the University of Southern California, where he obtained a degree in engineering in 1928.<sup>66</sup> Following his graduation, Diamond found employment as a structural engineer with the Austin Manufacturing Company of Los Angeles. The company was known for its innovation and resourcefulness in the field of aviation.<sup>67</sup> Diamond was one of the structural engineers involved in the construction of the Boeing Airport in Burbank, today known as the Hollywood Burbank Airport.<sup>68</sup> Upon its completion in 1930, the airport was considered the world’s first million-dollar airport facility and the largest commercial airport in the greater Los Angeles area until it was surpassed by the Los Angeles Airport in 1946.<sup>69</sup>

In November of 1929, Diamond married Janis Fesler of Foley, Alabama (**Figure 25a-b**).<sup>70</sup> Born in 1908, Janis was the daughter of Frank Fesler of New York and Kate Dresback of Ohio.<sup>71</sup> Her father was a newspaper editor and founder of a local newspaper in Foley known as *The Onlooker*.<sup>72</sup> Through her maternal side she was the granddaughter of William S. Dresback, a former United States Marshall.<sup>73</sup> In 1918, her family relocated to the town of Owensmouth in Los Angeles County, present-day Canoga Park, where her father was hired as the editor of the *Owensmouth Gazette*.<sup>74</sup> In 1928, she attended the University of California, Los Angeles (UCLA), and graduated with a specialization in clothing design from the Frank Wiggin Trade School in Los Angeles.<sup>75</sup> Following their marriage, Mr. and Mrs. Diamond would continue to reside in Los Angeles until 1930, following Delos Diamond’s death. Together they would have three children: Palmer “Dale” Diamond (b.1931), Alan F. Diamond (b.1935), and Susan “Sue” Diamond (b. 1946).<sup>76</sup>

In November of 1930, Diamond and his younger brother Norval assumed control of the Diamond Construction Company and relocated to San Diego County where his father had already started building a reputation for the company.<sup>77</sup> His brother Norval was an architectural engineer who graduated from the University of Southern California in June of 1930.<sup>78</sup> Together they would go on to construct more than 200 single-family and multi-family properties throughout the San Diego area. His younger brother Aubrey and his nephew Thomas would later join the business by the late 1940s.<sup>79</sup>

Mr. and Mrs. Diamond initially resided at 1245 Garnet Ave in Pacific Beach. The residence was constructed by the Diamond Construction Company under his father’s management in 1929. During their time at the property, Mrs. Diamond became an active member of the community serving as President of the Pacific Beach Women’s Club between 1936 and 1938 (**Figure 26a-b**).<sup>80</sup> In 1937, under Mrs. Diamond’s leadership, the club honored the Kate O. Sessions, the Mother of Balboa Park for her horticultural contributions in San Diego.<sup>81</sup> In addition to her work with the women’s club, she was also an instructor at the Y.M.C.A, as a “beauty specialist” teaching women’s fashion during the Depression when women were refashioning old clothes to make them into something new. By the early 1940s, she turned to art and served as an executive board member of the San Diego Fine Arts Gallery and on the board of the La Jolla Art Gallery (**Figure 27a-c**).<sup>82</sup> Her medium of choice was both oil and watercolors

and she was known for her seascapes and Balinese paintings. Mrs. Diamond's artwork was exhibited in several art shows and galleries, including the La Jolla Art Center and Laguna Beach Art Gallery. In 1941, she received an "Honorable Mention" by the Spanish Village Art Center in Balboa Park.<sup>83</sup> By the 1950s, Mrs. Diamond would go on to experiment in photography.

By 1948, the couple relocated to Lakeside in east county.<sup>84</sup> Soon thereafter, the company office was moved to 2003 Moore Street in Old Town. Following the move, the company began to construct single-family residences in the La Mesa area, at a time when the area was experiencing exponential suburban growth during the post-war era. This may have motivated Mr. and Mrs. Diamond to acquire the subject property on Lemon Avenue sometime during the 1950s, as they recognized the area's potential for growth and as an opportunity to showcase the Diamond company's custom designs. The property originally encompassed portions of Lots 10-14 and C and was approximately 0.77-acres in size. At the time of construction, the La Mesa area was entering a final phase in development with the construction of residential tracts and modernistic Ranch style dwellings. Much of the area east of La Mesa proper, and east of present-day California State Route 125, remained relatively underdeveloped and agricultural, therefore becoming a logical area to construct a sprawling, custom designed, single-family residence of their liking.

In 1956, the Diamond residence was constructed on the south side of Lemon Avenue, on a large expansive lot surrounded by several acres of agricultural land.<sup>85</sup> It was the perfect location for a custom home that emphasized space, recreation, and leisure, offering a resort-like respite near the city. The house was designed in the Custom Ranch style and featured a one-story rambling floor plan, board-and-batten siding, a low-pitched gabled roof with deep eave overhang, attached two-car garage, recessed main entryway, prominent chimney, a large, landscaped property, deep street setback, angled windows below the gable end, louvered, casement, and fixed windows, and custom details such as a designated dark room and locally quarried stone visible on the dwelling, chimney, and adjoining walls (**Figure 28a-f**). The dark room was custom designed for Mrs. Diamond who was beginning to experiment in the field of photography as a hobby. Within the company's portfolio of projects, the dwelling exhibited a high level of individualization not commonly visible in other Custom Ranch style properties associated with the company.

In 1957, the 9353 Lemon Avenue property was featured as part of the Fourth Annual Grossmont Hospital Women's Auxiliary Home and Garden Tour. The residence was advertised as a "modern home," with "a combination of painted concrete block, field stone, wood, and stucco," and a "fireplace of unusual design (**Figure 29a-b**)."<sup>86</sup> Much like today, annual home tours during this time were held to showcase the areas historic and cultural heritage, breathtaking views, inspiring architecture, and beautiful landscapes. Residences featured on the tour that year were chosen as examples of "country style" homes.

By 1959, Mr. Diamond stepped down from the company and retired at the age of 56. For the next year and a half, Mr. and Mrs. Diamond spent time away traveling around the world, including in Africa, the Middle East, and Europe.<sup>87</sup> During their absence, the property was briefly rented to Terry Nellis, between 1959 and 1960. In 1961, the couple returned to San Diego and are listed in the San Diego city directories. In 1966, the property was divided into two parcels (APN:4951750400 and 4951750300), reducing the original property size to its current 0.38-acre lot. The following year a single-family residence, listed as 9345 Lemon Avenue, was constructed directly behind the subject dwelling, and designed in a similar Custom Ranch style aesthetic. The property served as both a family and rental property and was occupied by the couple's son Alan F. Diamond.<sup>88</sup>

Mr. and Mrs. Diamond continued to live at the subject property until Mr. Diamond's death in 1993.<sup>89</sup> However, Mr. Diamond continued to be listed in City Directories until 2002. Mrs. Diamond likely remained on the subject property until her death in 2000 at the age of 92.<sup>90</sup> The property remained in the

Diamond family until 2019, when it was acquired by James A. Harbin and Angelique Harbin. Today, the property remains under the ownership of Angelique Harbin.

Between 1966 and 1981, a wood-framed “tool and storage” ADU was constructed directly southeast of the main dwelling in a similar style with board-and-batten siding, and a slightly pitched shed roof with moderate eave overhang. A shed building is delineated on the original Diamond residence blueprints; however, the current building does not appear until a 1981 aerial. Over the years, minor alterations were made to the subject property under the Diamond family's ownership (**Figure 30**). These alterations were made at an unidentified date and include the removal and replacement of the original main entryway door with a white hollow paneled door and later with the current period appropriate diamond lite mid-century style doors; the removal of louvered windows located on the north elevation, left of the main entryway; and removal and replacement of two original windows on the east elevation with vinyl window units. In 2010, a solar panel addition was added to the property (Permit No. B10-357). No further alterations were identified.

Alterations identified on subject property:

- Removal and replacement of original main entryway door with a white hollow paneled door; date not identified,
- Removal and replacement of white paneled door with current diamond-lite mid-century doors at main entryway; between 2019 and 2021,
- Removal of lower louvered windows on north elevation, left of main entryway; date not identified,
- Installation of two vinyl window unit on the east elevation; east facing date not identified/south facing recent 2024 alteration,
- Removal of the original roofing material over the covered patio; between 2010 and 2012
- Installation of solar panels; 2010.

### III. SITE DESCRIPTION AND ELIGIBILITY

Constructed in 1956, the Diamond Residence is a one-story dwelling with an attached garage constructed in the Custom Ranch architectural style by the Diamond Construction Company, Building Contractors. The single-family residence is sited on a rectangular shaped parcel, approximately 0.38-acres, on the south side of Lemon Avenue on a slightly raised lot within the La Mesa city limits. The surrounding area is defined by a high density single-family residential neighborhood constructed primarily between the 1940s and the 1970s. The dwelling has an irregular floorplan atop a concrete slab foundation, is low-to-the-ground, and is sited in an east-to-west orientation. The dwelling has a long horizontal massing, an asymmetrical facade, vertical board-and-batten siding, stucco, and concrete masonry unit wall painted olive green in color and features locally sourced custom cut stone visible on the dwelling and adjoining walls throughout the property. The low-pitched side gabled roof has a deep eave overhang with exposed rafters and boxed eaves. The fenestration throughout the dwelling consists mostly of aluminum sliding sash and casement windows, fixed frameless windows, and sliding glass doors and flush wood-framed doors. Identifying Custom Ranch characteristics include: an asymmetrical facade, horizontal massing, board-and-batten façade, custom cut stone, low-pitched roof, frameless windows, absence of applied decoration, a shallow pitched roof with a deep eave overhang, and strong interior and exterior connections.

The primary (north) elevation faces Lemon Avenue and is set back towards the center of the parcel **(Photo 1)**. A U-shaped asphalt driveway provides access to the property from Lemon Avenue. A custom sign is located above the mailbox, sited along Lemon Avenue, that reads "The Diamonds Live Here" **(Photo 2)**. The elevation is crescent shaped, asymmetrical, and partially obscured from the public right-of-way by vegetation along the road. The main entryway is mostly centered and recessed below the main roofline and features two Mid-century style doors painted in pink with diamond lite windows **(Photo 3)**. The doors were installed between 2019 and 2021, replacing two double wood paneled doors with fan-lites. The doors are period appropriate and aligns with the historic character of the dwelling. To the east (left) of the front door are two large double fixed frameless windows, with wood panels on the lower half. The wood panels replaced original louvered windows that are visible in the original drawings **(Photo 4)**. The double-car garage is located to the far east end of the elevation and features board-and-batten façade, a wood overhead door, and a single aluminum frosted glass window **(Photo 5)**. Directly west (right) of the main entryway is a single frosted, frameless, fixed window and to the far west end of the elevation are three aluminum casement windows **(Photo 6)**.

The west elevation faces neighboring properties 9339 Lemon Avenue and 9341 Lemon Avenue. The elevation has an asymmetrical façade and features board-and-batten siding, clerestory windows installed at the gable end, a wide eave overhang, a single louvered window above a large rectangular frameless frosted window, concrete block along the lower span of the dwelling, and minimal decorative details **(Photo 7a-c)**. Based on the residential blueprints, the elevation had two large rectangular windows, two louvered windows, and a more balanced appearance; however, the window openings to the right were not installed as per the original plans. Instead, board-and-batten siding was installed in its place and the right side of the clerestory window was made operable and the left is fixed. The east elevation faces neighboring property 9361 Lemon Avenue. The elevation has a concrete block wall with a custom cut stone veneer on the north corner, a wide eave overhang with exposed rafter beams, an open space below the main roofline and the concrete block wall, covered with a metal mesh, and minimal decorative details **(Photo 8a-b)**.

The rear (south) elevation faces the 9345 Lemon Avenue property and provides access to a large expansive back yard and a shed-like ADU **(Photo 9a-b)**. The parcel is enclosed on all sides by both a wood fence and slump brick wall. Concrete walkways and river rock steps link the home to the backyard. A large magnolia tree is located towards the southwest corner of the parcel. The elevation features a stucco façade, large aluminum sliding glass windows, single east and south facing vinyl



windows, a partially covered patio on the southeast corner, and a partition wall separating the bedrooms from the common space areas. A flat shed roof covers the patio and is topped with corrugated roof panels (**Photo 10a-e**). Based on historic aerials, only a small portion of the patio area had corrugated roof panels. Between 2010 and 2012, the original roofing over the covered patio was removed and more corrugated roof panels were added over the garage area. The east facing vinyl window was installed at an unidentified date and the south facing vinyl window on the former dark room was installed recently in 2024.

Directly south of the main residence is a wood-framed "tool and storage" ADU that was constructed in a similar style with board-and-batten siding, and a slightly pitched shed roof with moderate eave overhang (**Photo 11**). The building is delineated on the original Diamond residence blueprints; however, the current building was constructed between 1966 and 1981. The current ADU first appears in a 1981 aerial (See Attachment A, Figure 31c and 31d). Directly southeast of the ADU is a small wood-framed shed.

See **Attachment B** for current views of the subject property.

## Significance

The Diamond Residence is one of two identified Custom Ranch properties constructed in the City of La Mesa attributed to the Diamond Construction Company. Founded in 1927 by Palmer "Delos" Diamond, the building company was known for their quality standardized and custom designs. Under the leadership of Diamond's two sons, Norval, a licensed architect, and Darrell, a licensed engineer, the company designed and constructed several single-family and multi-family properties throughout the San Diego region between the late 1920s and 1970s. At least 200 properties located in the Pacific Beach, Ocean Beach, Mission Beach, La Jolla, Point Loma, Bay Park, City Heights, Barrio Logan, Coronado, Lemon Grove, Encanto, Spring Valley, Little Italy, Talmadge, North Park, Escondido, and La Mesa neighborhoods of San Diego, are attributed to the family-owned business. Homes produced by the Diamond Construction Company were built in the Spanish Revival, Tudor Revival, Mission Revival, Colonial Revival, Spanish Eclectic, Minimal Traditional, and Ranch architectural styles. Throughout the company's history, the Diamonds offered buyers affordable yet aesthetically pleasing residential properties, many of which were funded by the FHA and featured in housing festivals.

The subject dwelling at 9353 Lemon Avenue represents the company's work in the Custom Ranch style, with a single-story irregular floor plan, strong horizontal massing, board-and-batten siding and custom stone veneer, low-pitched gabled roof with deep eave overhang, attached two-car garage, recessed main entryway, prominent stone chimney, a large landscaped property and associated hardscape, deep street setback, fenestration consisting of angled clerestory windows, louvered, casement, and fixed windows, and custom designated dark room and use of locally quarried stone visible on the dwelling and throughout the property. Within the company's portfolio of projects, the dwelling exhibits a high level of individualization not commonly visible in other Custom Ranch style properties associated with the company.

The patriarch of the company is cited having worked with noted architect Frank Lloyd Wright during the late 1910s, prior to relocating to San Diego. His association with Wright likely influenced him as a builder and towards the latter end of his career, a legacy that was carried over to his sons. The company's prolific work throughout the Depression and post-World War II area alone is worthy of consideration as a noted builder, and in that regard, the 9353 Lemon Avenue property is representative of the notable work of the Diamond Construction Company.

The Diamond Residence, located at 9353 Lemon Avenue, is a significant cultural resource that appears to qualify for designation as a landmark under the City of La Mesa Historic Preservation Ordinance. The property embodies distinctive characteristics of the Custom Ranch style and is significant for its architecture. The building is a notable work of an acclaimed builder, the Diamond Construction Company, and is representative of a significant builder in La Mesa and San Diego. The house has experienced minimal changes and is regarded as a finite resource type in the La Mesa region. It is one of two identified dwellings constructed in the Custom Ranch style attributed to the company in the City of La Mesa.

The property qualifies for designation under the following City of La Mesa Register of Historic Landmark criteria.

- **Criterion C for embodying the distinctive characteristics of the Custom Ranch architectural style.**
- **Criterion D for representing the notable work of the Diamond Construction Company in the Custom Ranch style.** The period of significance under this context and criterion is 1956 representing the original construction date.

The interior portions of the home are not proposed for designation.

### Integrity and Rehabilitation Considerations

The home retains a sufficient degree of integrity to convey its original 1956 construction date. The 9353 Lemon Avenue dwelling is sited in the same **location** within the boundaries of the City of La Mesa. The home still sits in an east-to-west orientation south of Lemon Avenue. The **setting** has not been subjected to substantial change and continues to evoke the character of a post-World War II neighborhood due to the number of Contemporary style dwellings surrounding the subject property. Minimal **design** and **materials** changes have occurred since 1956, and the property still represents the work of the Diamond Construction Company. The building still retains the original board and batten siding, stucco siding, concrete block wall, custom cut stone on the dwelling and adjoining walls, its aluminum framed windows and sliding glass doors, frameless and louvered windows, large stone chimneys, and a low-pitched hipped roof with wide overhanging eaves with exposed beams. The building maintains integrity of **workmanship**, as evidenced by the original stonework. The Diamond Residence still possesses an overall **feeling** of a Custom Ranch dwelling through distinctive characteristics of the style including horizontal massing, its sprawling floor plan, and attached carport and garage. Finally, the building maintains a strong **association** with the Diamond family and the Diamond Construction Company as the long-time home of Palmer “Darrell” Diamond and his wife Janis Fesler Diamond who lived at the property since its construction in 1956 until their deaths in 1993 and 2000, respectively.

Minor alterations made to the property at an unidentified date include the removal and replacement of the original main entryway door with a white hollow paneled door, and later with the current diamond lite mid-century style doors; the removal of louvered windows located on the north elevation, left of the main entryway; and removal and replacement of two small original windows on the east elevation with vinyl window units. In 2010, a solar panel addition was added to the property (Permit No. B10-357). No further alterations were identified. Despite the alterations, the property retains its original footprint and continues to convey its historic significance as a Custom Ranch residence.

Rehabilitation for the residence and landscape/hardscape are proposed in the rehabilitation plan for the property. An important immediate task will be to remove non-historic aluminum windows and replace them with period appropriate windows / sills that is compatible with the architectural character. The original drawings will be used as a reference for window replacement. Associated with rehabilitation is maintenance, which will be undertaken at regular intervals to make sure the building remains intact and protected from the elements and damage. Repairs will be in keeping with the Secretary of the Interior's Standards for the Treatment of Historic Properties.

Despite the identified alterations, the building is still able to express the original workmanship of the Diamond Construction Company and retains the feeling of a Custom Ranch residence within the hills of La Mesa. It is Urbana's opinion that the property is worthy of designation with its owners working towards rehabilitation. These findings are recorded on DPR 523 series forms, contained within the HSDR attachments. A rehabilitation plan is included in the attachments.

## IV. ENDNOTES / WORKS CITED

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# HISTORIC IMAGERY AND DOCUMENTATION

**BUILDING PERMITS.**

PERMITS FOR BUILDINGS TO COST \$1,000 OR more were issued yesterday as follows:

E. J. Tank, 2-story and basement brick flats, 451 Flournoy st.....	\$ 4,000
H. L. Baldwin, 3-story and basement brick dwelling, 8 Oakland ct.....	3,500
J. W. Thorp, 1-story and basement brick store, 607 Commercial av.....	1,800
P. D. Diamond, 1-story frame cottage, 3819 West Sixty-third pl.....	1,000
Mrs. Lizzie Chopp, 1-story and basement brick store and dwelling, 6547 South May st.....	1,000
B. Thompson, 2-story frame flats, 2438 Austin av.....	1,500
John Shaunahan, 2-story and basement brick flats, 255 North Albany av.....	2,300

Figure 1a: Between the late 1890s and early 1920s, Delos Diamond worked as a building contractor constructing high quality, attractive, yet affordable housing in and around the greater Chicago metropolitan area.  
 Source: *Chicago Chronicle*, March 7, 1897.

**BUILDING PERMITS.**

The following building permits were issued yesterday:

	Cost.
William Kitzig, two-story frame flats at 1979 N. Robey st.....	\$1,400
Albert Herzog, two-story frame flats at 1740 Hoyne av.....	1,700
R. and S. Sollitt, two-story brick barn at 1007 Oakdale av.....	2,500
Lutheran Messiah chapel, one-story and basement brick church at 1310 School st.....	8,000
Christian Voss, two-story and basement brick flats at 875 S. Lawndale av.....	2,900
Mrs. Mary Weyler, one-story and basement brick cottage at 2195 W. Taylor st.....	1,500
C. J. McClaggen, two-story and basement brick flats at 757 Homan av.....	2,000
Mrs. C. M. Jensen, one-story frame cottage at 2484 Drake av.....	1,300
J. A. MacBurney, one-story frame cottage at 2616 N. 43d ct.....	2,000
R. and S. Sollitt, three-story and basement brick residence at 4513 Drexel blvd.....	50,000
R. & S. Sollitt, three-story and basement brick residence at 4850 Ellis av.....	55,000
at 4749 Seeley av.....	1,000
P. D. Diamond, two-story frame residence at 3810 W. 64th st.....	1,600

Figure 1b: Both the 3819 W. 63<sup>rd</sup> and 3810 W. 64<sup>th</sup> Street are in Chicago's West Lawn neighborhood, a historically eastern European immigrant community.  
 Source: *Inter Ocean*, Oct 17, 1897.



**BUILDING PERMITS.**

THE FOLLOWING PERMITS WERE ISSUED by the Building department yesterday:

W. H. Barry, three 3-story brick apartment buildings, 294-306 Winthrop-av....	\$75,000
H. Weise, 2-story frame store, 145 Wilson-av.....	2,000
J. E. Barry, 3-story brick addition, 178 State-st.....	14,000
Wullich & Muhike, 2-story brick barn, 2327 La Salle-st.....	4,500
Albert Fuks, 1-story brick cottage, 1459 Turner-av.....	1,000
Dr. Horrmann, 4-story brick apartment building, 418-20 Adams-st.....	25,000
Max Mildenberg, 3-story brick warehouse, 200-46 Canalport-av.....	10,000
Mrs. Heuber, 2-story brick store, 2081-83 W. 12th-st.....	10,000
L. S. Heafield, two 2-story brick flats, 1890-1824 N. Monticello-av.....	3,600
John Worzniak, 2-story frame flat, 8544 Superior-av.....	1,800
Walter C. Griswold, 5-story brick warehouse, 2620 22 Park-av.....	20,000
P. D. Diamond, 2-story frame dwelling, 3808 62d-pl.....	2,500
P. D. Diamond, two 2-story frame dwellings, 3748-3820 24th-pl.....	4,000
P. D. Diamond, two 1½-story frame dwellings, 3707-3843 64th-pl.....	3,600
Harry Griffith, 1-story frame cottage, 10705 State-st.....	1,000

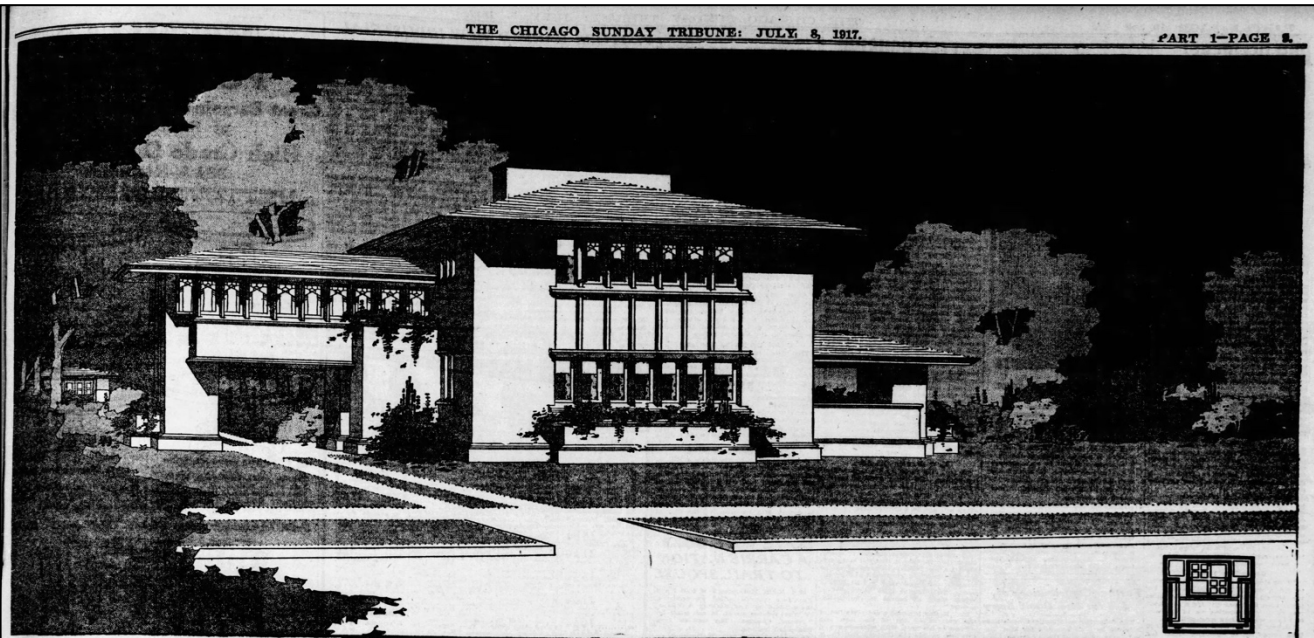
Figure 1c: P. Delos Diamond continued to work in Chicago's West Lawn neighborhood in the early 1900s.  
 Source: *Chicago Tribune*, May 7, 1902.

BUILDING PERMITS.	
Constance-av., 7239. 1 story brick residence. R. P. Egan, 1423 E. 69th-st. A. G. Lund, arch.; A. F. Seaberg, mason; J. E. Anderson, carp.....	\$ 4,000
Eberhart-av., 7514. 1 story brick residence. J. H. Cloutier, 7745 Cottage Grove-av.; E. Braucher, arch.; owner is mason and carp.....	2,500
S. Carpenter-st., 7700. 3 story brick flats. W. H. Baker, 8641 Maryland-av.; J. E. Schiller, arch.; John Wiltzer, mason; owner is carp.....	18,000
Rhodes-av., 7429. 2 story brick flats. E. A. Anderson, 1411 E. 72d-pl.; A. G. Lund, arch.; A. F. Seaberg, mason; J. E. Anderson, carp.....	6,000
S. Talman-av., 6523. 1½ story frame residence. P. D. Diamond, 2211 W. 110th-pl.; W. K. Johnson, arch.; L. Tiemann, mason; owner is carp.....	2,300
S. Talman-av., 6511. 1½ story frame residence. P. D. Diamond, 2211 W. 110th-pl.; W. K. Johnson, arch.; L. Tiemann, mason; owner is carp.....	2,400
Gresham-st., 4016. 3 story brick flats. H. J. Breyer, 3920 W. 13th-st.; H. I. Dalsey, arch.; Sam Fishkin, mason; owner is carp.....	5,000

Figure 2a: P. Delos Diamond worked with noted architects such as W. K. Johnson and Frank Lloyd Wright.  
 Source: *Chicago Tribune*, Feb 6, 1916.

av.; L. N. Mitchell, arch.; Johnson, Borg & Co., masons; owner is carp.	12,000	CA
10541-43 S. Hoyne-av., 2 story frame residence; H. H. Hyde, 6329 Wayne-av.; Frank L. Wright, arch.; John Nelson, mason; P. D. Diamond, carp.	6,000	hi @ ce 16
1643 Monterey-av., 1 story frame		

Figure 2b: P. Delos Diamond worked with noted architects such as W. K. Johnson and Frank Lloyd Wright.  
 Source: *Chicago Tribune*, May 16, 1917.



THE CHICAGO SUNDAY TRIBUNE: JULY 8, 1917.

PART 1-PAGE 8

This home is being built by P. D. Diamond & Co. in Ridge Homes, the new restricted residential subdivision being offered by Bushman-Billwood & Co. at Tracy, 2014 Street and Home Avenue.

# YOU CAN OWN AN AMERICAN HOME

**B**EFORE the summer is over you can be the possessor of an American Home, built for YOU from the plan YOU select. You and your family can be enjoying its unique, beautiful design, its convenient arrangement, its lasting construction.

You can occupy it late this summer or early this coming fall. The price will be guaranteed in advance. The arrangement for payment will meet your convenience.

People in Chicago are just beginning to realize that American Homes are not high priced. Because American Homes look better and have the air of being out of the class of ordinary houses, many house builders have hesitated even to investigate them.

Now that they understand that an American Home costs no more, or even less than others, they are buying rapidly. We want you, if you are contemplating owning a home now or in the future, to talk to us. All we ask is the opportunity to place before you the facts regarding the moderate prices and our special arrangements which will allow your American Home to be built NOW instead of in the distant future. But please, which would make you buy even if the price were much higher.

**This Is Distinctly American Architecture**

American Homes reflect American spirit. They are the most recent triumph of Frank Lloyd Wright, recognized as one and abroad as America's greatest architect. His fame is world-wide, though his most important work has been to teach the American people how they can live in houses that are beautiful, convenient, and enduring.

An American Home is as truly the product of the country and as thoroughly national as a French chateau or an Italian villa.

**Homes With Personality and Beauty**

American Homes have character. They command recognition. Their dignity, their quiet lines, their strength and their individuality, make them stand forth from the mass of ordinary designs.

These houses are the one, new, stirring note in this oldest and most important of all the arts—the art of home building. As a great writer has said: "They have music and meaning in them."

**Convenient, Practical Enduring**

When you first see an American Home, either the actual structure or the drawing which we show you, you will be struck by its beauty, its cheery, homelike appearance.

When you enter an American Home you will marvel at the skill which could so perfectly combine charm of outline and effect with absolute convenience and practicability for everyday use.

American Homes are "livable" places for you and your family to spend your lives in. They seem "home" to you from the day you take possession. They make for cheer and comfort and happiness.

Cross-lighting and cross-ventilation make them healthful. Scientific designing gives ample space where it is needed and saves steps. Every woman will be delighted with these plans. They reduce her responsibilities, whether she executes personally or merely supervises household duties. All the little extras and advantages that mean so much in the daily routine of home maintenance are found in American Homes.

**The Home You Would Plan**

American Homes are the kind you yourself would plan. In fact, you will plan yours, for you will choose, from among the many, exactly the one that suits your every need as to space and the number and arrangement of rooms. All the faults of the ordinary house plan are eliminated. No waste space, no dark corners. Every square foot of an American Home has its use and its value to you.

And you have the choice of so many designs that you are sure to find one that is essentially YOUR home, the home you have sought but never before found.

**A Guaranteed Price No "Extras"**

If you have ever built for yourself, or if your friends have, you know that the bugbear of home-building is the long list of "extras" that mount up as the construction goes forward. These "extras" can not worry you when you purchase an American Home. The price is guaranteed. You know in advance exactly what your American Home will cost. And the quality of material and workmanship is guaranteed.

**Built by Established Contractors**

The American System does not alter present building conditions. American Homes are being erected by established contractors and builders who are enthusiastic over the practical character of the construction, and beauty and permanence of the finished edifice.

**Come to Our Office—Learn How YOU Can Own An American Home**

To you who live in apartments or in a house not your own, decide now to have a beautiful home of your own. Learn how easily you can become the owner of an American Home—within the next few months. Our arrangement will surprise you. You will find the terms suited to your convenience. Payments can be made monthly. American Homes range in price from \$3,000 up.

And see the plans of American Homes. They are different and more complete. Some drawings show not only the walls, doors and windows, but the position of the furniture. It is as if the roof were lifted off. You look into your future home as it will be when you occupy it.

You can study the specifications that protect you at every stage of construction. You will be quoted the guaranteed price—no "extras"—on your completed home ready for occupancy, with quality guaranteed and no building worries.

A visit to our office places you under no obligations whatever. So come at your earliest opportunity. Let us prove every advantage of American Homes. You are to be the judge. We gladly place the facts before you and leave the decision to you. But act at once. For your American Home can be built this summer if you wish, under this broad, generous plan.

**Or Write for Suggestions Suited Your Requirements**

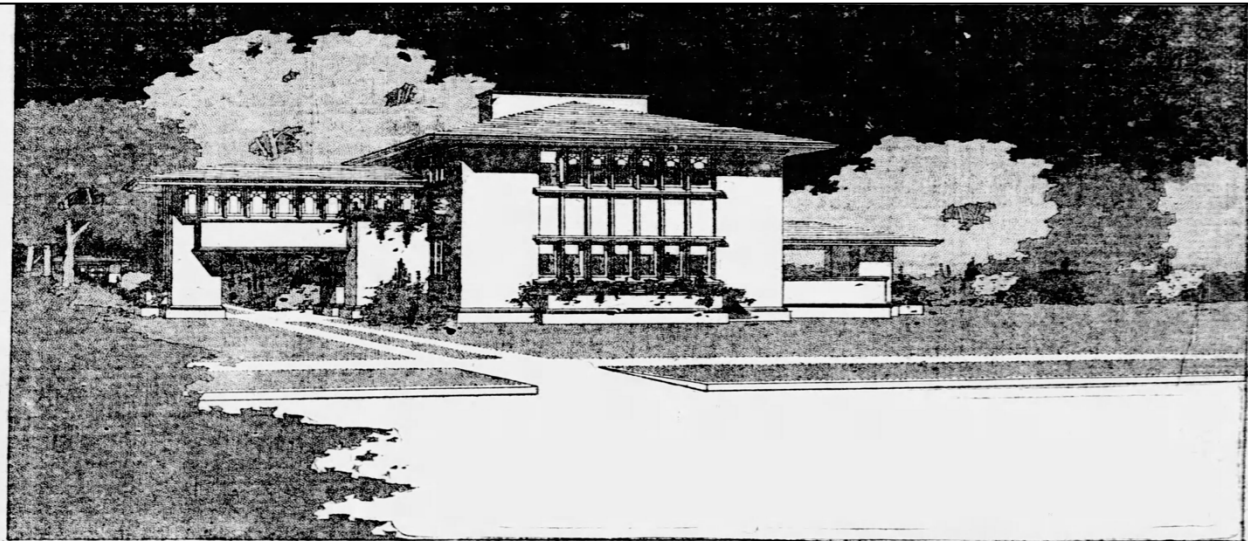
If you cannot conveniently meet with us at our office, we will send you a number of beautiful illustrations, together with interesting facts about American Homes.

