Appendix C

Palm Avenue Complete Multi-Modal Corridor Project - Cultural Resources Inventory and Evaluation Report

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Cultural Resources Inventory and Evaluation Report

Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California

JULY 2025

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National Archaeological Database (NADB) Information

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Firm:	Dudek
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Report Title:	Cultural Resources Inventory and Evaluation Report for the Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California
Type of Study:	Cultural Resources Inventory and Evaluation
Resources:	PA-MM-S-001
USGS Quads:	Sections 19, 20, and 29 of Township 18 South, Range 2 West, Imperial Beach, California, 7.5-minute quadrangle
Acreage:	59.8 acres
Permit Numbers:	N/A
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Report Contributions: The report was prepared with contributions from Katie Ahmanson, MHC, who assisted in the built environment pedestrian survey and Senior Architectural Historian Monte Kim, PhD, who provided a senior-level review of the built environment portions of the report. Matthew DeCarlo, MA, RPA, acted as Principal Investigator, and worked with Adam Giacinto, MA, RPA, to prepare sections of the report, perform QA/QC, and review of management recommendations. Micah Hale, PhD, RPA, contributed to the cultural context section. Anthony LaChappa with RedTail Environmental participated in the survey as the Native American monitor.

Team Support: Kyle Holmes, GIS Analyst, managed the geographic information system data and created the figures in the report. Lia Kershaw, Technical Editor, managed the technical editing and formatting for this report.

Intended Use: This report is intended for the Client's and its representatives' exclusive use. Based on the results of Dudek's investigation, it contains professional conclusions and recommendations concerning the potential for Project-related impacts to cultural resources. It should not be considered to constitute Project clearance with regard to the treatment of cultural resources or permission to proceed with the Project described in lieu of review by the appropriate reviewing or permitting agency. This report should be submitted to the appropriate federal, state, and local review agencies for their comments prior to the commencement of the Project.

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Executive Summary

CR Associates for the City of Imperial Beach retained Dudek to prepare a Cultural Resources Inventory and Evaluation Report for the Palm Avenue Complete Multimodal Corridor Project (Project) located in the Palm Avenue right-of-way in the City of Imperial Beach, San Diego County, California. The Project involves a segment of Palm Avenue between Rainbow Drive and 13th Street in Imperial Beach, City of Imperial Beach, California. The Project falls in Township 18 South, Range 2 West, and Sections 19, 20, and 29 of the Imperial Beach, California, U.S. Geological Survey 7.5-minute quadrangle (Figure 1, Project Location). The Project proposes to redevelop a segment of Palm Avenue between Rainbow Drive and Georgia Street into a multimodal complete street corridor that would improve safety, accessibility, and visual character.

The City of Imperial Beach (City) has been designated as the lead agency for this Project and is responsible for compliance with California Environmental Quality Act (CEQA) and local regulations. This report documents Dudek's efforts to identify and evaluate cultural resources consistent with the requirements of CEQA. These efforts included a records search of the California Historical Resources Information System (CHRIS), the development of a study area or Area of Potential Impacts (API), an intensive-level survey of the API for built environment resources of historic age (45 years of age or older), a reconnaissance-level pedestrian survey of the API for archaeological resources, building development and archival research, the creation of an appropriate historic context, and recordation and evaluation of historic-era properties located in the API under National Register of Historic Places (NRHP) and California Register of Historical Resources (CRHR) designation criteria.

Dudek's archival research and field survey found 37 historic-age resources within the API (Figure 2, Area of Potential Impacts). None of these properties were previously recorded. Dudek inventoried and evaluated the newly recorded 37 properties and recommended them as ineligible for the NRHP and CRHR.

In accordance with CEQA and the City of Imperial Beach General Plan and Local Coastal Land Use Plan (2024), Dudek performed a cultural resources inventory for the entire Project area. The study includes a pedestrian survey for cultural resources, Native American Heritage Commission (NAHC) Sacred Lands File (SLF), records search from the South Coastal Information Center (SCIC), and archival research.

Dudek conducted a records search at the SCIC on April 8, 2025, for the Project area and a 1.0-mile search radius of the Project area. The SCIC records search identified eight previously recorded cultural resources within the 1.0-mile search radius of the Project area; one previously recorded cultural resource, P-37-026582 (Western Salt Company Salt Works), intersects the Project area. Additionally, the SCIC records search results indicate that 48 cultural resources studies have been conducted within a 1.0-mile search radius of the Project area; 15 of these studies intersect the Project area.

A review of the historical aerial photographs and historical topographic maps revealed the majority (90%) of the Project area has been disturbed. However, the depth of the ground-disturbing activities are not apparent from the historical aerial photographs or historical topographic maps.

Dudek requested the NAHC search of the SLF on March 28, 2025. The NAHC responded on April 21, 2025, and the results were negative. The NAHC also provided a list of Native American tribes and individuals/organizations with traditional geographic associations that might have knowledge of cultural resources in the area. Outreach letters were not mailed to all Native American group representatives included in the list from the NAHC.

A Dudek archaeologist accompanied by a Kumeyaay Native American monitor conducted a reconnaissance-level pedestrian survey of the Project area on May 15, 2025. The majority of the Project area (90%) is disturbed by the existing Palm Avenue; development of residential, commercial, and industrial properties; associated parking lots; roadways; and Triangle Park. During the pedestrian survey, one historic refuse scatter, PA-MM-S-001, was identified within the Project area.

Dudek's cultural resources inventory of the Project area indicates that there is a low-to-moderate sensitivity for identifying subsurface cultural resources deposits during Project implementation within areas that have not been previously disturbed. Based on the results of the SCIC records search, the NAHC SLF search, presence of P-37-026582 (Western Salt Company Salt Works), and the pedestrian cultural resources survey, Dudek recommends that a qualified archaeologist and Kumeyaay Native American monitor be present during all initial ground-disturbing activities where excavation depth would reach native soils to confirm that there are no subsurface deposits. If disturbed sediments (e.g., fill) or other sediments and formations are identified that do not have potential to contain cultural resources, then monitoring may be reduced or terminated.

The monitoring program should be performed in accordance with City guidelines and must be directed by a City-qualified archaeologist (Principal Investigator). If human remains are identified, construction activities in the immediate area must cease and the Project proponents must adhere to the procedures outlined in Public Resources Code Section 5057.98 and State Health and Safety Code Section 7050.5.

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Acronyms and Abbreviations

Acronym/Abbreviation	Definition
ACHP	Advisory Council on Historic Preservation
API	Area of Potential Impacts
APN	Assessor's Parcel Number
BP	before present
ca.	circa
Caltrans	California Department of Transportation
CCR	California Code of Regulations
CEQA	California Environmental Quality Act
CFR	Code of Federal Regulations
CHRIS	California Historical Resources Information System
City	City of Imperial Beach
CM	construction manager
County	San Diego County
CRHR	California Register of Historical Resources
DPR	Department of Parks and Recreation
EIR	Environmental Impact Report
FHA	Federal Housing Administration
MLD	Most Likely Descendant
MMC	Mitigation Monitoring Coordinator
NAHC	Native American Heritage Commission
NHPA	National Historic Preservation Act
NRHP	National Register of Historic Places
OHP	Office of Historic Preservation
PRC	Public Resources Code
Project	Palm Avenue Complete Multimodal Corridor Project
RE	Resident Engineer
SCIC	South Coastal Information Center
SDSU	San Diego State University
SHPO	State Historic Preservation Officer
SLF	Sacred Lands File
SR	State Route
TCR	tribal cultural resource
topo	topographic
USGS	U.S. Geological Survey

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1 Introduction

CR Associates for the City of Imperial Beach (City) contracted Dudek to prepare a Cultural Resources Inventory and Evaluation Report for the Palm Avenue Complete Multimodal Corridor (Project). The report documents the identification and evaluation of cultural resources within or adjacent to the proposed Project that may require additional analysis for compliance under the California Environmental Quality Act (CEQA). This report includes the following components: (1) an introduction including Project location, description, the regulatory context, and the Area of Potential Impacts (API); (2) literature review, background research, and methods, which includes records search review of previously recorded cultural resources included in the California Historical Resources Information System (CHRIS), archival research, and the field survey methodology; (3) the development of an applicable environmental and historic context for the Project area; (4) results of identification and evaluation efforts; and (5) findings and management recommendations.

1.1 Project Location

The Project involves a segment of Palm Avenue between Rainbow Drive and 13th Street in Imperial Beach, City of Imperial Beach, California. The Project falls in Township 18 South, Range 2 West, and Sections 19, 20, and 29 of the Imperial Beach, California, U.S. Geological Survey 7.5-minute quadrangle (Figure 1, Project Location). The Project area is bounded by the Silver Strand Bikeway and South Bay Salt Works to the north, Sand Dollar Beach to the west, and a mixture of residential, commercial, and industrial buildings to the east and south. For the list of Accessor's Parcel Numbers (APNs) included in this study, refer to Figure 2, Area of Potential Impacts.

1.2 Project Description

The Project includes the enhancements that would increase safety and expand the multi-modal utilization of the existing Palm Avenue corridor. The Project is approximately 5,711 linear feet and covers approximately 59.8 acres. The Project is proposing several treatments including establishing Class IV protected bike lanes, widening existing sidewalks, installing shade canopy trees, installing ornamental lighting, improving median landscape, replacing median vehicle lighting, constructing curb extensions with directional ramps, and rebuilding alley entrances, driveways, and curb ramps to be Americans with Disabilities Act compliant.

1.3 Regulatory Setting

While the Project as currently planned is subject only to state and local regulatory conditions, federal regulations are also provided here for reference should they be relevant in the future. The following sections provide a brief overview of the federal and state regulatory framework through which historic properties and historical resources are identified and evaluated.

1.3.1 Federal

National Historic Preservation Act and the National Register of Historic Places

The National Historic Preservation Act (NHPA) established the National Register of Historic Places (NRHP) and the Advisory Council on Historic Preservation (ACHP). Under the NHPA, significant cultural resources are referred to as

historic properties, which include any prehistoric or historic district, site, building, structure, or object included in, or determined eligible for inclusion in, the NRHP. This term includes artifacts, records, and remains that are related to and located within such properties. The term includes properties of traditional religious and cultural importance to an Indian tribe or Native Hawaiian organization. Historic properties that are designated by the Secretary of the Interior to be National Historic Landmarks are nationally significant historic places that possess exceptional value or quality in illustrating or interpreting the heritage of the United States. A property is considered historically significant if it meets one of the NRHP criteria and retains sufficient historic integrity to convey its significance.

The NRHP is the United States' official list of districts, sites, buildings, structures, and objects worthy of preservation. Overseen by the National Park Service, under the U.S. Department of the Interior, the NRHP was authorized under the NHPA, as amended. Its listings encompass all National Historic Landmarks, as well as historic areas administered by the National Park Service.

The NRHP criteria for evaluation (36 CFR Section 60.4) consider the quality of significance in American history, architecture, archaeology, engineering, and culture that is present in districts, sites, buildings, structures. For a property to be listed in or determined eligible for listing, it must meet at least one of the following criteria:

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

To be listed in the NRHP, a property must not only be shown to be significant under the NRHP criteria, but it also must have integrity. Integrity is the ability of a property to convey its significance. Because the concept of integrity is based on significance, the assessment of a property's integrity can only proceed after its significance has been fully established. The assessment of integrity requires consideration under the following seven aspects or qualities: location, design, materials, workmanship, setting, feeling, and association. To retain integrity, a property will always possess several, and generally most, of these aspects (NPS 1997: 44).

Implementing Regulations for Section 106 of the National Historic Preservation Act (36 CFR Part 800)

Section 106 of the NHPA requires federal agencies to take into account the effects of their undertakings on historic properties. The Section 106 process consists of four principal steps: (1) initiation of the Section 106 process, which includes identifying and initiating consultation with Native American tribes, local governments, and other interested parties; (2) identification of historic properties; (3) assessment of adverse effects; and (4) delineation of stipulations to resolve adverse effects in an agreement document.

Section 106 affords the ACHP and the State Historic Preservation Officer (SHPO), as well as other consulting parties, a reasonable opportunity to comment on any project that would adversely affect historic properties. The ACHP is an independent administering agency that develops procedures at the federal level to protect cultural resources

included in, or eligible for inclusion in, the NRHP. The SHPOs administer the national historic preservation program at the state level, in addition to reviewing NRHP nominations, maintaining data on historic properties, and consulting with federal agencies during the Section 106 review.

1.3.2 State Regulations

California Register of Historical Resources (PRC Section 5024.1 and 14 CCR Section 4850)

Public Resources Code (PRC) Section 5024.1 establishes the California Register of Historical Resources (CRHR), which lists all significant resources in California that are considered to be historical resources. In California, the term "historical resource" includes, but is not limited to, "any object, building, structure, site, area, place, record, or manuscript which is historically or archaeologically significant, or is significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California" (PRC Section 5020.1[j]). In 1992, the California legislature established the CRHR "to be used by state and local agencies, private groups, and citizens to identify the state's historical resources and to indicate what properties are to be protected, to the extent prudent and feasible, from substantial adverse change" (PRC Section 5024.1[a]). The criteria for listing resources in the CRHR were expressly developed to be in accordance with previously established criteria developed for listing in the NRHP. As such, a resource is considered historically significant if it meets at least one of the following criteria outlined under PRC Section 5024.1(c):

1. Is associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage.
2. Is associated with the lives of persons important in our past.
3. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.
4. Has yielded, or may be likely to yield, information important in prehistory or history.

In addition to meeting one of the significance criteria described in PRC Section 5024.1(c), a resource must also possess sufficient integrity to qualify for listing in the CRHR. Integrity is defined in 14 California Code of Regulations (CCR) Section 4852(c) as "the authenticity of an historical resource's physical identity evidenced by the survival of characteristics that existed during the resource's period of significance" as evaluated with regard to the resource's retention of location, design, setting, materials, workmanship, feeling, and association. Historical resources that lack sufficient integrity to meet the criteria for listing in the NRHP may still be eligible for listing in the CRHR if they have the potential to yield significant scientific or historical information or specific data. The CRHR has three special considerations for resources described under 14 CCR Section 4852(d):

1. Moved buildings, structures, or objects. The State Historical Resources Commission (Commission) encourages the retention of historical resources on site and discourages the non-historic grouping of historic buildings into parks or districts. However, it is recognized that moving an historic building, structure, or object is sometimes necessary to prevent its destruction. Therefore, a moved building, structure, or object that is otherwise eligible may be listed in the California Register if it was moved to prevent its demolition at its former location and if the new location is compatible with the original character and use of the historical resource. An historical resource should retain its historic features and compatibility in orientation, setting, and general environment.

2. Historical resources achieving significance within the past 50 years. In order to understand the historic importance of a resource, sufficient time must have passed to obtain a scholarly perspective on the events or individuals associated with the resource. A resource less than 50 years may be considered for listing in the California Register if it can be demonstrated that sufficient time has passed to understand its historical importance.
3. Reconstructed buildings. Reconstructed buildings are those buildings not listed in the California Register under the criteria in 14 CCR Section 4852(b) or PRC Section 5024.1(c)(1-4). A reconstructed building less than 50 years old may be eligible if it embodies traditional building methods and techniques that play an important role in a community's historically rooted beliefs, customs, and practices, e.g., a Native American roundhouse.

The CRHR includes not only listed prehistoric and historic cultural resources but also resources that are identified through local historical resource surveys or designated under local ordinances provided the survey and ordinance meet the criteria in 14 CCR Section 4852(e) and (f).

California Environmental Quality Act (PRC Section 21083.2) and CEQA Guidelines (14 CCR Section 15064.5)

CEQA requires that the lead agency consider the impacts of a project on historical resources. PRC Section 21084.1 defines historical resources as those listed, or eligible for listing, in the CRHR, or those officially designated or recognized as historically significant by a local government pursuant to a local county or city ordinance or jurisdiction, unless the preponderance of the evidence demonstrates that the resource is not historically or culturally significant. Historical resources also include "historic properties" in California that are listed, or determined eligible for listing, in the NRHP and CRHR. The CEQA Guidelines provide specific guidance for determining the significance of impacts on historical resources. As described in Section 15064.5(b) of the CEQA Guidelines, a "project with an effect that may cause a substantial adverse change in the significance of an historical resource is a project that may have a significant effect on the environment."