<b>Richardson</b> GEO. R. CHAPMAN 8 E. Center Street Tel. 3-1111 Telephone Kintworth 34	<b>Berwyn</b> ELLINWOOD & BRAGG 1017 Winter Avenue Evanston, Ill. Randolph 536	<b>North Shore, West Side</b> AMERICAN HOME BUILDING CO. La Grange to Naperville Room 103, Chicago Savings Bank Building 7 West Madison Street, First Mainline 218	<b>South Side, River</b> HOLLYWOOD J. P. DIAMOND & CO. 211 W. 110th St., Ph. Beverly 812 Loop Office: Room 808, 7 West Madison	<b>Ingwood</b> MOE The Ingwood Construction Co., 814 1/2 Gary Theatre Bldg. Phone Gary 19 or 31	<b>Champaign</b> J. F. HESSEL Deatur E. C. BAKOW 28 Simpson Bldg.
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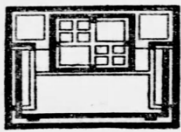
**Pettit & Rockwell, Chicago Savings Bank Building, 7 West Madison**  
 CHICAGO BRANCH OF THE RICHARDS CO., MILWAUKEE,

**P. D. DIAMOND & CO.**  
 2211 W. 110th Pl. Ph. Beverly 812  
 Loop Office:  
 Room 808, 7 West Madison St

Figure 3a: In 1917, Delos Diamond was one of six building contractors who worked with Frank Lloyd Wright in the development of the Beverly and Morgan Park neighborhoods in Chicago. Source: Chicago Tribune, June 8, 1917.



*This home is being built in Ridge Homes, the new restricted residential subdivision now being offered by Burnhans-Ellinwood & Co. at Tracy, 103rd St. and Hoyne Ave.*



## Good News About Homes

**T**HERE'S a bright, cheerful home waiting for your family and you. A better home. Better built, excellently planned, far more livable.

More beautiful? Yes, it will have that rare thing—genuine architectural beauty—designed by a leader of architects.

You select your plan. It is built to your order—your own.

Designed by America's great creative architect, Frank Lloyd Wright. Constructed by a system which guarantees you a high grade building and a known price—no extras.

In short, an AMERICAN HOME.

The cost is not more but less. Terms of purchase are such that every family of steady income can have their own AMERICAN HOME. This is an inviting, a cheering possibility, which can come true however small or large a home you wish.

The builders whose names are below will help you accomplish this. Call upon them. Or, if none is near you, call at the office, 7 West Madison Street.

### DEALERS

**Elmhurst**  
 GEO. R. CHAPMAN  
 E. Corner Kentworth Ave.  
 and St. Charles Road  
 Telephone Elmhurst 34

**Chicago**  
 M. S. HUBBARD  
 25 N. Dearborn St.  
 Rm. 406; Ph. Cent. 1111

**North Shore**  
 La Grange

**Oak Park**  
 Western Springs

**Austin**  
 Downer's Grove

**Maywood**  
 Hinsdale

**River Forest**  
 Naperville

**Berwyn**  
 ELLINWOOD & BRAGG

Corner Oak Park and  
 Windsor Aves.  
 Phones Berwyn 525; Rand. 2836

AMERICAN HOME BUILDING COMPANY  
 Room 810, 7 West Madison Street. Phone Central 677

**Waukegan**  
 BARNUM & WELLS  
 Coon Building

**Champaign, Ill.**  
 J. F. HESSEL

**Park Ridge**  
 MURPHY BROS.  
 Phone Park Ridge 1001

**South Side Riverside Hollywood**  
 P. D. DIAMOND & COMPANY  
 221 W. 110th Place. Phone Beverly 512  
 Loop Office, Room 808 7 W. Madison St.

**Gary, Indiana**  
 INGWOLD MOE  
 Pres. of the General Construction Co., 501-4  
 Gary Theatre Bldg. Phone Gary 84 or 58

**TO BUILDERS:** These houses are built by builders having exclusive rights in their territories. There are still desirable territories not yet closed, for which we will be glad to hear from strong builders who

can appreciate the sales possibilities of this enterprise. This applies not only to the immediate Chicago district, but to the surrounding Middle West which is handled from the Chicago office.

**TO SUBDIVIDERS:** Nothing could better put the stamp of quality on any subdivision than the building of some of these American Homes, designed by Frank Lloyd Wright. We will be glad to show you how easily this is possible.

PETTIT & ROCKWELL, 7 West Madison Street, Telephone Central 677  
 Chicago Branch of THE RICHARDS COMPANY, Milwaukee

Figure 3b: In 1917, Delos Diamond was one of six building contractors who worked with Frank Lloyd Wright in the development of the Beverly and Morgan Park neighborhoods in Chicago.

Source: *Chicago Tribune*, June 3, 1917.



Figure 4: The 10541 S. Hoyne Avenue home is directly associated with P. Delos Diamond, the founder of the Diamond Construction Company.  
Source:.

## MARKET FOR WOOD GUTTERS

A group of architects stood at the corner of Eighty-eighth Street and South Michigan Avenue looking about them at the houses erected by the Bright-Diamond Construction Co. for the Chicago Housing Association.

"Why, the gutters and down spouts are all of wood!" exclaimed one of the architects.

"Yes," said Palmer D. Diamond, who superintended the construction; "that is a hobby of mine. They absolutely give the best service of any type of gutter with which I am acquainted."

"That certainly is mighty interesting," remarked another architect. "Where can you get wood gutters?"

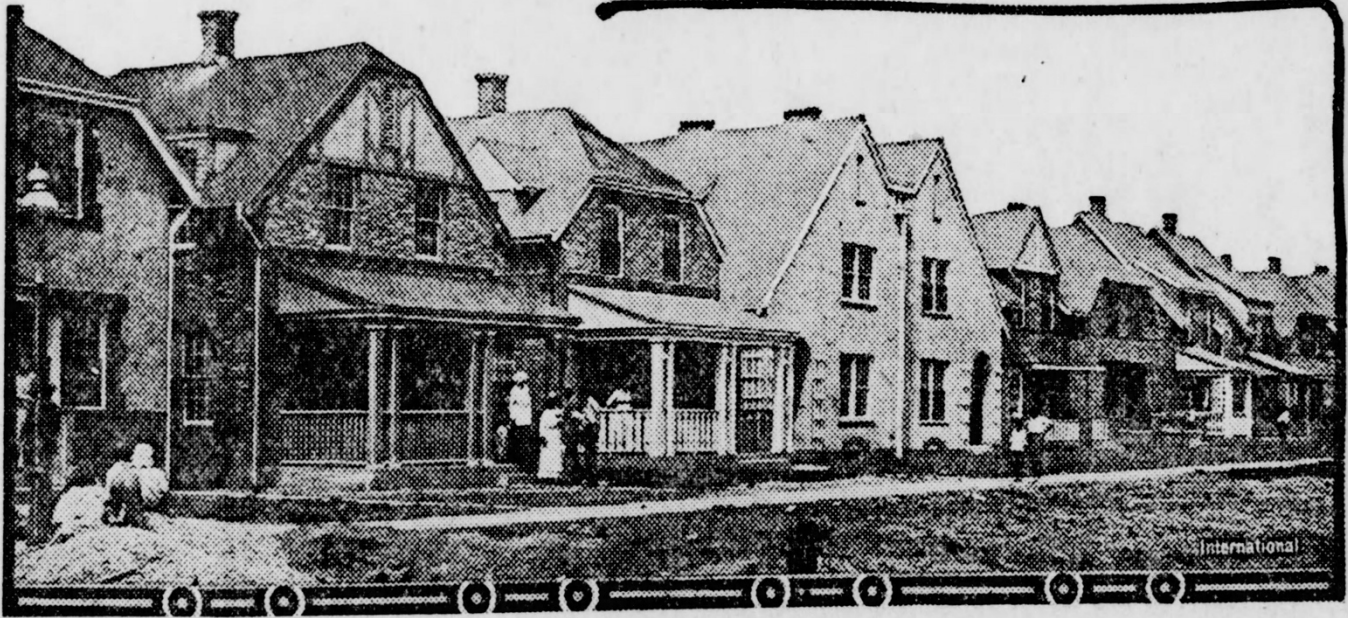
"I do not know," said Mr. Diamond. "We made the down spouts here and I simply scoured the city looking for fir gutters for the eaves. I could not find them, nor could I get a company to accept an order for them, but I did find some clear fir 4x4's. I then had a pattern drawn and took these 4x4's to a planing mill where I had them run."

The above is a sample of conversations which have occurred time after time when architects and builders have viewed the Chicago Housing Association project. Architects, engineers and building specialists from all over the country have inspected this project and almost without exception have expressed interest in wood gutters.

Figure 5a: In 1920, Diamond was hired by the Chicago Housing Association as the superintendent of the Chicago Housing Project. The project was an experiment created to address the housing crisis in Chicago and was monitored by economists from all over the United States

Source: 1920 *American Lumberman*.

## Building Homes for the Chicago Homeless



The Chicago Housing association has undertaken a great social experiment in the erection of many homes for families which had nowhere to live owing to the house shortage in that city. The homes are of brick, two stories, and the tenant pays rental of about \$35 a month which is applied on the purchase price. The house is sold at exact cost.

Figure 5b: In 1920, Diamond was hired by the Chicago Housing Association as the superintendent of the Chicago Housing Project. The project was an experiment created to address the housing crisis in Chicago and was monitored by economists from all over the United States.  
Source: Daily Herald, Sept 20, 1920.

# CHICAGO HOUSING PROJECT MAGNET FOR WIDE WORLD

**New Community at 87th and  
State Sts. Has Become a  
Town in Itself in 6 Months**

(Reprint from *Carnegie Index*)

More than twenty of the houses  
are already occupied, all have been  
assigned, a new city of 175 homes  
and nearly 1,000 people has been

Figure 5c: In 1920, Diamond was hired by the Chicago Housing Association as the superintendent of the Chicago Housing Project. The project was an experiment created to address the housing crisis in Chicago and was monitored by economists from all over the United States. Source: *Englewood Economist*, Aug 4, 1920.

created in six months, and the operation of the Chicago Housing Association at 87th and State streets has become the mecca for economists from all over this country and from Europe.

Several families moved into their new homes last Sunday. Several others came in Monday morning, and according to P. D. Diamond, superintendent of construction, the influx is steady and continuous daily. Soon every one of the 175 new homes will be occupied by its owner.

Much has already been told of this experiment in solving the housing problem of a great city. Let it suffice to repeat that these homes have been erected by the Chicago Housing Association, and are being sold, virtually at cost, to deserving American citizens, on time payments that average much less per month than the average monthly rental now being paid for similar accommodations.

**Will Launch Bigger Project**

So successful has this experiment been, that greatly increased financial support has been obtained by the association, and Mr. Diamond states that in the immediate future another and much larger project will be launched in this part of the city.

"I can go so far as to say that the plans of the association contemplate the ultimate erection, within a comparatively short time, of not less than 50,000 of these homes right here in Chicago," said Mr. Diamond.

**Foundation of Nation Building**

It is only fair and proper to state that the project now nearing completion, and the greater project contemplated, are not matters of paternalism, but they constitute a very intelligent measure of nation building, because man for man the home owner is the better citizen.

Roger Babson, the statistical expert, has stated that the principal reason why Russia so quickly crumpled before the German invasion and intrigue, was that 95 per cent of the people owned only 5 per cent of the land, and 5 per cent of the people owned 95 per cent of the land. Therefore the patriotic instincts of the majority of the people were not deep rooted, and in many did not even exist.



**GUESTS FROM CHICAGO VISIT IN CLEGG HOME.**

Mr. and Mrs. P. D. Diamond and their family, whose home has been in Chicago, but who are motoring through to California to live, departed yesterday after being guests of Mr. and Mrs. Tom Clegg, 305 Fourth avenue.

With them were their children, Aubrey, Norval, Darrell and Mildred Evabel. The three oldest children will enter a California university. Norval has just completed high school; Darrell has been a student at Chicago university; and Mildred recently obtained her degree from the Columbia Conservatory of Music, Chicago.

Mrs. Diamond who was formerly Miss Essa Ebberhart of Mount Vernon was a prominent musician of Cornell college and is well known here. Mr. Diamond is an architect.

Figure 6a: In 1924, P. Delos Diamond relocated to California with his family where he continued to work as a building contractor. He is mentioned as an architect, however no evidence was found to substantiate this. His involvement in the Chicago Housing Project would later allow him to gain employment as a housing problem "expert" in Los Angeles, California.  
Source: *The Gazette*, July 30, 1920.

**Plans Call for Many Houses on La Verne Tract**

[LOCAL CORRESPONDENCE]  
POMONA, Dec. 13.—Pomona Valley possesses the best opportunity for industrial development of all the sections that have come to his attention in a lifetime connection with industrial development. This was the statement of P. D. Diamond, national authority on industrial housing problems, in an address at the round-table meeting of the Valley Club in the clubrooms recently.

Mr. Diamond came from Chicago, where he had dealt with housing problems of various industrial concerns for many years. He is to build 100 houses soon to house workers on the new industrial site at La Verne, three miles northwest of this city. There are 477 acres in the La Verne tract. Fifty acres of this area will be given over to industries and the remainder will become residence and business property.

CAMPAIGN ADDS TO

Figure 6b: Delos Diamond's involvement in the Chicago Housing Project would later allow him to gain employment as a housing problem "expert" in Los Angeles, California.  
Source: *Englewood Economist*, Aug 4, 1924.

# Expert Declares Valley Has All Requirements of Big Industrial Center

**Speaker at Luncheon of Valley Club Points Out Advantages to Be Gained by Factories; Will Soon Start Erection of 100 Houses on New Townsite Near La Verne.**

Pomona Valley possesses the best opportunity for industrial development of all the sections that have come to his attention in a lifetime connection with industrial developments, was the statement of P. D. Diamond, national authority on industrial housing problems, in an address at the round table meeting of the Valley club in the clubrooms yesterday.

Mr. Diamond came here recently from Chicago where he has been connected with the housing problems of various industrial propositions for many years. He is to build 100 houses soon to house workers on the new industrial site at La Verne. There are 477 acres in the La Verne tract. Fifty acres of this area will be given over to industries and the remainder will become residence and business property.

Diamond is an old friend of Elsbey Reynolds of this city, whom he knew in Chicago.

Diamond said in part:

"When I came here from Chicago I was immediately impressed with the industrial possibilities of this section. It particularly impressed me as a place where workmen could live in homes of their own in clean surroundings, close to their work—though working men, to live as God's chosen few with trees and gardens in their yards, streets lined with roses, and generally pleasant surroundings.

"Let me contrast these conditions with those of the workers in Chicago who live under conditions of which a hog would not be guilty. I have seen six large families living in one six-room house. In some places two shifts, the day shift and the night shift, sleep in the same bed. Many go 20 to 40 miles to work. Sanitary conditions are deplorable.

"It has been said that the La Verne industrial site is so far from Los Angeles. True enough—but it is close to Pomona.

"In Chicago and the other large cities the industries have gone out of the cities to get away from cramped surroundings and inefficiency of labor. Many of the larger industrial districts of Illinois are 30 to 60 miles from Chicago.

"There they get cheap land and cheaper taxes. There are no better shipping facilities in Los Angeles than here in the Pomona Valley. There are no better transportation facilities anywhere. All the main lines pass through here and the belt lines connect them all.

"Henry Ford has done this same thing. He went out from Detroit and built up a community for his business. He did the same thing at Chicago. There he bought a large tract of swamp land. They built their own spur tracks. A creek was dredged to make a shipping canal and the earth removed from the canal was used to fill in the swamp land. This land sold before Ford took it over for \$5.00 per acre. City lots sell there now for \$5000 to \$10,000.

"A little old town four miles from this place had not been known for years except from the funny jokes in newspapers. People went there to live and a boom started. You wouldn't know the old place now. Industrial development effects a large district.

"Land is selling in the central industrial district in Los Angeles for \$10,000 to \$25,000 per acre. When a man needs four or five acres for a site at this price, has to build in addition, and then doesn't know where his workmen are to come from or what they are to be, you see what he is up against. Few industries can afford it. I cannot see why there cannot be an industrial center here to sur-

Figure 6c: Delos Diamond's involvement in the Chicago Housing Project would later allow him to gain employment as a housing problem "expert" in Los Angeles, California. Source: *The Bulletin*, Dec 5, 1924.

pass any around Los Angeles.

"The gentlemen who are developing this thing have had hard work. They have their hearts and souls in this thing. They want it to go through above board. I believe you will see it as your proposition.

"I have not seen a place with the facilities you have here. As I told my old friend Elsbey Reynolds when I came here, Pomona is the place I have wanted to see."

The Sierra Silk Textile Mills have plans prepared for their buildings at the new site. These people have applied the Ford idea to silk hosiery. They will manufacture silk hosiery only for men and women. The product will be a heavier and better silk than is used in other hosiery. Women's hose will have 1½ inches more silk at the top than other makes. They will be manufactured in large numbers, sold direct to the retailer with the elimination of the jobber, and placed upon the market at the price of \$1.35 per pair.

The plans are now in the hands of the contractor and work will begin within a week. Construction will also be under way soon on 100 houses to house workmen with their families.

Selwin Miller is doing finishing for the Diamond Construction Co., which is building a string of fifty houses at Valley View Heights, north of San Fernando.  
Ralph Haskell, of Burnett avenue, is the head painter for the Diamond Construction Co.

Figure 7a: The Diamond Construction Company was officially established in 1927 by P. Delos Diamond.  
Source: *The Van Nuys*, November 15, 1927.

A permit for the erection of a new dwelling and garage at 10816 Valley Spring Lane has been issued to Samuel Markley of Glendale. Plans have been prepared by P. D. Diamond, and the new home will cost about \$5070.  
Mr. Diamond has also prepared plans for the erection of a \$5070 home at 4533 Clybourn avenue for Zuma Ellis of Los Angeles.

Figure 7b: The Diamond Construction Company constructed several single-and multi-family properties throughout the Los Angeles Area.  
Source: *The Van Nuys*, Apr 28, 1927.

pct.  
Not of Comp—Diamond Const. Co.  
Dwelling and garage on Lot 14,  
Jordan Tr., City of SBV.  
Not of Comp—Diamond Const. Co.  
Dwelling and garage on Lot 14, Jordan Tr., City of SBV.  
Rt of Way—Bertie J. Beene to

Figure 7c: The Diamond Construction Company constructed several single-and multi-family properties throughout the Los Angeles Area.  
Source: *The Van Nuys*, April 29, 1929.

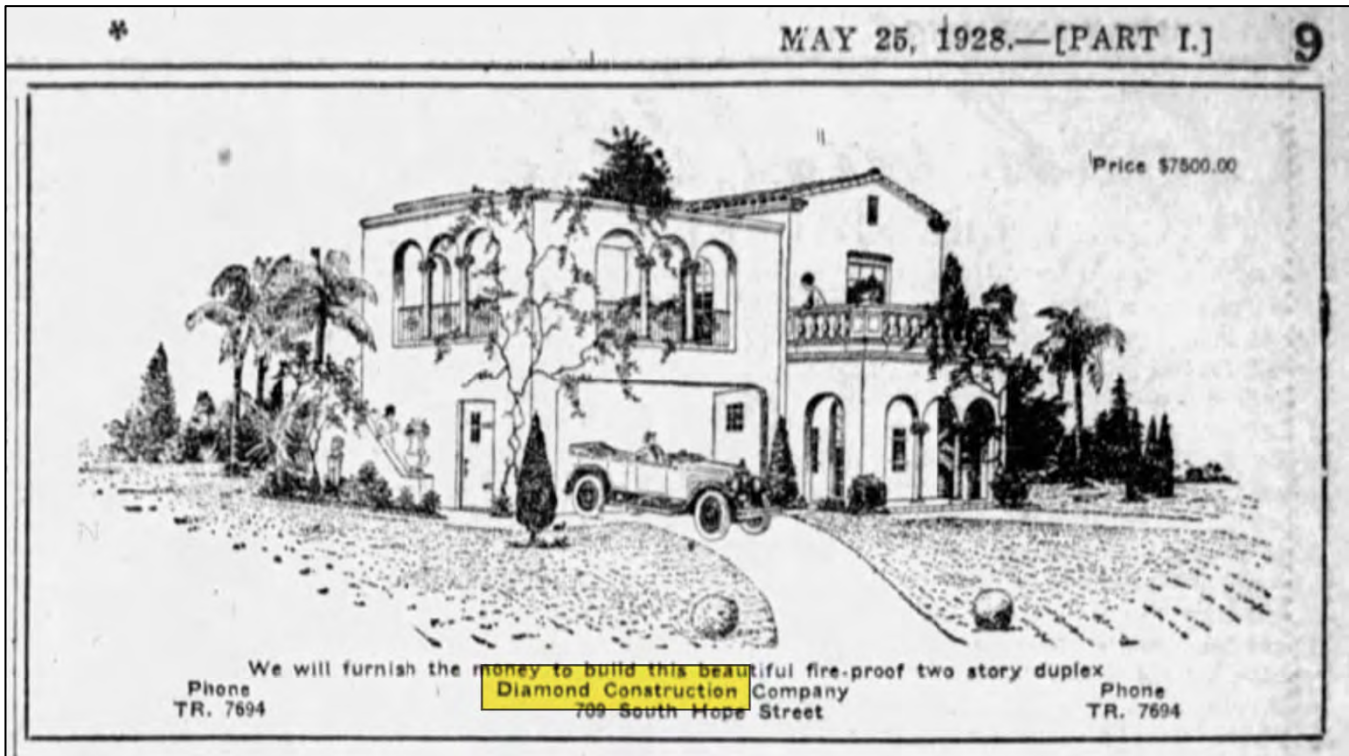


Figure 7d: Early properties associated with the Diamond Construction Company were constructed in the Spanish Revival style and featured stucco façade, arched colonnade, arched windows, flat and gabled roofs topped with terracotta tiles, and attached garage.  
Source: Los Angeles Times, May 25, 1928.



Figure 7e: Early properties associated with the Diamond Construction Company were constructed in the Spanish Revival style and featured stucco façade, arched colonnade, arched windows, flat and gabled roofs topped with terracotta tiles, and attached garage.  
Source: Los Angeles Times, Oct 10, 1928.

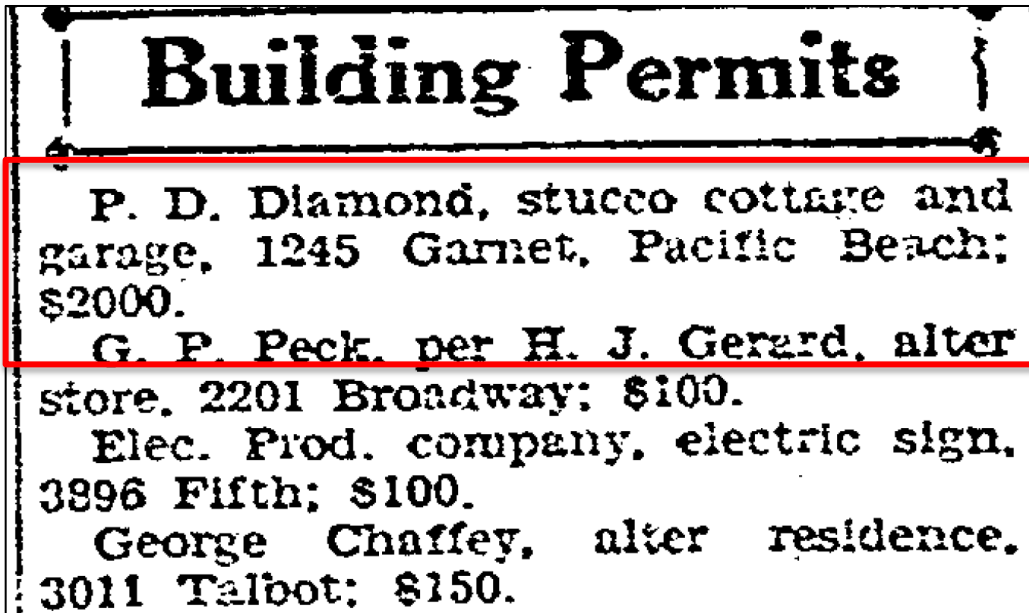


Figure 8: In 1929, Delos Diamond relocated to San Diego to establish the company in the area. The first property associated with the Diamond Construction Company in San Diego was the 1245 Garnet Ave property in Pacific Beach. Source: *Evening Tribune*, Nov 29, 1929.

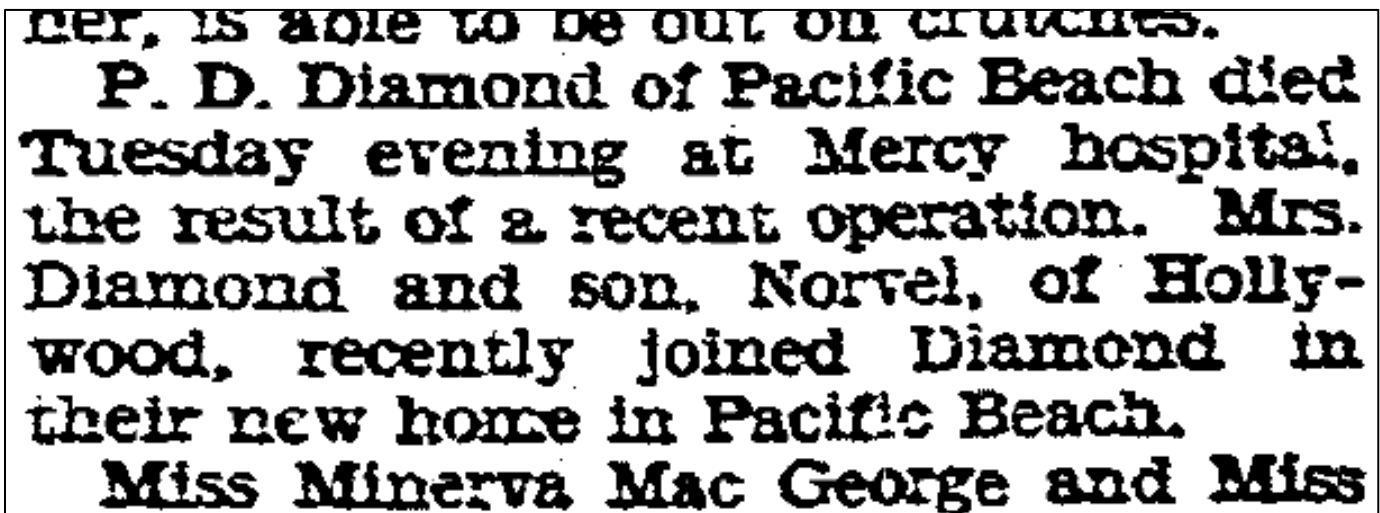


Figure 9: Delos Diamond continued to work as a building developer until his death in November of 1930. Source: *Evening Tribune*, Nov 24, 1930.

**Delta Zeta Society.**  
"Mr. Diamond attended the University of Southern California and is a member of Sigma Phi Delta fraternity. He is a structural engineer and at

Figure 10a: Palmer Darrell Diamond, P. Delos Diamond's eldest son, was an engineer and graduate of the University of Southern California. .  
Source: *Los Angeles Times*, November 28, 1929.

**BACHELOR OF SCIENCE IN ARCHITECTURAL ENGINEERING**  
Norval Diamond and George Leon Gardner.

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**  
Don Leon Adams, Deane Francis Babbitt, Hugh Edward Barber, Ewell Clyde Beall, Walter Leslie Benedict, Edmund Bittke, John Shellman Bolton, Albert Edward Bowen, Vernon Dayton Boyson, Joe Morton Burcham, Burrel Buckham Burrus, Mahlon Chalkey Chamberlain, George Cicero Coker, Kenneth Merle Crawford, Piare S. Dail, John Clifton Dalzell, Alfred Christopher Daniels, Harry Barney Davis, Richard Arthur Drew, Roger James Dyer, Reuben Lewis Edinger, David Cass Foster, Leslie Herbert Franzen, William Lawrence Froehlich, Max Gertler, Webster Aden Gibson, Alma Ada Lorina Griffin, Richard Albert Halderman, Robert Samuel Halderman, Clifford Hancock, William Clarkson Harker, William Ray Harmon, Ernest Eugene Harris, Shigeru Hashii, Robert Earl Hatch, Ward Roberts Helings, John William Herrington, Walter E. Hewitt, Herman Arthur Hirdler, Howard Clinton Hogle, James Floyd Hoisveen, Walton Hubbard, Harry Quintin Johnson, Lee B. Kaufman, George Milton Kerth, Harold Gerber Kohler, Arthur George Kussman, Susanne Lamport, William Clifton Leech, Donald Jerome Lindsay, Henry Herschel Linville, Homer John Lockwood, Georgia Bruce Lowe, Herbert William Lunde, Ewart Eugene Lunsford, J. Nelson McClees, James Campbell McCormick, Meredith McKee, Elizabeth Lou Ella McNairy, Stanley Warren Mackie, Roy Emit Maginnis, Robert John Mallinger, Harmon Lewis Mayo, Roy

Figure 10b: Norval Diamond, the second oldest son, graduated with a Bachelor of Science in Architectural Engineering five months prior to his father death.  
Source: *Los Angeles Times*, June 8, 1930.

## THREE NEW HOMES CREDITED TO FIRM



Figure 11a: The Diamond Construction Co. produced several standardized single-family cottage and bungalow house types.  
Source: *Evening Tribune*, Jan 8, 1936.

## JUST COMPLETED AT PACIFIC BEACH



**This house, one of several just completed by Diamond Construction Co., is at 1245 Felspar, Pacific Beach. Built of patented construction, these houses have created considerable interest.**

Figure 11b: The Diamond Construction Co. produced several standardized single-family cottage and bungalow house types. The 1245 Felspar property was one of the company's standardized cottage house type properties.  
Source: *Evening Tribune*, October 13, 1937.

# HOME BUILDING ON INCREASE IN CITY

The NRA movement in San Diego has resulted in an era of home building, records of the city building department disclosed today. Within the past few weeks permits have been issued for housing construction aggregating \$50,000 or more.

Permits were issued yesterday for several high class dwellings as follows: To Dr. J. R. Beardsley, a stucco and frame residence and garage at 313 Shadowdown street, Bayside Country club, to cost \$8000.

To R. R. West, frame and stucco residence and garage at 4285 Allamaria way, Presidio Hills, to cost \$5000.

To Diamond Construction company, frame and stucco residence and garage at 2435 Marilouise avenue, Presidio Hills, to cost \$5000.

To R. R. West, frame and stucco residence and garage at 2720 Tresita street, Carmel Heights, to cost \$3000.

The city's building total for the year up to yesterday totaled \$1,405,000.

Figure 12a: One of the most representative examples of the company's work in the Spanish Revival style is the 2435 Marilouise Way property in Mission Hills. Source: *Evening Tribune*, September 13, 1933.



Figure 12b: 2435 Marilouise Ave.  
Source: 2020 Google Street View.



# Model Homes Expo Set For Sunday in Park

The long-awaited preview of the way here," said Peterson. Thirty-five attractive residences that will comprise the Model Homes exposition at Bay Park village is announced for next Sunday by the Peterson Realty Co., developers of this distinctive community on the east slope of Mission Bay state park recreational area.

J. Harold Peterson, head of the company, said that 18 of the modern, moderately priced homes now in an advanced stage of construction, will be open to inspection today. Sharing in the Model Homes exposition, which he said is the first of its kind held in the southwest, are 18 of San Diego's leading builders.

Beginning next Sunday, the exposition will be formally opened and in connection with the enterprise a contest is to be held in which the public will decide which of the 18 homes is the prettiest, most attractive in Bay Park village.

"We invite the public to drive out to Bay Park village today or any day and inspect a community development more extensive than anything of a like nature under

them nearly completed.

"Builders cooperating with the Peterson Realty Co. in the Model Homes exposition are D. C. Stevens, C. H. Tifal, A. R. Georgia & Son, Bob Lutes, Depeew Building Co., Diamond Construction Co., P. M. Burrows, Ira M. Johnson, W. P. Watson, Joseph C. Kelley, Stanley J. Nash, G. F. Samuel & Son, Loring & Co., Stallard and Oates, A. L. & A. E. Dennstedt Building Co., Carl B. Hays, T. J. Lords and Louis Moisan."

*Factory-to-you  
 Prices +  
 Manufacturers  
 Guarantee  
 when you buy  
 BENTON Quality*

Figure 13a: In 1937, the Diamond Construction Company participated in the Bay Park Village Model Home Exposition, a residential development located in present-day Bay Park.  
 Source: *Evening Tribune*, February 17, 1937

# BAY PARK VILLAGE TO DISPLAY 18 HOMES AT FORMAL OPENING

A history-making achievement in San Diego building annals was unfolded Sunday at Bay Park village when 18 modern moderately priced homes were opened formally to public inspection.

These 18 residences comprise the model homes exposition into which the foremost home builders in San Diego have put all their skill and experience at their command. For weeks a small army of craftsmen,

at times numbering as high as 225, has been busy on these and a score of other homes. The result is that a lusty young community, with the model homes as a nucleus, has sprung up on the eastern shore of Mission bay state park recreational area, less than 10 minutes distant by auto from the downtown district.

The model homes, and all the others dotting the Bay Park village landscape, caught the attention of FHA officials from Washington, D. C., on their visit here a few days ago. They summed up their reactions to Bay Park village in these words:

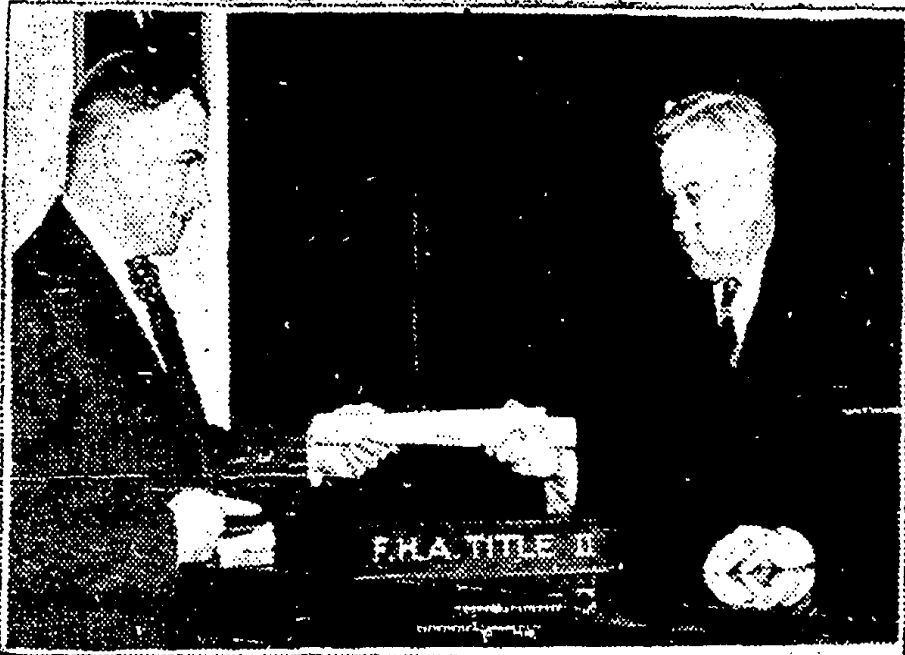
"A planned community development that is a distinct advance in the field of moderately priced homes, that has exceptional advantages as to location, restrictions and completeness of improvements, and that meets the requirements of the federal housing administration."

Figure 13b: Bay Park Village Expo.  
 Source: *Evening Tribune*, Mar 3, 1937



Figure 14: Following its inauguration, the Bay Park Village development was featured in the June 1937 edition of the *American Builder and Building Age* and caught the attention of FHA officials from Washington D. C.  
 Source: June 1937 *American Builder*

## HISTORY REPEATS AS PETERSON FILES APPLICATION FOR FHA LOAN



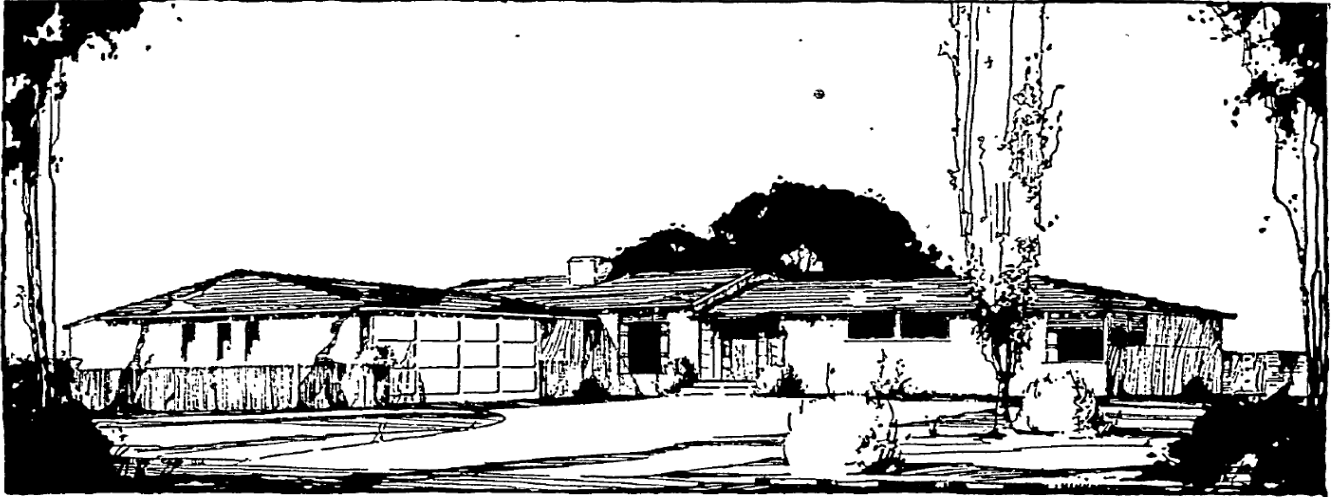
"History repeats itself," said J. Harold Peterson as he handed E. A. Walsh, local FHA manager, the first application for a new 90 percent housing act loan. "We were also the first in 1934, for we arranged the first Title I loan made in San Diego at our Home of Ideas," said Peterson.

Mr. and Mrs. A. L. MacLennan, at the right, recent arrivals from Grand Coulee, Washington, are shown signing their 90 percent FHA loan papers. Their new home is to be built by the Diamond Construction Co. in Bay Park Village. At the left are H. J. Cupples, loan officer, and Maj. H. B. Oakleaf, vice president of the Arbud Investment Co., the lending institution located at Peterson's Home of Ideas on Pacific Blvd.



Figure 15: One of the dwellings identified with the Diamond Construction Co. in the Bay Park Village development was the 2935 Erie Street property for Mr. and Mrs. Archie L. MacLennan.  
Source: *Evening Tribune*, February 16, 1938.

## Outdoor Living Area Feature of Diamond 'Garden Home'



"Garden Home" at 5925 La Jolla Blvd., completed by the Diamond Construction Co., will be open for inspection by the public today.

### House Extends Almost Full Length of Lot

The "Garden Home" at 5925 La Jolla Blvd. has been completed by the Diamond Construction Co. and was opened for inspection by La Jolla residents yesterday afternoon, according to Norval Diamond. The public will inspect it today.

A feature of the plan for this delightful small home is the combining into one living area, the house itself, the terrace, and the walled-in garden. Living and dining rooms open directly on to the terrace, while the kitchen is but a step away making the serving of meals outdoors almost as convenient as inside. Each bedroom also opens to the terrace which, in turn, leads to the garden secluded by walls on all sides.

The house stretches almost the full width of the 75-foot lot to shelter the garden and give privacy. Elevations, with their low and interesting roof lines, are simple and expressive of the mode of living suggested by the plan. This is a sunny house both morning and afternoon. It takes full advantage of the view of ocean and shoreline to the west and the panorama of homes and hills to the east.

homes and hills to the east.

The Diamond Construction Co., builders of the house, have kept the thought in mind that more and more living in California is outdoor living. By bringing the landscaped garden into the living area, an atmosphere of spaciousness is obtained which is out of all proportion to the actual size of the house, and its moderate cost.


"With more than \$125,000 in new construction recently completed or now under way, prospects for substantial growth in the distinctive La Jolla Hermosa section are very bright," said Phil Bartlett, whose organization is developing the beautiful residential area.

Homes now approaching completion vary in size from modest five-room houses to much more pretentious residences. All are erected in accordance with tract restrictions which call for different sizes of homes according to the site occupied.

"Every building site in the entire La Jolla Hermosa district is of ample size for a distinctive home," Bartlett said. "Frontages are from 70 to 90 feet. All improvements are in and paid for, and in upper Hermosa, all electric and telephone lines are in underground conduits. This, however, doesn't mean that prices are high. We have a wide choice of fine large lots, affording views of both hills and ocean, that are priced now at from \$950 to \$1250. Nearly any family with a dependable income, and with the desire to own a carefully designed home, can do so in La Jolla Hermosa. The district is fully approved for maximum loans by the Federal Housing administration and other finance institutions."

Figure 16a: In 1939, the Diamond Construction Company constructed the 5925 La Jolla Boulevard property in La Jolla known as the "Garden Home." Their "Garden Home" in La Jolla would earn them individual local recognition. Source: *Evening Tribune*, February 16, 1938.

**Open for Inspection  
—Again Today**  
*and daily  
this week*



**The Garden House**

Here is illustrated the added liveability which can be brought to a moderate-cost home through thoughtful design for a specific location.

In this home, the living area includes not only the five rooms of the house itself, but also the 60-foot terrace and large, beautifully landscaped walled-in garden.

**Norval Diamond**      **Darrell Diamond**  
1245 Garnet Ave.      Phone Pacific Beach 483  
Pacific Beach, Calif.

**IN DISTINCTIVE  
LA JOLLA HERMOSA  
DIAMOND  
Construction Co.**

Figure 16b: "Garden Home" advertisement. The home would later serve as a blueprint for their Custom Ranch style homes. Source: *Evening Tribune*, Apr 12, 1938.

**3 Distinctive  
Homes Open at  
Hermosa Today**

Prospective buyers of distinctive home will be welcome today to inspect three such houses in La Jolla Hermosa. Most recently completed is the Revised Life home, built by B. M. Torgerson, and embodying the suggestions of some 25,000 visitors to his original Life Home in La Jolla Hermosa. Also open for public inspection will be the Garden House, built by the Diamond Construction Co., and The Californian, built by Samuel & Son.

Varying in price through a range of \$3000, these three homes typify what may be done in distinctive, but not extravagant construction in this popular restricted area.

"Long recognized as one of the most beautifully planned and developed of southern California's residence sections, La Jolla Hermosa today offers excellent values in building sites when compared with equal frontages in any other district in or near San Diego."

Figure 16c: "Garden Home" advertisement. Source: *Evening Tribune*, Apr 12, 1938.

frame-stucco residence, 4709 Oregon;  
\$3000.  
Bert Wenrick, per Diamond Const. Co.,  
frame-stucco residence, 3319 Udall, 8400  
M. G. White, per E. A. Sutton, frame  
cottage and garage, 736 60th; \$2400.  
Johnson, per A. N. Kramer, frame resi-  
dence, 4085 Beta; \$2000.

Figure 17a: Constructed in 1940, 3319 Udall St is a two-story residence with characteristics in the Colonial Revival style, and features a rectangular floor plan, stucco façade, low-pitched hipped roof, stucco chimney, fixed decorative window shutters, pilasters, and a central main entryway.  
Source: *Evening Tribune*, March 5, 1940.



Figure 17b: Street view of the 3319 Udall Street property.  
Source: 2020 Google Street View

## Diamond Tract Planned in City

After more than 22 years in the contract building business in San Diego, the Diamond Construction Co., with offices at 2003 Moore St., announced today that it is undertaking its first development of a new subdivision.

A tentative map on the subdivision, appropriately named Diamond Tract, already has been approved. Engineering work is now under way and tract improvements soon will be installed at the site, a block west of Seventieth Street on the south side of Amherst Street. The new development is small, with 15 lots averaging 60 by 100 feet in size.

Figure 18a: Diamond Tract.  
Source: *Evening Tribune*, April 18, 1952.

## Diamond Home To Be on Display

The Diamond Construction Co., veteran home builders of San Diego, will open a new dwelling for National Home Week display at 4831 69th Pl.

This is in a small subdivision of 15 homes being developed by the company, just 1½ blocks south of El Cajon boulevard.

Proven popularity is one of the keys to sales appeal of this model. Although the new house was completed only last week, variations of the same plan have gone into more than 115 homes throughout San Diego and its features have been widely accepted.

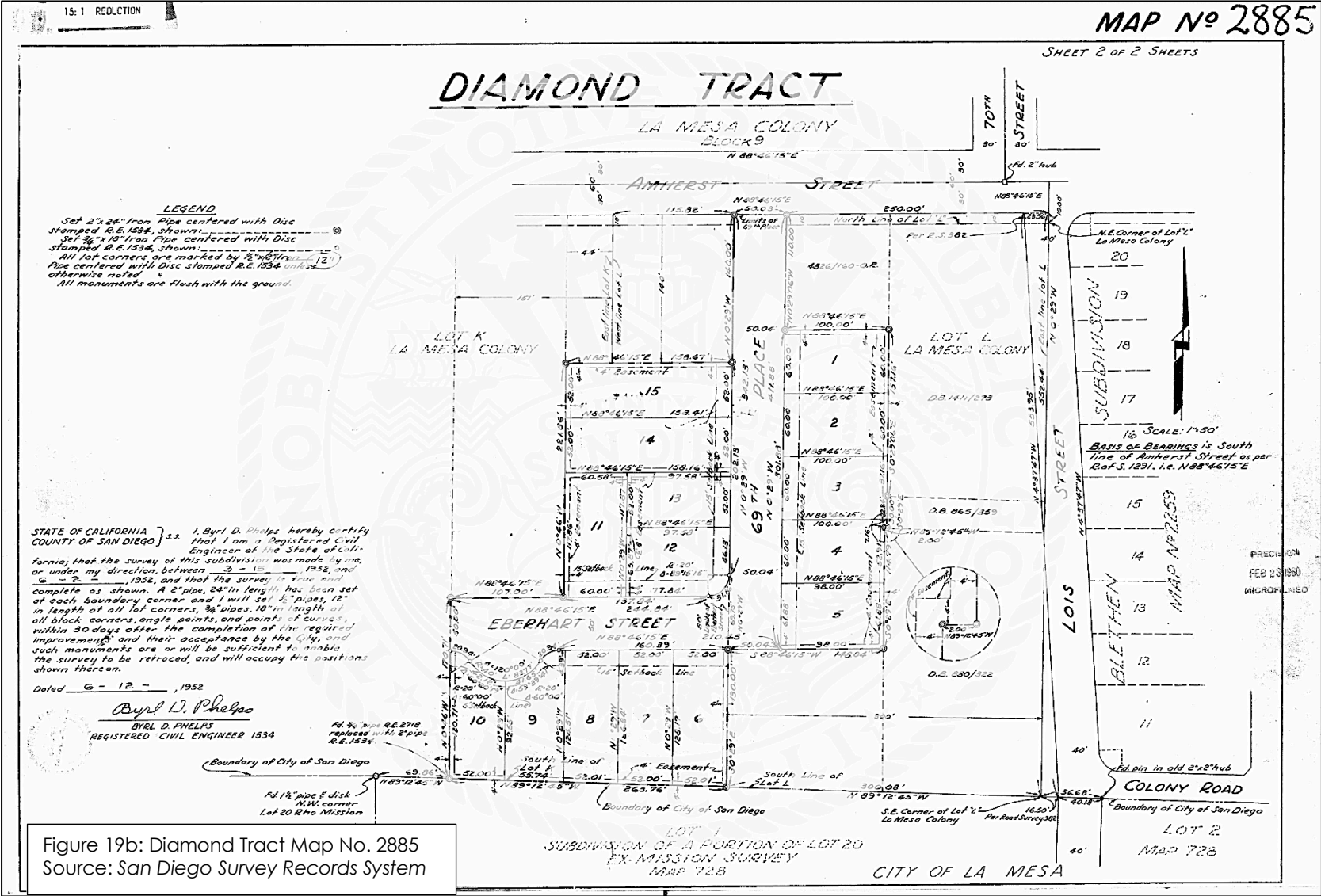
The dwelling, three bedrooms with approximately 970 square feet of interior space, is of conventional modern design. Features include aluminum windows, copper plumbing, matched birch doors, concrete terrace behind the garage and opening off the kitchen for a convenient patio, and ample built-in cabinets and drawer space in both the kitchen and bathrooms.

The model will be open from 4 to 7 p.m. each day of National Home Week. On Diamond's new subdivision, three houses are completed, two more are under construction and there are still eight lots left for individually-designed homes.

Figure 18b: In 1953, the Diamond Tract was featured as part of National Home Week.  
Source: *Evening Tribune*, September 19, 1953.







**Diamond Construction Co. purchased land in Coronado, bounded by Third street, Glorietta place, Soledad and Pomona streets. The land, formerly owned by San Diego Arizona and Eastern Railway Co., cost \$45,000. The construction firm intends to erect 27 homes.**

Figure 20a: In 1956, the company purchased 27 lots from the San Diego and Eastern Railway on Coronado Island on Blocks 146 and 149. Source: *San Diego Union*, May 6, 1956.

# Builder buys 27 lots

The largest realty transaction in recent months was consummated this week when Diamond Construction Co., of San Diego bought 27 lots in Coronado.

The company, which has built many homes in this city, will construct houses on the lots.

The area is a portion of Block 146, an irregular parcel bounded by Third street, Glorietta Place and Pomona avenue, containing nine lots; and the westerly half of Block 149, running from Second to Third streets and facing what will be A avenue when the street is cut through and paved at that

point. At present A avenue ends at Third street. The latter parcel contains 18 lots, all except two of them facing A avenue.

"We plan to develop and build on the lots," **Norval Diamond** told the Journal. "We hope to be able to readjust the lots in Block 149 (A avenue) which are now 25 feet wide and 140 feet deep. We believe we can come up with lots of an area more adaptable to present day building standards."

Diamond asked the City Council Tuesday to pave the A avenue block, saying it was a dedicated street and in the major street

plan. Asked by councilmen where the money would come from, Diamond suggested "gas tax funds would be appropriate."

The city recently paved portions of B avenue, First and Second streets with gas tax funds.

Diamond said his company plans on construction in Block 146 in two months time. "Start of work on Block 149 will depend on the Coronado city council and Planning Commission," he added.

All lots in the newly acquired property were purchased from the San Diego, Arizona and Eastern Railway.

Figure 20b:  
Source: *Coronado Eagle and Journal*, May 3, 1956.

Figure 21a: Record of Survey Map No.4060 of Block 146. Nine lots were acquired.  
 Source: San Diego Survey Records System

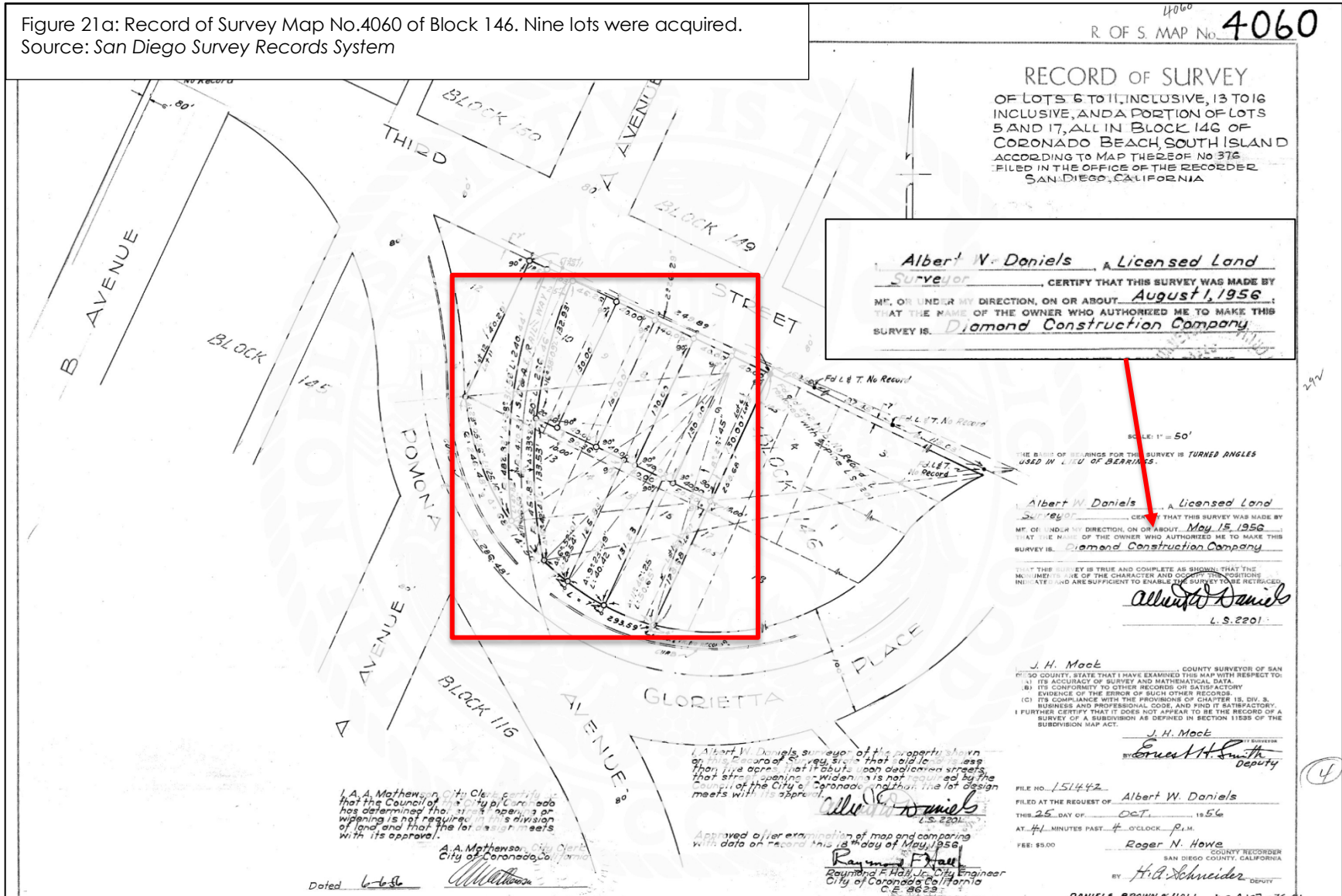
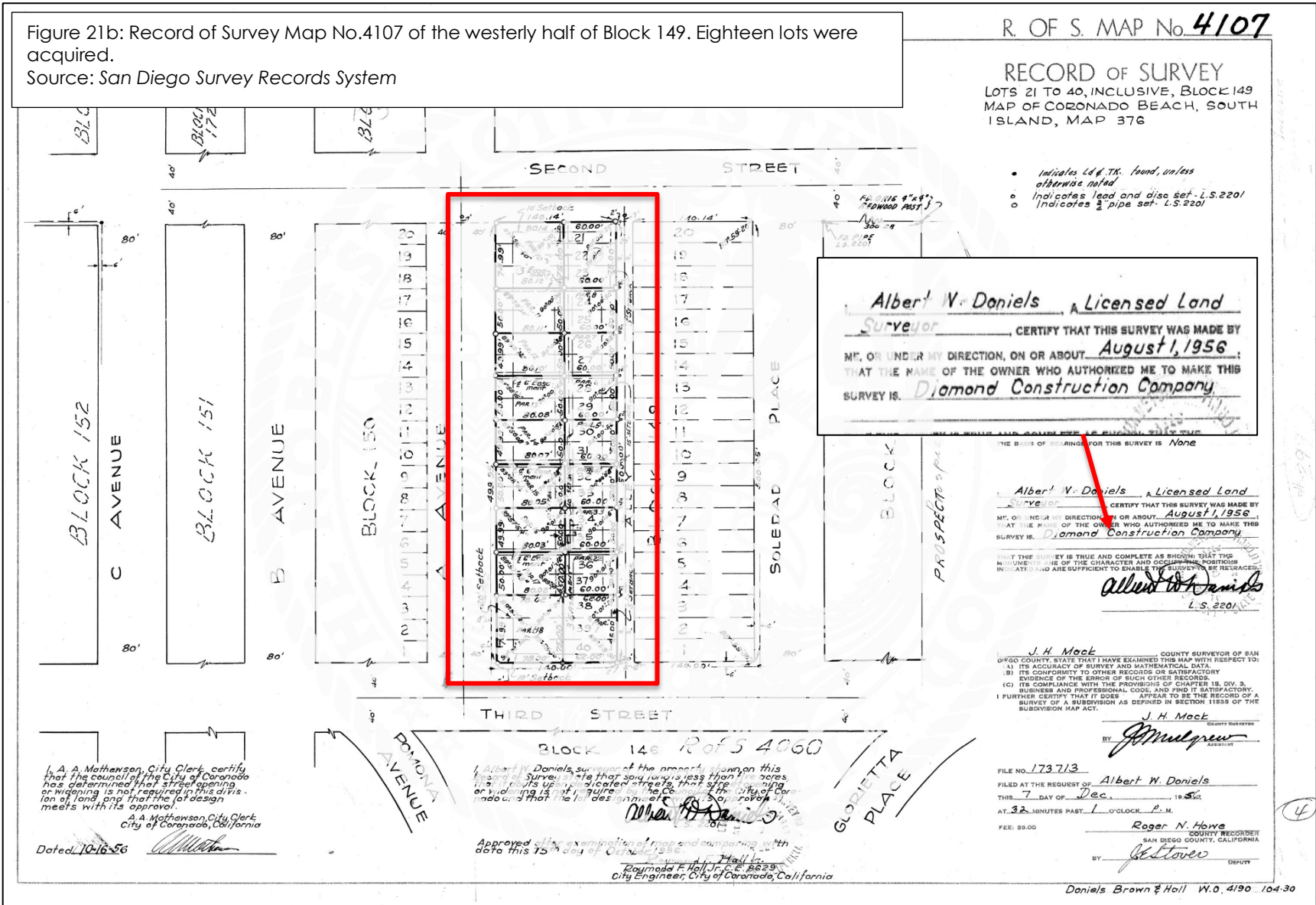


Figure 21b: Record of Survey Map No. 4107 of the westerly half of Block 149. Eighteen lots were acquired.  
 Source: San Diego Survey Records System



**Purchased for \$80,300**  
Norval Diamond, of Diamond Construction Co., 2003 Moore St., bought an 82.3-acre parcel for \$80,300. It is bounded by Turquoise, Everts, Tourmaline and Dawes Streets. He said custom residential construction is planned for the property.

Figure 22: In October of 1956, an 82.3-acre parcel was acquired and later developed as the Sapphire Terrace tract. Both tract and custom style residences were built in the subdivision.  
Source: *Evening Tribune*, Oct 19, 1956.

Figure 23a: Sapphire Terrace Map No. 3610.  
 Source: San Diego Survey Records System

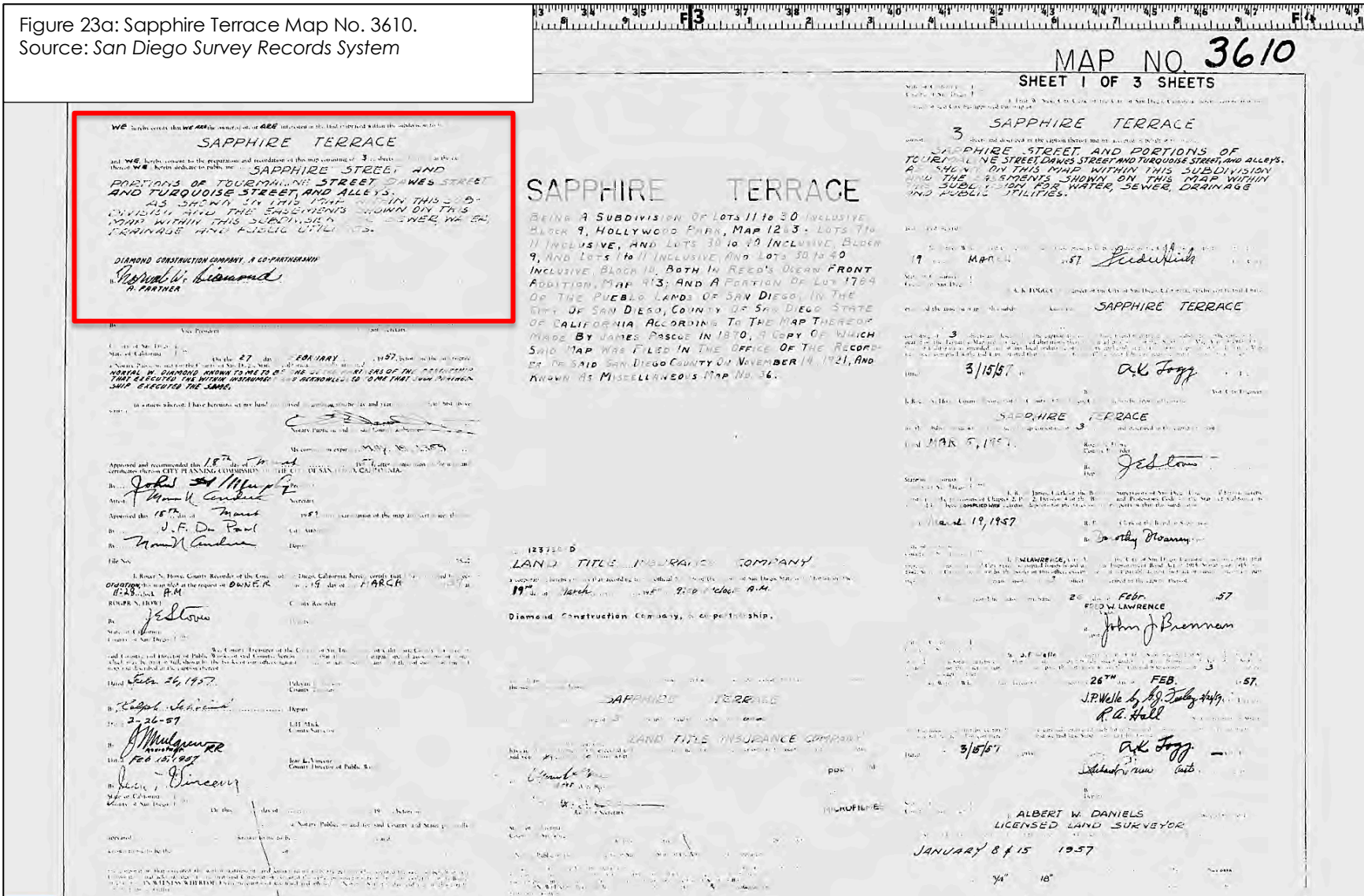


Figure 23b: Sapphire Terrace Map No. 3610.  
 Source: San Diego Survey Records System

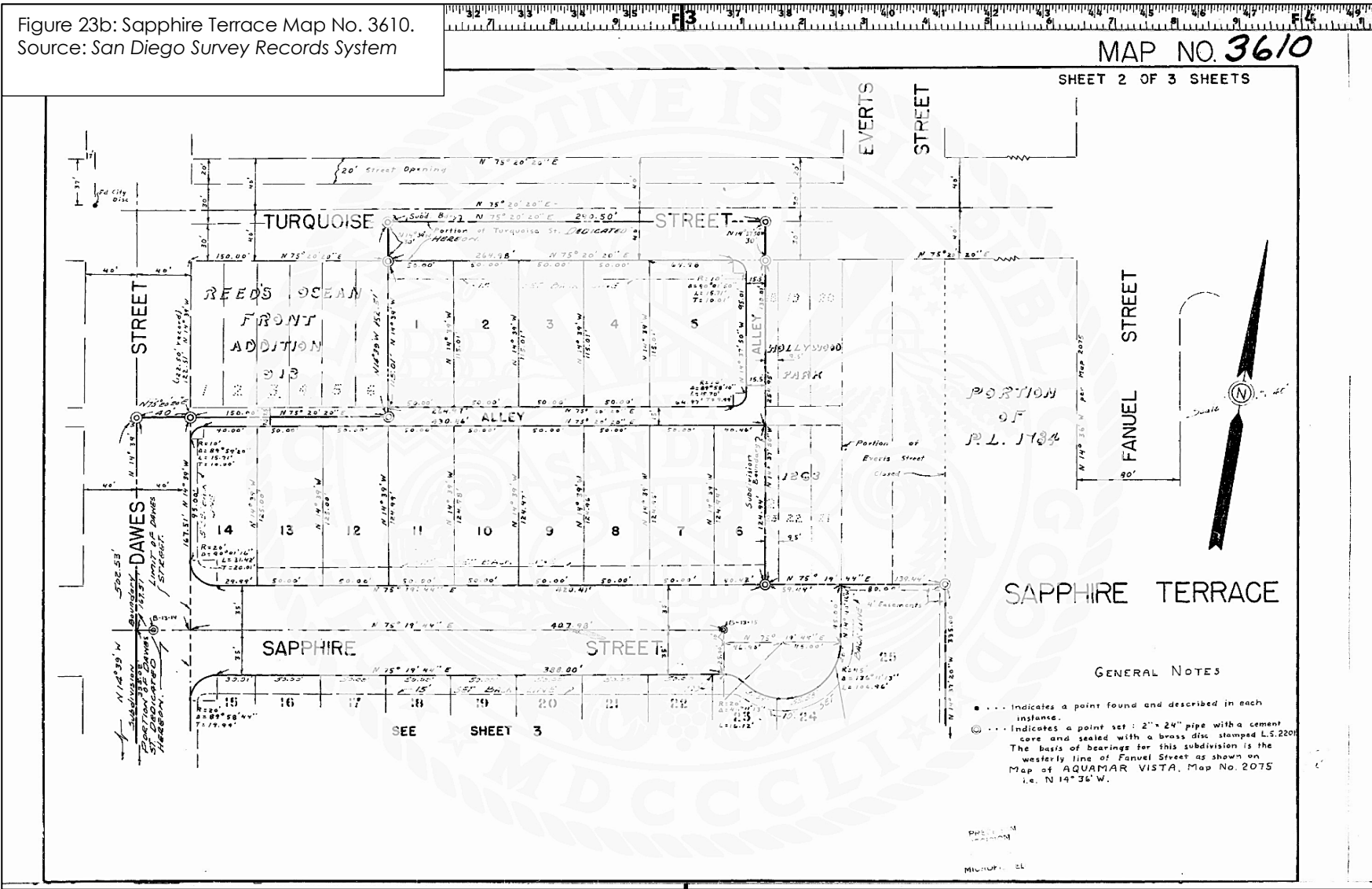
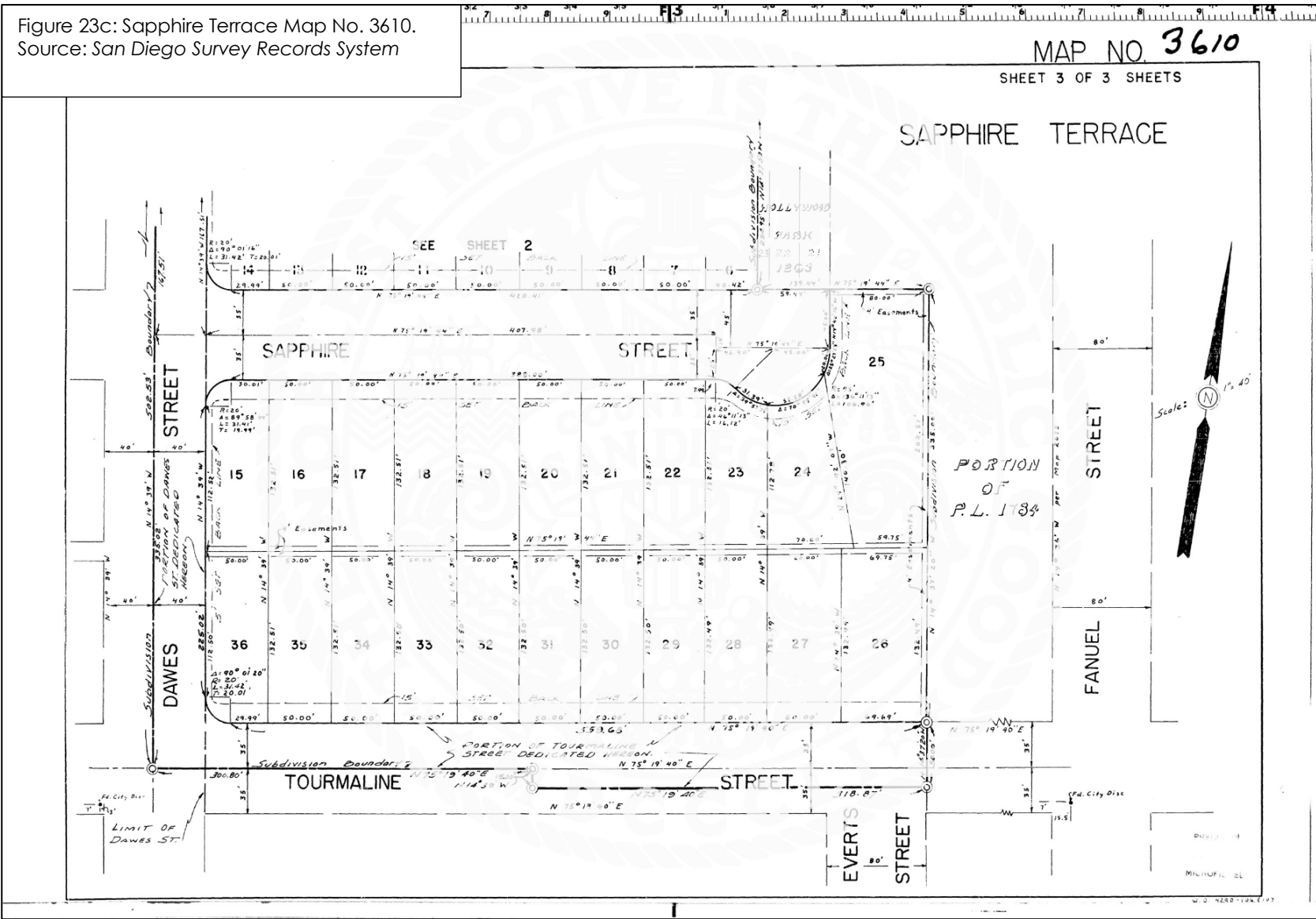


Figure 23c: Sapphire Terrace Map No. 3610.  
Source: San Diego Survey Records System





**Contracting Company**

SACRAMENTO (CNS) — Secretary of State Frank M. Jordan announces Diamond Construction Company, Inc., a San Diego County general building contracting company, has filed articles of incorporation with his office, to be capitalized with 1,000 no par shares. Directors of the company were listed as Wallace R. Rodgers and Barbara Rodgers, of Vista, and Frank A. Woelke, 843 Maywood, Escondido.