- A "substantial adverse change in the significance of an historical resource means physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of an historical resource would be materially impaired (Section 15064.5[b][1]).
- The significance of an historical resource is materially impaired when a project:
  - Demolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance and that justify its inclusion in, or eligibility for, inclusion in the California Register of Historical Resources (Section 15064.5[b][2][A]); or
  - Demolishes or materially alters in an adverse manner those physical characteristics that account for it inclusion in a local register of historical resources pursuant to section 5020.1[k] of the Public Resources Code or its identification in an historical resources survey meeting the requirements of section 5024.1[g] of the Public Resources Code, unless the public agency reviewing the effects of the project establishes by a preponderance of the evidence that the resource is not historically or culturally significant (Section 15064.5[b][2][B]); or

- Demolishes or materially alters in an adverse manner those physical characteristics of a historical resource that convey its historic significance and that justify its inclusion in the California Register of Historical Resources as determined by a lead agency for purposes of CEQA (Section 15064.5[b][2][B]).

The CEQA Guidelines also provide guidance on minimizing or avoiding significant adverse impacts on historical resources as outlined in the following provisions of Section 15064.5(b)(3)-(5).

- Generally, a project that follows the Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings or the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings (1995), Weeks and Grimmer, shall be considered as mitigated to a level of less than a significant impact on the historical resource (Section 15064.5[b][3]).
- A lead agency shall identify potentially feasible measures to mitigate significant adverse changes in the significance of an historical resource. The lead agency shall ensure that any adopted measures to mitigate or avoid significant adverse changes are fully enforceable through permit conditions, agreements, or other measures (Section 15064.5[b][4]).
- When a project will affect state-owned historical resources, as described in Public Resources Code Section 5024, and the lead agency is a state agency, the lead agency shall consult with the State Historic Preservation Officer as provided in Public Resources Code Section 5024.5. Consultation should be coordinated in a timely fashion with the preparation of the environmental documents (Section 15064.5[b][5]).

California Health and Safety Code

California law protects Native American burials, skeletal remains, and associated grave goods, regardless of their antiquity, and provides for the sensitive treatment and disposition of those remains. Health and Safety Code Section 7050.5 requires that if human remains are discovered in any place other than a dedicated cemetery, no further disturbance or excavation of the site or nearby area reasonably suspected to contain human remains shall occur until the County Coroner has examined the remains (Section 7050.5b). PRC Section 5097.98 also outlines the process to be followed in the event that remains are discovered. If the County Coroner determines or has reason to believe the remains are those of a Native American, the County Coroner must contact the Native American Heritage Commission (NAHC) within 24 hours (Section 7050.5c). The NAHC will notify the Most Likely Descendant (MLD). With the permission of the landowner, the MLD may inspect the site of discovery. Recommendations from the tribe must be provided within 48 hours of notification of the MLD by the NAHC. The MLD may recommend means of treating or disposing of, with appropriate dignity, the human remains and items associated with Native Americans.

Native American Historic Cultural Sites (California Public Resources Code Section 5097 et seq.)

State law addresses the disposition of Native American burials in archaeological sites and protects such remains from disturbance, vandalism, or inadvertent destruction; establishes procedures to be implemented if Native American skeletal remains are discovered during construction of a Project; and establishes the NAHC to resolve disputes regarding the disposition of such remains. In addition, the Native American Historic Resource Protection

Act makes it a misdemeanor punishable by up to 1 year in jail to deface or destroy an Indian historic or cultural site that is listed or may be eligible for listing in the CRHR.

California Native American Graves Protection and Repatriation Act

The California Native American Graves Protection and Repatriation Act, enacted in 2001, required all state agencies and museums that receive state funding and that have possession or control over collections of human remains or cultural items, as defined, to complete an inventory and summary of these remains and items on or before January 1, 2003, with certain exceptions. The act also provides a process for the identification and repatriation of these items to the appropriate tribes.

Assembly Bill 52

California Assembly Bill 52, which took effect July 1, 2015, establishes a consultation process between California Native American tribes and lead agencies in order to address tribal concerns regarding project impacts and mitigation to "tribal cultural resources" (TCRs). PRC Section 21074(a) defines TCRs and states that a project that has the potential to cause a substantial adverse change to a TCR is a project that may have an adverse effect on the environment. A TCR is defined as a site, feature, place, cultural landscape, sacred place, and object with cultural value to a California Native American tribe that is either:

1. Listed or eligible for listing in the CRHR or a local register of historical resources, or
2. Determined by a lead agency to be a TCR.

Guidelines for Determining Significance

According to CEQA (Section 15064.5b), a project with an effect that may cause a substantial adverse change in the significance of an historical resource is a project that may have a significant effect on the environment. CEQA defines a substantial adverse change as follows:

> Substantial adverse change in the significance of an historical resource means physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of an historical resource would be materially impaired.

The significance of an historical resource is materially impaired when a project:

- Demolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance and that justify its inclusion in, or eligibility for inclusion in, the CRHR; or
- Demolishes or materially alters in an adverse manner those physical characteristics that account for its inclusion in a local register of historical resources pursuant to Section 5020.1(k) of the Public Resources Code or its identification in an historical resources survey meeting the requirements of Section 5024.1(g) of the Public Resources Code, unless the public agency reviewing the effects of the project establishes by a preponderance of evidence that the resource is not historically or culturally significant; or

- Demolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance and that justify its eligibility for inclusion in the CRHR as determined by a lead agency for purposes of CEQA.

Section 15064.5(c) of CEQA applies to effects on archaeological sites and contains the following additional provisions regarding archaeological sites:

- When a project will impact an archaeological site, a lead agency shall first determine whether the site is an historical resource, as defined in subsection (a).
- If a lead agency determines that the archaeological site is a historical resource, it shall refer to the provisions of Section 21084.1 of the Public Resources Code, and this section, Section 15126.4 of the Guidelines, and the limits contained in Section 21083.2 of the Public Resources Code do not apply.
- If an archaeological site does not meet the criteria defined in subsection (a), but does meet the definition of a unique archaeological resource in Section 21083.2 of the Public Resources Code, the site shall be treated in accordance with the provisions of Section 21083.2. The time and cost limitations described in Public Resources Code Section 21083.2 (c–f) do not apply to surveys and site evaluation activities intended to determine whether the project location contains unique archaeological resources.
- If an archaeological resource is neither a unique archaeological nor a historical resource, the effects of the project on those resources shall not be considered a significant effect on the environment. It shall be sufficient that both the resource and the effect on it are noted in the Initial Study or Environmental Impact Report (EIR), if one is prepared to address impacts on other resources, but they need not be considered further in the CEQA process.

Section 15064.5 (d) and (e) contain additional provisions regarding human remains. Regarding Native American human remains, paragraph (d) provides:

> When an initial study identifies the existence of, or the probable likelihood of, Native American human remains within the project, a lead agency shall work with the appropriate Native Americans as identified by the Native American Heritage Commission as provided in Public Resources Code SS5097.98. The applicant may develop an agreement for treating or disposing of, with appropriate dignity, the human remains and any items associated with Native American burials with the appropriate Native Americans as identified by the Native American Heritage Commission. Action implementing such an agreement is exempt from:
>
> 1. The general prohibition on disinterring, disturbing, or removing human remains from any location other than a dedicated cemetery (Health and Safety Code Section 7050.5); and
> 2. The requirement of CEQA and the Coastal Act.

Under CEQA, an EIR is required to evaluate any impacts on unique archaeological resources (PRC Section 21083.2). A “unique archaeological resource” is defined as in PRC Section 21083.2(g) as:

> [A]n archaeological artifact, object, or site about which it can be clearly demonstrated that, without merely adding to the current body of knowledge, there is a high probability that it meets any of the following criteria:
>
> 1. Contains information needed to answer important scientific research questions and that there is a demonstrable public interest in that information.
> 2. Has a special and particular quality such as being the oldest of its type or the best available example of its type.
> 3. Is directly associated with a scientifically recognized important prehistoric or historic event or person.

An impact to a non-unique archaeological resource is not considered a significant environmental impact and such non-unique resources need not be further addressed in the EIR (PRC Section 21083.2(a); CEQA Guidelines Section 15064.5(c)(4)).

As stated above, CEQA contains rules for mitigation of "unique archeological resources." For example (PRC Section 21083.2(b)(1)-(4)):

> [i]f it can be demonstrated that a project will cause damage to a unique archeological resource, the lead agency may require reasonable efforts to be made to permit any or all these resources to be preserved in place or left in an undisturbed state. Examples of that treatment, in no order of preference, may include, but are not limited to, any of the following:
>
> 1. Planning construction to avoid archeological sites.
> 2. Deeding archeological sites into permanent conservation easements.
> 3. Capping or covering archeological sites with a layer of soil before building on the sites.
> 4. Planning parks, greenspace, or other open space to incorporate archeological sites.

PRC Section 21083.2(d) states that "[e]xcavation as mitigation shall be restricted to those parts of the unique archeological resource that would be damaged or destroyed by the project. Excavation as mitigation shall not be required for a unique archeological resource if the lead agency determines that testing or studies already completed have adequately recovered the scientifically consequential information from and about the resource, if this determination is documented in the environmental impact report."

The rules for mitigating impacts to archaeological resources to qualify as "historic resources" are slightly different. According to CEQA Guidelines Section 15126.4(b):

> [p]ublic agencies should, whenever feasible, seek to avoid damaging effects on any historic resource of an archeological nature. The following factors shall be considered and discussed in an EIR for a project involving such an archeological site:
>
> A. Preservation in place is the preferred manner of mitigating impacts to archeological sites. Preservation in place maintains the relationship between artifacts and the archeological context. Preservation may also avoid conflict with religious or cultural values of groups associated with the site.

B. Preservation in place may be accomplished by, but is not limited to, the following:
   - Planning construction to avoid archeological sites;
   - Incorporation of sites within parks, greenspace, or other open space;
   - Covering the archeological sites with a layer of chemically stable soil before building tennis courts, parking lots, or similar facilities on the site [; and]
   - Deeding the site into a permanent conservation easement.

Thus, although Section 21083.2 of the PRC, in addressing "unique archeological sites," provides for specific mitigation options "in no order of preference," CEQA Guidelines Section 15126.4(b), in addressing "historical resources of an archeological nature," provides that "[p]reservation in place is the preferred manner of mitigating impacts to archeological sites."

Under CEQA, "[w]hen data recovery through excavation is the only feasible mitigation," the lead agency may cause to be prepared and adopt a "data recovery plan," prior to any excavation being undertaken. The data recovery plan must make "provision for adequately recovering the scientifically consequential information from and about the historic resource" (CEQA Guidelines Section 15126.4(b)(3)(C)). The data recovery plan also "must be deposited with the California Historical Resources Regional Information Center" (CEQA Guidelines Section 15126.4(b)(3)(C)). Further, "[i]f an artifact must be removed during project excavation or testing, curation may be an appropriate mitigation" (CEQA Guidelines Section 15126.4(b)(3)(C)).

However, "[d]ata recovery shall not be required for an historical resource if the lead agency determines that testing or studies already completed have adequately recovered the scientifically consequential information from and about the archeological or historic resource, provided that determination is documented in the EIR and that the studies are deposited with the California Historical Resources Regional Information Center" (CEQA Guidelines Section 15126.4(b)(3)(D)).

1.3.3 Local Regulations

City of Imperial Beach

Chapter 15.56 Imperial Beach Mills Act Program

Section 15.56.010 Name and purpose of this chapter.

This chapter may be referred to as the Imperial Beach Mills Act Program for historically designated properties or as used herein, the Mills Act Program.

The purpose of this chapter is to promote the restoration and maintenance of historically significant properties in the City of Imperial Beach that have previously been registered on the National Register of Historic Places or the California Register of Historical Resources. This chapter will also establish the eligibility, obligations, regulations, and limitations of the Imperial Beach Mills Act Program.

The chapter is consistent with the City's Mission Statement, which reads: "To **maintain and enhance** Imperial Beach as 'Classic Southern California'; a beach-oriented community with a safe, small town, family atmosphere, rich in natural and **cultural resources**." (emphasis added) (Ord. 2018-1179 Section 2).

Section 15.56.020 Eligibility and restrictions.

A. The City is not obligated to implement the provisions of this chapter if the City Council finds the subject property is not historically significant to the history or culture of Imperial Beach, or if implementing the provisions of this chapter is determined to create an unacceptable impact on the financial condition of the City.
B. In order to participate in the Imperial Beach Mills Act Program, the subject property must:
    1. Be privately owned property that is not exempt from property taxes typically assessed in Imperial Beach.
    2. The property must be officially approved and registered on the National Register of Historic Places or the California Register of Historic Places. (Ord. 2018-1179 Section 2)

The City of Imperial Beach does not have a set of local designation criteria.

City of Imperial Beach General Plan/Local Coastal Program Land Use Plan

The City of Imperial Beach General Plan/Local Coastal Program Land Use Plan serves as a guide for the City's development and land use decisions (City of Imperial Beach 2019).

Chapter 4 of the City of Imperial Beach General Plan/Local Coastal Program Land Use Plan includes the Conservation and Ecotourism element to address the conservation, development, use of natural resources, importance of open space, recreational, and visual resources uses. The following are the relevant policies of Section 4.6, Cultural Resources/Tribal Cultural Resources, from the City's General Plan/Local Coastal Program Land Use Plan:

Policy 4.6.1: The City shall develop or ensure compliance with protocols that protect or mitigate impacts to archaeological and cultural resources. Determinations of impacts, significance, and mitigation shall be made by qualified archaeological (in consultation with recognized local Native American groups), historical, or paleontological consultants, depending on the type of resource in question.

Policy 4.6.2: The City shall, within its power, maintain confidentiality regarding the locations of archaeological sites in order to preserve and protect these resources from vandalism and the unauthorized removal of artifacts.

1.4 Area of Potential Impacts

The API is the study area delineated to assess potential impacts from the construction and operation of the Project on both archaeological and historic built environment resources. The API for built environment resources encompasses the geographic area or areas within which the Project may directly or indirectly cause a substantial adverse change in the significance of a known or unknown historical resource. A substantial adverse change in the significance of a historical resource means physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of the resource is materially impaired (14 CCR Section

15064.5[b][1]). Under CEQA, material impairment of a historical resource is considered a significant impact (or effect), which can be direct, indirect, or cumulative.[1]

A direct or primary effect on a historical resource is one that is caused by the Project and occurs at the same time and place (14 CCR Section 15358[a][1]). Examples of direct effects that are caused by, and immediately related to, the Project include, but are not limited to, demolition, destruction, relocation, and alteration of a historical resource as a result of ground disturbance and other construction activities. Direct effects, however, are not limited to physical effects and, in certain circumstances, can be visual, vibratory, auditory, or atmospheric in nature if the effect is immediate and it results in the material impairment of the significance of a historical resource. Visual intrusions within the viewshed of a historical resource, for example, could result in the material impairment of the resource's integrity of setting if an unencumbered view of the surrounding area or a specific area is a characteristic that contributes to the significance of the resource. Similarly, operational noise that exceeds the ambient level of a sensitive noise receptor can cause material impairment to a historical resource that derives part or all its significance from an inherently quiet auditory setting.[2] Finally, atmospheric intrusions, such as those caused by the introduction of high levels of fugitive dust emissions or chemical pollutants, can result in adverse effects that directly and physically affect biological landscape features that have been identified as historical resources for the purposes of CEQA. Overall, while direct effects clearly include physical effects, they may also include other types of effects that are visual, vibratory, auditory, or atmospheric in nature if the effect is caused by and occurs at the same time and place as the Project and there is no other intervening cause between the activities or components of the Project and the historical resource.

By contrast, an indirect or secondary effect is a reasonably foreseeable effect caused by the Project that occurs later in time or is farther removed in distance. Indirect effects may include growth-inducing effects and other effects related to induced changes in the pattern of land use, population density, or growth rate, and related effects on air and water and other natural systems, including ecosystems (14 CCR Section 15358[a][2]). Because these types of effects are not immediately related to the Project, they are considered secondary effects.

Cumulative impacts refer to two or more individual effects that, when considered together, are considerable or compound or increase other environmental impacts. The individual effects may be changes resulting from a single project or a number of separate projects. The cumulative impact from several projects is the change in the environment that results from the incremental impact of the Project when added to other closely related past, present, and reasonably foreseeable probable future projects. Cumulative impacts can result from individually minor but collectively significant projects taking place over a period of time (14 CCR Section 15355[a]-[b]). The API for cumulative impacts, if any exist, would include the API for direct effects, indirect effects, or both because in order for a cumulative impact to exist, a historical resource must first be directly or indirectly affected by the Project.

1.4.1 Area of Potential Impacts for Built Environment Properties

Delineation of the API considered the proposed Project activities in conjunction with historic-era built environment resources that are 45 years of age or older (those built in or prior to 1980) that may sustain impacts due to the

1 As used in the CEQA Guidelines and 14 CCR Section 15358, the terms "effects" and "impacts" are synonymous in this report.