Figure 24: In 1960, the company filed articles of incorporation.  
Source: *Evening Tribune*, Dec 15, 1960.

## Announce Approaching Marriage of Miss Fesler.

Invitations have been received by friends here announcing the approaching marriage of Miss Janis Adella Fesler to Mr. Palmer Darrell Diamond.

The wedding will take place at five o'clock Saturday, Nov. 16, at the Women's Club House in Owensmouth, Calif.

Miss Fesler, the daughter of Mr. and Mrs. Frank Fesler, has numerous friends here who wish her much joy and happiness. Her father was editor and publisher of *The Onlooker* for a number of years, moving West after disposing of interests here about 11 years ago.

Figure 25a: In 1929, Palmer Darrell Diamond and Janis Fesler married in Los Angeles County.  
Source: *The Onlooker*, November 7, 1929.

### Miss Janis Fesler, First Baby Born In Foley, Weds

Of interest to many former friends here of the Frank Fesler family, will be the marriage of Miss Janis Fesler, who has the distinction of being the first baby born in Foley, Ala., on Saturday, Nov. 16, to Palmer Darrel Diamond at Owensmouth, Calif., where the Feslers have resided since leaving Foley.

In the presence of ninety guests, the marriage ceremony took place in the Woman's clubhouse with Dr. Harold L. Proppe of Hollywood, Calif., officiating.

The following account of the wedding is from the Owensmouth Gazette, a copy of which was sent to Charles A. Boller, of this place:

"The bride, given in marriage by her father, was beautifully gowned in eggshell satin trimmed in rosepoint lace, and made in the new princess silhouette with long sleeves. Her bridal hat of eggshell tulle was adorned with a dainty cluster of orange blossoms. She carried a bouquet of bride's roses, yellow sweet peas and maiden-hair fern. Miss Flora Fesler, maid of honor, wore lavender satin and carried a bouquet of yellow rosebuds and lavender sweetpeas. The bride's attendants, Miss Helen Lundgren of Glendale and Mrs. Walter Simpso of Hollywood were attired in peach and green satin respectively and carried bouquets of yellow rosebuds and apricot sweetpeas. Walter Simpson served as best man and Douglas Weaver and Norval Diamond assisted as ushers.

"Yellow and lavender chrysanthemums, against a background of ferns and palms, banked the fireplace before which the ceremony took place and numerous baskets of the same flowers were placed artistically about the auditorium and stage.

"Miss Mildred Diamond, sister of the bridegroom, and Miss Arline Hartl gave musical selections and Mrs. Harry Zorn sang 'At Dawning'. Mrs. Zorn's accompanist was Mrs. Grace Allington. During the ceremony Miss Diamond and Miss Hartl played the Lohengrin wedding march and at the conclusion, Mendelssohn's wedding march.

"A reception followed the wedding. The couple will make their home in Magnolia Park, Burbank.

"The bride was born in the first month of the year, was the first born of her parents and the first baby born in the new town of Foley, Alabama, hence she was named Janis, which means first. She was also the first baby christened into the Presbyterian faith at Foley, the first girl to make the Owensmouth high school course in three years, also the first girl who never missed being on the scholarship society roll during her passage through high school. The first girl from Owensmouth to go to the new Frank Wiggin's trade school where she graduated with first honors. Now she is the first bride of the new Owensmouth Woman's clubhouse, and the first bride of her family. She attended the University of California at Los Angeles and is a member of Delta Zeta sorority.

"Mr. Diamond attended the University of Southern California and is a member of Sigma Phi Delta fraternity. He is a structural engineer and at

present connected with the Austin Manufacturing company, builders of the Boeing airport at Burbank."

Figure 25b: Darrell Diamond worked as a structural engineer for the Austin Manufacturing Company. Source: *The Onlooker*, November 28, 1929.

# American Home Chairman Talks To Beach Club

Pacific Beach Women's club opened its year's work with a well-attended potluck luncheon Tuesday at the clubhouse, Mrs. David Fraser, state chairman of American homes, explaining the fine things her department is working toward and Mrs. Janis Diamond, new president, introducing her officers and department heads.

Mrs. Karl Thompson, county federation president; Mrs. Chester Alton Smith, president of San Diego Civic Center club; Mrs. H. P. Kennedy, president of Mission Beach Women's club, and Mrs. I. C. Black, drama chairman, who is resigning because moving to Cardiff, were honor guests.

Figure 26a: Mrs. Diamond served as President of the Pacific Beach Women's Club between 1936 and 1938.  
Source: *San Diego Union*, Sept 19, 1936.

# Kate O. Sessions To Be Honored At Pacific Beach

Club women of Pacific Beach will figure prominently in the celebration of that community's 50th anniversary, highlight of which will be a community dinner Monday night at Brown Military academy. Honor guest will be Miss Kate O. Sessions, who came to San Diego several years before Pacific Beach was founded, has been a resident of that community for more than a quarter of a century, and is revered as its "No. 1 citizen."

About 20 members of the Woman's club, Choral club and Garden club of Pacific Beach will be in the receiving line, and preside at a reception following the dinner. They will be garbed in costumes of the period preceding and including the gay '90s. Songs of long ago will be offered by the Choral club and also by Lolita L. Rowan. The Cadet orchestra will provide instrumental music.

Heading the hostess group will be Mrs. Janis Diamond, president of the Woman's club; Miss Helen Gardiner, director of the Choral club, and Mrs. Alexander Murray, president of the Garden club. Others appearing in costume and assisting in receiving guests will include Mrs. Ellis Dugger, Fred Wright, Ethel Fleming, John Biehle, A. F. Bowling, Ernest Farlee, Ralph Skinner, E. R. Sparks and Ralph S. Roberts and Mrs. Jeannette Ford.

Figure 26b: In 1937, under Mrs. Diamonds leadership, the club honored the Kate O. Sessions, the Mother of Balboa Park for her horticultural contributions in San Diego.  
Source: *San Diego Union*, November 5, 1937.

## Mrs. E. Dwyer Hostess As Delphians End Year

EL CAJON, June 28 (Special)—  
The closing meeting of the Delphian club was held this afternoon. Mrs. Edward Dwyer has hostess, entertaining at the home of her daughter, Mrs. E. G. Jackson, in San Diego. Election of officers was held.

Mrs. Janis Diamond, executive board member of San Diego Fine Arts gallery, spoke on "Artists of This Area."

Figure 27a: By the early 1940s, she turned to art and served as an executive board member of the San Diego Fine Arts Gallery and on the board of the La Jolla Art Gallery.

Source: *San Diego Union*, June 29, 1944.

## P.-T. A. Provides Second Painting For Collection

A second picture was added to the collection for the Lakeside Grammar school museum by the local Parent-Teacher association at its meeting Tuesday in the school. An original oil painting by Otto Schneider, nationally known San Diego artist, of a Cape Cod seascape was procured by Mrs. Darrell Diamond, art chairman.

Lakeside P.-T.A. last year began to stimulate art interest in the school by offering a painting of an artist of national repute to rotate to rooms with the best membership attendance at monthly meetings. Last year's picture, a print of Pink Cockatoos painted at the San Diego zoo by Jessie Arms Botke, was awarded the second grade for the year's best attendance.

### ART DEPICTS HISTORY

Mrs. Diamond in her address before the association Tuesday evening, explained the relationship of art to the every-day life of peoples and their homeland through the ages. "The history and prosperity of a nation is depicted in its art," she said.

Her talk was illustrated with pictures of well-known artists. Mrs. Diamond, who paints under the name of Janis Diamond, is on the staff of the San Diego Fine Arts society and on the hanging committee of the La Jolla Art gallery.

Figure 27b:  
Source: *San Diego Union*, Nov 18, 1944.

## ART AND ARTISTS

# Guild Show, Bazar To Be Presented

By **THOMAS B. ROBERTSON**  
Assistant Director, Fine Arts Gallery

San Diego Art Guild's fall oil painting exhibition opening today and the Asiatic Art Committee's bazar Saturday are two of the highlights on the Fine Arts Gallery's calendar this week. The Art Guild will celebrate the opening of its fall Oil Painting Exhibition with a reception from 3 to 5 this afternoon in the Balboa Park gallery. The exhibition will be current through October.

The Asiatic Art Committee Bazar, sponsored by the Fine Arts Society, will be held in the branch gallery at 2030 Sunset Blvd., from 1 to 5 p.m. Saturday. This sale of art objects, household furnishings and many articles of food is open to the public and promises to attract many purchasers. Proceeds will be used by the committee to carry on its work of increasing interest in Asiatic art through lectures, exhibits and educational instruction.

### DISPLAYS LISTED

Remaining shows at the Balboa Park gallery include: Paintings by Winslow Homer and Eastman Johnson, paintings by the late George Corbit and drawings from the gallery's permanent collection. Another exhibition just hung comprises children's drawings and paintings made in Belle Baranceanu's summer art classes sponsored by the Fine Arts Society.

John Dirks, president of the Art Guild, will announce the Awards of Merit granted among the paintings accepted for the Guild's Oil Painting Exhibition by a jury consisting of Mrs. E. Mark Sellon, Alfred R. Mitchell and John Zane. The public is invited to the opening, at which refreshments will be served.

### MAJOR EXHIBITION

The Oil Painting Exhibition is one of the four major shows held each year by the Art Guild at the gallery. The largest association of practicing artists in the San Diego region, the Guild also presents continuous exhibitions of work by its members at the Spanish Village Art Center in

Balboa Park where it maintains a special studio.

One of the Guild's most active members, Janis Diamond, is being honored through October with a one-man show of her paintings, mostly watercolors, at the University Women's Club. Her summer's work in watercolor is well represented in this showing.

Caroline van Evera, an erstwhile Guild member, whose paintings were exhibited recently in the Fine Arts Gallery, is having a one-man show at the Crocker Art Gallery in Sacramento, with favorable press notices particularly on her portraits.

\* \* \*

### VILLAGE SHOW OPENS

The Spanish Village Art Center will open a new exhibition in its own studio this afternoon: photographs by Luther Freeman and Bill Reid. Freeman is renovating an individual studio in the Village for photographic work, and Reid has been active for some time both in Village affairs and with the Globe Theater.

Popular prize winners in the Village's recent all-media show are: First to James Ladd's "City Red," second and third, respectively, to Myrtle Workman's "Swamp Reflections" and "Primitive and Heavenly," fourth and fifth a tie between Nancy Schmidt's "Female" and Sara Hess' "Roses."

John Osgood is exhibiting paintings this week end at the Young Painters' studio. Word has just been received that he is one of two San Diego painters who submitted work that was accepted by the California Centennial Exhibition, current at

Figure 27c: Her medium of choice was both oil and watercolors and she was known for her seascapes and Balinese paintings.

Source: *San Diego Union*, Oct 2, 1949.

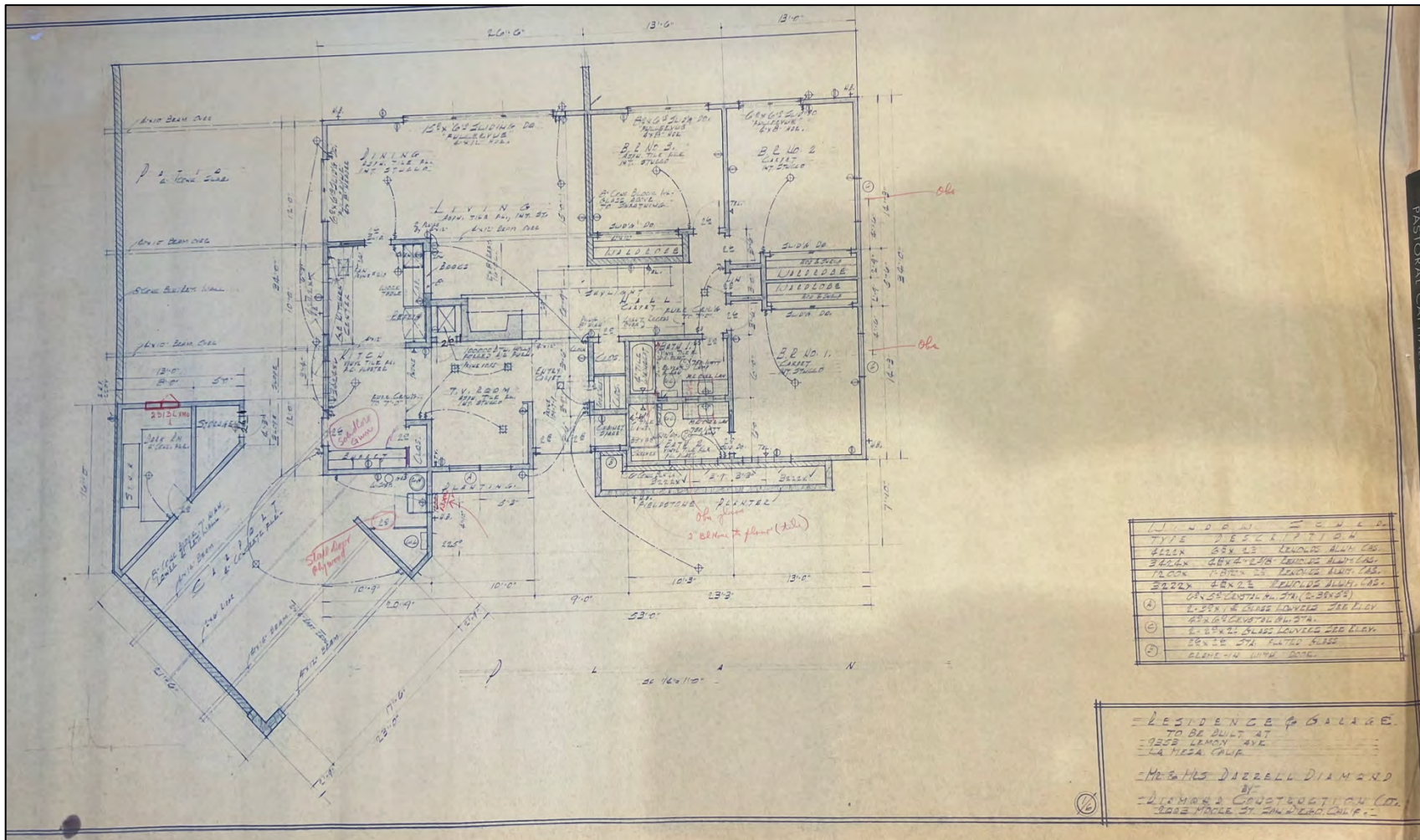


Figure 28a: Diamond Construction Company Floorplans, 1956.

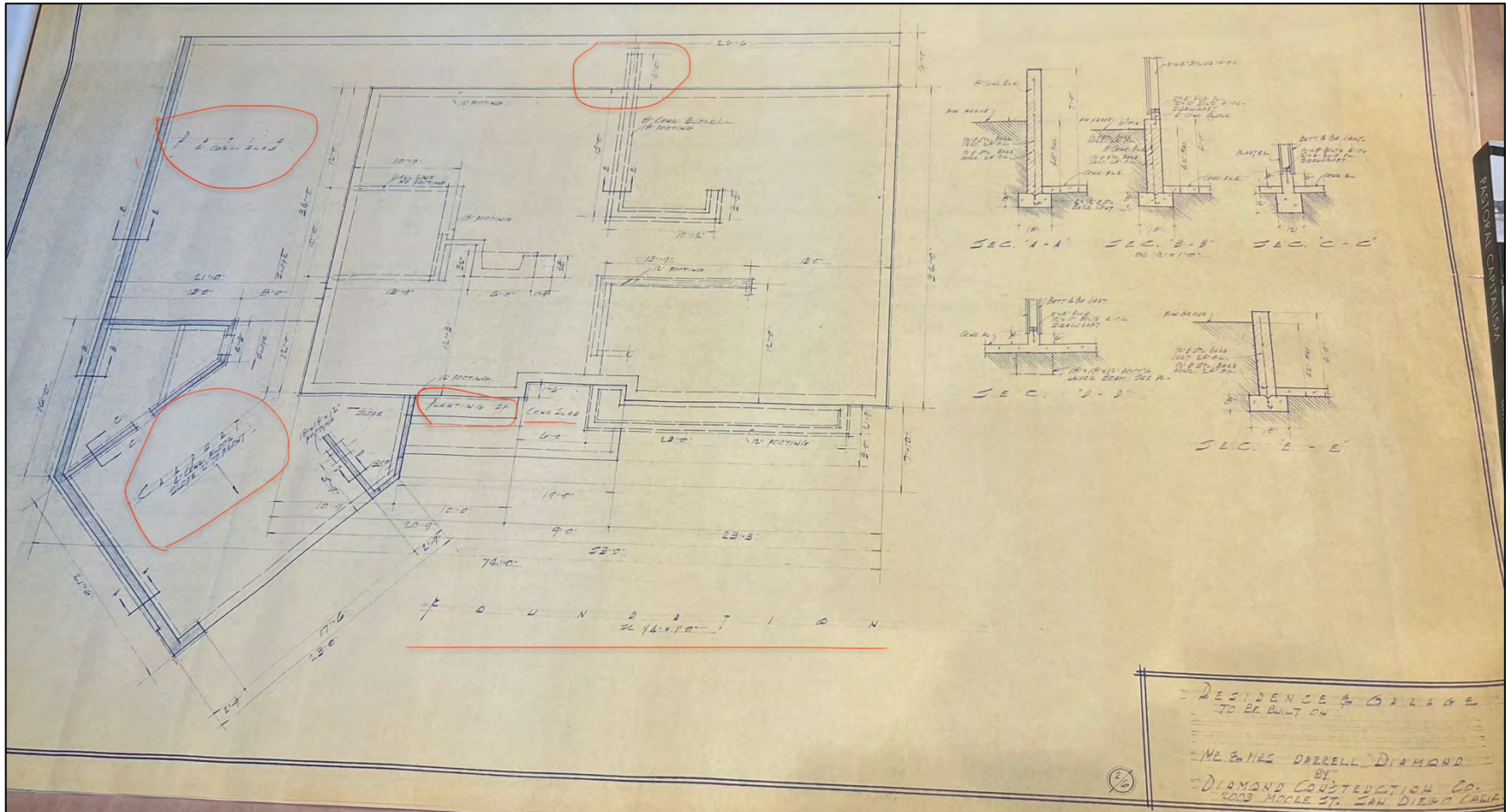


Figure 28b: Diamond Construction Company Floorplans, 1956.



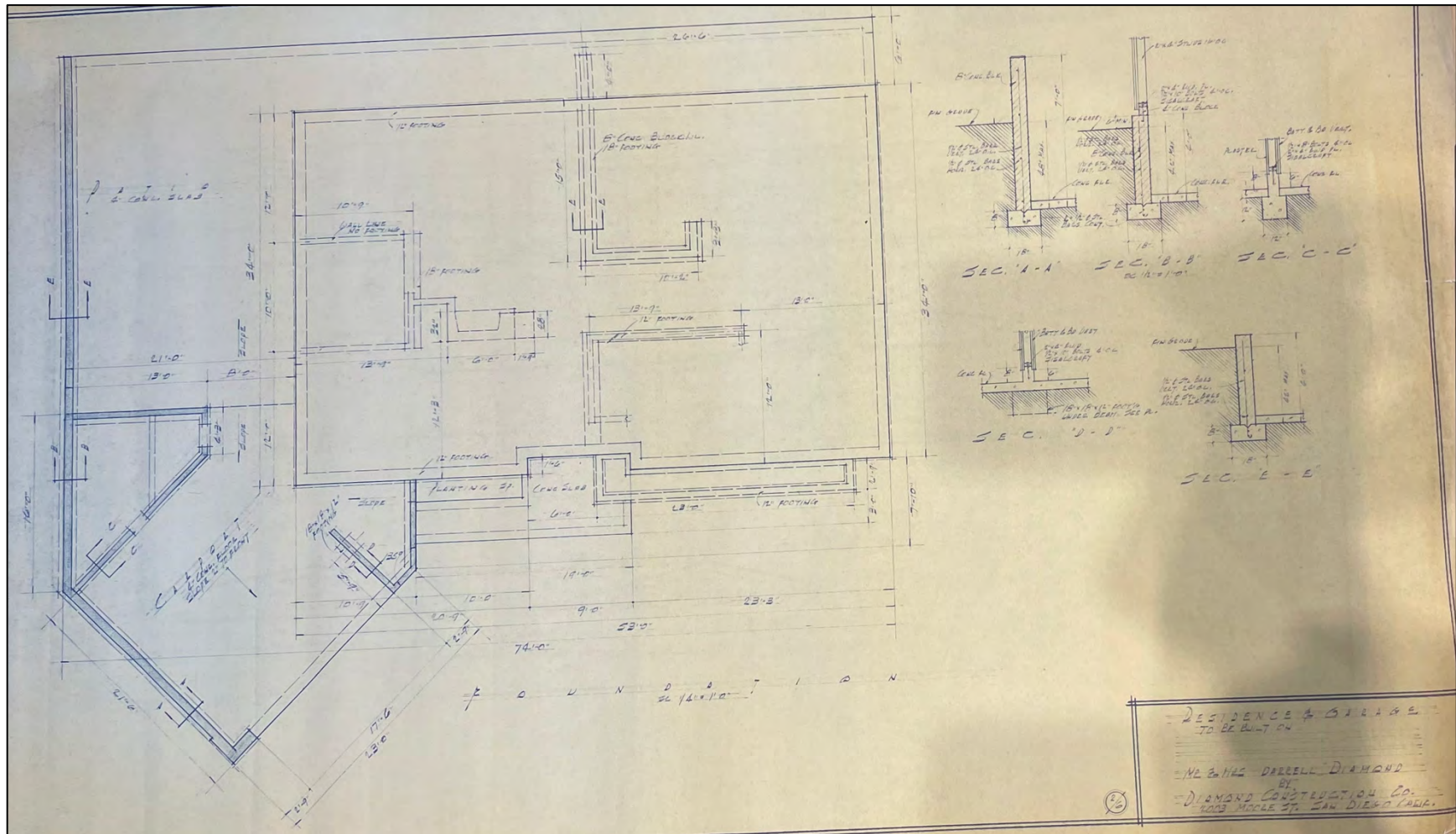


Figure 28c: Diamond Construction Company Floorplans, 1956.

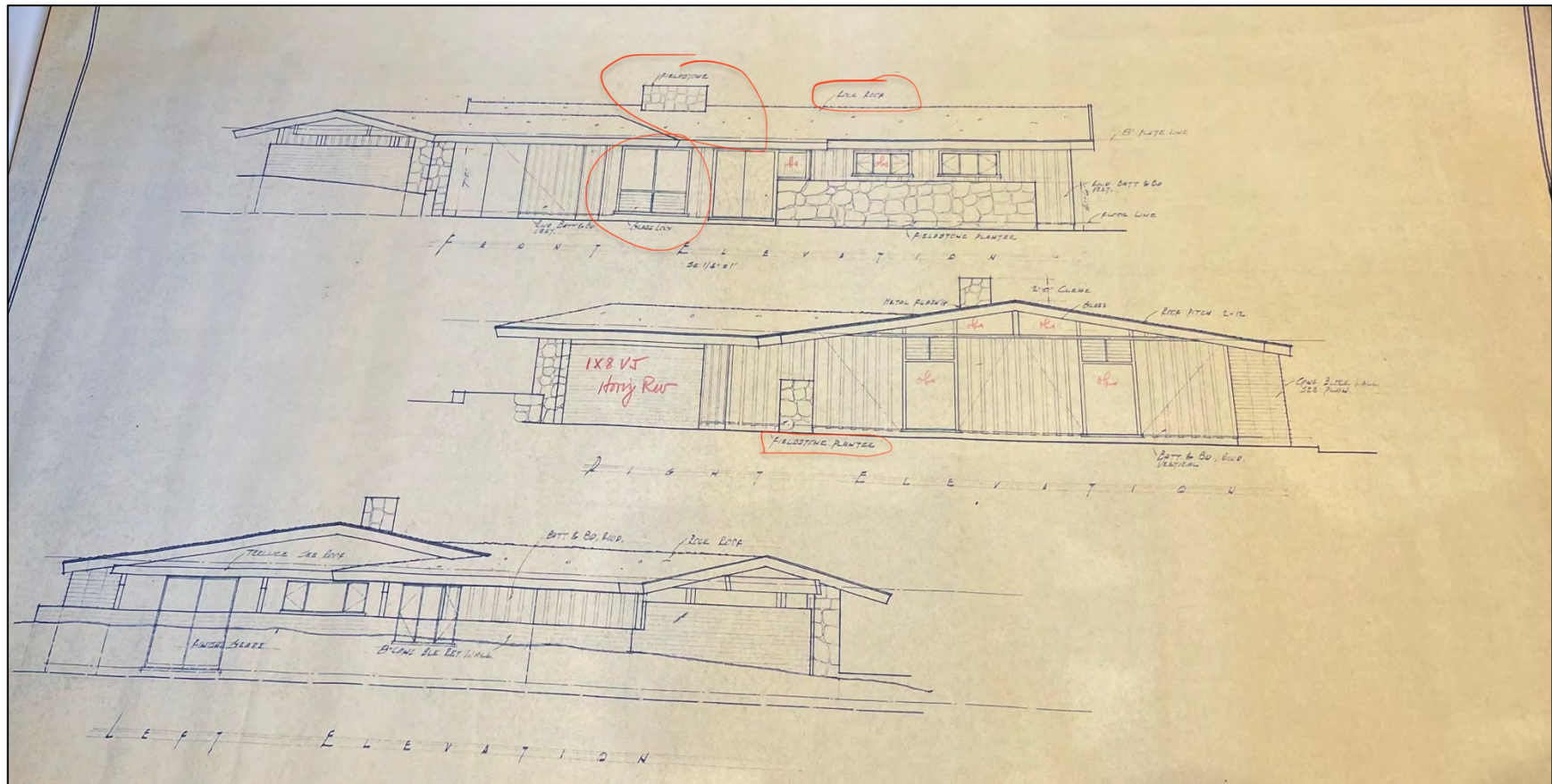


Figure 28d: Diamond Residence elevations, 1956 drawings. The east, west, and north elevations are visible in the drawing.

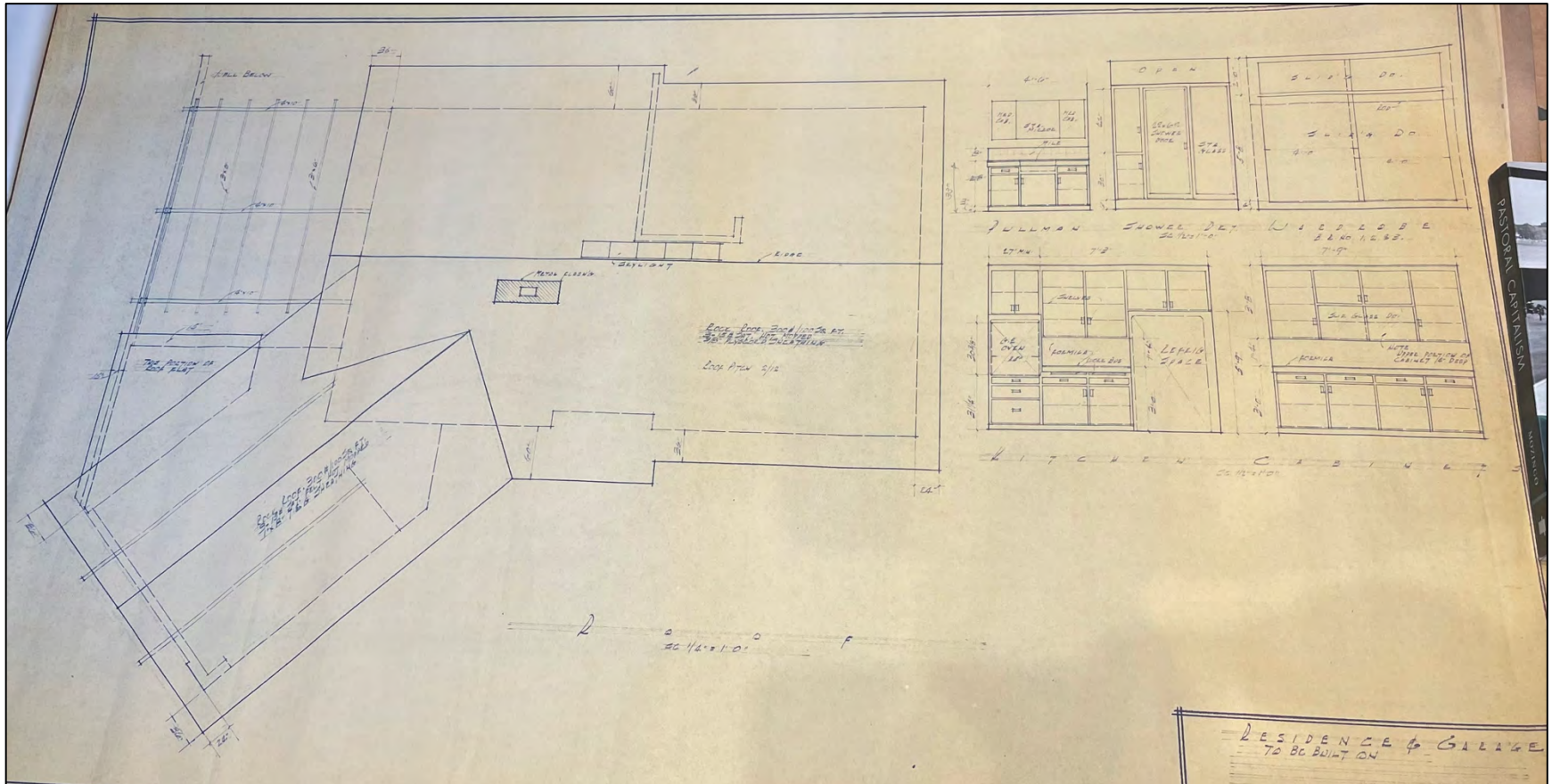


Figure 28d: Diamond Residence elevations, 1956 drawings.