2 Construction noise that exceeds the ambient level of a sensitive noise receptor is not analyzed because it is considered a temporary impact that would not have an adverse effect on historical resources because it would not cause physical damage and would not permanently alter or diminish the integrity of such resources. Temporary construction noise would not result in a substantial adverse change in the significance of a historical resource and, therefore, would not cause a significant impact under CEQA.

construction or operation of the Project.[3] The API does not include any off-site staging or storage areas, or any identified haul roads. Additional considerations used to justify the delineation of the API are discussed in the following paragraphs.

The horizontal limits of the API considered areas of direct physical effect that encompass the 1.08-mile-long Palm Avenue roadway corridor and its right-of-way from a boundary line near Cypress Avenue at the west end to a boundary line near Georgia Street at the east end. The API along the roadway corridor from about 9th Street to 13th Street includes one legal parcel to the north and south sides of Palm Avenue. Overall, the API includes 37 built environment properties that are 45 years of age or older. Because of the geographically constrained nature of the Project activities, the API is horizontally constrained to the delineation presented in Figure 2. The buildings, structures, and linear resources evaluated in the API are also included below in Table 1-1. Note that Map ID 29 was not formally evaluated because it was not of historic age at the time of the intensive survey.

Table 1-1. Resources Located Within the Area of Potential Impacts for Built Environment

Map ID	APN	Address/Name	Year Built	Evaluation Status
1	626-070-58-00	690 Highway 75, Imperial Beach, CA	ca. 1959	Previously unevaluated
2	626-070-59-00	698 Highway 75, Imperial Beach, CA	ca. 1959	Previously unevaluated
3	626-201-06-00	720-30 Highway 75, Imperial Beach, CA	1962	Previously unevaluated
4	626-212-32-00	932-38 Palm Avenue, Imperial Beach, CA	ca. 1972	Previously unevaluated
5	626-212-35-00	940-42 Palm Avenue, Imperial Beach, CA	1954	Previously unevaluated
6	626-221-20-00	950 Palm Avenue, Imperial Beach, CA	1960	Previously unevaluated
7	626-221-12-00	986 Palm Avenue, Imperial Beach, CA	pre-1953; ca. 1959	Previously unevaluated
8	626-221-11-00	670-72 10th Street, Imperial Beach, CA	ca. 1950	Previously unevaluated
9	626-222-25-00	1058-64 Palm Avenue, Imperial Beach, CA	ca. 1959	Previously unevaluated
10	626-162-17-00	1100 Palm Avenue, Imperial Beach, CA	1975	Previously unevaluated
11	626-170-07-00	1130 Palm Avenue, Imperial Beach, CA	1953	Previously unevaluated
12	626-170-06-00	1138 Palm Avenue, Imperial Beach, CA	ca. 1953	Previously unevaluated
13	626-170-05-00	1144-48 Palm Avenue, Imperial Beach, CA	1952	Previously unevaluated
14	626-230-05-00	1158 Palm Avenue, Imperial Beach, CA	ca. 1978	Previously unevaluated
15	626-230-20-00	1180 Palm Avenue, Imperial Beach, CA	ca. 1972	Previously unevaluated
16	626-241-27-00	1200-20 Palm Avenue, Imperial Beach, CA	1974	Previously unevaluated
17	626-241-19-00	1228 Palm Avenue, Imperial Beach, CA	ca. 1948	Previously unevaluated
18	626-241-28-00	1240 Palm Avenue, Imperial Beach, CA	ca. 1952	Previously unevaluated
19	626-242-10-00; 626-242-11-00	1288-90 Palm Avenue, Imperial Beach, CA	1950	Previously unevaluated

[3] While the 50-year threshold is generally used for listing resources in the NRHP and the CRHR, the California Office of Historic Preservation's (OHP) Instructions for Recording Historical Resources recommends recording "any physical evidence of human activities over 45 years . . . for the purposes of inclusion in the OHP's filing system." It also allows for the "documentation of resources less than 45 years . . . if those resources have been formally evaluated, regardless of the outcome of the evaluation." Further, the guidance notes that the 45-year threshold recognizes that there is commonly a 5-year lag between resource identification and the date that planning decisions are made, and thus it explicitly encourages the collection of data about resources that may become eligible for the NRHP or CRHR within that planning period. More restrictive criteria must be met before the resources included in OHP's filing system are listed, found eligible for listing, or otherwise determined to be important in connection with federal, state, and local legal statuses and registration programs (OHP 1995: 2).

Table 1-1. Resources Located Within the Area of Potential Impacts for Built Environment

Map ID	APN	Address/Name	Year Built	Evaluation Status
20	627-012-09-00	1337 Palm Avenue, Imperial Beach, CA	1967	Previously unevaluated
21	626-312-01-00	1253 Palm Avenue, Imperial Beach, CA	1979	Previously unevaluated
22	626-311-15-00	1237-39 Palm Avenue, Imperial Beach, CA	1965	Previously unevaluated
23	626-311-14-00	1221-35 Palm Avenue, Imperial Beach, CA	ca. 1964	Previously unevaluated
24	626-311-02-00	1215 Palm Avenue, Imperial Beach, CA	1953	Previously unevaluated
25	626-311-01-00	1205 Palm Avenue, Imperial Beach, CA	1962	Previously unevaluated
26	626-302-16-00	1185 Palm Avenue, Imperial Beach, CA	ca. 1972	Previously unevaluated
27	626-302-02-00	1177-81 Palm Avenue, Imperial Beach, CA	ca. 1972	Previously unevaluated
28	626-302-20-00	1155 Palm Avenue, Imperial Beach, CA	ca. 1972	Previously unevaluated
29	626-301-18-00	1135 Palm Avenue, Imperial Beach, CA	2015	Previously unevaluated
30	626-301-23-00	1115 Palm Avenue, Imperial Beach, CA	1953	Previously unevaluated
31	626-291-14-00	1085 Palm Avenue, Imperial Beach, CA	1964	Previously unevaluated
32	626-291-15-00; 626-291-01-00	1003 and 1025 Palm Avenue, Imperial Beach, CA	1003 Palm Avenue 1950; 1025 Palm Avenue 1963	Previously unevaluated
33	626-282-22-00	995 Palm Avenue, Imperial Beach, CA	1950	Previously unevaluated
34	626-282-21-00	987-89 Palm Avenue, Imperial Beach, CA	987 Palm pre-1953; 989 Palm ca. 1959	Previously unevaluated
35	626-282-03-00	975 Palm Avenue, Imperial Beach, CA	ca. 1959	Previously unevaluated
36	626-282-01-00	951 Palm Avenue/715 Emory Street, Imperial Beach, CA	1948	Previously unevaluated
37	N/A	Palm Avenue, Imperial Beach, CA	ca. 1903; realigned ca. 1953	Previously unevaluated
38	N/A	Palm Avenue Storm Drain, Imperial Beach, CA	Early 1950s	Previously unevaluated

Notes: APN = Assessor's Parcel Number; ca. = circa; N/A = not applicable.

The belowground and aboveground vertical extent of the API are currently unknown. However, the belowground vertical extent would be limited to the depth required to make improvements to the stormwater system at the west end of the Project corridor. The aboveground vertical extent is also not known, but it is anticipated to be about the height of a shade canopy tree and median vehicle lighting. At this height, the proposed Project would not cause any adverse visual effects to the setting characteristics of any historic built environment resources within the API. Consequently, the API has been limited to the delineation presented in Figure 2.

The API excludes resources adjacent to the east and west ends of the Project corridor that lack characteristics that would make them sensitive to the types of effects caused by the Project. These resources include buildings directly adjacent to the API that are less than 45 years of age and lack the potential for exceptional significance under NRHP and CRHR criteria. Also excluded from the API is a pond associated with the former Western Salt Company

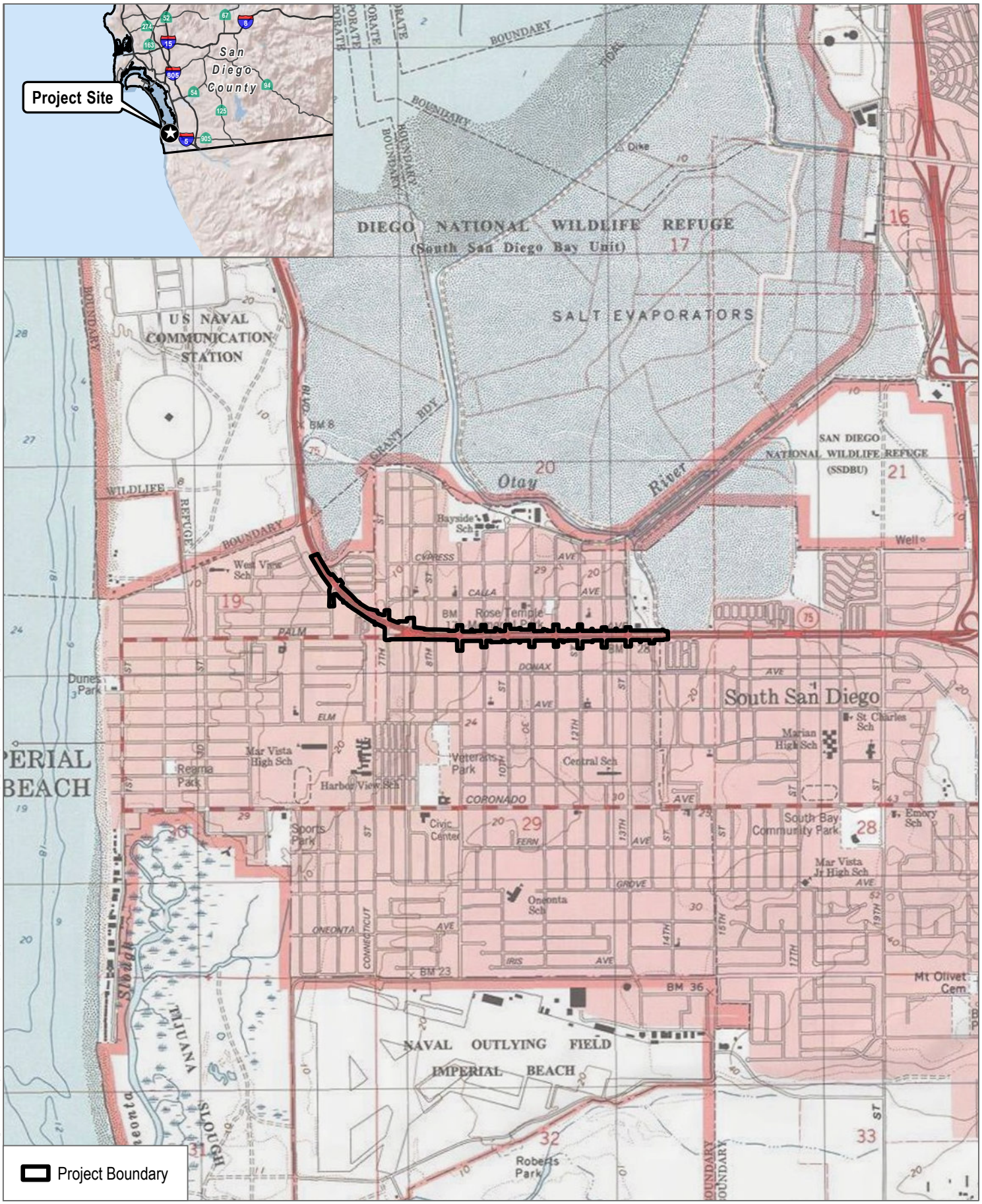
Salt Works (P-37-026582) at the western end of the Project corridor. Although the pond is directly adjacent to the API, no construction activities will encroach upon this resource.

Through additional archival research, the property at 1135 Palm Avenue, Imperial Beach, CA (APN 626-301-18-00) (Map ID 29) was determined to have been constructed in 2015. This property was not formally inventoried and evaluated on DPR 523 forms because as a property that is less than 50 years of age, it did meet the requirements of 14 CCR § 4852(d)(2). The property was screened by qualified architectural historians for potential significance under the context statements developed for this Project. The property presented a low potential for significance within the Project's historic contexts, themes, and typologies, and therefore did not warrant consideration for formal evaluation. Therefore, Map ID 29 was included in the API but did not warrant inventory and evaluation.

Finally, since there are no reasonably foreseeable Project activities that would occur later in time or that would be farther removed in distance that could indirectly affect historical resources, the API contains no geographic areas under consideration for indirect effects.

1.4.2 Archaeological Resources API Delineation

The API for archaeological resources includes all areas where ground-disturbing activities associated with the proposed Project have the potential to impact archaeological resources. Proposed ground-disturbing activities with potential impacts to archaeological resources within the API are limited to the extent of the Project boundary. The Project API is approximately 26.30 acres and consists of the primary Project area and does not include any off-site staging areas, storage areas, or haul routes, as these have not yet been identified under the current 30% design. The maximum vertical extent of the API is currently unknown.



SOURCE: USGS 7.5 Minute Quadrangle
Imperial Beach Quadrangle - Township 18S Range 2W Section 19, 20, 29

DUDEK

FIGURE 1
Project Location
City of Palm Avenue Project

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SOURCE: San Diego County
Imperial Beach Quadrangle, T18S | R2W | S 20, 29

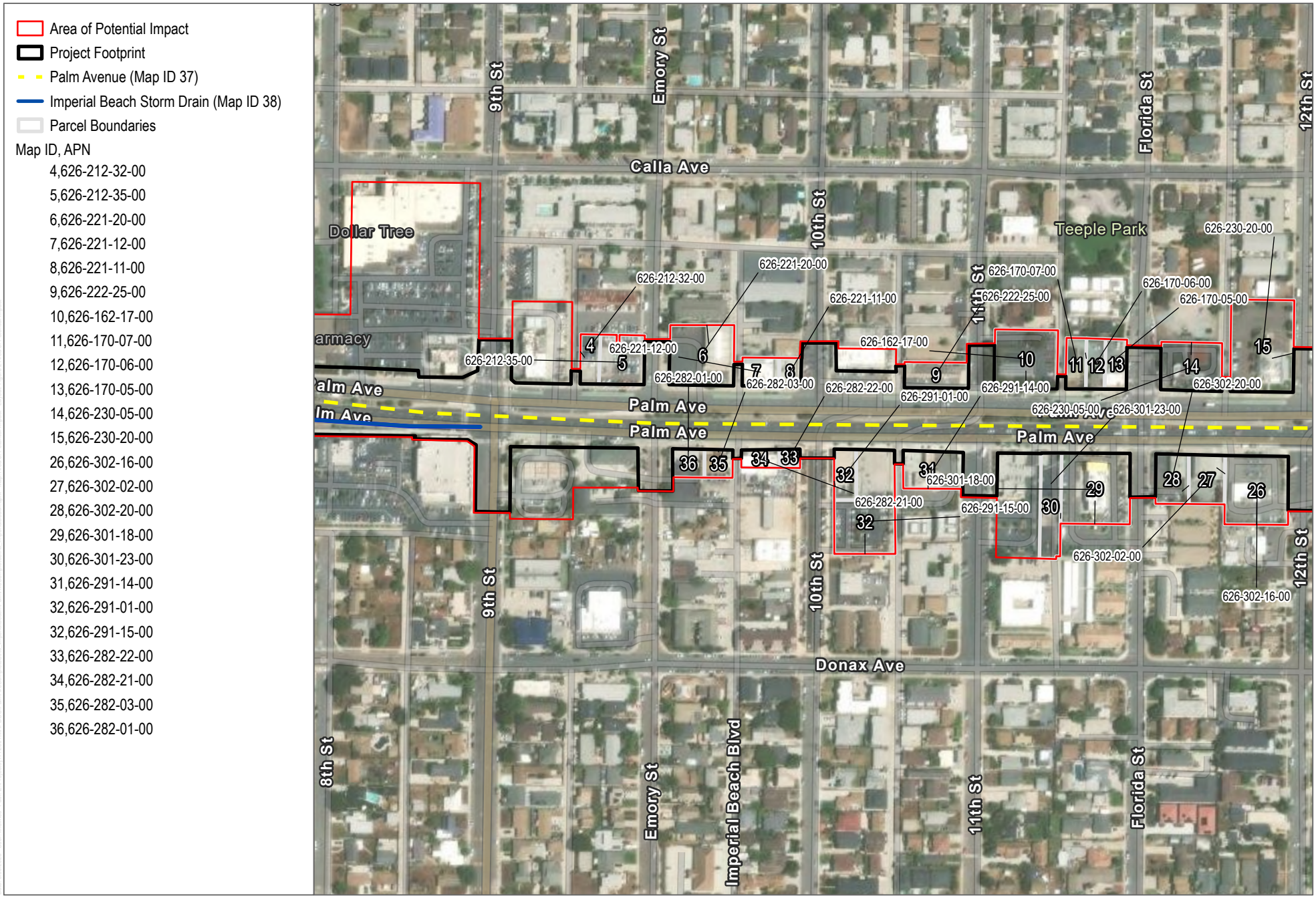
DUDEK

0 150 300 Feet

FIGURE 2

Area of Potential Impact

Imperial Beach Palm Ave Project



SOURCE: San Diego County
Imperial Beach Quadrangle, T18S | R2W | S 20, 29

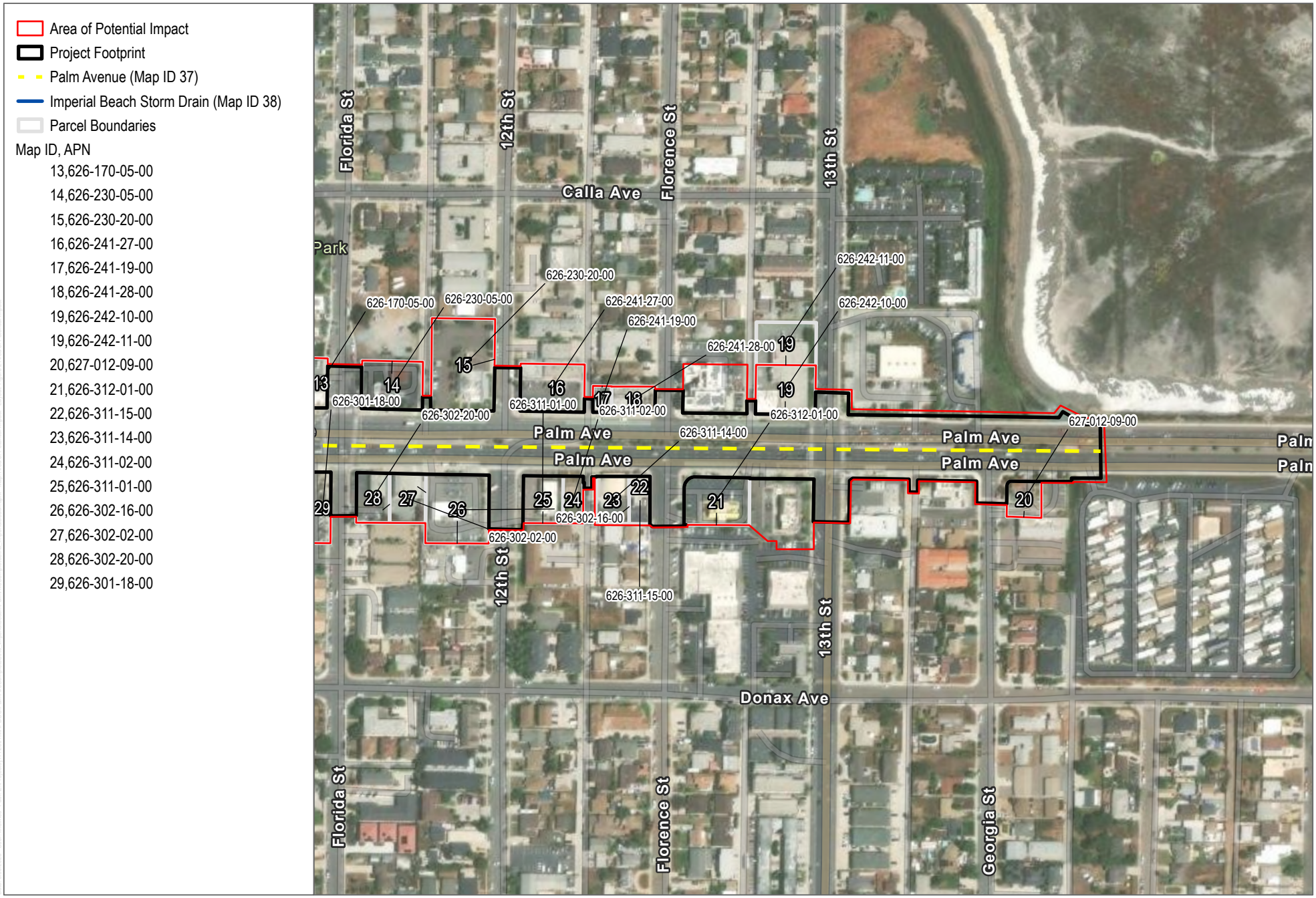
DUDEK

0 150 300 Feet

FIGURE 2

Area of Potential Impact

Imperial Beach Palm Ave Project



SOURCE: San Diego County
Imperial Beach Quadrangle, T18S | R2W | S 20, 29

DUDEK

0 150 300 Feet

FIGURE 2

Area of Potential Impact

Imperial Beach Palm Ave Project

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2 Literature Review, Background Research, and Methods

This section provides the results of the CHRIS records search at the South Coastal Information Center (SCIC), a summary of archival research methods and additional records reviews, and a narrative description of historical aerial photographs of the subject properties and surrounding area. The consultation with interested parties will be initiated once the CEQA process is initiated by the lead agency.

2.1 California Historical Resources Information System

Dudek conducted a CHRIS records search on April 8, 2025, at the SCIC located on the campus of San Diego State University (SDSU). The records search provided information on all documented cultural resources and previous cultural studies within the Project area and a 1.0-mile search radius of the Project area. The results of the records search are presented in Section 4, Results of Identification and Evaluation Efforts.

2.2 Interested Party Correspondence

On June 4, 2025, Dudek Architectural Historian Andrea Dumovich Heywood sent an outreach letter and figure depicting the Project area to the Imperial Beach Historical Society, Imperial Beach Library, and the San Diego History Center. The letter provided a brief description of the proposed Project and requested information about historic and cultural components in or near the Project area. To date, no responses have been received. Copies of the interested party correspondence have been submitted in conjunction with this Project and all responses are in Appendix B.

2.3 Archival Research

The following sources provide additional information regarding the potential of built environment cultural resources located within the API. This information was used to understand the history of the area and how the landscape has changed and developed over time.

2.3.1 Native American Heritage Commission Sacred Lands File Search

Dudek requested a NAHC search of their Sacred Lands File (SLF) on March 28, 2025, for the Project area. The SLF consists of a database of known Native American resources. These resources may not be included in the SCIC database. The NAHC responded on April 21, 2025, and the results were negative. The NAHC additionally provided a list of Native American tribes and individuals/organizations with traditional geographic associations that might have knowledge of cultural resources in this area. The NAHC correspondence is included in Appendix C.

2.3.2 Native American Heritage Commission and Tribal Correspondence

Outreach letters were not mailed out to all Native American group representatives included on the NAHC contact list (Appendix C). The NAHC correspondence is included in Appendix C.

In compliance with Assembly Bill 52, the City, as lead agency, is responsible for conducting government-to-government consultation with tribal entities.

2.3.3 Built Environment Resource Directory

The California Office of Historic Preservation (OHP) maintains the Built Environment Resource Directory, an inventory of built environment cultural resources that are processed through OHP's office. A June 3, 2025, search of the Built Environment Resource Directory for San Diego County showed none of the properties within the API.

2.3.4 Calisphere

Calisphere provides access to 2,000 collections contributed by more than 300 cultural heritage organizations in California, including universities, libraries, archives, museums, and historical societies. Dudek searched for subject properties' addresses and other keywords on Calisphere on June 3, 2025. This search identified two historical aerial photographs of Imperial Beach from circa (ca.) 1920 and two photos of a streetcar in Imperial Beach from ca. 1910 and 1915, respectively—all of which are located at the San Diego Historical Society. This search also identified one subdivision map of the town of Oneonta (part of Imperial Beach), dated ca. 1889, at the Huntington Library. The search did not identify any additional materials pertaining to the subject properties. The historical photographs are included in Section 3.4, Historic Context.

2.3.5 Online Archive of California

The Online Archive of California provides free public access to detailed descriptions of primary resource collections maintained by more than 300 contributing institutions, including libraries, special collections, archives, historical societies, and museums throughout California, and collections maintained by the 10 University of California campuses. Dudek searched for historical tenants and addresses associated with the subject properties on Online Archive of California on June 4, 2025, and did not identify any relevant materials.

2.3.6 San Diego County Assessor

Dudek obtained assessor data from the San Diego County Assessor's Office for the subject properties on June 3, 2025. The assessor data, which are provided through ParcelQuest, provided limited information including square footage, tract numbers, limited sale history, and property assessments. Year built information was not included in the property data.

2.3.7 Historical Aerial Photographs and Topographic Maps

In addition to the SCIC records search, Dudek conducted an online review of historical aerial photographs (historical aerials) and historical topographic (topo) maps to understand the Project area and general vicinity. Historical aerial photographs of the Project area are available from 1953 to 2022 (NETR 2025a). By 1953, the aerial imagery reveals the Project area as largely disturbed, with the development of Palm Avenue, including residential, commercial, and industrial buildings, to the north, east, south, and west of the Project area. However, the portion of the site P-37-026582 (Western Salt Company Salt Works) intersecting the eastern portion of the Project area is undeveloped. The 1964 aerial imagery reveals a steady increase in development within the Project area and the general vicinity. Additionally, the 1964 aerial imagery shows the development of two structures west of the Western Salt Company Salt Works site boundary, within the northeastern portion of the Project area. No substantial changes are observed within the Project area between 1966 and 1978. By 1980, the aerial imagery reveals the two structures within the northeastern portion of the Project area as demolished. No substantial changes are observed within the Project area between 1981 and 1991. The 1993 aerial imagery reveals construction activity to the northwest of the Project area. No substantial changes are observed within the Project area in 1994. The 1995 aerial imagery reveals grading activity within the northwestern portion of the Project area. No substantial changes are observed within the Project area between 1996 and 2014. By 2016, there was additional demolition and grading activity seen in the northwestern portion of the Project area and to the south of the Project area. The aerial imagery from 2019 and 2022 looks similar to the present-day conditions (NETR 2025a).

The historical topo maps of the Project area were reviewed (earliest map available is 1904). The 1904 topo map reveals Palm Avenue, eight historic-age buildings, and the Western Salt Company Salt Works as developed within the Project area. Additionally, the 1904 topo map shows the San Diego and Arizona Eastern Railway to the north of the Project area (NETR 2025b). Overall, the Project area appears to have been disturbed by the past development of Palm Avenue, and residential, commercial, and industrial buildings since 1904. As indicated in this review of aerial photographs and historical topo maps, there is one historic-age built environment resource, P-37-026582, the Western Salt Company Salt Works, located within the northern portion of the Project area (NETR 2025a, 2025b)

2.3.8 Review of Geomorphological Context

The U.S. Department of Agriculture Natural Resources Conservation Service Web Soil Survey indicates the entire Project API consists of one soil type—Huerhuero Urban land complex—which is located throughout the entire Project area (100%). The Huerhuero Urban land complex soil series occurs in marine terraces at elevations of 1,100 feet and consists of calcareous alluvium derived from sedimentary rock (USDA 2025). The Huerhuero Urban land soil series properties are not characterized on the Web Soil Survey. The Coastal beaches soil series occurs in beaches at elevations ranging from 0 to 10 feet and consists of coarse sand derived from beach sand (USDA 2025). Because alluvial soils are present throughout the Project area, there is moderate potential for subsurface cultural resources.

2.3.9 Historical Newspapers

Dudek reviewed historical newspapers from the California Digital Newspaper Collection and Newspapers.com covering the City of Imperial Beach and the surrounding area to understand the development of the city and the subject property. These documents were used in the preparation of Section 3.4, Historic Context, and Section 5.2, Built Environment Findings.

2.4 Field Survey

2.4.1 Archaeological Survey

On May 15, 2025, Dudek archaeologist Makayla Murillo, accompanied by RedTail Environmental Native American monitor Anthony LaChappa, conducted an intensive pedestrian survey of the Project area using standard archaeological procedures and techniques that meet the Secretary of Interior's Standards and Guidelines for cultural resources inventory. Exposed ground surfaces were observed for surface artifacts, undisturbed areas, and archaeological deposits; periodic boot scrapes were employed to expose additional ground surface. Evidence of artifacts and archaeological deposits were also opportunistically sought after in animal burrows and other areas with disturbed soil.

2.4.2 Built Environment Survey

Dudek architectural historians Claire Cancilla, MSHP, and Katie Ahmanson, MHC, conducted an intensive-level survey of the Project study area on June 4 and 5, 2025. The survey entailed walking around the exteriors of each property within the API from the public right-of-way, documenting each property with notes and photographs (specifically noting character-defining features, spatial relationships, and observed alterations), and examining any historic landscape features on the properties.

3 Project Context

3.1 Environmental Context

The Project area consists of the segment of Palm Avenue between Rainbow Drive and Georgia Street; existing residential, commercial, and industrial buildings; associated parking lots; roadways; and Triangle Park in the City of Imperial Beach, San Diego County, California. The elevation throughout the entire Project area ranges between 0 feet and 12 feet above mean sea level. Sand Dollar Beach is located to the west; Silver Strand Bikeway, San Diego National Wildlife Refuge, and South Bay Salt Works are located to the north; and a mixture of residential, commercial, and industrial buildings are located to the east and south of the Project area.

Invasive vegetation and landscaping plants are predominant along the roadway boundaries of the Project area and include various invasive and non-native bunch grasses, agave, beaver tail cactus (*Opuntia* sp.), ice plant, and palm trees. Native vegetation within the Project area is consistent with coastal sage scrub, coastal and valley freshwater marsh, and mixed chaparral plant communities, and includes California sagebrush (*Artemisia californica*) and chamise (*Adenostoma* sp.).

Common animals within this area may include coyote (*Canis latrans*), California ground squirrel (*Spermophilus beecheyi*), striped skunk (*Mephitis mephitis*), Virginia opossum (*Didelphis virginica*), cottontail (*Sylvilagus audubonii*), deer mouse (*Peromyscus maniculatus*), sparrow (*Melospiza melodia*), California gull (*Larus californicus*), merlin (*Falco columbarius)*, northern harrier (*Circus cyaneus*), white-tailed kite (*Elanus leucurus*), Clark's marsh wren (*Cistothorus palustris clarkae)*, yellow warbler (*Dendroica petechia brewsteri*), and yellowbreasted chat (*Icteria virens*), as well as several other species of birds, mammals, reptiles and amphibians.

3.2 Prehistoric Context

Evidence for continuous human occupation in the San Diego region spans the last 10,000 years. Various attempts to parse out variability in archaeological assemblages over this broad timeframe have led to the development of several cultural chronologies; some of these are based on geologic time, most are based on temporal trends in archaeological assemblages, and others are interpretive reconstructions. Each of these reconstructions describes essentially similar trends in assemblage composition in more or less detail. This research employs a common set of generalized terms used to describe chronological trends in assemblage composition: Paleoindian (pre-5500 BC), Archaic (8000 BC–AD 500), Late Prehistoric (AD 500–1769), and Ethnohistoric (post-AD 1769).

3.2.1 Paleoindian Period (Pre-5500 BC)

Evidence for Paleoindian occupation in coastal Southern California is tenuous, especially considering the fact that the oldest dated archaeological assemblages look nothing like the Paleoindian artifacts from the Great Basin. One of the earliest dated archaeological assemblages in coastal Southern California (excluding the Channel Islands) derives from CA-SDI-4669/W-12 in La Jolla. A human burial from CA-SDI-4669 was radiocarbon dated to 9,590–9,920 years before present (BP) (95.4% probability) (Hector 2007). The burial is part of a larger site complex that contained more than 29 human burials associated with an assemblage that fits the Archaic profile (i.e., large amounts of groundstone, battered cobbles, and expedient flake tools). In contrast, typical Paleoindian assemblages include large stemmed projectile points, high proportions of formal lithic tools, bifacial lithic reduction strategies,

and relatively small proportions of groundstone tools. Prime examples of this pattern are sites that were studied by Emma Lou Davis (1978) on China Lake Naval Air Weapons Station near Ridgecrest, California. These sites contained fluted and unfluted stemmed points and large numbers of formal flake tools (e.g., shaped scrapers, blades). Other typical Paleoindian sites include the Komodo site (CA-MNO-679)—a multicomponent fluted point site—and CA-MNO-680—a single component Great Basined Stemmed point site (Basgall et al. 2002). At CA-MNO-679 and CA-MNO-680, groundstone tools were rare while finely made projectile points were common.

Turning back to coastal Southern California, the fact that some of the earliest dated assemblages are dominated by processing tools runs counter to traditional notions of mobile hunter–gatherers traversing the landscape for highly valued prey. Evidence for the latter—that is, typical Paleoindian assemblages—may have been located along the coastal margin at one time, prior to glacial desiccation and a rapid rise in sea level during the early Holocene (pre-7500 BP) that submerged as much as 1.8 kilometers of the San Diego coastline. If this were true, however, it would also be expected that such sites would be located on older landforms near the current coastline. Some sites, such as CA-SDI-210 along Agua Hedionda Lagoon, contained stemmed points similar in form to Silver Lake and Lake Mojave projectile points (pre-8000 BP) that are commonly found at sites in California's high desert (Basgall and Hall 1993). CA-SDI-210 yielded one corrected radiocarbon date of 8520–9520 BP (Warren et al. 2004). However, sites of this nature are extremely rare and cannot be separated from large numbers of milling tools that intermingle with old projectile point forms.