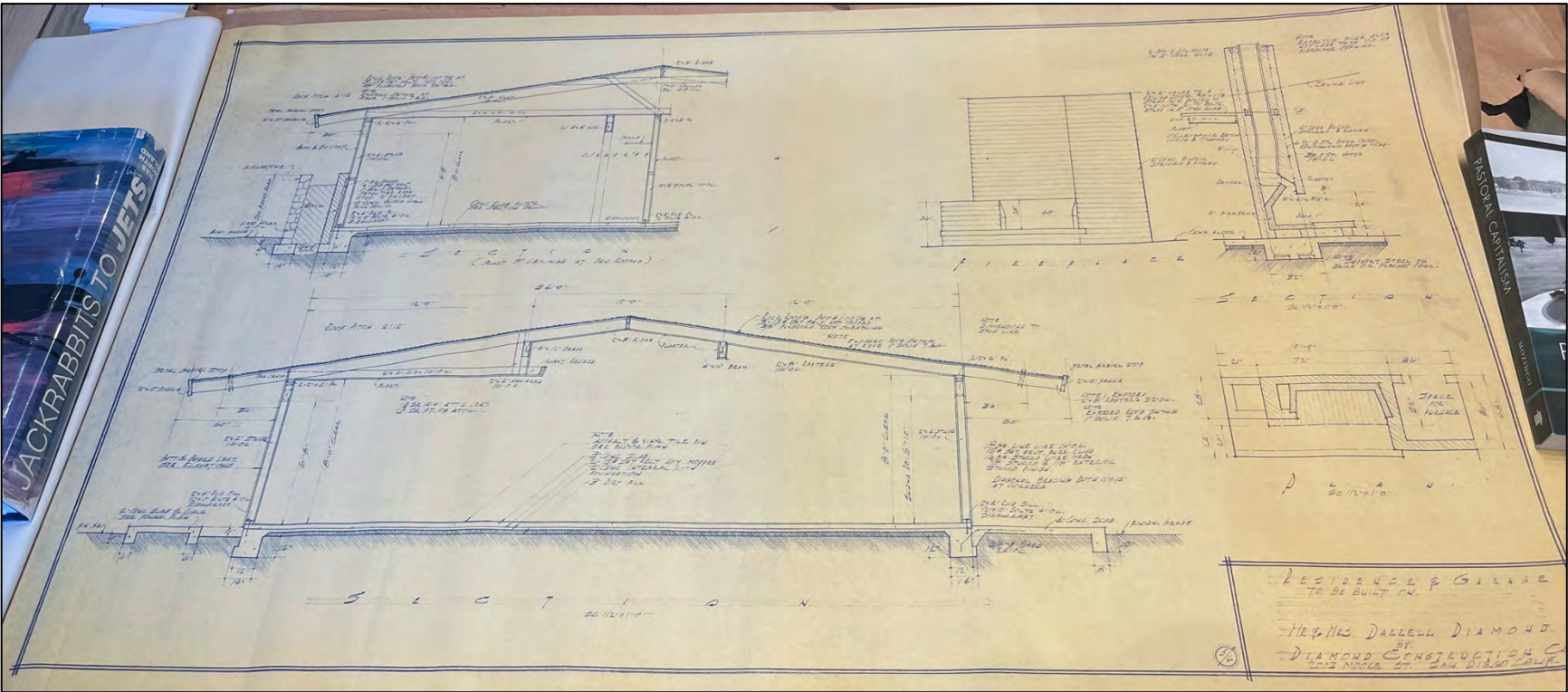


Figure 28e: Diamond Residence elevations, 1956 drawings.

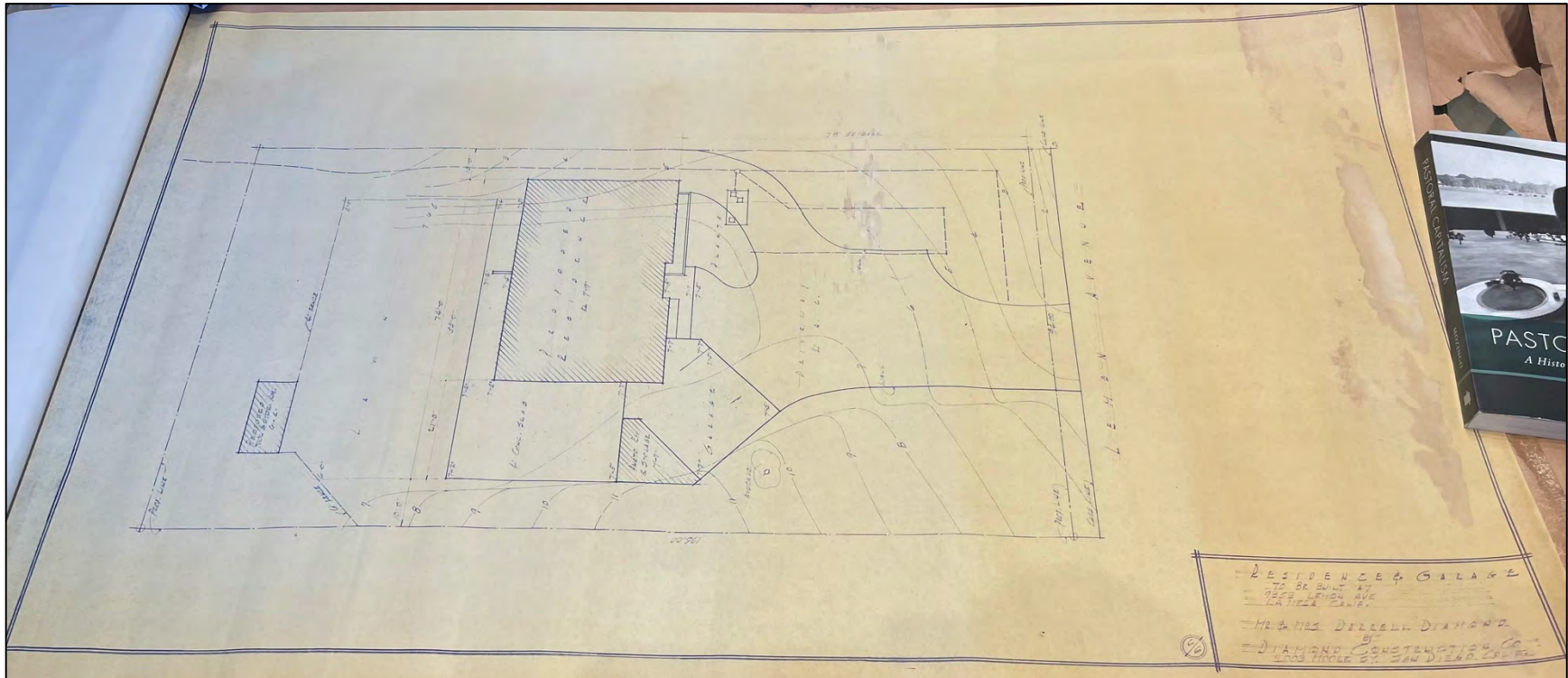


Figure 28f: Diamond Residence elevations, 1956 drawings

**f-12** Sun., April 28, 1957  
 SAN DIEGO, CALIFORNIA **THE SAN DIEGO UNION**



—San Diego Union Staff Photo

**DISPLAY HOME:** Among the homes open for inspection on the Mt. Helix tour next Saturday and Sunday will be the P. D. Diamond residence, 9353 Lemon Ave. A feature of the interior is the textured concrete block fireplace where Mrs. Diamond relaxes on the raised hearth. Home is one of newest on tour.

**FOURTH ANNUAL TOUR**

## Mt. Helix Homes On Display.

Six homes in the Mt. Helix area will be open for public inspection next Saturday and Sunday in the fourth annual home and garden tour sponsored by the Grossmont Hospital Women's Auxiliary. Visiting hours will be from 1 to 5 p.m. each day.

Mrs. A. J. Monteverde, general chairman, said this year's tour route would cover 15 miles. Bus transportation is available for those who do not wish to drive their own cars. Tour maps are printed on each ticket.

The homes on the tour this year were chosen as examples of dwellings styled for country living. There is a variety of architectural treatment and the homes range from the very old to the very new.

A seventh stop also has been added, the Little Flower Haven at 8385 La Mesa Blvd., La Mesa, where visitors may inspect the garden with its shrine. Some of the homes are clustered on Mt. Helix. Others are in the Grossmont area on the outskirts of La Mesa and one is in El Cajon. A list of the homes follows:

Mr. and Mrs. Al E. Riely, 8615 Damroch Circle.  
 Mr. and Mrs. P. D. Diamond, 9353 Lemon Ave.  
 Mr. and Mrs. Louis Kornik, 4780 Helix Dr.  
 Mr. and Mrs. Fred Mercurio, 4920 Helix Dr.  
 Mr. and Mrs. M. L. Baker, 10,815 Melva Dr.  
 Mr. and Mrs. Chester Hardin, 896 West Chase Ave., El Cajon.

Both the Kornik and the Hardin homes are more than 30 years old. Although they represent the luxury residence of a bygone era, they are large and still offer ideal living comfort. The Kornik home is of Spanish style and has a park-like garden.

One of the newest homes on the tour is the Diamond residence. The exterior is a combination of painted concrete block, field stone, wood and stucco. The modern use of exposed, textured concrete block is shown on the interior, featured in a fireplace of unusual design.

Another modern showplace is the Mercurio home, with glass walls opening to terrace and swimming pool. The Riley residence is more ranchy in its architectural treatment. This home, too, is built around a patio. The Baker home, eight years old, is the country cottage type, with shingle siding and heavy shake shingle roof. Gardens and patios of each home will be open to the visitors.

Buses will leave La Mesa boulevard and Palm avenue twice each day, 12:30 and 2:30 p.m. Those who drive their own cars may start the tour at any home they choose, and at any time during the afternoon.

Co-chairman of the tour with Mrs. Monteverde is Mrs. Russell Baker. All proceeds will go to Grossmont Hospital. The auxiliary president this year is Mrs. Jens Hutchens of La Mesa.

**Privacy at lowest cost—**

**SAVE 2**  
**INTRODUCT**  
**OFFER**

Figure 29a: In 1957 the 9353 Lemon Avenue property was featured as part of the Grossmont Hospital Women's Auxiliary Home and Garden Tour. Source: *San Diego Union*, April 28, 1957.

# Home and Garden Tour To Feature Straw Hats

Big straw hats, flower-laden, will be the symbol of this year's public home and garden tour to be sponsored by Grossmont Hospital Women's Auxiliary Saturday and Sunday, 1 to 5 p.m.

The hats will be worn by hostesses in the gardens, they will be used in decorations, and a limited number will be sold at one of the stops.

Homes and gardens on the tour are those of: Mr. and Mrs. Al Riley, 8615 Dammroch Circle; Mr. and Mrs. P. D. Diamond, 9353 Lemon Ave.; Mr. and Mrs. Fred Mercurio, 4820 Helix Dr.; Mr. and Mrs. Chester Hardin (the hats will be

sold here), 895 W. Chase St., El Cajon.

Gardens only will be visited at the homes of Mr. and Mrs. L. H. Kornik, 4780 Helix Dr., and Mr. and Mrs. M. L. Baker, 10815 Melva Dr., and at Little Flower Haven, 8585 La Mesa Blvd.

Admission maps, at a nominal cost, are available now in the gift shop of the hospital and will be available on tour days at the tour bus stop, southeast corner of La Mesa Boulevard and Palm Street, or at any of the homes.

Bus reservations, at a small extra charge, must be made in advance with Mrs. Loren Conner, 5253 Alzada Rd., La Mesa.

Figure 29b: In 1957 the 9353 Lemon Avenue property was featured as part of the Grossmont Hospital Women's Auxiliary Home and Garden Tour.  
Source: *Evening Tribune*, May 1, 1957.



Figure 30a: Aerial view of the subject property, 1953. The aerial was taken three years before the Diamond Residence was constructed. Much of the area east of La Mesa proper continued to retain citrus trees.  
Source: UCSB Frame Finder.





Figure 30b: Aerial view of the subject property, 1963, The property retains its original footprint. By this time, the area was rapidly being developed and had lost most of its citrus trees.  
Source: UCSB Frame Finder.



Figure 31 c: Aerial view of the subject property, 1966. The 9345 Lemon Ave residences was constructed directly behind the subject dwelling. Present magnolia tree is visible in the aerial.  
Source: UCSB Frame Finder.



Figure 31d: Aerial view of the subject property, 1981.  
Source: UCSB Frame Finder

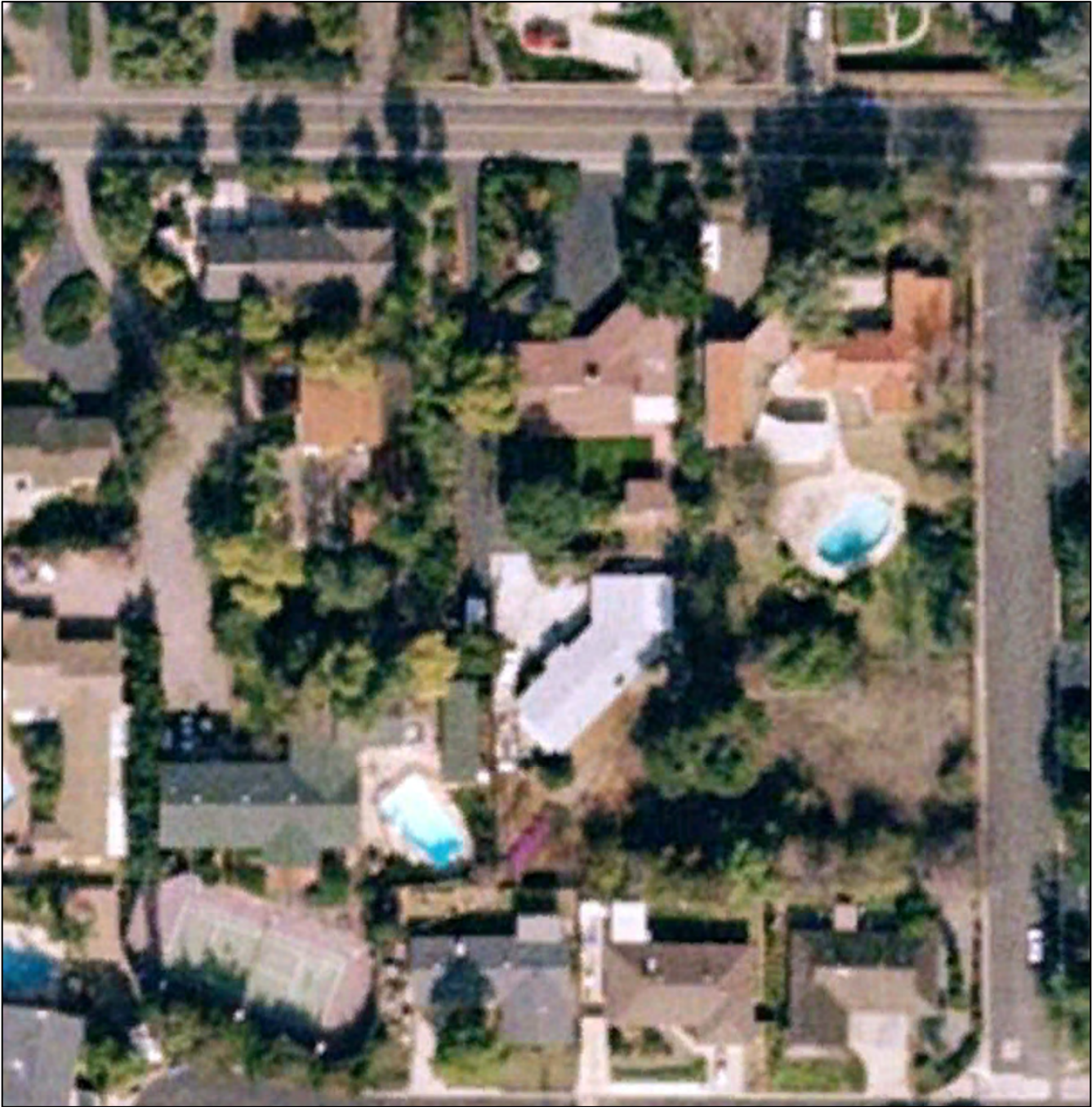


Figure 31e: Aerial view of the subject property, 2006.  
Source: Google Earth

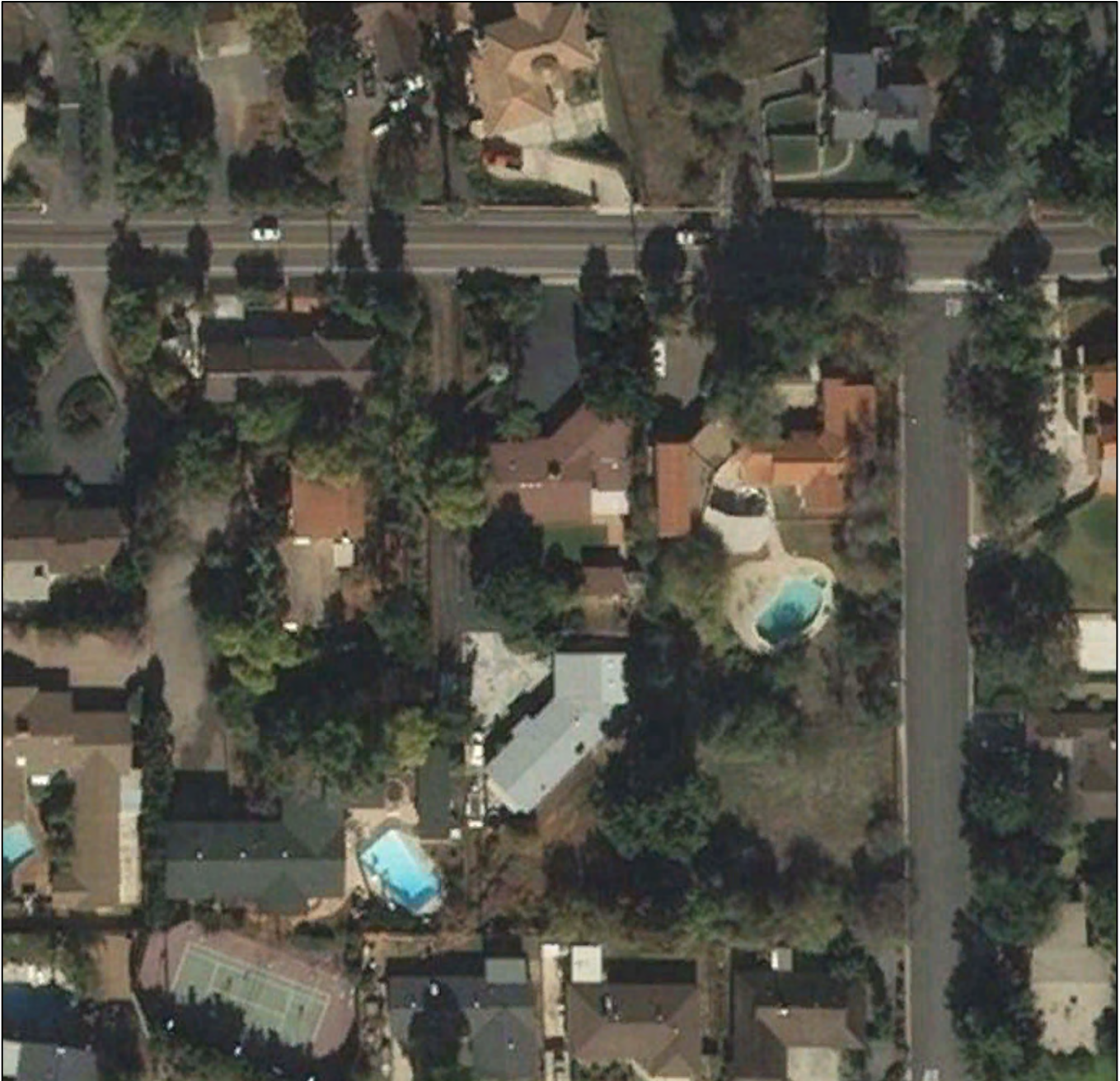


Figure 31f: Aerial view of the subject property, 2008. The dwelling continues to retain its original footprint.  
Source: Google Earth



Figure 31g: Aerial view of the subject property, 2010.  
Source: Google Earth



Figure 31h: Aerial view of the subject property, 2012. Between 2010 and 2012, original roofing over the covered patio on the southeast corner was removed and corrugated roofing was added and extended north on the garage area.  
Source: Google Earth



Figure 31i: Aerial view of the subject property, 2022.  
Source: Google Earth.



## CURRENT VIEWS



Photo 1: The primary (north) elevation faces Lemon Avenue and is set back towards the center of the parcel. The custom cut adjoining walls are visible in the photo.  
Source: Urbana Preservation & Planning, LLC.



Photo 2: Detail view of custom sign that reads, "The Diamonds Live Here," that was installed under the Diamonds ownership.  
Source: Urbana Preservation & Planning.



Photo 3: The elevation is crescent shaped, asymmetrical, and partially obscured from the public right-of-way by vegetation along the road. The main entryway is mostly centered and recessed below the main roofline and features two Mid-century style doors painted in pink with diamond lite windows. Custom cut stone planter is visible to the left of the main entryway. Source: Urbana Preservation & Planning, LLC.



Photo 4: To the east (left) of the front door are two large double fixed frameless windows, with wood panels on the lower half. The wood panels replaced original louvered windows that are visible in the original drawings. Source: Urbana Preservation & Planning, LLC.



Photo 5: The double-car garage is located to the far east end of the elevation and features board-and-batten façade, a wood overhead door, and a single aluminum frosted glass window. The custom cut stone wall is visible in the photograph. Source: Urbana Preservation & Planning, LLC.



Photo 6: To the far west end of the elevation are three aluminum casement windows. Source: Urbana Preservation & Planning, LLC



Photo 7a: The west elevation faces neighboring properties 9339 Lemon Avenue and 9341 Lemon Avenue.  
Source: Urbana Preservation & Planning, LLC.



Photo 7b: The elevation has an asymmetrical façade and features board-and-batten siding, clerestory windows installed at the gable end, a wide eave overhang, a single louvered window above a large rectangular frameless frosted window, concrete block along the lower span of the dwelling, and minimal decorative details.  
Source: Urbana Preservation & Planning, LLC.



Photo 7c: Based on the Residential blueprints, the elevation was initially supposed to feature two evenly spaced, large rectangular windows, and two louvered windows, to have a more balanced appearance. However, the windows to the right were never installed.  
Source: Urbana Preservation & Planning, LLC.



Photo 8a: The east elevation faces neighboring property 9361 Lemon Avenue. The elevation has a concrete block wall with a custom cut stone veneer on the north corner and adjoining stone wall, a wide eave overhang with rafter exposed beams, an open space below the main roofline and the concrete block wall, covered with a metal mesh, and minimal decorative details.  
Source: Urbana Preservation & Planning, LLC.



Photo 8b: Detail view of exposed rafter beams and concrete block wall.  
Source: Urbana Preservation & Planning, LLC.



Photo 9a: The rear (south) elevation faces the 9345 Lemon Avenue property and a large open back yard. River rock steps and pathway are visible.

Source: Urbana Preservation & Planning, LLC.



Photo 9b: The elevation features a stucco façade, large aluminum sliding glass windows, a partially covered patio on the southeast corner, and a partition wall separating the bedrooms from the common space areas.

Source: Urbana Preservation & Planning.





Photo 9c: Detail view of the rear elevation. A concrete pathway is links the residence with the rear yard.  
Source: Urbana Preservation & Planning.



Photo 9d: Detail view of the rear elevation.  
Source: Urbana Preservation & Planning.



Photo 10a: View southwest of dwelling and patio.  
Source: Urbana Preservation & Planning.



Photo 10b: The east facing vinyl unit is visible in the photo. The vinyl window was installed at an unidentified date.  
Source: Urbana Preservation & Planning.



Photo 10c: View of patio.  
Source: Urbana Preservation & Planning.



Photo 10d: Patio is visible from garage.  
Source: Urbana Preservation & Planning.



Photo 10e: Detail view west of covered patio. Vinyl window is visible  
Source: Urbana Preservation & Planning.



Photo 11: Directly south of the main residence is a wood-framed "tool and storage" ADU that was constructed in a similar style with board-and-batten siding, and a slightly pitched shed roof with moderate eave overhang.  
Source: Urbana Preservation & Planning.

## DPR 523 SERIES FORMS

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**PRIMARY RECORD**

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial: \_\_\_\_\_  
NRHP Status Code: 5S3  
Other Listings: \_\_\_\_\_

Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 32 \*Resource Name or #: (Assigned by recorder) Diamond Residence

P1. Other Identifier: \_\_\_\_\_

\*P2. Location:  Not for Publication  Unrestricted

\*a. County San Diego and (P2c, P2e, and P2b or P2d. Attach a Location Map as necessary.)

\*b. USGS 7.5' Quad El Cajon and La Mesa Date 2021 T 16S; R 1W;  of  of Sec 21; S.B.B.M.

c. Address 9353 Lemon Avenue City La Mesa Zip 91941

d. UTM: (Give more than one for large and/or linear resources) Zone 11, 500375.85mE/ 3625558.13mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)

The 9353 Lemon Ave property is located on the south side of Lemon Avenue on Lots 10, 11, & 13, a portion of Lot C. The property is identified as San Diego County Assessor's Parcel No. 495-175-04-00 and is located within the boundaries of the City of La Mesa.

\*P3a. Description: Constructed in 1956, the Diamond Residence is a one-story dwelling with an attached garage constructed in the Custom Ranch architectural style by the Diamond Construction Company, Building Contractors. The single-family residence is sited on a rectangular shaped parcel, approximately 0.38-acres, on the south side of Lemon Avenue on a slightly raised lot within the La Mesa city limits. The surrounding area is defined by a high density single-family residential neighborhood constructed primarily between the 1940s and the 1970s. The dwelling has an irregular floorplan atop a concrete slab foundation, is low-to-the-ground, and is sited in an east-to-west orientation.

See Continuation Sheet for additional information.



\*P3b. Resource Attributes:  
(List attributes and codes)  
(HP2) Single Family Dwelling

\*P4. Resources Present:   
Building  Structure   
Object  Site  District   
Element of District  Other  
(Isolates, etc.)

P5b. Description of Photo:  
View northeast of the front (south) elevation.

\*P6. Date Constructed/Age and Source:  
 Historic 1956; Diamond Construction Co. Blueprints

\*P7. Owner and Address:  
Angelique C. Harbin  
9353 Lemon Avenue  
La Mesa, CA 91941

\*P8. Recorded by:  
Alexia Landa, BA

Urbana Preservation & Planning, LLC [www.urbanapreservation.com](http://www.urbanapreservation.com)

\*P9. Date Recorded: January 2024

\*P10. Survey Type: Local Designation Effort

\*P11. Report Citation: Urbana Preservation & Planning, LLC, Historic Site Designation Report - 9353 Lemon Avenue, La Mesa, CA 91941, Diamond Residence, January 2024.

\*Attachments:  NONE  Location Map  Continuation Sheet  Building, Structure, and Object Record  Archaeological Record  District Record  Linear Feature Record  Milling Station Record  Rock Art Record  Artifact Record  Photograph Record  Other (List): \_\_\_\_\_

## BUILDING, STRUCTURE, AND OBJECT RECORD

\*Resource Name or # (Assigned by recorder) Diamond Residence \*NRHP Status Code 5S3

Page 2 of 32

B1. Historic Name: Diamond Residence

B2. Common Name: 9353 Lemon Avenue

B3. Original Use: Single Family Dwelling B4. Present Use: Single Family Dwelling

\*B5. Architectural Style: Custom Ranch

\*B6. Construction History: The 9353 Lemon Ave property was constructed in 1956 in the Custom Ranch style by the Diamond Construction Company. The property was originally 0.77-acres in size and encompassed Lots 10-14 and C. Based on the architectural drawings, the dwelling was constructed with an asymmetrical façade and an irregular floorplan sited on a concrete slab foundation. The one-story dwelling featured a one-story rambling floor plan, board-and-batten siding, a low-pitched gabled roof with deep eave overhang, attached two-car garage, recessed main entryway, prominent chimney, a large, landscaped property, deep street setback, angled windows below the gable end, louvered, casement, and fixed windows, and custom details such as a designated dark room and locally quarried stone visible on the dwelling and through the property.

In 1966, the property was divided into two parcels (APN:4951750400 and 4951750300), reducing the original property size to its current 0.38-acre lot. The following year a single-family residence, listed as 9345 Lemon Avenue, was constructed directly behind the subject dwelling, and designed in a similar Custom Ranch style aesthetic. Between the 1966 and 1981, a wood-framed ADU was constructed in a similar style to the main dwelling with board-and-batten siding, and a slightly pitched shed roof with moderate eave overhang and located towards the far southeast corner of the parcel. **See Continuation Sheet for additional construction history.**

\*B7. Moved? No Yes Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features: Landscape/Hardscape features: Custom cut adjoining stone walls/planter, slump brick walls, concrete walkways/river rock steps, and magnolia tree

B9a. Architect: Diamond Construction Co. b. Builder: Diamond Construction Co., Building Contractors

\*B10. Significance: Theme Diamond Residence Area La Mesa

Period of Significance 1956 Property Type Single Family Dwelling Applicable Criteria Local Criterion C and D

The 9353 Lemon Avenue property is eligible for designation under the City of La Mesa's Register of Historic Landmarks Criterion C and D for its embodiment of the distinctive characteristics of a Custom Ranch style residence with elements and as a representation of the work of the Diamond Construction Company, Building Contractor. The period of significance is 1956, when the home was designed and constructed. In its current configuration and appearance, the 9353 Lemon Avenue retains a high level of integrity including **Location**: it has remained in its original place since its original construction; **Design**: its original form, plan, space, structure, and style is intact with minimal modifications to the home's plan, layout, and character-defining features; **Setting**: the residential development patterns, house massing, and aesthetic of the surrounding La Mesa remain in place; **Materials**: minimal changes have occurred since 1956, original board and batten siding, stucco siding, concrete block wall, custom stone, its aluminum framed windows and sliding glass doors, frameless and louvered windows, large stone chimneys, and a low-pitched hipped roof with wide overhanging eaves with exposed beams; **Workmanship**: the dwelling still reflects the original workmanship as designed by the Diamond Construction Company; **Feeling**: the home conveys and evokes a feeling of a Custom Ranch dwelling with its authentic materials and aesthetic appearance; and is **Associated** as the work of the Diamond Construction Company, who are worthy of consideration as a noted builder for their prolific work throughout the Depression and the post-World War II era. **See Continuation Sheet for additional information.**

B11. Additional Resource Attributes: N/A

\*B12. References: Urbana Preservation & Planning, LLC, Historic Designation Report – 9353 Lemon Avenue CA, 91941, Diamond Residence, January 2024.

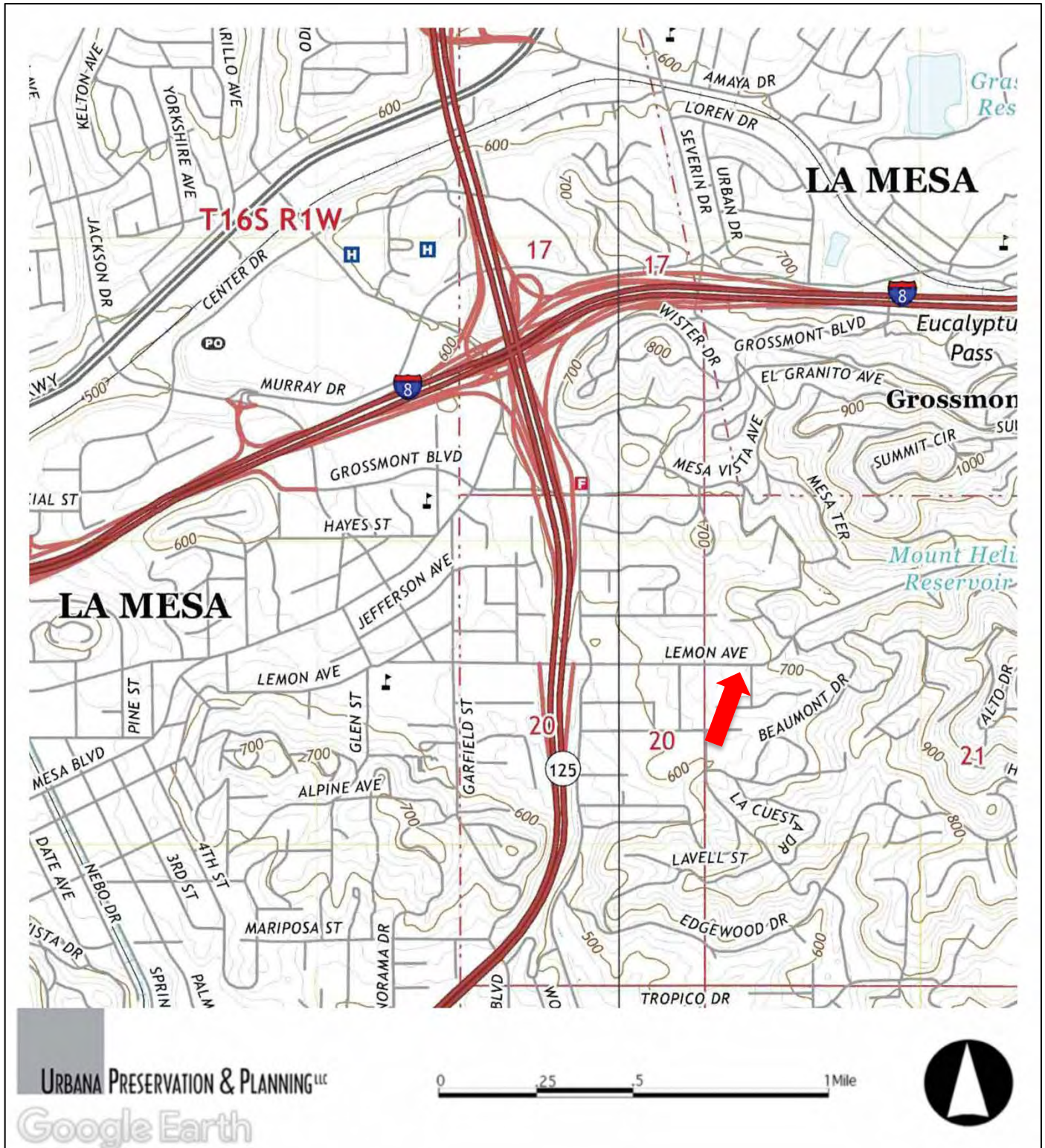
B13. Remarks:

\*B14. Evaluator: Alexia Landa, BA, Historian

Urbana Preservation & Planning, LLC \*Date of Evaluation: January 2024.