Warren et al. (2004) claimed that a biface manufacturing tradition present at the Harris site complex (CA-SDI-149) is representative of typical Paleoindian occupation in the San Diego region that possibly dates between 10,365 and 8200 BC (Warren et al. 2004:26). Termed San Dieguito (Rogers 1945), assemblages at the Harris site are qualitatively distinct from most others in the San Diego region because the site has large numbers of finely made bifaces (including projectile points), formal flake tools, a biface reduction trajectory, and relatively small amounts of processing tools (Warren 1964, 1968). Despite the unique assemblage composition, the definition of San Dieguito as a separate cultural tradition is hotly debated. Gallegos (1987) suggested that the San Dieguito pattern is simply an inland manifestation of a broader economic pattern. Gallegos' interpretation of San Dieguito has been widely accepted in recent years, in part because of the difficulty in distinguishing San Dieguito components from other assemblage constituents. In other words, it is easier to ignore San Dieguito as a distinct socioeconomic pattern than it is to draw it out of mixed assemblages.

The large number of finished bifaces (i.e., projectile points and non-projectile blades), along with large numbers of formal flake tools at the Harris site complex, is very different than nearly all other assemblages throughout the San Diego region, regardless of age. Warren et al. (2004) made this point, tabulating basic assemblage constituents for key early Holocene sites. Producing finely made bifaces and formal flake tools implies that relatively large amounts of time were spent for tool manufacture. Such a strategy contrasts with the expedient flake-based tools and cobble-core reduction strategy that typifies non-San Dieguito Archaic sites. It can be inferred from the uniquely high degree of San Dieguito assemblage formality that the Harris site complex represents a distinct economic strategy from non-San Dieguito assemblages.

If San Dieguito truly represents a distinct socioeconomic strategy from the non-San Dieguito Archaic processing regime, its rarity implies that it was not only short-lived, but that it was not as economically successful as the Archaic strategy. Such a conclusion would fit with other trends in Southern California deserts, wherein hunting-related tools are replaced by processing tools during the early Holocene (Basgall and Hall 1993).

3.2.2 Archaic Period (8000 BC–AD 500)

The more than 1,500-year overlap between the presumed age of Paleoindian occupations and the Archaic period highlights the difficulty in defining a cultural chronology in the San Diego region. If San Dieguito is the only recognized Paleoindian component in the San Diego region, then the dominance of hunting tools implies that it derives from Great Basin adaptive strategies and is not necessarily a local adaptation. Warren et al. (2004) admitted as much, citing strong desert connections with San Dieguito. Thus, the Archaic pattern is the earliest local socioeconomic adaptation in the San Diego region (Hale 2001, 2009).

The Archaic pattern is relatively easy to define with assemblages that consist primarily of processing tools: millingstones, handstones, battered cobbles, heavy crude scrapers, incipient flake-based tools, and cobble-core reduction. These assemblages occur in all environments across the San Diego region, with little variability in tool composition. Low assemblage variability over time and space among Archaic sites has been equated with cultural conservatism (Byrd and Reddy 2002; Warren 1968; Warren et al. 2004). Despite enormous amounts of archaeological work at Archaic sites, little change in assemblage composition occurs until the bow and arrow is adopted at around AD 500, as well as ceramics at approximately the same time (Griset 1996; Hale 2009). Even then, assemblage formality remains low. After the bow is adopted, small arrow points appear in large quantities and already low amounts of formal flake tools are replaced by increasing amounts of expedient flake tools. Similarly, shaped millingstones and handstones decrease in proportion relative to expedient, unshaped groundstone tools (Hale 2009). Thus, the terminus of the Archaic period is equally as hard to define as its beginning because basic assemblage constituents and patterns of manufacturing investment remain stable, complemented only by the addition of the bow and ceramics.

3.2.3 Late Prehistoric Period (AD 500–1769)

The period of time following the Archaic and prior to Ethnohistoric times (AD 1750) is commonly referred to as the Late Prehistoric (Rogers 1945; Wallace 1955; Warren et al. 2004). However, several other subdivisions continue to be used to describe various shifts in assemblage composition, including the addition of ceramics and cremation practices. In northern San Diego County, the post-AD 1450 period is called the San Luis Rey Complex (True 1980), while the same period in southern San Diego County is called the Cuyamaca Complex and is thought to extend from AD 500 until Ethnohistoric times (Meighan 1959). Rogers (1929) also subdivided the last 1,000 years into the Yuman II and III cultures, based on the distribution of ceramics. Despite these regional complexes, each is defined by the addition of arrow points and ceramics, and the widespread use of bedrock mortars. Vagaries in the appearance of the bow and arrow and ceramics make the temporal resolution of the San Luis Rey and Cuyamaca Complexes difficult. For this reason, the term Late Prehistoric is well-suited to describe the last 1,500 years of prehistory in the San Diego region.

Temporal trends in socioeconomic adaptations during the Late Prehistoric period are poorly understood. This is partly because the fundamental Late Prehistoric assemblage is very similar to the Archaic pattern, but includes arrow points and large quantities of fine debitage from producing arrow points, ceramics, and cremations. The appearance of mortars and pestles is difficult to place in time because most mortars are on bedrock surfaces; bowl mortars are actually rare in the San Diego region. Some argue that the Ethnohistoric intensive acorn economy extends as far back as AD 500 (Bean and Shipek 1978). However, there is no substantial evidence that reliance on acorns, and the accompanying use of mortars and pestles, occurred prior to AD 1400. True (1980) argued that acorn processing and ceramic use in the northern San Diego region did not occur until the San Luis Rey pattern emerged after approximately

AD 1450. For southern San Diego County, the picture is less clear. The Cuyamaca Complex is the southern counterpart to the San Luis Rey pattern, however, and is most recognizable after AD 1450 (Hector 1984). Similar to True (1980), Hale (2009) argued that an acorn economy did not appear in the southern San Diego region until just prior to Ethnohistoric times, and that when it did occur, a major shift in social organization followed.

3.2.4 Ethnographic Period

The history of the Native American communities prior to the mid-1700s has largely been reconstructed through later mission-period and early ethnographic accounts. The first records of the Native American inhabitants of the San Diego region come predominantly from European merchants, missionaries, military personnel, and explorers. These brief, and generally peripheral, accounts were prepared with the intent of furthering respective colonial and economic aims and were combined with observations of the landscape. They were not intended to be unbiased accounts regarding the cultural structures and community practices of the newly encountered cultural groups. The establishment of the missions in the San Diego region brought more extensive documentation of Native American communities, though these groups did not become the focus of formal and in-depth ethnographic study until the early twentieth century (Boscana 1846; Fages 1937; Geiger and Meighan 1976; Harrington 1934; Laylander 2000). The principal intent of these researchers was to record the precontact, culturally specific practices, ideologies, and languages that had survived the destabilizing effects of missionization and colonialism. This research, often understood as "salvage ethnography," was driven by the understanding that traditional knowledge was being lost due to the impacts of modernization and cultural assimilation. Alfred Kroeber applied his "memory culture" approach (Lightfoot 2005:32) by recording languages and oral histories within the San Diego region. Kroeber's 1925 assessment of the impacts of Spanish missionization on local Native American populations supported Kumeyaay traditional cultural continuity (Kroeber 1925:711):

> San Diego was the first mission founded in upper California; but the geographical limits of its influence were the narrowest of any, and its effects on the natives comparatively light. There seem to be two reasons for this: first, the stubbornly resisting temper of the natives; and second, a failure of the rigorous concentration policy enforced elsewhere.

In some ways, this interpretation led to the belief that many California Native American groups simply escaped the harmful effects of contact and colonization all together. This, of course, is untrue. Ethnographic research by Dubois, Kroeber, Harrington, Spier, and others during the early twentieth century seemed to indicate that traditional cultural practices and beliefs survived among local Native American communities. These accounts supported, and were supported by, previous governmental decisions, which made San Diego County the location of more federally recognized tribes than anywhere else in the United States: 18 tribes on 18 reservations that cover more than 116,000 acres (CSP 2009).

Anthropologist Florence C. Shipek defined the traditional cultural boundaries between the Luiseño and Kumeyaay Native American tribal groups:

> In 1769, the Kumeyaay national territory started at the coast about 100 miles south of the Mexican border (below Santo Tomas), thence north to the coast at the drainage divide south of the San Luis Rey River including its tributaries. Using the U.S. Geological Survey topographic maps, the boundary with the Luiseño then follows that divide inland. The boundary continues on the divide separating Valley Center from Escondido and then up along Bear Ridge to the 2240 contour line and then north across the divide between Valley Center and Woods Valley up to the 1880-foot peak, then

> curving around east along the divide above Woods Valley. [1993 summarized by the San Diego County Board of Supervisors 2007:6]

Based on ethnographic information, it is believed that at least 88 different languages were spoken from Baja California Sur to the southern Oregon state border at the time of Spanish contact (Johnson and Lorenz 2006:34). The distribution of recorded Native American languages has been dispersed as a geographic mosaic across California through six primary language families (Golla 2007:71). Based on the Project location, the Native American inhabitants of the region would have likely spoken both the Ipai and Tipai language subgroups of the Yuman language family. Ipai and Tipai, spoken respectively by the northern and southern Kumeyaay communities, are mutually intelligible. For this reason, these two are often treated as dialects of a larger Kumeyaay tribal group rather than as distinctive languages, though this has been debated (Luomala 1978; Laylander 2010).

Victor Golla has contended that one can interpret the amount of variability within specific language groups as being associated with the relative "time depth" of the speaking populations (Golla 2007:80) A large amount of variation within the language of a group represents a greater time depth than a group's language with less internal diversity. One method that he has employed is by drawing comparisons with historically documented changes in Germanic and Romantic language groups. Golla has observed that the "absolute chronology of the internal diversification within a language family" can be correlated with archaeological dates (Golla 2007:71). This type of interpretation is modeled on concepts of genetic drift and gene flows that are associated with migration and population isolation in the biological sciences.

Golla suggested that there are two language families associated with Native American groups who traditionally lived throughout the San Diego County region. The northern San Diego tribes have traditionally spoken Takic languages that may be assigned to the larger Uto–Aztecan family (Golla 2007:74). These groups include the Luiseño, Cupeño, and Cahuilla. Golla has interpreted the amount of internal diversity within these language-speaking communities to reflect a time depth of approximately 2,000 years. Other researchers have contended that Takic may have diverged from Uto–Aztecan ca. 2600 BC–AD 1, which was later followed by the diversification within the Takic-speaking San Diego tribes, occurring approximately 1500 BC–AD 1000 (Laylander 2010). Most Native American tribal groups in the southern San Diego region have traditionally spoken Yuman languages, a subgroup of the Hokan Phylum. Golla has suggested that the time depth of Hokan is approximately 8,000 years (Golla 2007:74). The Kumeyaay tribal communities share a common language group with the Cocopa, Quechan, Maricopa, Mojave, and others to east, and the Kiliwa to the south. The time depth for both the Ipai (north of the San Diego River, from Escondido to Lake Henshaw) and the Tipai (south of the San Diego River, the Laguna Mountains through Ensenada) is approximated to be 2,000 years at the most. Laylander has contended that previous research indicates a divergence between Ipai and Tipai to have occurred approximately AD 600–1200 (Laylander 1985). Despite the distinct linguistic differences between the Takic-speaking tribes to the north, the Ipai-speaking communities in central San Diego, and the Tipai southern Kumeyaay, attempts to illustrate the distinctions between these groups based solely on cultural material alone have had only limited success (Pigniolo 2004; True 1966).

The Kumeyaay generally lived in smaller family subgroups that would inhabit two or more locations over the course of the year. While less common, there is sufficient evidence that there were also permanently occupied villages, and that some members may have remained at these locations throughout the year (Owen 1965; Shipek 1982, 1985; Spier 1923). Each autonomous triblet was internally socially stratified, commonly including higher-status individuals such as a tribal head (Kwaaypay), shaman (Kuseyaay), and general members with various responsibilities and skills (Shipek 1982). Higher-status individuals tended to have greater rights to land resources,

and owned more goods, such as shell money and beads, decorative items, and clothing. To some degree, titles were passed along family lines; however, tangible goods were generally ceremonially burned or destroyed following the deaths of their owners (Luomala 1978). Remains were cremated over a pyre and then relocated to a cremation ceramic vessel that was placed in a removed or hidden location. A broken metate was commonly placed at the location of the cremated remains, with the intent of providing aid and further use after death. At maturity, tribal members often left to other bands to find a partner. The families formed networks of communication and exchange around such partnerships.

Areas or regions, identified by known physical landmarks, could be recognized as band-specific territories that might be violently defended against use by other members of the Kumeyaay. Other areas or resources, such as water sources and other locations that were rich in natural resources, were generally understood as communal land to be shared amongst all the Kumeyaay (Loumala 1978). The coastal Kumeyaay exchanged a number of local goods, such as seafood, coastal plants, and various types of shell for items including acorns, agave, mesquite beans, gourds, and other more interior plants of use (Luomala 1978). Shellfish would have been procured from three primary environments, including the sandy open coast, bay and lagoon, and rocky open coast. The availability of these marine resources changed with the rising sea levels, siltation of lagoon and bay environments, changing climatic conditions, and intensity of use by humans and animals (Gallegos and Kyle 1988; Pigniolo 2004; Warren and Pavesic 1963). Shellfish from sandy environments included *Donax*, *Saxidomus*, *Tivela*, and others. Rocky coast shellfish dietary contributions consisted of *Pseudochama*, *Megastraea*, *Saxidomus*, *Prototthaca*, *Megathura*, and others. Lastly, the environment in the vicinity of the API would have provided *Argopecten*, *Chione*, *Ostrea*, *Neverita*, *Macoma*, *Tagelus*, and others. While marine resources were obviously consumed, terrestrial animals and other resources likely provided a large portion of sustenance. Game animals consisted of rabbits, hares (*Leporidae*), birds, ground squirrels, woodrats (*Neotoma*), deer, bears, mountain lions (*Puma concolor*), bobcats (*Lynx rufus)*, coyotes, and others. In lesser numbers, reptiles and amphibians may have been consumed.

A number of local plants were used for food and medicine. These were exploited seasonally and were both traded between regional groups and gathered as a single triblet moved between habitation areas. Some of the more common of these that might have been procured locally or as higher elevation varieties would have included buckwheat (*Eriogonum fasciculatum*), agave, yucca, lemonade berry (*Rhus integrifolia*), sugar brush (*Rhus ovata*), sage scrub (*Artemisia californica*), yerba santa (*Eriodictyon*), sage (*Salvia*), ephedra, prickly pear (*Opuntia*), mulefat (*Baccharis salicifolia*), chamise (*Adenostoma fasciculatum*), elderberry (*Sambucus nigra*), oak (*Quercus*), willow (*Salix*), and juncus grass among many others (Wilken 2012).

3.3 Historic Period (Post-AD 1542)

European activity in the region began as early as AD 1542, when Juan Rodríguez Cabrillo landed in San Diego Bay. Sebastián Vizcaíno returned in 1602, and it is possible that there were subsequent contacts that went unrecorded. These brief encounters made the local native people aware of the existence of other cultures that were technologically more complex than their own. Epidemic diseases may also have been introduced into the region at an early date, either by direct contacts with the infrequent European visitors or through waves of diffusion emanating from native peoples farther to the east or south (Preston 2002). It is possible, but yet unproven, that the precipitous demographic decline of native peoples had already begun prior to the arrival of Gaspar de Portolá and Junípero Serra in 1769.

Spanish colonial settlement was initiated in 1769, when multiple expeditions arrived in San Diego by land and sea, and then continued northward through the coastal plain toward Monterey. A military presidio and a mission to deal with the local Kumeyaay and Ipai were soon firmly established at San Diego, despite violent resistance to them from a coalition of native communities in 1776. Private ranchos subsequently established by Spanish and Mexican soldiers, as well as other non-natives, appropriated much of the remaining coastal or near-coastal locations (Pourade 1960–1967).