(This space reserved for official comments.)







Page 4 of 32 \*Resource Name or # (Assigned by recorder): Diamond Residence

\*Recorded by: Urbana Preservation & Planning, LLC

\*Date: January 2024

Continuation

Update

**\*P3a. Description (Continued from Page 1):**

The dwelling has a long horizontal massing, an asymmetrical facade, vertical board-and-batten siding, stucco, and concrete masonry unit wall painted olive green in color and features locally sourced custom cut stone visible on the dwelling, chimney, adjoining walls, and planter. The low-pitched side gabled roof has a deep eave overhang with exposed rafters and boxed eaves. The fenestration throughout the dwelling consists mostly of aluminum sliding sash and casement windows, fixed frameless windows, and sliding glass doors and flush wood-framed doors. Identifying Custom Ranch characteristics include: an asymmetrical facade, horizontal massing, board-and-batten façade, low-pitched roof, frameless windows, absence of applied decoration, a shallow pitched roof with a deep eave overhang, and strong interior and exterior connections. Concrete paver walkways and concrete steps with embedded river rock are located towards the rear portion of the property, as well as a large magnolia tree dating to around the time of construction.

The primary (north) elevation faces Lemon Avenue and is set back towards the center of the parcel. A U-shaped asphalt driveway provides access to the property from Lemon Avenue. A custom sign is located above the mailbox, located along Lemon Avenue, that reads, "The Diamonds Live Here". The elevation is crescent shaped, asymmetrical, and partially obscured from the public right-of-way by vegetation along the road. The main entryway is mostly centered and recessed below the main roofline and features two Mid-century style doors painted in pink with diamond lite windows. The doors were installed between 2019 and 2021, replacing two double wood paneled doors with fan-lites. To the east (left) of the front door are two large double fixed frameless windows, with wood panels on the lower half. The wood panels replaced original louvered windows that are visible in the original drawings. The double-car garage is located to the far east end of the elevation and features board-and-batten façade, a wood overhead door, and a single aluminum frosted glass window. Directly west (right) of the main entryway is a single frosted, frameless, fixed window and to the far west end of the elevation are three aluminum casement windows.

The west elevation faces neighboring properties 9339 Lemon Avenue and 9341 Lemon Avenue. The elevation has an asymmetrical façade and features board-and-batten siding, clerestory windows installed at the gable end, a wide eave overhang, a single louvered window above a large rectangular frameless frosted window, concrete block along the lower span of the dwelling, and minimal decorative details. Based on the residential blueprints, the elevation had two large rectangular windows, two louvered windows, and a more balanced appearance; however, the window openings to the right were not installed as per the original plans. Instead, board-and-batten siding was installed in its place and the right side of the clerestory window was made operable and the left is fixed. The east elevation faces neighboring property 9361 Lemon Avenue. The elevation has a concrete block wall with a stone veneer on the north corner, a wide eave overhang with exposed rafter beams, an open space below the main roofline and the concrete block wall, covered with a metal mesh, and minimal decorative details.

The rear (south) elevation faces the 9345 Lemon Avenue property and provides access to a large expansive back yard and a shed-like ADU. The parcel is enclosed on all sides by both a wood fence and slump brick wall. Concrete walkways and river rock steps link the home to the backyard. A large magnolia tree is located towards the southwest corner of the parcel. The south elevation features a stucco façade, large aluminum sliding glass windows, single east and south facing vinyl windows, a partially covered patio on the southeast corner, and a partition wall separating the bedrooms from the common space areas. A flat shed roof covers the patio and is topped with corrugated roof panels. Based on historic aerials, only a small portion of the patio area had corrugated roof panels. Between 2010 and 2012, the original roofing over the covered patio was removed and more corrugated roof panels were added over the garage area. The east facing vinyl window was installed at an unidentified date and the south facing vinyl window on the former dark room was installed recently.

Directly south of the main residence is a wood-framed "tool and storage" ADU that was constructed in a similar style with board-and-batten siding, and a slightly pitched shed roof with moderate eave overhang. A shed building is delineated on the original Diamond residence blueprints; however, the current building was constructed between 1966 and 1981, and first appears on a 1981 aerial image. Directly southeast of the ADU is a small wood-framed shed.

Page 5 of 32 \*Resource Name or # (Assigned by recorder): Diamond Residence

\*Recorded by: Urbana Preservation & Planning, LLC

\*Date: January 2024

Continuation

Update

**\*B6. Construction History (Continued from Page 2):**

Over the years, minor alterations were made to the subject property under the Diamond family's ownership. These include the removal and replacement of the original main entryway door with a white hollow paneled door (date not identified); the removal of the white paneled door with the current diamond-lite mid-century doors between 2019 and 2021; the removal of lower louvered windows on the north elevation, left of the main entryway (date not identified); installation of two vinyl windows units on the east elevation (east facing window date not identified/south facing window recent alteration in 2024), and the removal of the original roofing material over the covered patio between 2010 and 2012; and installation of solar panels in 2010 (Permit No. B10-357). No further alterations were identified.

**\*B10. Significance (Continued from Page 2):**

**La Mesa**

The development history of La Mesa and the surrounding unincorporated communities of Mt. Helix and Grossmont, is divided into three distinct time periods, defined by a series of land tracts platted from the late 19<sup>th</sup> to early 20<sup>th</sup> century forward. Founded in 1869, the lands comprising the present-day City of La Mesa were initially within the boundaries of the former Mexican land grant, Rancho Ex-Mission San Diego de Alcalá.<sup>1</sup> The area, however, would not be developed until the American occupation of California with the arrival of Iowan "Robert" Allison.<sup>2</sup> Robert Allison was a rancher originally from Ohio, who relocated from Northern California to San Diego in 1868. Soon thereafter, Allison began acquiring several thousands of acres of land throughout the county to continue his stock business. In 1869, Allison acquired roughly 4,282 acres of the ex-mission land grant on which he grazed sheep.<sup>3</sup> The area's natural springs provided an ample water supply to support ranching operations and proved to be a valuable location for Allison. Following the discovery of gold in Julian and the Cuyamaca's in 1870, La Mesa was recognized as a convenient stop eastward for the transportation of people and goods.<sup>4</sup> Allison continued to play a vital role in the early settlement of the area by investing and providing the right-of-way for the construction of the San Diego Flume and the San Diego, Cuyamaca, and Eastern Railroad (SDCE), thus helping bring both water and a reliable transportation corridor to the area in the 1880s.<sup>5</sup>

The construction of the flume in 1886 and the establishment of the railroad in 1887 would fuel land speculation in La Mesa and the surrounding area. Water continued to be limiting factor in the growth of the region. The construction of the flume supported more intensive agricultural operations and real estate improvements, while the railroad linked the once remote area from the coast to the east. In anticipation of a real estate boom, the San Diego Flume Company began selling and subdividing lands located along present-day El Cajon Boulevard between Rolando Boulevard and Garfield Street. In 1894, Allison's son, Joseph Allison, and land speculator, Andrew S. Crowder, platted a small town around Allison Spring Station (located at present-day downtown La Mesa) and the newly formed La Mesa Lemon Company's packinghouse and store. Soon thereafter, a new school was constructed to serve the area's growing number of local citrus farmers and residents. In 1895, newspapers and periodicals referred to La Mesa as either "Allison Springs," "La Mesa Springs," or the "La Mesa Colony." While small, Allison's community marked the first phase of residential development in the area. The Rosedale tract (1895; Map No. 00825) was one of the first tracts established as part of the La Mesa Colony. The colony would continue to grow through the end of the 19<sup>th</sup> century attracting suburban developers and new businesses.

By the early twentieth century, the La Mesa Colony had transformed into a modest sized residential farming community, that had expanded outward to include numerous citrus orchards, packinghouses, health resorts, and a few film production facilities.<sup>6</sup> The area was marketed as "San Diego's Pasadena," the "Jewel of the Hills," and as east county's "Homeland."<sup>7</sup> This became the mantra for suburban developers, as well as civic and business leaders, who advertised the La Mesa Colony, and tracts such as the Fruitvale Tract (1907; Map No. 01112), as an ideal location to live and raise a family.<sup>8</sup> The area attracted new settlers, ranchers, and businesses, which included several hotels, a lumberyard, sanitarium, stores, and an opera house.<sup>9</sup> Much of the residential and commercial development constructed during this time was designed in period revival architectural styles, such as Beaux Arts, Classical Revival, Spanish Revival, and the Craftsman Bungalow

Page 6 of 32 \*Resource Name or # (Assigned by recorder): Diamond Residence

\*Recorded by: Urbana Preservation & Planning, LLC

\*Date: January 2024

Continuation

Update

style. Citrus orchards and other agricultural crops soon surrounded the small community of 700 residents on every side, raising concerns for local control of their economic and domestic livelihoods. In 1912, La Mesa was incorporated as a city to alleviate these concerns. Steadily the new suburban city continued to grow, along with the communities of Grossmont and Mt. Helix. As the area continued to expand, new transportation corridors were installed in support of its residents.

In the mid-1910s, the construction of a new state route (present-day El Cajon Boulevard) through the area strategically positioned La Mesa for commerce and commuting, representing a second phase in La Mesa's development. The route would become a major cultural and economic transportation corridor that was instrumental in the development of several small towns between the east coast and San Diego. In 1926, the route was christened U.S. Route 80 following the establishment of the United States Numbered Highway System. Its location through La Mesa not only stimulated travel through the area but linked the area with other communities located along the route as automobile usage increased through the region. As a result, La Mesa became a thriving commercial, civic, and social center not only for itself, but for outlying unincorporated areas, such as Grossmont, Mt. Helix, Calavo Gardens, Casa de Oro, Spring Valley, and Lemon Grove.<sup>10</sup> In support of automobile operations, several roadside businesses were established along U.S. 80, such as service stations, motels, and restaurants. In addition to roadside establishments, residential subdivisions established in La Mesa during this time include Roseland Heights in 1912 (Map No. 01506), La Mesa Springs in 1915 (Map No. 00786), Eventide Tract in 1924 (Map No. 01781), University Tract in 1927 (Map No. 02017), and the Wetzella Tract in 1928 (Map No. 2083), all located within or in proximity to downtown La Mesa and U.S. 80.<sup>11</sup> Land surrounding La Mesa proper continued to be utilized for agricultural operations.

By 1930, the population of La Mesa had increased from 1,528 in 1920 to 2,513.<sup>12</sup> However, for much of the decade, the area would see little growth due to the Great Depression. The depression ended the real estate boom that occurred in the 1920s, leaving many residential tracts vacant. Newer tracts such as Windsor Hills, Rolando, and Fletcher Hills, were put in foreclosure while other 1920s developments were barely filled.<sup>13</sup> The area would not experience significant development until World War II and the post-war era that followed. The Highview Acres subdivision (1936; Map No. 02205).

The third and final phase of development in La Mesa and the surrounding unincorporated communities is not punctuated by a specific land tract, developer, or transportation corridor, but by a style of architecture and the growth of the suburbs. Infrastructure demands and land annexations characterize La Mesa's post-WWII period coupled with the development of comprehensively constructed residential tracts improved with dwellings in modernistic Ranch styles, replete with new schools and shopping centers to support the growing population. New suburban tracts developed or annexed to La Mesa included Mount Helix Avocado Highlands, Fletcher Hills / Severin Manor, Rasonia, Rolando Knolls, and Vista La Mesa.<sup>14</sup> These new communities were connected by major transportation corridors developed in the mid-to-late 1950s including State Routes 94 and 125. Custom homes were constructed in the mid-century period with designs attributed to noted master architects and builders including Cliff May, Lloyd Ruocco, John Mortenson, and Homer Delawie.

As economical vacant land was consumed by new single-family neighborhoods, rising land costs in the older parts of town created a demand for higher-density cost-effective housing. This resulted in the development of infill apartment buildings in and around established historic-era neighborhoods.<sup>15</sup> These infill projects were inconsistent in appearance and form and designed in a mix of minimal and Modernistic styles.<sup>16</sup> New subdivisions such as the Diamond Tract (1952; Map No. 02885), Amherst Tract (1959; Map No. 04081), Martin Manor (1960; Map No. 04606), Parkway Center Unit No. 1 (1961; Map No. 04768), Parkway Center Unit No. 4 (1961; Map No. 04783), and Helix West-Unit No.1 (1966; Map No. 05814) were developed during this time. For many families La Mesa became an ideal location to live, far enough from the hustle and bustle of the city, yet close enough to commute. By the 1980s, La Mesa had grown to a population exceeding 50,000. The area boasted a new trolley system, several institutional properties, and was a retail center, strengthening its popularity for businesses and families which continues to this day.

Page 7 of 32 \*Resource Name or # (Assigned by recorder): Diamond Residence

\*Recorded by: Urbana Preservation & Planning, LLC

\*Date: January 2024

Continuation

Update

The City of La Mesa Historic Resources Inventory and Landmarks Table offers a glimpse of the greater La Mesa history. Designated sites represent each phase of the area’s development, with the majority dating to the early development of the City.

Refer to **Table 1** below for a list of designated historic sites in the greater La Mesa area.

**Table 1. Designated Historic Landmarks in La Mesa.**

Year Built	Identifier	Architectural Style/Builder	Address	Landmark No.
1891	Albert W. Gray House	Queen Anne Cottage Builder: A. W. Gray	8045 Culowee St	HL No. 8
1894	La Mesa Depot	Vernacular Builder: Not Listed	4695 Nebo Dr	HL No. 6
1897	Roach-Porter House	Victorian Builder: Not Listed	4990 Porter Hill Rd	HL No. 18
1898	Frederick & Marta Binney Ranch House	Folk Victorian Builder: Not Listed	8602 Echo Dr	HL No. 43
1907	Spring House/Collier Park	Vernacular Builder: Not Listed	4401 Palm Ave	HL No. 3
1907	C. Clarence & Fannie Park Home	Transitional Craftsman Bungalow Builder: Not Listed	4604 Date Ave	HL No. 41
1908	Rev. Henry A. McKinney House	Vernacular Folk Victorian Builder: Not Listed	8369 University Ave	HL No. 1
1908	Frank Oliver House	Vernacular Queen Anne Cottage Builder: Not Listed	4657 4 <sup>th</sup> St	HL No. 9
1909	Miles House	Vernacular Colonial Revival Architect: J. B. Stannard	9390 Urban Dr	HL No. 7
1909	Angell Residence	Victorian Cottage Builder: Not Listed	4630 Date Ave	HL No. 50
1910	Robertson House	Transitional Victorian/Craftsman Bungalow Builder: Not Listed	4572 Palm Ave	HL No. 16
1910	James Morrison House	Craftsman Bungalow Builder: Not Listed	8415 Grant Ave	HL No. 10
1910	Staples-Orcutt House	Craftsman Bungalow Builder: Not Listed	4576 Acadia Ave	HL No. 28
1910	Sherman Grable House	Craftsman Bungalow Builder: Not Listed	4344 Date Ave	HL No. 2
1910	Wentz-Park House	Craftsman Builder: Not Listed	4603 Date Ave	HL No. 14
1910	Harry & Vada Roberston House	Craftsman Bungalow Builder: Not Listed	4582 Palm Ave	HL No. 24

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1910	Sidney Holland House	Transitional Victorian/Craftsman Bungalow Builder: William Abbot	8463 Lemon Ave	HL No. 40
1911	Harry Park House	Transitional Victorian/Craftsman Builder: Not Listed	8069 Lemon Ave	HL No. 4
1911	Orien W. Todd House	Prairie Style Builder: E. W. Stillwell Co.	8069 Vista Dr	HL No. 11
1911	Reynolds/Lingren House	Craftsman Builder: E.A.D. Reynolds	4554 Acacia Ave	HL No. 12
1911	McNeil House	Craftsman Bungalow Builder: John E. Hurlburt	4612 3 <sup>rd</sup> St	HL No. 23
1911	Witter House	Craftsman Bungalow Builder: Not Listed	4840 Schuyler Ave	HL No. 38
1911	Samson/Sprung Home	Arts & Crafts Bungalow Builder: Not Listed	4544 Date Ave	HL No. 46
1913	Rosebrock House	Craftsman Bungalow Builder: Not Listed	4651 Date Ave	HL No. 15
1914	John Stavely Home	Craftsman Bungalow Builder: Not Listed	4628 3 <sup>rd</sup> St	HL No. 23
1914	James C. & Ellen Robertson House	Craftsman Bungalow Builder: Harry & John Robertson	4580 Palm Ave	HL No. 17
1916	Ross Thiele Home	Tract Bungalow Builder: Not Listed	4572 3 <sup>rd</sup> St	HL No. 30
1918	Lyster-Garfield House	Craftsman Builder: Not Listed	4725 Hillcrest Ave	HL No. 20
1921	Merle and Martha Frost House	Craftsman Bungalow Builder: Not Identified	8459 Lemon Ave	HL No. 45
1921	Alfred Cook House	Craftsman Bungalow Builder: Not Listed	8465 Lemon Ave	HL No. 49
1924	Judy House	Cottage Builder: Christian Lazarus	4572 Date Ave	HL No. 29
1924	Orr-Lapum House	Transitional Victorian/Craftsman Cottage Builder: Not Listed	4596 Nebo Dr	HL No. 13
1927	Prather House	Spanish Eclectic Builder: Not Listed	4171 Merritt Blvd	HL No. 31
1928	Porter Hall	Chinese Imperial Builder: Not Listed	4910 Memorial Dr	HL No. 27
1929	Clifford Sawyer Home	Tudor Revival Builder: Not Listed	4420 Merritt Blvd	HL No. 21

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1930	Christian & Adelaide Jensen House	Tudor Revival/Storybook Builder: Not Listed	6750 Alamo Way	HL No. 51
1931	Bengston House	Tudor Revival Builder: Not Listed	4646 3 <sup>rd</sup> St	HL No. 35
1932	Fouchy House	Spanish Eclectic Builder: Alberto O. Treganza	7910 El Capitan	HL No. 36
1935	Henry M. Lyons House	Cottage Builder: Not Listed	4871 Bancroft Dr	HL No. 5
1935	Dillon House	Spanish Colonial Revival Builder: Not Listed	9151 Dillon Dr	HL No. 22
1935	Eugene & Katherine Hyatt Home	Monterey Builder: Dennstedt Building Co.	4767 Mission Bell Ln	HL No. 39
1938	Lucretia Malcolm House	Tudor Revival Builder: H. L. Jackson	9279 Fletcher Dr	HL No. 42
1938	Martin Christopher House	Mission Revival Builder: Dennstedt Building Co.	8505 Lemon Ave	HL No. 19
1938	Simard House	Mediterranean Revival Builder: Lilian Rice	9339 Lemon Ave	HL No. 34
1939	United States Post Office Building	Art Moderne Builder: Not Listed	8391 La Mesa Blvd	HL No. 25
1939	Jensen House	Spanish Revival/Ranch Builder: Henry H. Prebisius	9125 Dillon Dr	HL No. 37
1943	Christopher & Marie Hinck House	Mediterranean Revival Builder: Not Listed	9397 Lemon Ave	HL No. 48
1952	Cole Residence	Post-and-Beam Builder: Lloyd Ruocco	5628 Nokomis St	HL No. 33
1953	Styles House	Ranch Kit House/Post-and-Beam Builder: Cliff May & Chris Choate	8545 Chevy Chase	HL No. 32
1955	Wetherell Residence	Contemporary Modern Builder: C.J. Paderewski	8760 Alpine Ave	HL No. 44
1955	Adams Residential Complex	Contemporary Modern/Custom Ranch Builder: John Mortenson Landscape Arch: Wimmer & Yamada	9425 Lemon Ave	HL No. 47
1956	Orlando & Marie Johann Residence	Contemporary Modern/Custom Ranch Builder: Not Listed	4511 Miramonte St	HL No. 52
1956	Diamond Residence	Custom Ranch Builder: Diamond Construction Co.	9353 Lemon Ave	HL No. xx

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### Custom Ranch Style

Constructed in 1956, the 9353 Lemon Avenue property is an example of a Custom Ranch style residence. During the 1950s-1970s period of development, the San Diego region was developed with Ranch style and Contemporary single-family dwellings, both within larger comprehensively developed tracts, replete with commercial, civic, religious, and public serving buildings, and as custom designs that infilled available parcels throughout the region.

The Ranch style house first emerged in the early 1930s, when in 1932, Architect Cliff May designed the first of its kind in San Diego. May would go on to design hundreds of custom Ranch style homes in the Southern California region, which he coined the California Ranch House, that would evolve into the traditional mid-century Ranch house we know today. Initially designed to be low-cost tract housing, the style was not intended to be eye-catching. Its low-profile appearance and plain use of materials was a precursor architectural style to the post-WWII homes that emphasized privacy and extended the Minimal Traditional-style aesthetic popularized in the 1930s and 1940s. In the 1950s, Ranch style homes represented sheltered privacy and a sense of security from the happenings of the Cold War, when civil defense needs stressed strength of the family and home as assets for the country. Throughout the United States, the Ranch style dominated residential tracts developed in the 1950s, 1960s, and 1970s. Inspired by the sprawling Spanish haciendas scattered throughout Mexico and Southern California in the 1800s, but shrunken to individual 1/8 - 1/4 acre lots, the hacienda floor plan was adapted for modern living with stretched interior spaces in a linear, L-shaped, U-shaped, or H-shaped fashion, and embraced the outdoors through redefining courtyards and patios as out-door "rooms." New meaning was given to the roles and locations of rooms. The kitchen was brought forward to the front of the house and the living room, because of the house's shallow depth, usually opened to both the front and rear of the dwelling. Ranch style homes typically had open floor plans, combining the kitchen, dining, and living room into one communal family area. *Sunset Magazine's* 1958 publication "Western Ranch Houses by Cliff May" further popularized the style.

Residential tracts developed in the 1950s-1970s period typically offered larger lots, lower and more horizontally oriented structures, and groupings of different shapes, planes, materials, colors, and textures. Rather than offering just one or two models, developers commissioned architects to design several basic floor plans and elevations for their home models, with each developer then offering custom upgrades relating to interior and exterior fixtures and finishes. As the suburban building trend continued, consistent with increased promotion of and reliance on the automobile, garages were expanded to accommodate two vehicles and the garage portion of Ranch style homes were oriented toward the street.

Builders advertised a variety of Ranch styles including Tract Ranch, Split-Level, Contemporary, and Custom Ranch. Tract Ranch homes are typically single-story, with several stylistic variations including Colonial or Spanish Hacienda. In hilly neighborhoods, the Ranch style is occasionally adjusted to accommodate a split-level or two-story home, in which case the typology is identified as a Split-Level Ranch or a Raised Ranch. This variation can be found scattered around San Diego in previously established neighborhoods such as Point Loma, Mission Hills, Kensington, Rolando, and La Mesa which offered gently sloping in-fill lots. Tract Ranch style homes often exhibit "Birdhouse" or "Cinderella" details, including gingerbread trim (a Cinderella feature) and dovecotes (Birdhouse features). Due to the mass production of Tract Ranch homes following World War II, examples of this style are abundant in the San Diego region.

With elevated style in mind, developers additionally constructed Contemporary style tracts in response to demand for housing that reflected the latest architectural aesthetic, stylistic details, and materials including interior courtyards, aluminum framed windows, sliding-glass doors, flat roofs, masonry screen walls, and clerestory and transom units at primary facades and on attached carports or garages. The landscape style was as modern as the homes, featuring junipers and clustered palms with lava rock and seeded aggregate paving. In addition to its use as a style for tract housing, the Contemporary style was ubiquitous in San Diego during the 1950s and 1960s as a style for commercial and other public-use buildings and streetscapes. The Contemporary style was widely used on major streets and boulevards throughout the

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region. These buildings display many of the same design features as Contemporary style homes, such as angular massing, varied materials use, and unusual roof forms, especially on free-standing commercial buildings.

Custom Ranch construction is differentiated from Tract Ranch and Contemporary Tract styles because these homes were typically custom designed with a specific client in mind. Designers of these custom homes include noted San Diego designers such as Cliff May, Richard Wheeler, C.J. Paderewski, and Weir Brothers Construction. Custom Ranch Homes are generally much more lavish than their tract counterparts; they frequently included a large, landscaped property, with a deep street setback creating a generous front yard. These homes may also feature larger garages, motor courts, servant's quarters, expanded kitchens, and generous living spaces. Like Tract Ranch housing, materials and detailing are generally traditional. Typical exterior materials include wood siding, custom cut stone, concrete block, brick, and even adobe. Detailing may include paneled wood doors, divided lite windows, wood shutters, and prominent chimneys. Generally, Custom Ranch homes exhibit a high degree of individualization. These homes were marketed to moderate to high income buyers and offered "contemporary" styling, modern amenities, and sprawling floor plans.

In the San Diego area, examples of Custom Ranch developments can be found in Del Cerro, Highlands, Alvarado Estates, College View Estates, Mt. Helix, and parts of Point Loma and La Jolla. Character-defining features of the Custom Ranch style are listed below and referred to in the City of San Diego Modernism Historic Context Statement.

#### Primary

- Horizontal massing, wide to the street.
- Typically, single-story.
- Custom details (wood shutters, large wood windows, or large prominent brick or stone chimneys).
- Prominent low-sloped gabled or hipped roofs with deep overhangs.

#### Secondary

- Sprawling floor plan frequently "L" or "U" shaped around a central courtyard.
- Large, attached carports or garages.
- Expensive building materials (wood shingle roofing, wood siding, brick, stone, and adobe), more generous in materials and craftsmanship than tract homes.

Properties eligible for individual designation should retain distinctive character defining features historically present on the resource.

#### **Diamond Construction Company, 1927-1974**

Founded in August of 1927, the Diamond Construction Company was a family-owned business established by Palmer "Delos" Diamond.<sup>17</sup> Based in San Diego, the company specialized in residential architecture ranging from standardized plans to custom designed residences for low and middle income families. Under the leadership of Diamond's two sons, Norval, a licensed architect, and Darrell, a licensed engineer, the company designed and constructed several single-family and multi-family properties throughout the San Diego region between the late 1920s and 1970s. At least 200 properties located in the Pacific Beach, Ocean Beach, Mission Beach, La Jolla, Point Loma, Bay Park, City Heights, Barrio Logan, Coronado, Lemon Grove, Encanto, Spring Valley, Little Italy, Talmadge, North Park, Escondido, and La Mesa neighborhoods of San Diego, are attributed to the family-owned business (See Table 3 below). Homes produced by the Diamond Construction Company were built in the Spanish Revival, Tudor Revival, Mission Revival, Colonial Revival, Spanish Eclectic, Minimal Traditional, and Ranch architectural styles. For much of the company's history, they benefited from Federal Housing Administration (FHA) loan programs and adopted the business strategy of buying vacant lots, and later subdivisions, to construct low-cost housing funded by the FHA. The company is recognized primarily for their work in the Bay Park Village, the "Garden Home" in La Jolla, and for the Diamond Tract in La Mesa.<sup>18</sup>



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Born in 1871, P. Delos Diamond, the founder of the company, was a native of Illinois who relocated with his family to California during the 1920s. Between the late 1890s and early 1920s, Delos Diamond worked as a building contractor constructing high quality, attractive, yet affordable housing in and around the greater Chicago metropolitan area. By the early 1900s, he established and managed his own company known as the P. D. Diamond & Company, later renamed Bright-Diamond Construction in 1920.<sup>19</sup> Through his company, Diamond oversaw the construction of several single-family properties designed in the Chicago Bungalow style, an architectural style predominantly associated with working class and immigrant communities. Over the years, Delos Diamond established partnerships with prominent architects and builders, including noted architects William K. Johnston and Frank Lloyd Wright.<sup>20</sup>

In 1917, Diamond worked with Frank Lloyd Wright in the development of the Beverly and Morgan Park neighborhoods of Chicago.<sup>21</sup> The project was part of the American System-Built Homes (ASB Homes), a movement dedicated to providing high quality, aesthetically pleasing, and affordable homes to the general public.<sup>22</sup> Spearheaded by Wright in 1911, the movement was based on more than 960 of his designs and consisted of standardized kit homes that were pre-cut and made ready to ship for assembly.<sup>23</sup> However, while Wright's attempt to bring better housing to the masses greatly reduced labor costs and waste, only about twenty ASB Homes were ever produced in the States of Wisconsin, Illinois, Indiana, and Iowa.<sup>24</sup> In Illinois, the Guy C. Smith House (10410 S. Hoyne Avenue) and the H. H. Hyde Residence (10541 S. Hoyne Avenue) were directly associated with Diamond and located within the present-day designated Ridge Historic District. Although Delos Diamond had prior experience in the construction of affordable housing, his time with Wright helped shape his design ethos, which his sons would later inherit.

In 1920, Delos Diamond was hired by the Chicago Housing Association as the superintendent of the Chicago Housing Project. The project was an experiment created to address the housing crisis in Chicago and was monitored by economists from all over the United States.<sup>25</sup> As superintendent, Diamond successfully managed the construction of more than 175 homes near Chicago's South Side neighborhood. The housing project was covered by major newspaper publications around the country, including the *Washington Herald*, *Tacoma Daily Ledger*, *Chicago Daily News*, and *Los Angeles Times*.<sup>26</sup> His involvement in the project would later allow him to gain employment as a housing problem "expert" in Los Angeles, California.<sup>27</sup>

By 1924, Delos Diamond relocated to California with his family where he later established the Diamond Construction Company in 1927.<sup>28</sup> Through the company, he constructed single-family and multi-family housing in the Los Angeles area where the Diamond family lived in Glendale.<sup>29</sup> Early properties associated with the Diamond Construction Company were constructed in the Spanish Revival style and featured stucco façade, arched colonnade, arched windows, flat and gabled roofs topped with terracotta tiles, and attached garage.<sup>30</sup> In 1929, Delos Diamond moved to San Diego, while his family remained in Los Angeles, and began expansion into the San Diego market.<sup>31</sup> In November of that year, the Diamond Construction Company constructed the 1245 Garnet Avenue property in Pacific Beach, the first property associated with the company in San Diego (no longer extant).<sup>32</sup> The single-family residence would later serve as the Diamond family residence and company office.<sup>33</sup> Delos Diamond continued to work in San Diego constructing single-family residences until his death in November of 1930 at the age of 59.<sup>34</sup>

Following his death, Delos Diamond's sons assumed control of the Diamond Construction Company.<sup>35</sup> His eldest son, Palmer "Darrell" Diamond, had an engineering degree from the University of Southern California.<sup>36</sup> The second oldest son, Norval, graduated from the University of Southern California with a Bachelor of Science in Architectural Engineering in the summer of 1930.<sup>37</sup> With Norval as the architect and Darrell as an engineer, they would continue the legacy their father started, constructing several single-family and multi-family properties throughout the San Diego area. Their youngest brother, Aubrey, and nephew Thomas would later take part in the business as co-owners.<sup>38</sup>

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By the mid-1930s, the Diamond Construction Company had gained recognition as one of the leading building companies in San Diego. The company became known for their affordable yet high quality style homes, at a time when both the construction industry and homeowners were impacted by the Great Depression. From their office and family residence, located at 1245 Garnet Street, the Diamond brothers produced several standardized single-family cottage and bungalow house types. Averaging between \$1,500 and \$5,000, both house types were humble yet attractive, and within economic reach for the average income family.<sup>39</sup> Many of the company's properties were designed with characteristics in the Spanish Revival, Spanish Eclectic, Colonial Revival, Mission Revival, and Tudor Revival architectural styles. Bungalows typically featured a compact, one-story floor plan, stucco facade, wood-framed windows, flat or cross gabled roofs topped with terracotta tiles, and stucco chimneys. Cottages were generally vernacular in construction, compact, one-story, clad in wood clapboard, with wood-framed windows, decorative shutters, and gabled roofs. These property types were built predominantly in the Pacific Beach, Ocean Beach, and Mission Beach neighborhoods, but could be found throughout San Diego.

In addition to their standardized bungalow and cottage property types, the company also designed custom residences. One of the most notable examples of the company's early work in the Spanish Revival style is the 2435 Marilouise Way property in Mission Hills. Constructed in 1933, the dwelling is a split-level residence that features a street-level attached garage, wood casement and wood fixed multi-lite windows, cross-gabled roof topped with terracotta tiles, exposed rafter ends, a stucco façade, stucco chimney, pilasters, and wood spindles balusters. The residence resembles the Spanish Revival properties his father had designed in Los Angeles. The neighboring property, 2445 Marilouise Way, was also designed by the Diamond Construction Company and shares a similar floor plan and Spanish Revival aesthetic, despite being altered over the years.<sup>40</sup>

In 1937, the Diamond Construction Company participated in the Bay Park Village Model Home Exposition, a residential development located in present-day Bay Park. The company was one of eighteen building contractors that participated in the exposition, which included the Dennstedt Building Company, Depew Building Company, W. B. Watson, A.R. Georgia & Son, C. H. Tifal, D. C. Stevens, G. F. Samuel & Son, R. B. Lutes, Stanley J. Nash, T. J. Lords, Stallard and Oates, Carl B. Hayes, Joseph C. Kelly, Ira. M. Johnson, Louis Moisan, and P. M. Burroughs. Recorded as San Diego County subdivision tract no. 2209, the new development was established by Harold J. Peterson of the Peterson Realty Company and gained widespread publicity for its affordable housing and use of the "Neighborhood Unit" design scheme. The design concept was introduced in 1929 by noted urban planner Clarence Perry. The formula-like design was conceived as a comprehensive planning tool for urban planners to use to design self-contained residential neighborhoods within walking distance or proximity to essential institutional, commercial, and recreational-use properties.<sup>41</sup>

Following its inauguration, the Bay Park Village development was featured in the June 1937 edition of the *American Builder and Building Age* and caught the attention of FHA officials from Washington D. C..<sup>42</sup> Upon inspecting the development, three ranking FHA officials stated that "Bay Park Village is a conspicuous example of planned community development faithfully following the recommendation of the FHA and its campaign to encourage home ownership."<sup>43</sup> Within the first three months of its opening, more than 40,000 visitors attended the Exposition to inspect 18 moderately priced homes of various architectural styles.<sup>44</sup> The models offered were intended to appeal to "those with average salaries, wages, and other income."<sup>45</sup> Local building companies that participated in the exposition had the opportunity to present their FHA approved single-family designs to the general public. Visitors who attended were also invited to vote on the "Prettiest House," earning the winner "a choice lot" as a prize. Winners of the contest included W. B. Watson (1<sup>st</sup> Place), Stallard and Oates (2<sup>nd</sup> Place), and Joseph C. Kelly (3<sup>rd</sup> Place).<sup>46</sup> One of the dwellings identified with the Diamond Construction Co. was the 2935 Erie Street property for Mr. and Mrs. Archie L. Maclennan.<sup>47</sup> Although the Diamond Construction Company was not among the award winning builders in the subdivision, their "Garden Home" in La Jolla would earn them individual local recognition.

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In 1939, the Diamond Construction Company constructed the 5925 La Jolla Boulevard property in La Jolla known as the "Garden Home." Designed by Norval Diamond, the single-family residence was constructed in the Custom Ranch architectural style. The design featured a sprawling, single-story, open floor plan, attached oversized double garage, terrace, chimney, walled-in garden, and emphasized one of the key characteristics of mid-century design movement by blending interior and exterior spaces to form a connection with the outdoors. The property was advertised as a home "for those who wish to make the most of outdoor living, through the combination of terrace garden with regular living quarters." The bed, living, and dining areas opened directly to the terrace or walled-in garden. Local newspapers praised the new home as "an example of what can be accomplished through the FHA home financing."<sup>48</sup> The property was open to the public and saw several thousands of visitors within the first week.<sup>49</sup> In many ways the design concepts utilized in the construction of the residence were ahead of its time and were not commonplace until the 1950s. The "Garden Home" would later serve as a blueprint for the company's Custom Ranch style designs.

By the 1940s, San Diego began to experience a housing shortage as a direct result of World War II. The population of San Diego grew significantly as servicemen and civilian workers relocated to the area within proximity to defense-related industries. Consequently, it created an immense and immediate need for housing that could be constructed quickly and affordably. The Diamond Construction Company began to construct standardized Minimal Traditional style single-family and multi-family properties throughout the San Diego area. Minimal Traditional houses could be built quickly and offered practical floor plans which met FHA specifications for design and construction standards. As a result, the style could be seen all over California and later the nation both as single build and as tract homes. While the company did construct some single-family residences in the Minimal Traditional style prior to the war, properties constructed during this time were simple, boxy, one-story dwellings, with minimal decorative details. The only distinctive example of the company's work in the Minimal Traditional style identified is the 3319 Udall Street property in Point Loma. Constructed in 1940 prior to the war, the dwelling is a two-story residence with characteristics in the Colonial Revival style, and features a rectangular floor plan, stucco façade, low-pitched hipped roof, stucco chimney, fixed decorative window shutters, pilasters, and a central main entryway.

During the 1950s, the Diamond Construction Company continued to build residential properties, many of which were financed by the FHA.<sup>50</sup> The company developed three residential developments in La Mesa, Coronado Island, and Pacific Beach. Their most promoted development was the Diamond Tract in La Mesa. Established in 1952, the Diamond Tract was featured as part of National Home Week (NHW), one of the most widely observed housing festivals in the United States. The event was launched in 1948 by the National Association of Home Builders as "a demonstration of ways the industry had modernized its practices and products."<sup>51</sup> Leading builders understood that the NHW had the potential to strongly concentrate consumer attention and encourage the purchase of new homes. The development was mentioned by the *San Diego Union* and the *Evening Tribune*, and it was the company's first tract development. Identified as Map No. 02885, the Diamond Tract is bound to the north by Amherst Street, to the east by 68<sup>th</sup> Street, to the west by 69<sup>th</sup> Place, and to the south by Rosefield Drive.<sup>52</sup> Single-family residences constructed in the development were built predominantly in the Minimal Traditional style with transitional characteristics in the Ranch style. These properties are single-story with a horizontal massing, and feature low-pitched gabled roofs, a moderate eave overhang, attached garage, stucco or wood-siding exterior, and minimal detail throughout. Only the 4860 69<sup>th</sup> Place and 6959 Eberhart Street properties were constructed in the Contemporary Ranch style. The 4831 69<sup>th</sup> Place was one of the model homes in the subdivision that was featured during the National Home Week in 1953.<sup>53</sup>

In 1956, the company acquired property on Coronado Island and in Pacific Beach. In Coronado, 27 lots were purchased from the San Diego and Eastern Railway. Nine lots were located on Block 146, an irregular parcel bound by 3<sup>rd</sup> Street, Glorietta Place, and Pomona Avenue, and eighteen lots were located on the westerly half of Block 149, running from 2<sup>nd</sup> and 3<sup>rd</sup> Streets.<sup>54</sup> A total of 28 lots were divided and developed from the purchase. Homes were constructed in the Tract Ranch style and shared an L-shaped floor plan, hipped roof, wide eave overhang, stucco cladding, and attached garage. In

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Pacific Beach, an 82.3-acre parcel was acquired by Norval Diamond on behalf of the company and developed as the Sapphire Terrace tract.<sup>55</sup> Recorded as Map No. 3610, the subdivision was bound by Turquoise Street, Dawes Street, Tourmaline Street, and Sapphire Street. The company constructed mostly Tract Ranch dwellings in the subdivision. The 1101 Sapphire Street property was the only Custom Ranch property identified on the development and features common characteristics in the style with minimal decorative details. The company's most notable example in the Custom Ranch style at this time was the subject property at 9353 Lemon Avenue in La Mesa.

Constructed in August 1956, 9353 Lemon Avenue was built for Palmer "Darrell" Diamond. The residence featured a one-story rambling floor plan, board-and-batten siding, a low-pitched gabled roof with deep eave overhang, attached garage, recessed main entryway, prominent chimney, a large, landscaped property and associated hardscape, deep street setback, angled windows below the gable end, louvered windows, and custom details such as a designated dark room and locally quarried stone visible on the dwelling and adjoining walls. The property was one of the first dwellings designed by the company that incorporated several design elements visible in the company's 1939 "Garden House" in La Jolla. Upon its completion, the dwelling exhibited a high level of individualization not commonly associated with other local building companies. In 1957, 9353 Lemon Avenue was one of seven properties featured as part of the Grossmont Hospital Women's Auxiliary Home and Garden Tour. It was advertised as a modern home, with "a combination of painted concrete block, field stone, wood, and stucco," and a "fireplace of unusual design."<sup>56</sup>

In December of 1960, the Diamond Construction Company filed for articles of incorporation.<sup>57</sup> By this time, the Diamond brothers had stepped down from the family business and retired. The Diamond Construction Company, Inc. was now headed by Wallace R. Rodgers, his wife Barbara, and Frank A. Woelke. Rodgers was a building superintendent from Vista and Woelke was a building contractor from Escondido.<sup>58</sup> Their association with the Diamond family was not identified. Under their leadership, the company continued to produce single-family residences in the Custom Ranch style, though none would exhibit the level of individualization as the 9353 Lemon Avenue property. In 1974, the Diamond Construction Company ceased operations and is listed as inactive as of May 3<sup>rd</sup> of that year.<sup>59</sup> Although the company is no longer active, their legacy in San Diego's built environment remains in the homes they designed between the 1920s and 1970s. They are among several builders, designers, and architects who contributed to San Diego's post-World War II development.

Today, only one property associated with the company has been found eligible as part of a larger historic district. The 3202 Isla Vista Drive property was constructed in 1935 in the Minimal Traditional style. In 2007, the property was found historically significant as part of Islenair Historic District in the City Heights neighborhood and assigned a 5D1 status code (contributor to a multi-component resource that is listed or designated locally).<sup>60</sup> Although no Diamond Construction Company properties have been individually designated, the company is significant as an acclaimed builder for their prolific work and emphasis on the construction of affordable housing during the Depression and post-war period in the tract and later custom ranch styles. Only seven known works by Diamond Construction Company were designed in the Custom Ranch style, two of which are located in the City of La Mesa. Within their portfolio of properties, 9353 Lemon Avenue stands out for its architectural quality and design and for its embodiment of the Custom Ranch style aesthetic.

City Directory listings for the Diamond Construction Company are included as **Table 2**. A list of the company's known residential designs is included as **Table 3**.

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**Table 2. Newspaper & San Diego City Directory Listings for Diamond Construction Company, 1927-1974.**

Date	Occupation Listed	Address
1927-1928	Diamond Construction Company	709 S. Hope Street Los Angeles
1929-1938	Diamond Construction Co., Building Contractors	1245 Garnet Street, Pacific Beach
1947-1960	Diamond Construction Co., Building Contractors	2003 Moore Street, Old Town
1967-1974	Diamond Construction Co. Inc., Building Contractors	333 Beech Street Escondido

**Table 3. Identified Properties Attributed to the Diamond Construction Co, 1928-1972.**

Year Built (Approx.)	Address	Architectural Style	Source	Extant
1928	Not Identified	Multi-family Duplex	<i>Los Angeles Times</i> , November 11, 1928	Not Identified
1929	1245 Garnet Avenue Pacific Beach	Not Identified; SFR	<i>Evening Tribune</i> , November 9, 1929	No Longer Extant
1930	955-7-9 Wilbur Avenue Pacific Beach	Not Identified; Multi-Family	<i>Evening Tribune</i> , March 13, 1930	No Longer Extant
1930	4017 Shasta Street Pacific Beach	Spanish Revival Cottage SFR	<i>Evening Tribune</i> , March 29, 1930	Extant; Heavily Altered
1930	2253 Sunset Cliffs Blvd Ocean Beach	Spanish Revival Bungalow SFR	<i>Evening Tribune</i> , May 16, 1930	Extant; Heavily Altered
1930	2263 Sunset Cliffs Blvd Ocean Beach	Spanish Revival Bungalow SFR	<i>Evening Tribune</i> , May 16, 1930	Extant
1930	822 Dover Court Mission Beach	Tudor Revival SFR	<i>Evening Tribune</i> , May 17, 1930	Extant
1931	1304 Garnet Ave Pacific Beach	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , January 25, 1931	No Longer Extant
1931	4840 Saratoga Ave Ocean Beach	Spanish Revival Cottage SFR	<i>San Diego Union &amp; Daily Bee</i> , February 1, 1931	Extant; Altered
1931	1175 Pacific Avenue Pacific Beach	Cottage SFR	<i>Evening Tribune</i> , March 3, 1931	No Longer Extant
1931	4669 Brighton Avenue Ocean Beach	Cottage/Colonial Revival SFR	<i>Evening Tribune</i> , April 16, 1931	Extant; Altered
1932	1111 Pacific Avenue Pacific Beach	Not Identified; SFR	<i>Evening Tribune</i> , May 24, 1932	No Longer Extant
1932	3811 Kendall Street Pacific Beach	Cottage/Colonial Revival SFR	<i>Evening Tribune</i> , December 30, 1932	No Longer Extant
1933	2255 Froude Street Ocean Beach	Not Identified; SFR	<i>Evening Tribune</i> , May 6, 1933	No Longer Extant
1933	5630 Beaumont Ave La Jolla	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , Sep 8, 1933	Unknown
1933	4845 Marilouise Way Mission Hills	Spanish Eclectic SFR	<i>Evening Tribune</i> , August 16, 1933	Unknown

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1933	4445 Marilouise Way Mission Hills	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , Sep 16, 1933	Unknown
1933	850 West Upas Street Bankers Hill	Colonial Revival SFR	<i>Evening Tribune</i> , August 31, 1933	Extant; Altered
1933	5611 Beaumont Ave La Jolla	Mission Revival SFR	<i>Evening Tribune</i> , August 25, 1933	Extant
1933	2435 Marilouise Way Mission Hills	Spanish Revival SFR	<i>Evening Tribune</i> , September 12, 1933	Extant
1934	1148 Archer Street La Jolla	Not Identified; SFR	<i>Evening Tribune</i> , January 8, 1934	No Longer Extant
1934	4829 Pescadero Ave Ocean Beach	Spanish Revival Cottage SFR	<i>San Diego Union &amp; Daily Bee</i> , January 9, 1934	No Longer Extant
1935	3202 Isla Vista Dr. City Heights	Minimal Traditional SFR	<i>Evening Tribune</i> , April 11, 1935	Extant; 5D1 Status Code
1935	4678 Orchard Ave Ocean Beach	Frame Cottage Duplex; Multi-family	<i>Evening Tribune</i> , May 8, 1935	No Longer Extant
1935	702 Jersey Court Mission Beach	Frame/Stucco Cottage; SFR	<i>San Diego Union &amp; Daily Bee</i> , May 20, 1935	No Longer Extant
1935	3411 Goldfinch Street Middletown	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , May 30, 1935	Altered
1935	821 San Juan Place Mission Beach	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , June 21, 1935	Altered
1935	4529 Altadena St Talmadge	Not Identified; SFR	<i>Evening Tribune</i> , June 25, 1935	No Longer Extant
1935	1027 Beryl Street Pacific Beach	Cottage/Colonial Revival; SFR	<i>San Diego Union &amp; Daily Bee</i> , August 11, 1935	Extant
1935	4680 Orchard Ave Ocean Beach	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , October 4, 1935	Heavily Altered
1935	2211 Froude Street Ocean Beach	Minimal Traditional SFR	<i>Evening Tribune</i> , November 16, 1935	Extant
1935	4445 Narragansett Ave Point Loma	Minimal Traditional SFR	<i>San Diego Union and Daily Bee</i> , November 16, 1935	Extant; Altered
1936	4461 Narragansett Ave Point Loma	Minimal Traditional/ Colonial Revival SFR	<i>Evening Tribune</i> , Jan 8, 1936	Extant
1936	4866, 4868, 4870 Brighton Ave Ocean Beach	Cottage/Colonial Revival; Multi-family	<i>Evening Tribune</i> , January 28, 1936	Extant
1936	4422 Coronado Ave Ocean Beach	Not Identified; SFR	<i>Evening Tribune</i> , February 8, 1936	No Longer Extant
1936	4884 Coronado Ave Ocean Beach	Spanish Revival/Bungalow SFR	<i>Evening Tribune</i> , February 11, 1936	Altered
1936	4922-24 W. Point Loma Ocean Beach	Not Identified; Multi- family	<i>Evening Tribune</i> , February 26, 1936	No Longer Extant
1936	4383 Montalvo Street Point Loma Heights	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , March 17, 1936	Extant; Heavily Altered

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Year Built (Approx.)	Address	Architectural Style	Source	Extant
1936	4673 Del Mar Ave Ocean Beach	Cottage; SFR	<i>Evening Tribune</i> , March 20, 1936	Extant
1936	4665 Del Mar Ave Ocean Beach	Cottage; SFR	<i>Evening Tribune</i> , March 20, 1936	Extant
1936	2965 Ocean Front Mission Beach	Not Identified; SFR	San Diego Union & Daily Bee, March 11, 1936	No Longer Extant
1936	4679 36th Street Normal Heights	Minimal Traditional; Multi-family	<i>Evening Tribune</i> , May 23, 1936	Extant; Altered
1936	741 W. Upas Street Middletown	Minimal Traditional; SFR	<i>San Diego Union &amp; Daily Bee</i> , May 27, 1936	Extant; Altered
1936	2937 Morena Blvd Bay Park	Not Identified; SFR	<i>Evening Tribune</i> , June 2, 1936	No Longer Extant
1936	4669 Del Mar Ave Ocean Beach	Colonial Revival Cottage SFR	<i>Evening Tribune</i> , June 9, 1936	Extant
1936	4405 Narragansett Ave Point Loma Heights	Colonial Revival Cottage SFR	<i>Evening Tribune</i> , June 26, 1936	Extant
1936	4774 Del Mar Ave Ocean Beach	Minimal Traditional SFR	<i>Evening Tribune</i> , Aug 4, 1936	Extant
1936	4438 Niagara Ave Point Loma Heights	Minimal Traditional SFR	<i>Evening Tribune</i> , October 15, 1936	Extant
1936	2650 Strandway Mission Beach	Not Identified; SFR	<i>Evening Tribune</i> , November 17, 1936	No Longer Extant
1936	2025 Bacon Street Ocean Beach	Spanish Revival Cottage SFR	<i>Evening Tribune</i> , November 18, 1936	Extant
1936	2819 Goldfield Street Bay Park	Not Identified; SFR	<i>Evening Tribune</i> , December 2, 1936	No Longer Extant
1936	4825 Coronado Ave Ocean Beach	Not Identified; SFR	<i>Evening Tribune</i> , December 7, 1936	No Longer Extant
1937	4269 Landis Street City Heights	Minimal Traditional SFR	<i>Evening Tribune</i> , February 16, 1937	Extant
1937	4261 Landis Street City Heights	Minimal Traditional SFR	<i>Evening Tribune</i> , February 16, 1937	Extant
1937	3693 Van Dyke Ave City Heights	Minimal Traditional SFR	<i>Evening Tribune</i> , February 16, 1937	Extant
1937	2012 Guizot St Point Loma Heights	Colonial Revival Cottage SFR	<i>Evening Tribune</i> , February 18, 1937	Extant
1937	4476 Narragansett Ave Point Loma Heights	Minimal Traditional SFR	<i>Evening Tribune</i> , February 26, 1937	Extant; Altered
1937	4747 Long Branch Ave Ocean Beach	Colonial Revival Cottage SFR	<i>Evening Tribune</i> , March 6, 1937	Extant; Altered
1937	4642 Voltaire St Ocean Beach	Colonial Revival Cottage SFR	<i>Evening Tribune</i> , March 24, 1937	Extant
1937	5157-63 Cape May Ocean Beach	Cottage; Multi-family	<i>Evening Tribune</i> , March 26, 1937	No Longer Extant
1937	5129 Muir Ave Ocean Beach	Cottage SFR	<i>Evening Tribune</i> , April 1, 1937	No Longer Extant
1937	4865-7 Brighton Ave Ocean Beach	Cottage Court; Multi-family	<i>Evening Tribune</i> , April 21, 1937	No Longer Extant
1937	1780-92 Bacon Street Ocean Beach	Cottage; Multi-family	<i>San Diego &amp; Daily Bee</i> , April 24, 1937	Extant; Altered

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Year Built (Approx.)	Address	Architectural Style	Source	Extant
1937	703 San Jose Pl / 3795 Ocean Front Walk Mission Beach	Cottage Court; Multi-family	<i>Evening Tribune</i> , May 4, 1937	Extant
1937	4920-24 Brighton Ave Ocean Beach	Cottage Court; Multi-family	<i>San Diego &amp; Daily Bee</i> , May 7, 1937	Extant
1937	5184-85 Cape May Ave Ocean Beach	Not Identified; Multi-family	<i>Evening Tribune</i> , May 13, 1937	No Longer Extant
1937	718 Asbury Court Mission Beach	Minimal Traditional; Multi-family	<i>Evening Tribune</i> , May 08, 1937	Extant
1937	1245 Felspar Street Pacific Beach	Cottage SFR	<i>Evening Tribune</i> , August 13, 1937	No Longer Extant
1937	1261 Felspar Street Pacific Beach	Minimal Traditional SFR	<i>Evening Tribune</i> , August 13, 1937	Extant
1937	1177 Oliver Ave Pacific Beach	Colonial Revival Cottage SFR	<i>San Diego Union</i> , September 14, 1937	Extant
1937	1173 Pacific Beach Dr Pacific Beach	Not Identified; SFR	<i>Evening Tribune</i> , October 21, 1937	No Longer Extant
1937	5144 Cape May St Ocean Beach	Colonial Revival Cottage SFR	<i>Evening Tribune</i> , November 5, 1937	Extant; Altered
1937	1767 Grand Ave Pacific Beach	Not Identified; SFR	<i>Evening Tribune</i> , November 18, 1937	No Longer Extant
1937	4912 W. Pt. Loma Blvd Ocean Beach	Not Identified; SFR	<i>San Diego &amp; Daily Bee</i> , May 27, 1937	No Longer Extant
1938	5026-32 Cape May Ave Ocean Beach	Cottages Court; Multi-family	<i>Evening Tribune</i> , January 18, 1938	Extant
1938	5059 Del Monte Ave Ocean Beach	Minimal Traditional SFR	<i>Evening Tribune</i> , Feb 7, 1938	Extant; Altered
1938	4639 Pico St Pacific Beach	Not Identified; SFR	<i>Evening Tribune</i> , March 9, 1938	No Longer Extant
1938	2105 Torrey Pines La Jolla	Not Identified; SFR	<i>Evening Tribune</i> , March 23, 1938	No Longer Extant
1938	5091 Santa Monica Ocean Beach	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , March 29, 1938	No Longer Extant
1938	4608 Long Branch Ave Ocean Beach	Colonial Revival Cottage SFR	<i>Evening Tribune</i> , April 21, 1938	Extant
1938	5050 Cape May Ave Ocean Beach	Not Identified; SFR	<i>San Diego &amp; Daily Bee</i> , June 10, 1938	No Longer Extant
1938	4518-22 Saratoga Ave Point Loma Heights	Cottage; Multi-family	<i>Evening Tribune</i> , July 21, 1938	Extant; Altered
1938	4811 Newport Ave Ocean Beach	Not Identified; Commercial Bldg.	<i>Evening Tribune</i> , August 1, 1938	No Longer Extant
1938	4850 Del Monte Ocean Beach	Cottage; SFR	<i>San Diego &amp; Daily Bee</i> , September 22, 1938	No Longer Extant
1938	4030 Haines St Ocean Beach	Not Identified; SFR	<i>San Diego &amp; Daily Bee</i> , October 18, 1938	No Longer Extant
1938	2728-30 Wightman North Park	Minimal Traditional; Duplex	<i>Evening Tribune</i> , November 17, 1938	Extant
1938	880 Law St Pacific Beach	Cottage; SFR	<i>Evening Tribune</i> , December 30, 1938	No Longer Extant



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1939	4474 Haines St Pacific Beach	Colonial Revival Cottage; SFR	<i>Evening Tribune</i> , January 30, 1939	Extant
1939	5925 La Jolla Blvd La Jolla	Custom Ranch SFR	<i>Evening Tribune</i> , February 1, 1939	Extant; Altered
1939	4385 Narragansett Ave Point Loma Heights	Minimal Traditional SFR	<i>Evening Tribune</i> , June 11, 1939	Extant
1939	3345 Lucinda St La Playa	Not Identified; SFR	<i>Evening Tribune</i> , June 29, 1939	No Longer Extant
1939	724 Windemere Ct Pacific Beach	Not Identified; SFR	<i>Evening Tribune</i> , August 24, 1939	No Longer Extant
1940	3319 Udall Street Loma Portal	Minimal Traditional/Colonial Revival SFR	<i>Tribune-Sun</i> , March 5, 1940	Extant
1940	4910-16 Del Monte Ocean Beach	Minimal Traditional; Multi-family	<i>Evening Tribune</i> , April 12, 1940	Extant; Altered
1940	1505 Willow Street Rose-Fleet Ridge	Minimal Traditional SFR	<i>Evening Tribune</i> , April 17, 1940	Extant; Altered
1940	4881-85 Santa Cruz Ave Ocean Beach	Minimal Traditional Duplex; Multi-family	<i>Tribune-Sun</i> , April 27, 1940	Extant
1940	2168 Kettner Blvd Little Italy	Not Identified; Multi- family	<i>San Diego &amp; Daily Bee</i> , May 11, 1940	No Longer Extant
1940	4772-74 Narragansett Ocean Beach	Minimal Traditional; Multi-family	<i>San Diego &amp; Daily Bee</i> , June 25, 1940	Extant; Altered
1940	4815-17 Orchard Ave Ocean Beach	Minimal Traditional; Multi-family	<i>Tribune-Sun</i> , June 31, 1940	Extant; Altered
1940	1960 Wilbur Ave Pacific Beach	Not Identified; SFR	<i>San Diego &amp; Daily Bee</i> , Aug 21, 1940	No Longer Extant
1940	917-23 W. Ivy Street Little Italy	Not Identified; Multi- family	<i>Tribune-Sun</i> , September 11, 1940	No Longer Extant
1940	5076 Long Branch Ave Ocean Beach	Colonial Revival Cottage SFR	<i>San Diego &amp; Daily Bee</i> , October 30, 1940	Extant
1940	4966-72 Narragansett Ocean Beach	Minimal Traditional; Multi-family Duplex	<i>San Diego &amp; Daily Bee</i> , November 8, 1940	Extant
1941	4744-46 Orchard Ave Ocean Beach	Bungalow Court; Multi- family	<i>San Diego &amp; Daily Bee</i> , January 9, 1941	Extant
1941	4913-23 1/2 Saratoga Ocean Beach	Minimal Traditional; Multi-family	<i>San Diego &amp; Daily Bee</i> , January 29, 1941	Extant; Altered
1941	2073-81 Bacon Street Ocean Beach	Minimal Traditional Duplex; Multi-family	<i>San Diego &amp; Daily Bee</i> , April 30, 1941	Extant
1941	1453 G St Downtown	Commercial Bldg.	<i>San Diego &amp; Daily Bee</i> , March 12, 1941	No Longer Extant
1941	6664-66 La Jolla Blvd La Jolla	Minimal Traditional; Multi-family	<i>San Diego &amp; Daily Bee</i> , March 27, 1941	Extant
1941	4983-85 Brighton Street Ocean Beach	Minimal Traditional Duplex; Multi-family	<i>San Diego Union &amp; Daily Bee</i> , Sept 27, 1941	Extant
1946	342-356 Nautilus St La Jolla	Minimal Traditional; Multi-family Duplex	<i>San Diego Union &amp; Daily Bee</i> , Sept 28, 1946	Extant
1946	6329 Electric Ave La Jolla	Minimal Traditional; SFR	<i>San Diego &amp; Daily Bee</i> , October 10, 1946	Extant
1946	3653 Logan Ave	Minimal Traditional	<i>San Diego Union &amp;</i>	Extant

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Year Built (Approx.)	Address	Architectural Style	Source	Extant
	Barrio Logan	SFR	<i>Daily Bee</i> , October 26, 1946	
1946	1103 Law Street La Jolla	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , Dec 18, 1946	Extant
1947	4352 Niagara Ave Point Loma	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , Jan 4, 1947	No Longer Extant
1947	2142 Grand Ave Pacific Beach	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , Jan 23, 1947	No Longer Extant
1947	4666 Lotus Street Ocean Beach	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , Feb 5, 1947	Extant
1947	1151 Pacific Beach Dr Pacific Beach	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , August 14, 1947	No Longer Extant
1947	4821-27 Brighton Ave Ocean Beach	Minimal Traditional Duplex; Multi-family	<i>San Diego Union &amp; Daily Bee</i> , October 18, 1947	Extant
1947	1122 Missouri Street Pacific Beach	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , Oct 28, 1947	Extant
1947	6636 Electric Ave La Jolla	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , December 12, 1947	Extant; Altered
1947-48	942-48 & 950-56 Felspar Pacific Beach	Minimal Traditional; Multi-family	<i>San Diego &amp; Daily Bee</i> , December 25, 1947	Extant
1948	3406 Tennyson St Loma Portal	Minimal Traditional SFR	<i>San Diego &amp; Daily Bee</i> , August 25, 1948	Extant; Heavily Altered
1948	1127 Loring St Ocean Beach	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , November 17, 1948	Extant
1948	5085 Faniel St Pacific Beach	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , December 31, 1948	No Longer Extant
1949	2050-56 2nd Ave Bankers Hill	Minimal Traditional; Multi-family	<i>San Diego Union &amp; Daily Bee</i> , January 29, 1949	Extant
1949	3760-62 Birch St National City	Minimal Traditional; Multi-family	<i>San Diego Union &amp; Daily Bee</i> , Feb 5, 1949	Extant
1949	2449 E Street Golden Hill	Minimal Traditional SFR	<i>San Diego Union</i> , Apr 4, 1949	Extant; Altered
1949	5011 Narragansett Ave Ocean Beach	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , June 1, 1949	Extant
1949	3025 McCall St La Playa	Minimal Traditional; Multi-family	<i>San Diego Union</i> , July 1, 1949	Extant
1949	971-979 D Ave Coronado Island	Minimal Traditional; Multi-family	<i>Coronado Eagle and Journal</i> , October 6, 1949	Extant
1949	440-448 Orange Ave Coronado Island	Minimal Traditional; Multi-family	<i>Coronado Eagle and Journal</i> , July 7, 1949	No Longer Extant
1949	842 Missouri Street Pacific Beach	Minimal Traditional Duplex; Multi-family	<i>San Diego Union &amp; Daily Bee</i> , July 10, 1949	Extant

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1949	4199-25 Wabash City Heights	Minimal Traditional Duplex; Multi-family	<i>San Diego Union &amp; Daily Bee</i> , July 10, 1949	Extant; Altered
1949	1778 Bacon Street Ocean Beach	Minimal Traditional Duplex; Multi-family	<i>San Diego Union &amp; Daily Bee</i> , July 10, 1949	Extant
1949	440 Orange Ave Coronado	Minimal Traditional Duplex; Multi-family	<i>San Diego Union &amp; Daily Bee</i> , July 10, 1949	No Longer Extant
1949	710 Missouri St Pacific Beach	Minimal Traditional Duplex; Multi-family	<i>San Diego Union &amp; Daily Bee</i> , July 10, 1949	Extant
1949	1827 Grand Avenue Pacific Beach	Minimal Traditional SFR	San Diego Union, November 6, 1949	Extant
1950	7270 Mt Vernon Lemon Grove	Minimal Traditional SFR	<i>Tribune-Sun</i> , January 11, 1950	Extant
1950	2507 54th Street Oak Park	Minimal Traditional SFR	<i>Evening Tribune</i> , March 2, 1950	Extant; Altered
1950	3967 Massachusetts La Mesa	Minimal Traditional SFR	<i>Tribune-Sun</i> , March 15, 1950	Extant
1950	2236 Commonwealth North Park	Minimal Traditional SFR	<i>Tribune-Sun</i> , March 16, 1950	Extant
1950	4320 Gordon Way La Mesa	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , April 21, 1950	Extant
1950	4949 Kendall St Pacific Beach	Minimal Traditional SFR	<i>Tribune-Sun</i> , April 25, 1950	Extant
1950	1626 Oliver Ave Pacific Beach	Minimal Traditional SFR	<i>San Diego Evening Tribune</i> , May 31, 1950	Extant
1950	834-40 Missouri St Ocean Beach	Minimal Traditional Duplex; Multi-family	<i>San Diego Evening Tribune</i> , May 31, 1950	Extant
1950	1575 Catalina Blvd Point Loma	Minimal Traditional SFR	San Diego Evening Tribune, May 31, 1950	Extant
1950	1293 Alexandria Dr Point Loma	Minimal Traditional SFR	<i>San Diego Evening Tribune</i> , June 13, 1950	Extant; Altered
1950	10512 Madrid Way Spring Valley	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , Jun 29, 1950	Extant; Altered
1950	1045 Turquoise St Pacific Beach	Minimal Traditional SFR	<i>Evening Tribune</i> , August 10, 1959	Extant; Heavily Altered
1950	4930 Emelene St Pacific Beach	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , Dec 19, 1950	Extant
1950	5083 Santa Monica Av Ocean Beach	Not Identified; SFR	<i>San Diego Union &amp; Daily Bee</i> , Dec 19, 1950	Extant
1950	2383 Etiwanda St Ocean Beach	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , Dec 23, 1950	Extant
1950	1515 Tarbox St Encanto	Minimal Traditional SFR	<i>San Diego Union &amp; Daily Bee</i> , December 29, 1950	Extant
1951	960 A Ave Coronado Island	Not Identified; SFR	<i>Coronado Eagle and Journal</i> , January 18, 1951	No Longer Extant
1951	856 E Ave Coronado Island	Not Identified; SFR	<i>Coronado Eagle and Journal</i> , Feb 1, 1951	No Longer Extant
1951	4670 Mississippi St	Minimal Traditional	<i>Evening Tribune</i> , April	Extant