Mexico's separation from the Spanish empire in 1821 and the secularization of the California missions in the 1830s caused further disruptions to native populations in western San Diego County. Some former mission neophytes were absorbed into the work forces on the ranchos, while others drifted toward the urban centers at San Diego and Los Angeles or moved to the eastern portions of the county where they were able to join still largely autonomous native communities. United States conquest and annexation, together with the gold rush in Northern California, brought many additional outsiders into the region. Development during the following decades was fitful, undergoing cycles of boom and bust. With rising populations in the nineteenth century throughout the Southern California region, there were increased demands for important commodities such as salt.

3.4 Historic Context

This context is provided to ascertain what significant themes are present. Dudek provides this context to better understand the context of any of the identified previously recorded or newly documented resources in the API. This context provides an overview of the historic themes and the building types that were documented as part of this study.

3.4.1 Historical Overview of Imperial Beach

In 1769, Father Serra traversed the Tijuana River to find the Kumeyaay villages located in present-day Imperial Beach. The area then developed from an 1846 Spanish land grant to Pedro Cabrillo. In the 1850s, it was referred to as Monument City, and later South San Diego. In 1867, R.P. Morrison filed an early subdivision plot in South San Diego, and by the 1880s, many of South San Diego's early settlers arrived at the area known today as Imperial Beach. To entice residents of Imperial Valley—an inland desert region located in present-day Imperial and Riverside Counties—subdivisions formed as summer beach retreats from the hot, arid, inland climate. The name Imperial Beach directly references Imperial Valley and the population it hoped to attract (South Bay Historical Society Bulletin 2016: 1; City of Imperial Beach 2024; Daugherty 1994).

The town's first wooden sidewalks, general store, post office, café, and dance pavilion were all built in the early 1900s. Its original fishing pier, constructed in ca. 1910 by the South San Diego Investment Company as a tourist attraction, included a boardwalk spanning two blocks long with a bathhouse. The pier, bathhouse, and boardwalk were all destroyed in winter storms between 1948 and 1953 (City of Imperial Beach 2024; Daugherty 1994). In 1963, the pier was rebuilt; however a portion of the pier was lost in a 1980 storm, and then rebuilt again in 1982, and repaired later in 1989 (South Bay Historical Society Bulletin 2016: 5).

In addition to tourism, military land use has been a constant presence in Imperial Beach since the start of World War I. Ream Field opened in 1910 as an aviation field, known today as the Naval Outlying Landing Field Imperial Beach. There, Charles F. Walsh and Bernard F. Roehring designed and engineered airplanes. The U.S. Navy opened the Oneonta Gunnery School in Ream Field in 1918 for pilot training during World War I. The U.S. Army also began

Border Field outpost in 1916, and expanded it in the 1920s with five machine gun circular ranges at the beach and 35 additional buildings by World War II (South Bay Historical Society Bulletin 2016: 5-6)

During Imperial Beach's early development, housing was mostly located to the north and west. In 1887, the Italianate Style Grissom house was built at 554 10th Street and remains the earliest extant residence. Owner Frank Grissom served in Battery A of the 19th Coast Artillery and moved into the home in 1950 (South Bay Historical Society Bulletin 2016: 2).

Between 1904 and 1928, South San Diego's roadway pattern remained mostly consistent, with major arterials Palm Avenue and Imperial Beach Boulevard running east to west. Palm Avenue extended from Palm City to the east all the way to the coast on the west, while farther south and parallel to Palm Avenue, Imperial Beach Boulevard extended from Nestor to the east and terminated inland, approximately half a mile from the coast (NETR 2025b). During the early 1900s, Palm Avenue, between 1st and 10th Streets, serviced a trolley line that linked travelers by boat from northern Coronado and San Diego's Market Street to southern Imperial Beach. The trolley line and boat service ended following a destructive 1916 flood that destroyed its infrastructure (City of Imperial Beach 2024). With unpaved roads, the South San Diego area was mainly served by trains and horses through the 1920s (Adams 1976: 60).

In 1929, multiple subdivisions were built, including the Silver Strand Beach Gardens along the coast near the pier and Imperial Beach Gardens south of Palm Avenue (South Bay Historical Society Bulletin 2016: 7). From the late 1930s through World War II, population growth intensified in the San Diego region as the defense industry attracted workers throughout the United States, which thus created a need for more housing. In 1939, several cottage structures were moved from Coronado's Tent City to Imperial Beach. Some Tent City homes extant today include 184, 243, 251, 252, and 260 Dahlia Avenue, located in the Silver Strand Beach Gardens development (South Bay Historical Society Bulletin 2016: 9).

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th Streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard farther inland (NETR 2025a). An aerial from 10 years later, in 1963, shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 1963). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished ca. 2012), between Delaware and 9th Streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second

location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

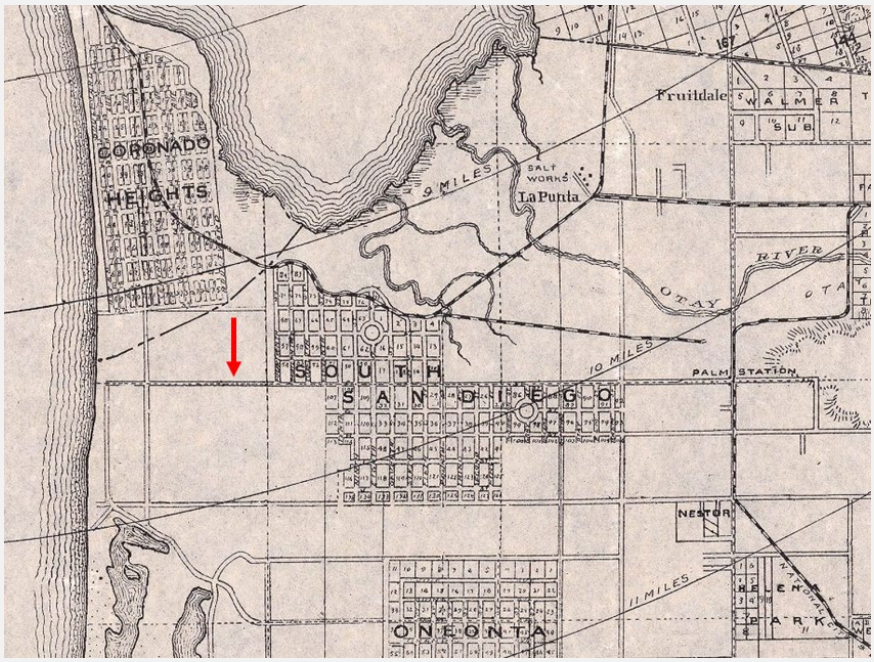
By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, spanning 4.5 square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

3.4.2 Development of Palm Avenue

Imperial Beach originally developed as a tourist destination in the late 1800s through early 1900s. Much of its early infrastructure, including roads, served its visitors and the emerging community. In 1903, Palm Avenue is first identified on a historical map of San Diego (Exhibit 3-1). Although the street name "Palm Avenue" is not labeled until 1904 in a topo map, its pathway is clearly defined, spanning east to west through South San Diego from slightly east of Palm Station (located in present-day Palm City) to the beach, with subdivisions to the north and south (Burbeck 1903).

Exhibit 3-1. Section of a 1903 topographic map of the San Diego region, showing Imperial Beach labeled as South San Diego, with Palm Avenue (red arrow) running east to west from Palm Station to the Pacific Ocean.



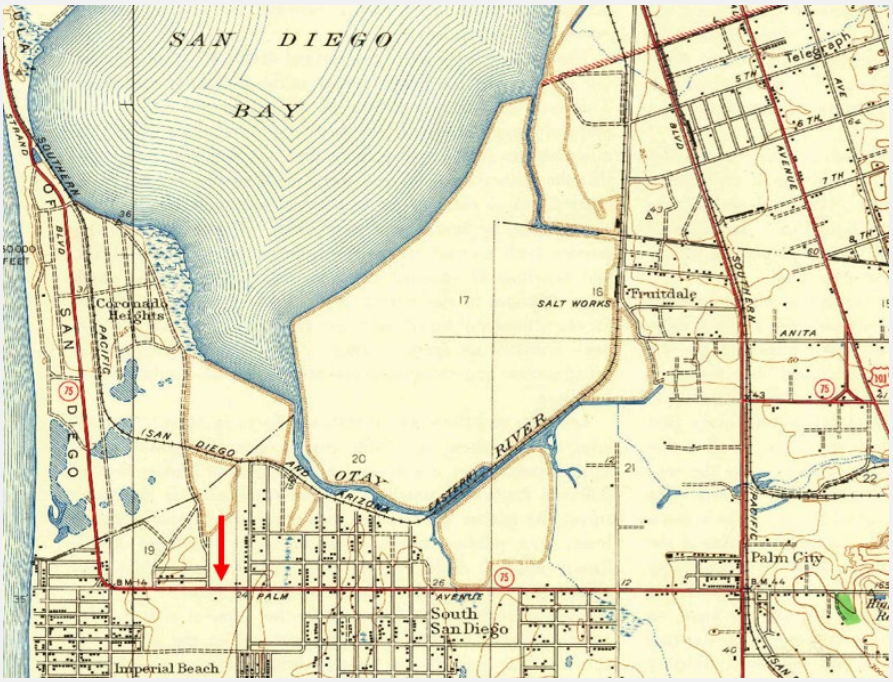
Source: Burbeck 1903.

Palm Avenue likely developed as a dirt road in the early 1900s. Local historian Freda Compton Elliott Adams described that in 1920, the nearest paved road in Imperial Beach was located in Chula Vista (Adams 1976: 60). Based on early 1900s maps, Palm Avenue served as a linkage point with Palm Station and the National City and Otay Railroad, which ran from Tia Juana to the south to San Diego in the north. The Coronado Railroad, also present in 1903, ran a U-shaped route from Coronado Island going south along the peninsula (later known as Silver Strand Beach) and continuing through present-day Imperial Beach, to the north to National City (USGS 1904).

From ca. 1910 to 1916, Palm Avenue serviced a trolley line between 1st and 10th Streets, which linked vessel travelers from northern Coronado and San Diego's Market Street to southern Imperial Beach. In 1910, E.S. Babcock, builder of the Hotel del Coronado, had dredged a channel to the present-day north end of 10th Street to allow boats to travel from San Diego and Coronado to South San Diego and the Imperial Beach Railroad. In 1916, a major storm disrupted the Otay Dam, which flooded the channel with silt, permanently halting the passenger boats and destroying the existing railroad system (City of Imperial Beach 2024; USGS 2025).

In 1933, Highway 101 was constructed to the east of Imperial Beach and Palm City, in the Otay Valley (Adams 1976: 60). California State Route (SR) 75, originally referred to as "Highway 75"—a central highway that ran through Imperial Beach along Palm Avenue connecting present-day Interstate 5 to the east to Coronado and San Diego to the north—is first shown in a 1938 California Department of Public Works highway map (State of California 1938). Highway 75's pathway is more clearly defined in a 1943 topo map, spanning Coronado Island to the north and running south along Silver Strand Boulevard, then connecting to the west segment of Palm Avenue near the coast, and from Palm Avenue running to the east to Palm City, and turning north to ultimately connect to Highway 101 (Exhibit 3-2) (USGS 1943).

Exhibit 3-2. Section of a 1943 topographic map of the San Diego region and Imperial Beach, with Highway 75 first clearly shown along Palm Avenue (red arrow).



Source: USGS 1943.

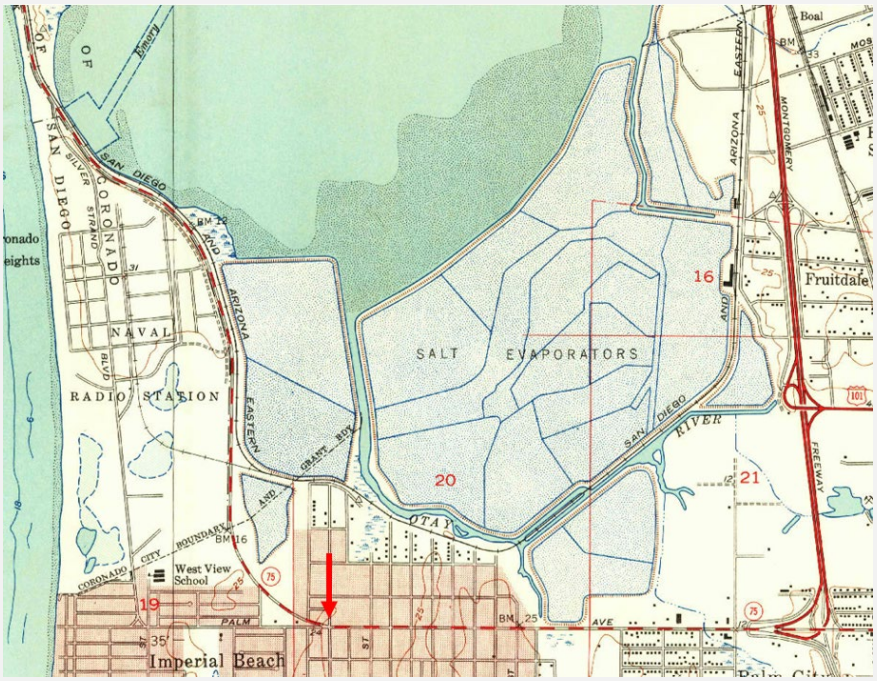
A photo from 1950 suggests that Highway 75 may have been realigned at that time (Exhibit 3-3) (Adams 1976: 86). However, it is not made clear until a 1953 topo map confirms Highway 75's realignment with the newly relocated Silver Strand Boulevard, just east of Radio Station (Exhibit 3-4). This route shows Palm Avenue's present-day alignment, which connects with Highway 75 at present-day Delaware Street (USGS 1953).

Exhibit 3-3. 1950 photo of Palm Avenue, view east, prior to Palm Avenue's widening in 1955. Part of the Miracle Shopping District was constructed by this time (red box).



Source: Adams 1976.

Exhibit 3-4. Section of a 1953 topographic map of the San Diego region and Imperial Beach, with Palm Avenue's present-day alignment, showing Highway 75 splitting from Palm Avenue near Delaware Street (red arrow).



Source: USGS 1953.

In 1952, the South Bay District Chamber of Commerce approved a resolution to request the California Highway Commission widen Highway 75 along Palm Avenue between Palm City and Silver Strand Boulevard. The proposed widening would expand the two-lane highway to four lanes with an additional 100 feet, including "a 22-foot island, with a 24-foot double lane on either side of the island thus leaving a 15-foot strip on each side of the double lanes for future use," along with new traffic lights (Chula Vista Star 1952: 7). Hazardous traffic conditions along Palm Avenue were cited in the resolution, noting more than 7,500 cars traversed this stretch of Palm Avenue daily and upwards of 13,000 on Sundays (Chula Vista Star 1952: 7). In October 1954, the California Highway Commission approved the request to widen Highway 75 along Palm Avenue, allocating $800,000 to the project (National City Star-News 1954: 20). The Palm Avenue/Highway 75 widening project forced multiple businesses to surrender their parking along with the demolition of some buildings along Palm Avenue (Adams 1976: 86). In April 1955, the improved four-lane Highway 75 officially opened (Chula Vista Star-News 1955: 17). In commemoration of this new dedication, Imperial Beach hosted a three-day celebration consisting of a "street dance carnival" and parade, with a strict dress code of "Western or Indian garb" for the entire South Bay community (National City Star-News 1955: 2).

At the time of the Highway 75 widening, numerous businesses were located along Palm Avenue. Particularly, the Miracle Shopping District, between 9th and Delaware Streets, had an array of commercial businesses in 1955 which included Bill Kile's Palm Avenue Service Station, Pennysaver, M&M Dept. Store, Clothesline Department Store, Finelli's Men's Store, Village Barber Shop, Konrad Clem's Record Shop, John R. Robertson Chevrolet, Imperial Beach Beauty Salon, Estes Hardware, Graham's Market, Bob Tschakert's Chevron Station, Woody's Beauty Walk, Will's Lumber Co., South Bay Chevrolet, Sullivan's Food Center, Chase Electric and one lone bank, Security Trust

and Savings, Greenwell Realty and Insurance, Bunny Inn, Tides Inn, Imperial Beach Grocery, Sid's Bakery, Jessie's Opportunity Shop, Benson's Liquor, Beachcomber, The Clock, The Triangle Café, Neil's Automotive Service, Mahoney's TV, Geroge's Drive-In, Baker's Hardware, Strand Realty, Silver Strand Food Store, Lucille's Café, Robert's Electric, DuVall's Junior Department Store, Piggly Wiggly, O.E. McGee's Jewelers, Jonie's Coffee Shop, Western Auto Supply, and South Bay Drugs (Adams 1976: 94). Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd Streets (Exhibit 3-5).

Exhibit 3-5. A 1956 photograph of the Miracle Shopping District showing an array of businesses.



Source: Adams 1976.

Again in ca. 1963, the SR-75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th Streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the Project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025).

By ca. 2012, the Miracle Shopping District was demolished (NETR 2025a). In ca. 2019, the California Department of Transportation (Caltrans) relinquished ownership of SR-75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

3.4.3 Imperial Beach Storm Drain System

South San Diego (present-day Imperial Beach) lacked stormwater infrastructure until ca. 1950s. Prior to the 1950s, flood control consistently remained a problem. A destructive 1916 flood destroyed a trolley line along Palm Avenue, between 1st and 10th Streets (City of Imperial Beach 2024). In 1927, the Tia Juana River watershed flooded as "proper flood controls had not been constructed," and Palm Avenue between 13th and 15th Streets experienced 9 feet of floodwater (Adams 1976: 61; City of Imperial Beach 2025).

Following World War II, the Imperial Beach storm drain system slowly began to develop along with other major city infrastructure as "contractors began in earnest to build up the area" in the early 1950s (Adams 1976: 87). In the latter half of the twentieth century, storm drain development often went hand-in-hand with street improvement projects. In ca. 1963, Caltrans widened the SR-75 highway along Palm Avenue in Imperial Beach by another two lanes between 7th and 13th Streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). Through widening the highway, stormwater management systems, including the existing storm drain outfalls, and open and closed channels along this stretch of Palm Avenue were likely added at this time. Shortly after, in 1965, City Manager Robert L. Wynn spearheaded several storm drain and street improvement projects throughout Imperial Beach. The "first and largest" storm drain project from 1965, known as the Coronado Avenue Project, "was finished in time to spare the city the worst of the flooding from recent heavy rains" (Imperial Beach Star-News 1965: 4). The Coronado Avenue Project involved widening Coronado Avenue (known as Imperial Beach Boulevard) from 13th to Connecticut Streets in conjunction with a new storm drain system that removed existing sumps or collections of water. Ham Brothers were awarded the construction contract of $178,066 (Imperial Beach Star-News 1965: 4). However, despite Imperial Beach's attempts at storm drain management, flooding continued to plague the area. In February 1988, Imperial Beach experienced substantial flooding throughout the entire city (Imperial Beach Star-News 1988: A-1 and A-3). Currently, with additional threats of climate change and sea level rise, Imperial Beach continues to battle ongoing flooding issues that have plagued the area since its early establishment.

3.4.4 Present Building Typologies

3.4.4.1 Strip Mall

The so-called strip mall first emerged as a distinct and identifiable commercial property type during the late 1940s. Commercial space in cities traditionally revolved around the pedestrian and the architectural forms that originated in the urban core, including storefronts placed along the front of the property lines along both sides of the street. This spatial order was not easily jettisoned in American cities and towns during the early post-World War II era. With the rise in automobile ownership, however, vehicular congestion caused by on-street parking had become a recognized problem in urban areas across the country. The automobile forced urban planners, architects, and developers to think about architecture in an entirely new way. Initially, planners sought to alleviate the congestion in towns by increasing commercial setbacks to allow for a small parking area in front of the building. They also preferred building designs with a one-story form, a unified façade with a minimal amount of architectural ornamentation, and a separate service area at the rear of the building. By the early 1950s, the widespread acceptance of the front parking area in commercial districts led to the spread of the strip mall typology in the suburbs, where land was more readily available for this type of commercial development (Manning 2009: 12-15, 20, 27).

The following character-defining features of the strip mall typology are based on criteria gathered from publications such as the Architectural Record, Architectural Forum, Architect and Engineer, and the 1948, 1954, and 1968

editions of the Community Builders Handbook prepared by the Community Builders' Council of the Urban Land Institute as presented in Matthew J. Manning's thesis, "The Death and Life of Great American Strip Malls: Evaluating and Preserving a Unique Cultural Resource" (Manning 2009: 39).

Character-defining/associative features of strip malls include:

- Single ownership or control
- Designed and built as a planned unit
- Single story
- Building set back from the public street or right-of-way
- Primary parking between the building and the street
- Minimum 3 to 1 ratio of parking area to building area
- Simple front façade oriented toward the parking area
- Separate rear service access
- Storefront entrances directly accessible from the parking area
- Straight line of stores tied together by a covered sidewalk along the storefronts (canopy, awning, arcade, etc.)
- Spaces for multiple tenants with partition walls between stores
- Flexible interior space customizable by tenants
- Individual exterior signage for each storefront
- Signage visible from passing vehicles

3.4.4.2 Drive-Thru Restaurant

Drive-thru commercial buildings generally are typified by several broad features: they provide goods or services to customers while the customers remain in their automobile, they highlight the interaction between the service provider and the auto-borne customer, and they are developed on sites that provide maneuvering space of the interaction between automobiles and the building (Prosser and Herrick 2016: 69). These building types became more popular in the 1920s, concurrent with increased access to the automobile. Drive-thru restaurants in Southern California originated with the Pig Stand food chain, which had a drive-up window; however, it was not until the end of World War II (1945) that the drive-thru restaurant came into its own as a building type (Herrick and Proctor 2016: 75). The earliest documented drive-thru in Southern California was an In-N-Out Burger stand that was established in Baldwin Park in 1948 (Prosser and Herrick 2016: 75). The proliferation of drive-thru restaurants was interconnected to the post-war boom in car sales, auto-oriented culture, and freeway construction. Many fast food brands still in operation today were founded in Southern California during and in the two decades following World War II, including Tommy's (1946), Jack in the Box (1951), Carl's Junior (1961), and Wienerschnitzel (1961), among many others (Visit California 2025; Prosser and Herrick 2016: 75). Drive-thru restaurants were often designed with Programmatic, Googie, or Mid-Century Modern elements to appeal to passing motorists and create an identifiable brand identity. Early examples of drive-thru restaurants have the point of contact between a drive-thru lane and a restaurant as a primary architectural feature of the building, with the drive-thru or drive-up window being placed on the primary elevation, and were "announced with a dominant canopy or shapes the layout of the building by means

of a bisecting breezeway. Either way, the point of contact is celebrated and leaves no doubt as to the importance of the drive-thru purpose of the building" (Prosser and Herrick 2016: 75).

However, as these brands expanded outside of Southern California and throughout the county in the 1970s and beyond, designs became increasingly standardized for scalability and cost efficiency. These later restaurants often followed uniform designs and tended to be more utilitarian or simplified than their predecessors, frequently utilizing prefabricated components. On these later examples, the drive-thru point of contact windows are often situated on the side or rear of a structure and are not intended to be an architectural feature of note (Prosser and Herrick 2016: 75).

Character-defining/associative features of drive-thru restaurants include:

- Retains most of the essential character-defining features of the type
- Drive-thru features are still readable from the period of significance
- Of a style or mixture of styles typical of the period of construction such as Mid-Century Modern, Googie, and Programmatic
- Of the design and layout typical of adapting to the needs of the automobile (e.g., approach and departure drive to and from point of service, architectural differentiation of point of service)
- Typically associated with a particular company and/or architects/designers
- Signage may be prominent

3.4.4.3 Car Wash

Car washes show how a building type's "design and site layout are shaped by accommodation to the needs of automobile as well as the stylistic and economic trends of the day" (Prosser and Herrick 2016: 57). Early car washes were typically part of service stations or parking garages, with a vehicle remaining stationary to be washed by hand. By the late 1920s, there were some experiments in stand-alone facilities with semi-mechanized features and a linear concept. In the late 1930s, experiments in a mechanized linear car wash assembly-lines had developed further; however, it was not until the mid-1950s that the linear concept was fully mechanized (Prosser and Herrick 2016: 53). Car washes in this period were simple long, rectilinear pavilions that pulled or pushed a car mechanically and had large washers and dryers with attendants stationed at key points to facilitate the process (Prosser and Herrick 2016: 53). The simplicity and form of these carwashes lent themselves to the use of Googie elements to appeal to passing motorists, usually with tall pylons and exuberant signage. Car washes were ubiquitous in the 1960s, but by the end of the decade, Googie was out of fashion and "along with it, the structural expressionism of the car wash" (Proctor and Herrick 2016: 58). In the 1970s, car wash forms were streamlined, technology standardized, and the linear car wash "often retreated into a factory-like enclosed building" (Proctor and Herrick 2016: 57) with minimal ornamentation.

Character-defining/associative features of car washes include:

- Retains most of the essential character-defining features of the type
- May have Googie or Programmatic elements, particularly signage and pylons
- Of the layouts typical of adapting to the needs of the automobile, specifically the linear layout that allowed movement through different stages of the washing process
- May be associated with particular companies and/or architects/designers

3.4.4.4 Gas and Service Station

Prior to the onset of World War I, gasoline and motor oil was largely either sold in cans at general stores or, beginning in 1905, through crude gasoline pumps that used rubber hoses placed near curbs adjacent to small stores selling auto-related goods. Soon, however, a new technological innovation in the form of an effective standardized pump facilitated the rise of the service station as its own free-standing structure. While there were many variations for the service station, some of which included additional services such as repairs and car washing, the utilitarian filling station was the most common in the 1920s. These service stations usually consisted of a rectangular building that housed offices, restrooms, and service bays along with a canopy covering gasoline pumps and were typically surrounded by concrete and oriented to be conveniently accessible from the road. While this basic form remained popular for decades, as the 1920s went on many service stations became increasingly elegant and elaborate and were designed in popular residential Period Revival styles, such as Spanish Colonial Revival (Prosser and Herrick 2016: 24-34; Beresford 2015; Randl n.d.; History Colorado n.d.; Jakle and Sculle 1994).

During and after the Great Depression, service stations in Southern California tended to be designed in the Streamline Moderne and International styles. As oil and gas companies continued to consolidate power and resources during this period, the desire for consistent branding led to the greatest standardization of service station forms. Walter Dorwin Teague, an industrial designer, created an oblong box service station prototype for Texaco in the 1930s, which soon became a standard form for service stations across the country. The oblong box service stations consist of an often-prefabricated oblong box with a flat roof, canopy, and interior spaces of an office with a large display window, restrooms, and service bays. By 1949, companies such as the California Cornice Steel and Supply Corporation sold prefabricated stations that consisted of a box-like office structure with a large steel canopy that covered multiple pump banks (Prosser and Herrick 2016: 24-34; Beresford 2015; Randl n.d.; History Colorado n.d.; Jakle and Sculle 1994).

In the post-World War II years, some stations began to apply more exuberant Googie elements to appeal to the ever-increasing number of motorists, but standardized oblong service stations continued to be the most prevalent form. By 1960, the multi-pump, self-service station had become common. Anti-car sentiment was increasingly prevalent in the mid- and late-1960s, and some service station designers responded by softening the commercial appearance of their stations by making them more closely resemble 1920s stations with low-pitched gable roofs and imitation wood, brick, or synthetic stone. Another approach was to adopt a more Mid-Century Modern style, exemplified by the prototype that Eliot Noyes produced for Mobil in 1966, which was based on the 1930s oblong box design of Walter Dorwin Teague. In the 1970s, it was most common for gas stations to be constructed with a consistent, standardized plan intended to be nationally recognizable with clear branding/signage (Prosser and Herrick 2016: 24-34; Beresford 2015; Jakle and Sculle 1948).

Character-defining/associative features of gas/service stations include:

- Typically oriented to offer convenient automobile access from the street
- Situated on a concrete lot
- Layout and design features that reflect the accommodation of the automobile
- May reflect corporate design associated with a particular oil company and/or architects/designers
- Early examples may have influences of popular styles of the day, such as Spanish Colonial Revival, Streamline Moderne, and Googie

- Canopies over service islands are common
- Later examples may be prefabricated
- Typically have an oblong box form and may or may not have service bays depending on date of construction
- Presence of corporate/brand signage and/or logos
- May have large windows for displaying goods and services to customers pumping gas

3.4.4.5 Quonset Hut

The Quonset hut structure is a metal semi-circular roof and wall structure erected and attached to a concrete pad and currently used for large vehicle storage. It consists of folded, accordion-like galvanized steel segment walls that spring an arch to form the convex roof. Each segment is attached with steel screws at the fold, then attached to the foundation pad. Although the form first emerged in England during World War I, Quonset huts were pioneered for the U.S. military at Quonset Point, Rhode Island, in 1941 by the George A. Fuller and Company (Decker and Chiei 2005: 2). Fuller and Company's Quonset hut improved upon the design of the British military's Nissen hut, designed by Peter Nissen in 1916. The Quonset hut was designed to be constructed quickly with a continuous arch and metal structure that could be adapted for a variety of uses. Throughout its period of popularity, the Quonset hut was used largely used by the military for storage, assembly halls, or barracks. After World War II, manufacturers of Quonset huts such as Great Lakes Steel Corporation and Stran-Steel promoted the adaptive reuse of Quonset huts for civilian life, marketing their products for use as temporary housing for returning veterans, single-family homes, agricultural storage, assembly halls, commercial uses, and light industrial buildings (Decker and Chiei 2005; PCR Services Corporation 2007; HRG 2015: 2-6).

Character-defining/associative features of the Quonset hut include:

- Half-cylinder shape, with wood or metal rib framing
- Rectangular plan
- Clad in corrugated metal sheeting
- Oversized doors
- Steel-frame industrial windows, typically divided-light

3.4.5 Present Architectural Styles

3.4.5.1 Minimal Traditional (ca. 1935–1950)

The Minimal Traditional style was a nationally prevalent style that emerged during the Great Depression. Minimal Traditional homes were designed to be simplistic, economical, and able to be produced at a mass scale. The prevalence of the style was the result of federal policies. Franklin D. Roosevelt enacted the National Housing Act in 1934, creating the Federal Housing Administration (FHA). The Minimal Traditional style house was explicitly preferred in FHA guidelines for homeowners to secure FHA-insured home loans. The style continued to be popular through World War II and the post-war housing boom, due to the increased use of factory-produced materials, the ability to be quickly mass-produced and deployed, and the general rejection of excessive, material-intensive Craftsman, Victorian, or Period Revival styles. The popularity of the Minimal Traditional style faded by the mid-1950s

as the effects of the Great Depression and war-time fiscal conservativism were forgotten (ARG 2019; Caltrans 2011: 67-70; McAlester 2018: 586-589).

Character-defining features of the Minimal Traditional style for residential properties include:

- Small scale
- One-story or one-and-a-half stories in height
- Low- or intermediate-pitched gable roof with little to no eave overhang
- Typically feature double-hung windows with either multi-pane or simulated multi-pane
- Window placement occasionally includes two windows set near the building corner
- Exterior cladding materials may include vertical and horizontal wood boards, shingles, brick veneer, and board-and-batten siding
- Minimal, limited architectural decoration, usually American Colonial Revival in character
- Roof dormers are rare, except on Cape Cod-style Minimal Traditional houses
- May have an attached or detached garage

3.4.5.2 Mid-Century Modern (1940–1975)

Mid-Century Modern style (1940–1975) is reflective of International and Bauhaus styles popular in Europe in the early twentieth century. Early Modernists, including Rudolph Schindler, Richard Neutra, and Frank Lloyd Wright, brought many elements of these design aesthetics and material experimentation to Southern California in the 1920s. The development of the Mid-Century Modern style in the United States was largely fostered by World War II. Prominent European practitioners of the International and Bauhaus styles, namely architects Ludwig Mies Van der Rohe and Walter Gropius, fled to the United States during World War II. The United States became a manufacturing and industrial leader. Materials and aesthetics evolved to reflect modern innovations that dominated design and construction following the war.

Mid-Century Modern design was embraced intellectually as a departure from the past, but it was economically appealing for its ability to be mass-produced with standardized, affordable, and replicable designs that could accommodate many programmatic needs and site requirements. There was a need for a style that could meet the demand for mass construction of many property types—from residences to schools to offices—and convey the modern sensibility of an era that valued a departure from the past; middle-class growth; economic efficiency; and new material technology. The designs rarely incorporate applied ornamentation or references to historical styles. As a result, many industrial buildings in the style are often "decorated boxes"—plain buildings with applied ornament to suit the era and appear more modern without reflecting the activity inside the building. Commercial buildings of this style incorporated new elements such as sleek modern signage, aluminum awnings, and canopies, deeply recessed and or angled vestibules, floor-to-ceiling window walls, integrated planters, and projecting vertical elements. Many property types exhibit the characteristics of the Mid-Century Modern style; however, not all Mid-Century Modern designs rise to the level of significant examples of the architectural style. Practitioners of the style were focused on the most cutting-edge materials and techniques. The Mid-Century Modern style was widely adopted in the building boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One to two stories in height
- Low, boxy, horizontal proportions
- Simple geometric forms with a lack of exterior decoration
- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete
- Mass-produced materials
- Simple windows (metal or wood) flush-mounted and clerestory
- Industrially plain doors
- Floor to ceiling window walls
- Extensive use of sheltered exterior corridors, with flat or slightly sloped roofs supported by posts, piers, or pipe columns
- Modern signage
- Deeply recessed and or angled vestibules
- Integrated planters
- Projecting vertical elements

3.4.5.3 Contemporary Style (1945–1990)

Contemporary buildings are prevalent throughout the entire United States between 1945 and 1990 and were common in California at roughly the same time. The style rejects traditional decoration and exterior sleekness in favor of its interior, so much so that the plans and façades of the building are less unifying and more a reflection of the interior space's use. There is also a relationship between outdoor spaces and interior rooms; in residential architecture, this can connect living space to gardens; in commercial spaces, it can provide an outlet from office space to a courtyard, garden, or park (McAlester 2018: 329-634).