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	University Heights	SFR	25,1951	
1951	7076 Amherst St College Area	Minimal Traditional SFR	San Diego Union & Daily Bee, May 21, 1951	Extant
1951	3203 53rd St Oak Park	Minimal Traditional SFR	Evening Tribune, May 23,1951	Extant
1951	4335 Ingulf St Bay Park	Minimal Traditional SFRd	<i>San Diego Union &amp; Daily Bee</i> , December 29, 1950	Extant
1951	5131 Marlborough Kensington	Minimal Traditional SFR	<i>Evening Tribune</i> , July 27, 1951	No Longer Extant
1951	3845 Ocean View Blvd Mountain View	Minimal Traditional SFR	<i>Evening Tribune</i> , November 28, 1951	Extant
1951	7242 Mohawk St College Area	Minimal Traditional SFR	<i>Evening Tribune</i> , November 28, 1951	Extant
1952	3611-13 Boston Ave Barrio Logan	Duplex; Multi-family	<i>San Diego and Daily Bee</i> , July 13, 1952	No Longer Extant
1952	850-56 Missouri St Pacific Beach	Minimal Traditional Duplex; Multi-family	<i>San Diego and Daily Bee</i> , July 13, 1952	Extant
1952	3767 Wawona Dr Point Loma	Minimal Traditional SFR	<i>Evening Tribune</i> , July 25, 1952	Extant
1952	720 Pomona Ave Coronado Island	Tract Ranch SFR	<i>Coronado Eagle and Journal</i> , Nov 13, 1952	Extant
1952	4871 69 <sup>th</sup> Place La Mesa	Minimal Traditional SFR Diamond Tract	<i>San Diego Union</i> , November 16, 1952	Extant
1952	4873 69 <sup>th</sup> Place La Mesa	Minimal Traditional SFR Diamond Tract	<i>San Diego Union</i> , November 16, 1952	Extant
1952	4851 69 <sup>th</sup> Place La Mesa	Minimal Traditional SFR Diamond Tract	<i>San Diego Union</i> , November 16, 1952	Extant
1952	4841 69 <sup>th</sup> Place La Mesa	Minimal Traditional SFR Diamond Tract	<i>San Diego Union</i> , November 16, 1952	Extant
1952	4831 69 <sup>th</sup> Place La Mesa	Minimal Traditional SFR Diamond Tract	<i>San Diego Union</i> , November 16, 1952	Extant
1954	6959 Eberhart St La Mesa	Contemporary SFR Diamond Tract	<i>San Diego &amp; Daily Bee</i> , August 29, 1954	Extant
1953	6949 Eberhart St La Mesa	Minimal Traditional SFR Diamond Tract	<i>Evening Tribune</i> , April 4, 1953	Extant
1953	6939 Eberhart St La Mesa	Minimal Traditional SFR Diamond Tract	<i>Evening Tribune</i> , April 4, 1953	Extant; Altered
1953	6929 Eberhart St La Mesa	Minimal Traditional SFR Diamond Tract	<i>Evening Tribune</i> , April 4, 1953	Extant
1953	6919 Eberhart St La Mesa	Minimal Traditional SFR	<i>Evening Tribune</i> , April 4, 1953	Extant

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\*Date: January 2024

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Year Built (Approx.)	Address	Architectural Style	Source	Extant
		Diamond Tract		
1953	6940 Eberhart St La Mesa	Minimal Traditional SFR Diamond Tract	<i>Evening Tribune</i> , April 4, 1953	Extant
1953	6940 Eberhart St La Mesa	Minimal Traditional SFR Diamond Tract	<i>Evening Tribune</i> , April 4, 1953	Extant
1953	4840 69 <sup>th</sup> Place La Mesa	Minimal Traditional SFR Diamond Tract	<i>Evening Tribune</i> , April 4, 1953	Extant
1953	4850 69 <sup>th</sup> Place La Mesa	Minimal Traditional SFR Diamond Tract	<i>Evening Tribune</i> , April 4, 1953	Extant
1953	4860 69 <sup>th</sup> Place La Mesa	Contemporary SFR Diamond Tract	<i>Evening Tribune</i> , April 4, 1953	Extant
1953	4870 69 <sup>th</sup> Place La Mesa	Minimal Traditional SFR Diamond Tract	<i>Evening Tribune</i> , April 4, 1953	Extant
1953	853 H Ave Coronado Island	Not Identified; SFR	<i>Coronado Eagle and Journal</i> , Feb 12, 1953	No Longer Extant
1954	1314 Fifth St Coronado Island	Minimal Traditional SFR	<i>Coronado Eagle and Journal</i> , Feb 12, 1953	Extant
1956	9353 Lemon Ave La Mesa	Custom Ranch SFR	<i>San Diego Union &amp; Daily Bee</i> , April 21, 1956	Extant
1958	1101 Sapphire Pacific Beach	Custom Ranch SFR	<i>Evening Tribune</i> , March 28, 1958	Extant
1958	1134 Sapphire Pacific Beach	Tract Ranch SFR	<i>Evening Tribune</i> , March 28, 1958	Extant
1958	1163 Sapphire Pacific Beach	Tract Ranch SFR	<i>Evening Tribune</i> , November 17, 1958	Extant
1967	9345 Lemon Ave La Mesa	Custom Ranch SFR		Extant
1969	125N. Encanto Rd Escondido	Minimal Traditional SFR	<i>Times Advocate</i> , Aug 13, 1969	Extant
1972	550 Idaho Ave Escondido	Custom Ranch SFR	<i>Times Advocate</i> , February 6, 1972	Extant
1972	520 Idaho Ave Escondido	Custom Ranch SFR	<i>Times Advocate</i> , May 5, 1972	Extant
1972	540 Idaho Ave Escondido	Custom Ranch SFR	<i>Times Advocate</i> , May 5, 1972	Extant

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### Diamond Residence | 9353 Lemon Avenue

Born on January 26, 1903, Palmer "Darrell" Diamond was a native of Chicago, Illinois, and the son of Palmer "Delos" Diamond and Essa A. Eberhart.<sup>61</sup> Better known as Darrell, he was the eldest of four children which included Mildred E. Diamond (b. 1905), Norval W. Diamond (b. 1907), and Aubrey E. Diamond (b. 1912).<sup>62</sup> Diamond spent much of his early life in Chicago, where he was initially exposed to major inner-city housing issues and influenced by his father's work as a building contractor. His father owned a local building company in the area known in the Chicago area as the P. D. Diamond & Company, later renamed Bright-Diamond Construction in 1920.<sup>63</sup> Between 1897 and 1924, his father's company is credited with the construction of several single-family properties throughout the greater Chicago metropolitan area. Over the years, his father established partnerships with prominent architects and builders, including William K. Johnston and Frank Lloyd Wright.<sup>64</sup>

In 1924, his father relocated the family to Los Angeles, California, where he established the Diamond Construction Company in 1927.<sup>65</sup> Likely influenced by his father's role in the building industry, Diamond enrolled at the University of Southern California, where he obtained a degree in engineering in 1928.<sup>66</sup> Following his graduation, Diamond found employment as a structural engineer with the Austin Manufacturing Company of Los Angeles. The company was known for its innovation and resourcefulness in the field of aviation.<sup>67</sup> Diamond was one of the structural engineers involved in the construction of the Boeing Airport in Burbank, today known as the Hollywood Burbank Airport.<sup>68</sup> Upon its completion in 1930, the airport was considered the world's first million-dollar airport facility and the largest commercial airport in the greater Los Angeles area until it was surpassed by the Los Angeles Airport in 1946.<sup>69</sup>

In November of 1929, Diamond married Janis Fesler of Foley, Alabama.<sup>70</sup> Born in 1908, Janis was the daughter of Frank Fesler of New York and Kate Dresback of Ohio.<sup>71</sup> Her father was a newspaper editor and founder of a local newspaper in Foley known as *The Onlooker*.<sup>72</sup> Through her maternal side she was the granddaughter of William S. Dresback, a former United States Marshall.<sup>73</sup> In 1918, her family relocated to the town of Owensmouth in Los Angeles County, present-day Canoga Park, where her father was hired as the editor of the *Owensmouth Gazette*.<sup>74</sup> In 1928, she attended the University of California, Los Angeles (UCLA), and graduated with a specialization in clothing design from the Frank Wiggin Trade School in Los Angeles.<sup>75</sup> Following their marriage, Mr. and Mrs. Diamond would continue to reside in Los Angeles until 1930, following Delos Diamond's death. Together they would have three children: Palmer "Dale" Diamond (b.1931), Alan F. Diamond (b.1935), and Susan "Sue" Diamond (b. 1946).<sup>76</sup>

In November of 1930, Diamond and his younger brother Norval assumed control of the Diamond Construction Company and relocated to San Diego County where his father had already started building a reputation for the company.<sup>77</sup> His brother Norval was an architectural engineer who graduated from the University of Southern California in June of 1930.<sup>78</sup> Together they would go on to construct more than 200 single-family and multi-family properties throughout the San Diego area. His younger brother Aubrey and his nephew Thomas would later join the business by the late 1940s.<sup>79</sup>

Mr. and Mrs. Diamond initially resided at 1245 Garnet Ave in Pacific Beach. The residence was constructed by the Diamond Construction Company under his father's management in 1929. During their time at the property, Mrs. Diamond become an active member of the community serving as President of the Pacific Beach Women's Club between 1936 and 1938.<sup>80</sup> In 1937, under Mrs. Diamond's leadership, the club honored the Kate O. Sessions, the Mother of Balboa Park for her horticultural contributions in San Diego.<sup>81</sup> In addition to her work with the women's club, she was also an instructor at the Y.M.C.A, as a "beauty specialist" teaching women's fashion during the Depression when women were refashioning old clothes to make them into something new. By the early 1940s, she turned to art and served as an executive board member of the San Diego Fine Arts Gallery and on the board of the La Jolla Art Gallery.<sup>82</sup> Her medium of choice was both oil and watercolors and she was known for her seascapes and Balinese paintings. Mrs. Diamond's artwork was exhibited in several

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art shows and galleries, including the La Jolla Art Center and Laguna Beach Art Gallery. In 1941, she received an "Honorable Mention" by the Spanish Village Art Center in Balboa Park.<sup>83</sup> By the 1950s, Mrs. Diamond would go on to experiment in photography.

By 1948, the couple relocated to Lakeside in east county.<sup>84</sup> Soon thereafter, the company office was moved to 2003 Moore Street in Old Town. Following the move, the company began to construct single-family residences in the La Mesa area, at a time when the area was experiencing exponential suburban growth during the post-war era. This may have motivated Mr. and Mrs. Diamond to acquire the subject property on Lemon Avenue sometime during the 1950s, as they recognized the area's potential for growth and as an opportunity to showcase the Diamond company's custom designs. The property originally encompassed portions of Lots 10-14 and C and was approximately 0.77-acres in size. At the time of construction, the La Mesa area was entering a final phase in development with the construction of residential tracts and modernistic Ranch style dwellings. Much of the area east of La Mesa proper, and east of present-day California State Route 125, remained relatively underdeveloped and agricultural, therefore becoming a logical area to construct a sprawling, custom designed, single-family residence of their liking.

In 1956, the Diamond residence was constructed on the south side of Lemon Avenue, on a large expansive lot surrounded by several acres of agricultural land.<sup>85</sup> It was the perfect location for a custom home that emphasized space, recreation, and leisure, offering a resort-like respite near the city. The house was designed in the Custom Ranch style and featured a one-story rambling floor plan, board-and-batten siding, a low-pitched gabled roof with deep eave overhang, attached two-car garage, recessed main entryway, prominent chimney, a large, landscaped property and associated hardscape, deep street setback, angled windows below the gable end, louvered, casement, and fixed windows, and custom details such as a designated dark room and locally quarried stone visible on the dwelling and adjoining walls. The dark room was custom designed for Mrs. Diamond who was beginning to experiment in the field of photography as a hobby. Within the company's portfolio of projects, the dwelling exhibited a high level of individualization not commonly visible in other Custom Ranch style properties associated with the company.

In 1957, the 9353 Lemon Avenue property was featured as part of the Fourth Annual Grossmont Hospital Women's Auxiliary Home and Garden Tour. The residence was advertised as a "modern home," with "a combination of painted concrete block, field stone, wood, and stucco," and a "fireplace of unusual design."<sup>86</sup> Much like today, annual home tours during this time were held to showcase the areas historic and cultural heritage, breathtaking views, inspiring architecture, and beautiful landscapes. Residences featured on the tour that year were chosen as examples of "country style" homes.

By 1959, Mr. Diamond stepped down from the company and retired at the age of 56. For the next year and a half, Mr. and Mrs. Diamond spent time away traveling around the world, including in Africa, the Middle East, and Europe.<sup>87</sup> During their absence, the property was briefly rented to Terry Nellis, between 1959 and 1960. In 1961, the couple returned to San Diego and are listed in the San Diego city directories. In 1966, the property was divided into two parcels (APN:4951750400 and 4951750300), reducing the original property size to its current 0.38-acre lot. The following year a single-family residence, listed as 9345 Lemon Avenue, was constructed directly behind the subject dwelling, and designed in a similar Custom Ranch style aesthetic. The property served as both a family and rental property and was occupied by the couple's son Alan F. Diamond.<sup>88</sup>

Mr. and Mrs. Diamond continued to live at the subject property until Mr. Diamond's death in 1993.<sup>89</sup> However, Mr. Diamond continued to be listed in City Directories until 2002. Mrs. Diamond likely remained on the subject property until her death in 2000 at the age of 92.<sup>90</sup> The property remained in the Diamond family until 2019, when it was acquired by James A. Harbin and Angelique Harbin. Today, the property remains under the ownership of Angelique Harbin.

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Between 1966 and 1981, a wood-framed "tool and storage" ADU was constructed directly southeast of the main dwelling in a similar style with board-and-batten siding, and a slightly pitched shed roof with moderate eave overhang. Over the years, minor alterations were made to the subject property under the Diamond family's ownership. These alterations were made at an unidentified date and include the removal and replacement of the original main entryway door with a white hollow paneled door and later with the current diamond lite mid-century style doors; the removal of louvered windows located on the north elevation, left of the main entryway; and removal and replacement of two original windows on the east elevation with vinyl window units. In 2010, a solar panel addition was added to the property (Permit No. B10-357). No further alterations were identified.

Alterations identified on subject dwelling:

- Removal and replacement of original main entryway door with a white hollow paneled door; date not identified,
- Removal and replacement of white paneled door with current diamond-lite mid-century doors at main entryway; between 2019 and 2021,
- Removal of lower louvered windows on north elevation, left of main entryway; date not identified,
- Installation of two vinyl window units on the east elevation; east facing window date not identified/south facing window recent alteration in 2024,
- Removal of the original roofing material over the covered patio; between 2010 and 2012,
- Installation of solar panels; 2010.



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### Significance Conclusions

The Diamond Residence is one of two identified Custom Ranch properties constructed in the City of La Mesa attributed to the Diamond Construction Company. Founded in 1927 by Palmer "Delos" Diamond, the building company was known for their quality standardized and custom designs. Under the leadership of Diamond's two sons, Norval, a licensed architect, and Darrell, a licensed engineer, the company designed and constructed several single-family and multi-family properties throughout the San Diego region between the late 1920s and 1970s. At least 200 properties located in the Pacific Beach, Ocean Beach, Mission Beach, La Jolla, Point Loma, Bay Park, City Heights, Barrio Logan, Coronado, Lemon Grove, Encanto, Spring Valley, Little Italy, Talmadge, North Park, Escondido, and La Mesa neighborhoods of San Diego, are attributed to the family-owned business. Homes produced by the Diamond Construction Company were built in the Spanish Revival, Tudor Revival, Mission Revival, Colonial Revival, Spanish Eclectic, Minimal Traditional, and Ranch architectural styles. Throughout the company's history, the Diamonds offered buyers affordable yet aesthetically pleasing residential properties, many of which were funded by the FHA and featured in housing festivals.

The subject dwelling at 9353 Lemon Avenue represents the company's work in the Custom Ranch style, with a single-story irregular floor plan, strong horizontal massing, board-and-batten siding and custom stone veneer, low-pitched gabled roof with deep eave overhang, attached two-car garage, recessed main entryway, prominent stone chimney, a large landscaped property and associated, deep street setback, fenestration consisting of angled windows, louvered, casement, and fixed windows, and custom designated dark room and use of locally quarried stone visible on the dwelling and adjoining walls. Within the company's portfolio of projects, the dwelling exhibits a high level of individualization not commonly visible in other Custom Ranch style properties associated with the company.

The patriarch of the company is cited having worked with noted architect Frank Lloyd Wright during the late 1910s, prior to relocating to San Diego. His association with Wright likely influenced him as a builder and towards the latter end of his career, a legacy that was carried over to his sons. The company's prolific work throughout the Depression and post-World War II area alone is worthy of consideration as a noted builder, and in that regard, the 9353 Lemon Avenue property is representative of the notable work of the Diamond Construction Company.

The Diamond Residence, located at 9353 Lemon Avenue, is a significant cultural resource that appears to qualify for designation as a landmark under the City of La Mesa Historic Preservation Ordinance. The property embodies distinctive characteristics of the Custom Ranch style and is significant for its architecture. The building is a notable work of an acclaimed builder, the Diamond Construction Company, and is representative of a significant builder in La Mesa and San Diego. The house has experienced minimal changes and is regarded as a finite resource type in the La Mesa region. It is one of two identified dwellings constructed in the Custom Ranch style attributed to the company in the City of La Mesa.

The property qualifies for designation under the following City of La Mesa Register of Historic Landmark criteria.

- **Criterion C for embodying the distinctive characteristics of the Custom Ranch architectural style.**
- **Criterion D for representing the notable work of the Diamond Construction Company in the Custom Ranch style.** The period of significance under this context and criterion is 1956 representing the original construction date.

The interior portions of the home are not proposed for designation.

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### Integrity and Rehabilitation Considerations

The home retains a sufficient degree of integrity to convey its original 1956 construction date. The 9353 Lemon Avenue dwelling is sited in the same **location** within the boundaries of the City of La Mesa. The home still sits in an east-to-west orientation south of Lemon Avenue. The **setting** has not been subjected to substantial change and continues to evoke the character of a post-World War II neighborhood due to the number of Contemporary style dwellings surrounding the subject property. Minimal **design** and **materials** changes have occurred since 1956, and the property still represents the work of the Diamond Construction Company. The building still retains the original board and batten siding, stucco siding, concrete block wall, custom stone, its aluminum framed windows and sliding glass doors, frameless and louvered windows, large stone chimneys, and a low-pitched hipped roof with wide overhanging eaves with exposed beams. The building maintains integrity of **workmanship**, as evidenced by the original stonework. The Diamond Residence still possesses an overall **feeling** of a Custom Ranch dwelling through distinctive characteristics of the style including horizontal massing, its sprawling floor plan, and attached carport and garage. Finally, the building maintains a strong **association** with the Diamond family and the Diamond Construction Company as the long-time home of Palmer "Darrell" Diamond and his wife Janis Fesler Diamond who lived at the property since its construction in 1956 until their deaths in 1993 and 2000, respectively.

Minor alterations made to the property at an unidentified date include the removal and replacement of the original main entryway door with a white hollow paneled door, and later with the current diamond lite mid-century style doors; the removal of louvered windows located on the north elevation, left of the main entryway; and removal and replacement of two original windows on the east elevation with vinyl window units. In 2010, a solar panel addition was added to the property (Permit No. B10-357). No further alterations were identified. Despite the alterations, the property retains its original footprint and continues to convey its historic significance as a Custom Ranch residence.

Rehabilitation for the residence and landscape/hardscape are proposed in the rehabilitation plan for the property. An important immediate task will be to remove non-historic aluminum windows and replace them with period appropriate windows / sills that is compatible with the architectural character. The original drawings will be used as a reference for window replacement. Associated with rehabilitation is maintenance, which will be undertaken at regular intervals to make sure the building remains intact and protected from the elements and damage. Repairs will be in keeping with the Secretary of the Interior's Standards for the Treatment of Historic Properties.

Despite the identified alterations, the building is still able to express the original workmanship of the Diamond Construction Company and retains the feeling of a Custom Ranch residence within the hills of La Mesa. It is Urbana's opinion that the property is worthy of designation with its owners working towards rehabilitation. These findings are recorded on DPR 523 series forms, contained within the HSDR attachments. A rehabilitation plan is included in the attachments.

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### Endnotes / Works Cited

<sup>1</sup> "La Mesa General Plan." City of La Mesa. 2012, Pdf.

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<sup>2</sup> Ibid.

<sup>3</sup> James D. Newland and La Mesa Historical Society, *La Mesa, Images of America* (SC: Arcadia Publishing, 2010), 8.

<sup>4</sup> Newland, *La Mesa*, 8.

<sup>5</sup> Ibid, 8.

<sup>6</sup> Ibid, 9.

<sup>7</sup> Ibid.

<sup>8</sup> Ibid.

<sup>9</sup> Ibid.

<sup>10</sup> "La Mesa General Plan." City of La Mesa. 2012, Pdf.

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<sup>11</sup> "San Diego County SRS Database" San Diego County Survey Records System. 2023, Website: <https://srs.sandiegocounty.gov/#>.

<sup>12</sup> "Timeline," City of La Mesa. Website: <https://www.cityoflamesa.us/1263/Timeline>. Accessed Dec 2023.

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<sup>18</sup> *San Diego and Daily Bee*, April 2, 1939.; *San Diego Union*, April 4, 1937.

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<sup>20</sup> *Chicago Tribune*, August 6, 1915; *Chicago Tribune*, February 5, 1916; *Chicago Tribune*, July 13, 1916; *Chicago Tribune*, May 16, 1917.; *Chicago Tribune*, July 8, 1917.

<sup>21</sup> *Chicago Tribune*, July 8, 1917.

<sup>22</sup> William Allin Storrer, *The Architecture of Frank Lloyd Wright: A Complete Catalog* (Ill: University of Chicago Press, 2002).

<sup>23</sup> "American System Built Homes," Frank Lloyd Wright Foundation. (n.d.), Website: <https://franklloydwright.org/site/american-system-built-homes/>. Accessed 2023

<sup>24</sup> Kristine Hansen, *Frank Lloyd Wright's Wisconsin: How America's Most Famous Architect Found Inspiration in His Home State* (MD: Rowman & Littlefield Publishing Group, Inc. 2023).

<sup>25</sup> "Market for Wood Gutters," *American Lumberman*, 1920.; "Chicago Housing Project Magnet for Wide World," *The Englewood Economist*, August 4, 1920.; "Chicago Housing Project Magnet for Wide World," *Suburbanite Economist*, August 10, 1920.; "Chicago's Housing Project," *The Windsor Star*, Sep 1, 1920.

<sup>26</sup> "Chicago Realizes Housing Project," *Tacoma Daily Ledger*, Jun 27, 1920.; "Housing Project," *Chicago Daily News*, March 19, 1920.; "Solving the Housing Problem in Chicago," *Prescott Daily News*, April 2, 1920.; *Washington Herald*, May 30, 1920. "Chicago Housing Association," *Los Angeles Times*, January 4, 1920.

<sup>27</sup> Ibid.

<sup>28</sup> *Los Angeles Times*, December 14, 1924.

<sup>29</sup> California State Library, Sacramento, California; *Great Register of Voters, 1900-1968*.

<sup>30</sup> *Los Angeles Times*, May 25, 1928.

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<sup>31</sup> Year: 1930; Census Place: *San Diego, San Diego, California*; Page: 1A; Enumeration District: 0225; FHL microfilm: 2339925

<sup>32</sup> *Evening Tribune*, November 29, 1930.

<sup>33</sup> San Diego City Directories, 1930-38

<sup>34</sup> *Evening Tribune*, November 28, 1930.

<sup>35</sup> *Evening Tribune*, November 21, 1936.; *Evening Tribune*, May 30, 1956.

<sup>36</sup> *The Onlooker*, November 28, 1929.

<sup>37</sup> *Los Angeles Times*, June 8, 1930.

<sup>38</sup> National Archives at Washington, DC; Washington, D.C.; *Seventeenth Census of the United States, 1950*; Year: 1950; Census Place: *San Diego, San Diego, California*; Roll: 1327; Page: 36; Enumeration District: 72-48

<sup>39</sup> "Housing 1929-1941," Encyclopedia. Website: <https://www.encyclopedia.com/education/news-and-education-magazines/housing-1929-1941#:~:text=Housing%20values%20dropped%20by%20approximately,reduced%20value%20of%20their%20home>.

<sup>40</sup> *San Diego Union and Daily Bee*, Sept 16, 1933.

<sup>41</sup> Urbana Preservation & Planning, LLC., "Clairemont CPA Historic Context for the Clairemont Community," City of San Diego, 2019.

<sup>42</sup> "Builders Contest Peps Up San Diego," *American Builder and Building Age 1937, Vol. 59, Issue. 6* (US: Simmons Boardman Publication Corporation, 1937); [https://archive.org/details/sim\\_american-builder\\_1937-06\\_59\\_6/page/74/mode/2up?q=Bay+Park](https://archive.org/details/sim_american-builder_1937-06_59_6/page/74/mode/2up?q=Bay+Park). Accessed 2023

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<sup>44</sup> *San Diego Union and Daily Bee*, March 21, 1937.; Urbana Preservation & Planning, LLC., "Clairemont CPA Historic Context for the Clairemont Community," City of San Diego, 2019.

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<sup>47</sup> *Evening Tribune*, Feb 16, 1937.

<sup>48</sup> *San Diego and Daily Bee*, April 2, 1939.

<sup>49</sup> *Evening Tribune*, April 12, 1939.

<sup>50</sup> *Evening Tribune*, March 17, 1950.

<sup>51</sup> James A. Jacobs, *Detached America, Building Houses in Postwar Suburbia* (VA: University of Virginia Press, 2015).

<sup>52</sup> Diamond Tract, Map No. 02885.

<sup>53</sup> *San Diego Union & Daily Bee*, September 20, 1953.

<sup>54</sup> *Coronado Eagle and Journal*, May 3, 1956.

<sup>55</sup> *Evening Tribune*, October 19, 1956.

<sup>56</sup> *San Diego Union*, April 28, 1957.

<sup>57</sup> *Times-Advocate*, December 14, 1960.

<sup>58</sup> *Weekly Times Advocate*, January 24, 1958.

<sup>59</sup> "Business Search," California Secretary of State, Website: <https://bizfileonline.sos.ca.gov/search/business>, Accessed Nov 2023.

<sup>60</sup> "Islenair Historic District," City of San Diego, 2007, Pdf.

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<sup>61</sup> Ancestry.com. *Cook County, Illinois, U.S., Marriages Index, 1871-1920* [database on-line]. Provo, UT, USA: Ancestry.com Operations, Inc., 2011.

<sup>62</sup> Year: 1920; Census Place: *Chicago Ward 32, Cook (Chicago), Illinois*; Roll: T625\_351; Page: 4B; Enumeration District: 2042.

<sup>63</sup> "New Cement Building Block Factories," *Cement and Engineering News, Vol. 15-16* (US, University of Michigan, 1903).; *Chicago Tribune*, July 8, 1917.

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<sup>65</sup> *Los Angeles Times*, December 14, 1924.

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<sup>67</sup> "Through the Decades: The Austin Company's California Office Enters the Field of Aviation," *The Austin*, March 22, 2022.

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<sup>68</sup> Ibid.

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<sup>70</sup> *Los Angeles Times*, October 31, 1929.; California Department of Public Health, courtesy of www.vitalsearch-worldwide.com. Digital Images.

<sup>71</sup> Year: 1920; Census Place: Yakima, Yakima, Washington; Roll: T625\_1946; Page: 1B; Enumeration District: 213

<sup>72</sup> *Onlooker*, Jun 17, 1954.

<sup>73</sup> *Dayton Herald*, February 11, 1907.; "Kate Fesler Passes Away," *The Onlooker*, June 20, 1946.

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<sup>80</sup> "Kate O. Sessions to be Honored at Pacific Beach," *Evening Tribune*, November 5, 1937.; "Pacific Beach Club to Convene," *San Diego Union and Daily Bee*, January 3, 1938.

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<sup>83</sup> *San Diego Union and Daily Bee*, October 6, 1941.

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<sup>86</sup> *San Diego Union*, April 28, 1957.

<sup>87</sup> *Pasadena Independent*, December 11, 1959.; *San Diego Union*, December 21, 1961.

<sup>88</sup> Ancestry.com. *U.S., Public Records Index, 1950-1993, Volume 1* [database on-line]. Lehi, UT, USA: Ancestry.com Operations, Inc., 2010.

<sup>89</sup> Ancestry.com. *U.S., Find a Grave® Index, 1600s-Current* [database on-line]. Lehi, UT, USA: Ancestry.com Operations, Inc., 2012.

<sup>90</sup> Ancestry.com. *U.S., Find a Grave® Index, 1600s-Current* [database on-line]. Lehi, UT, USA: Ancestry.com Operations, Inc., 2012.

# REHABILITATION PLAN

**9353 Lemon Avenue Rehabilitation Plan**

<b>YEAR</b>	<b>PROJECT TYPE</b>	<b>PROJECT DESCRIPTION</b>	<b>Estimated Cost</b>
2024	MAINTENANCE	Reinstall "The Diamonds Live Here" wood sign at driveway entrance.	\$200.00
2025	MAINTENANCE	Inspect aluminum windows and sliding doors for deterioration, damage, and oxidation. Clean glass and frames using non-corrosive products. Replace damaged parts / components in-kind if repair is not possible.	\$2,000.00
2026	REHABILITATION	Install period appropriate fixed vertical ribbed glazing at the north elevation focal window sited left / east of the entry doors. The lower panels originally featured jalousie slats that were removed for security purposes. Vertical ribbed glass is original to the design and is installed at windows immediately right of the entry doors and left of the focal window, at the west carport wall. Match the new glazing at the focal window lower panels to the existing vertical ribbed glazing.	\$3,000.00
2027	REHABILITATION	Inspect and rehabilitate original, fixed wood windows at the west and north elevations. Clean glazing, repair wood as needed including patch, sand, paint / seal, and caulk. Replace in-kind if damaged beyond repair.	\$5,000.00
2028	HARDSCAPE REHABILITATION	Character-defining hardscape features include the concrete pathways that bound the rear elevation and the east courtyard, and concrete and river rock pathway and steps with wood fascia at the rear yard. Inspect concrete for cracks, lifting, and failure. Repair or replace in-kind. Tint or paint to match existing red color. At concrete / river rock steps, install new fascia boards where	\$10,000.00
2028	MAINTENANCE	Inspect foundation for cracks, loose and crumbling sections. Where damaged beyond repair, replace with visually compatible material.	\$5,000
2028	MAINTENANCE	Inspect custom stone masonry materials visible on the dwelling, adjoining walls, and planter located on north elevation. Clean stone surfaces in the gentlest method possible using low pressure water and detergent. Where damaged area is beyond repair, replace in kind.	\$5,000.00
2029	LANDSCAPE	Magnolia tree (rear yard) inspection and trimming by certified arborist and bonded contractor.	\$3,000.00
2029	MAINTENANCE	Inspect concrete block walls at east elevation of carport / garage and slump block walls at west and east lot lines for spalling, damage, separation, and leaning. Repair or replace in-kind to maintain the slump block appearance, mortar appearance, and concrete and paint color. Remove dirt as needed to reduce pressure on the walls, reinforce walls as needed, repair / fill separation gaps, backfill dirt as needed based on location.	\$40,000.00
2030	REHABILITATION	Remove incompatible, non-historic basketball hoop located above garage door. Inspect and repair shingle penetrations where the hoop was attached to the roof, or replace shingles in-kind.	\$200.00
2031	MAINTENANCE	Inspect chimney (stone) for interior and exterior damage, cracking, leaking, or spalling and stability. Repair and Replace in-kind only where damaged beyond repair.	\$2,000.00
2031	MAINTENANCE	Inspect roof for penetrations, water infiltration, loose, missing, or degraded shingles and flashing. Repair or replace in-kind.	\$10,000-\$14,000
2032	MAINTENANCE	Install new low-profile photovoltaic system on roof in a compatible location on roof so that it is not visible or only minimally visible from the public right-of-way.	\$20,000.00
2033	REHABILITATION	Remove non-historic vinyl windows on the home's east elevation (at kitchen) and on the south elevation of the dark room. Install period-appropriate aluminum casement units within the existing openings to match historic aluminum casement units extant at the property (on the home's east and north elevations).	\$3,000.00

2034	MAINTENANCE	Inspect wood beams and corrugated panels at rear patio. Repair or replace in-kind when necessary.	\$15,000.00
2035	MAINTENANCE	Repaint all buildings at the property including the primary dwelling with attached carport / garage and dark room, covered patio, guest house / accessory dwelling unit (non-contributing), and garden shed (non-contributing). Prior to repainting, inspect stucco at east and south elevations of the dwelling for spalling or damage, repair as needed to match surrounding historic texture. Apply new paint coating systems that are appropriate to the building. Cover and protect aluminum windows / frames from paint.	\$15,000.00