Character-defining features of the Contemporary Style for commercial properties include:

- Low-pitched gable roofs
- Exposed roof beams
- Wide, overhanging eaves
- Windows generally in gable ends
- Materials (wood, brick, glass concrete block) evoking a variety of textures
- Asymmetrical main façade
- Recessed or obscured entry

3.4.5.4 International Style (1950–1975)

The International style came to the United States in the 1930s after gaining popularity in Germany, Holland, and France through architects such as Walter Gropius and Ludwig Mies van der Rohe. The style soon spread to the United States in the 1930s, due in part to Henry-Russell Hitchcock and Philip Johnson's 1932 book titled The International Style: Architecture Since 1922 for the New York Museum of Modern Art's exhibition. In their book, Hitchcock and Johnson introduced the term International and identified the three principles of architecture as volume, regularity, and avoiding the application of ornament. These three principles have been the baseline for American International style architects such as Richard Neutra and Philip Johnson. The style became very popular in the mid-twentieth century in almost all forms of architecture, using precise and universal materials and techniques that allowed the style to be used anywhere in the world. The most common application was as the corporate office, creating walls of glass with sharp angles located in the downtown areas of many cities.

The main difference between International style buildings and their predecessors was their lack of exterior support of solid masonry. They often depended on a metal interior skeleton and utilized the curtain wall to clad walls in glass. This dependency on the metal frame resulted in windows being hung in repeating patterns, which brought another level of order to these already stripped-down buildings. Mies's designs specifically focused on perfection through mathematics, generating rectangular curtail wall designs displaying strong roots in the philosophy of the Bauhaus. This movement incorporated simple and precise designs and incorporated mass-produced materials such as concrete, steel, and glass paired with functionality in design (SFPD 2010; McAlester 2018: 617-621).

Character-defining features of the International style for commercial properties include:

- Vertical box
- Often set on "pilotis" or stilts, giving the appearance of floating
- Windows and wall surfaces are on the same plane, providing the look of a taut skin
- Tinted and/or mirrored glass
- Repeating pattern of fenestration
- The seamless façade often appears sleek and slippery
- Flat roof structure
- Little decoration or ornamentation
- Open interior spaces
- Smooth wall surfaces, usually clad with stucco
- Large concrete expanses
- Use of modern materials such as metal windows, concrete, and steel
- Flush-mounted metal windows

4 Results of Identification and Evaluation Efforts

4.1 Records Search Results

4.1.1 Previous Cultural Resource Studies

The SCIC records search results indicate 48 previous cultural resources studies have been performed within the 1.0-mile search radius surrounding the Project area. Of the 48 cultural resources studies, 15 studies intersect the Project area (Table 4-1). Approximately 40% of the Project area has been previously studied, which resulted in the identification of one historic built environment resource, P-37-026582, within the Project area. Table 4-1 summarizes the 15 previously recorded studies followed by a brief summary of the studies that have relevant information to the Project area. The remaining previous studies within the 1.0-mile search radius are provided in Confidential Appendix D.

Table 4-1. Previous Cultural Resources Studies Intersecting the Project Area

Report Number	Authors	Date	Title
SD-00497	CALTRANS	1978	AN ARCHAEOLOGICAL SURVEY REPORT FOR THE PROPOSED SAN DIEGO BAY ROUTE BIKEWAY (HARBOR DRIVE TO CORONADO) 112-12-185301.
SD-06267	CITY OF SAN DIEGO	1997	MITIGATED NEGATIVE DECLARATION FOR AUTOZONE STORE #2808
SD-07415	TIERRA	2000	ARCHAEOLOGICAL SURVEY REPORT FOR THE CORONADO UNDERGROUNDING PROJECT, CITY OF CORONADO, CALIFORNIA
SD-07422	TIERRA	2001	ARCHAEOLOGICAL SURVEY REPORT FOR THE CORONADO TEA-21 PROJECT, CITY OF CORONADO, CALIFORNIA
SD-11648	U.S. FISH AND WILDLIFE SERVICE	2006	HABITAT HEROES RESTORATION PROJECT, SOUTH SAN DIEGO BAY NATIONAL WILDLIFE REFUGE, SAN DIEGO COUNTY, CALIFORNIA
SD-12571	LAGUNA MOUNTAIN ENVIRONMENTAL, INC.	2009	AN ARCHAEOLOGICAL SURVEY AND TESTING FOR THE PALM AVENUE CARWASH AT 1440 PALM AVENUE, CITY OF SAN DIEGO, CALIFORNIA
SD-13884	ACE ENVIRONMENTAL	2012	AT&T SITE SS0048 POWERHOUSE LTE 600 PALM AVENUE IMPERIAL BEACH, SAN DIEGO COUNTY, CALIFORNIA 91932
SD-14165	RINCON CONSULTANTS, INC.	2013	PHASE I CULTURAL RESOURCES SURVEY BERNARDO SHORES PROJECT, SAN DIEGO COUNTY, CALIFORNIA
SD-14554	FISH AND WILDLIFE SERVICES	2013	TERMINATION OF MOA FOR THE WESTERN SALT COMPANY SALT WORKS PONDS 10, 10A, AND 11 TO SALT MARSH HABITAT ON THE SAN DIEGO BAY UNIT OF THE SAN DIEGO BAY NATIONAL WILDLIFE REFUGE, SAN DIEGO COUNTY, CALIFORNIA

Table 4-1. Previous Cultural Resources Studies Intersecting the Project Area

Report Number	Authors	Date	Title
SD-15587	EAS	2013	CULTURAL RESOURCES RECORDS SEARCH AND SITE VISIT RESULTS FOR T-MOBILE WEST, LLC CANDIDATE SD06052A (SD0652A POWERHOUSE GYM) 600 PALM AVENUE, IMPERIAL BEACH, SAN DIEGO COUNTY, CALIFORNIA
SD-15588	EAS	2013	DIRECT APE HISTORIC ARCHITECTURAL ASSESSMENT FOR T-MOBILE WEST, LLC CANDIDATE SD06052A (SD0652A POWERHOUSE GYM) 600 PALM AVENUE, IMPERIAL BEACH, SAN DIEGO COUNTY, CALIFORNIA
SD-16445	UNITED STATES DEPARTMENT OF THE INTERIOR	2010	FWS091214A - ADVERSE EFFECT FINDING FOR THE PROPOSED RESTORATION OF THREE SALT PONDS ON THE SOUTH BAY UNIT OF THE SAN DIEGO NATIONAL WILDLIFE REFUGE, SAN DIEGO COUNTY, CALIFORNIA
SD-16641	LAGUNA MOUNTAIN ENVIRONMENTAL, INC.	2012	AN ARCHAEOLOGICAL SURVEY AND TESTING REPORT FOR THE PALM AVENUE CARWASH AT 1440 PALM AVENUE CITY OF SAN DIEGO, CALIFORNIA (APN 616-020-18-00, PROJECT 155821, JOB 43-0870)
SD-17953	PEREZ, DON C.	2019	CULTURAL RESOURCES SURVEY DOLPHIN BAY IB / CAL01775 FA 14709139, 750 13TH STREET, SUITE #764, IMPERIAL BEACH, SAN DIEGO COUNTY, CALIFORNIA
SD-19078	VOLTA, BENIAMINO and WAYNE GLENNY	2020	CULTURAL RESOURCE TECHNICAL REPORT (CONFIDENTIAL) WETLAND MITIGATION BANK OF POND 20 AND PORT MASTER PLAN, SAN DIEGO, CALIFORNIA

SD-00497

This is an archaeological survey report for the Proposed San Diego Bay Route Bikeway project prepared by Caltrans in 1978 (Corum 1978). The study covers approximately 10% of the current Project area. The study consisted of a records search and a field survey, which covered approximately 12 miles. As a result of the survey, four prehistoric sites were identified and four isolates were observed. It was recommended that alternate routes be used to avoid these sites or the implementation of a program to determine the potential significance of these resources. However, none of these resources are located within the current Project area.

SD-07415

This is an archaeological survey report for the Coronado Undergrounding project prepared by Tierra Environmental Services in 2000 (Pigniolo 2000). The study covers approximately 25% of the current Project area. The study consisted of a records search and a field survey, which covered approximately a 1.5-mile alignment. The survey resulted in the identification of six archaeological sites within or directly adjacent to the Project area. A Phase I testing program was recommended, which may be needed to address effects to these resources if they cannot be avoided. However, none of these resources are located within the current Project area.

SD-07422

This is an archaeological survey report for the Coronado TEA-21 project prepared by Tierra Environmental Services in 2001 (Pigniolo 2001). The study covers approximately 10% of the current Project area. The study consisted of a records search and a field survey, which covered approximately a 3-mile alignment. The survey resulted in the identification of six archaeological sites within or directly adjacent to the Project area. A Phase I testing program was recommended, which may be needed to address effects to these resources if they cannot be avoided. However, none of these resources are located within the current Project area.

SD-14165

This is a Phase I cultural resources survey for the Bernardo Shores project prepared by Rincon Consultants in 2013 (Haas et al. 2013). The study covers approximately 10% of the current Project area. The study consisted of a records search and a field survey, which covered approximately 9 acres. The survey did not identify any cultural resources within the project; however, one cultural resource, P-37-026582, was observed adjacent to the project area and is located within the current Project area. No further mitigation was recommended for this study.

SD-16641

This is an archaeological resource survey and testing report for the Palm Avenue Carwash at 1440 Palm Avenue prepared by Laguna Mountain Environmental, Inc. in 2012 (Pigniolo 2012). The study covers approximately 10% of the current Project area. The study consisted of a records search, field survey, testing, and evaluation, which covered approximately 0.94 acres. The survey identified one cultural resource, CA-SDI-04360. Testing at the site was conducted to assess the integrity of the resource. The study recommended cultural resources monitoring for the portion of the resource that intersected the project area. However, this resource is not located within the current Project area.

4.1.2 Previously Recorded Cultural Resources

The SCIC records search identified a total of eight previously recorded cultural resources within the 1.0-mile search radius of the Project area; one built environment resource, P-37-026582 (Western Salt Company Salt Works), intersects the Project area (Table 4-2). The remaining seven previously recorded resources consist of four prehistoric resources, two historic resources, and one multicomponent resource. The results of the records search and all California Department of Parks and Recreation (DPR) forms are attached as part of Confidential Appendix E.

Table 4-2. Previously Recorded Cultural Resources in the 1.0-Mile Search Radius of the Project Area

Primary Number	Trinomial (CA-)	Age	Description	Eligibility for CRHR
Intersecting the Project area				
P-37-026582	-	Historic	Western Salt Company Salt Works Salt Ponds and Levees	Recommended eligible for NRHP listing under Criteria A and C

Table 4-2. Previously Recorded Cultural Resources in the 1.0-Mile Search Radius of the Project Area

Primary Number	Trinomial (CA-)	Age	Description	Eligibility for CRHR
Outside of the Project area				
P-37-000056	CA-SDI-000056	Prehistoric	Campsite	Not evaluated
P-37-004360	CA-SDI-004360	Prehistoric	Lithic scatter, shell scatter, midden, habitation debris, hearths,	Significant under CEQA under Criterion 4
P-37-004636	CA-SDI-004636	Prehistoric	Habitation debris, midden	Not evaluated
P-37-013073	CA-SDI-013073	Historic	Railroad grades	Not evaluated
P-37-014010	CA-SDI-013968	Multicomponent	Lithic scatter, shell scatter, habitation debris; historic railroad	Not significant
P-37-032932	-	Historic	Building	Not significant
P-37-031061	CA-SDI-019712	Prehistoric	Lithic scatter, ceramic scatter, burial, hearth/pits, habitation debris, shell scatter, midden	Recommended eligible under Criteria A and D of the NRHP and Criteria 1 and 4 of the CRHR

Notes: CRHR = California Register of Historical Resources; NRHP = National Register of Historic Places; CEQA = California Environmental Quality Act.

P-37-026582

P-37-026582, the Western Salt Company Salt Works Ponds and Levees, consists of 18 condensation ponds and 14 crystallization ponds divided by man-made earthen levees. The salt ponds and levees are a contributing element of the salt works. The Western Salt Company Salt Works has been operating for more than 100 years. It is the only salt works still operating in San Diego County. The Western Salt Company Salt Works salt works facilities were first recorded in 2001 by Carrie Gregory and Angie Gustafson of EDAW. In 2001, the salt works was recommend as significant under Criterion A of the NRHP because it has played an important role in the solar salt industry in Southern California from 1916 until the present day. It was also recommended eligible for NRHP listing under Criterion C, as it was interpreted to embody the distinctive characteristics of a solar salt processing facility of the era. The Status Code assigned was 4x. In 2012, Dudek archaeologist Adam Giacinto provided a DPR update for Western Salt Company Salt Works Ponds and Levees. This update did not include an updated evaluation or a recommended Status Code.

4.2 Field Survey Results

4.3 Archaeology

Dudek archaeologist Makayla Murillo, accompanied by RedTail Environmental Native American monitor Anthony LaChappa, conducted a reconnaissance-level pedestrian survey of the Project area on May 15, 2025, using standard archaeological procedures and techniques. All survey work was conducted employing standard archaeological procedures and techniques consistent with the Secretary of the Interior's Standards. Formal

15-meter transects were used for approximately 10% of the Project area, specifically in the northwestern and northeastern portions of the Project area, which consisted of undeveloped and vacant land situated along the marine terraces, salt flats, and coastal marshlands.

The ground surface was examined for prehistoric artifacts (e.g., flaked stone tools, tool-making debris, stone milling tools, ceramics, fire-affected rock), soil discoloration that might indicate the presence of a cultural midden, soil depressions, features indicative of the current or former presence of structures or buildings (e.g., standing exterior walls, post holes, foundations), and historic artifacts (e.g., metal, glass, ceramics, building materials). Ground disturbances such as burrows, cut banks, and drainages were also visually inspected for exposed subsurface materials.

The Project area is situated along the segment of Palm Avenue right-of-way between Rainbow Drive and Georgia Street. The topography of the Project area is characterized as relatively flat and low-lying terrain. The majority of the Project area has been disturbed (90%), evidenced by the development of Palm Avenue; residential, commercial, and industrial buildings; roadways; parking lots; and Triangle Park. The ground visibility of the Project area was poor (0%–10%) and obscured by hardscape, imported gravel, and moderate vegetation (Exhibit 4-1). In open areas such as undeveloped vacant land in the northwestern and northeastern portions of the Project area, ground visibility was very good (50%–75%) (Exhibit 4-2). Storm drain infrastructure is located within the northwestern portion of the Project area (Exhibit 4-3). Additionally, concrete rubble and a light amount of modern debris (food/beverage trash, clothing, car parts) are strewn throughout the Project area (Exhibit 4-4).

Vegetation along the segment of Palm Avenue right-of-way consisted of various invasive and non-native bunch grasses, agave, beaver tail cactus, ice plant, and palm trees. Vegetation within the northwestern and northeastern portions of the Project area consisted of sage scrub, coastal and valley freshwater marsh, and mixed chaparral plant communities, and includes California sagebrush and chamise. The soil in the northwestern and northeastern portions of the Project area consisted of loosely compacted, reddish-brown, estuarine, strandline mixture of siltstone and sandstone.

During the pedestrian survey, one newly identified historic-age site, PA-MM-S-001, was identified on the ground surface within the northwestern portion of the Project area. The newly identified resource intersects the mapped boundary of the previously recorded resource, P-37-026582 Western Salt Company Salt Works. However, P-37-026582 is a built environment resource consisting of structural and architectural elements consistent with a historic district and no associated artifacts have been documented.

A DPR 523 (Series 1/95) form was prepared with additional maps and documentation of this resource. The DPR 523 form is provided in Confidential Appendix E and will be submitted to the SCIC of the CHRIS at SDSU.

Exhibit 4-1. Overview of Palm Avenue and landscaped area, view to the west.



Exhibit 4-2. Overview of northwestern portion of Project area, facing west.



Exhibit 4-3. Overview of storm drain infrastructure in northwestern portion of the Project area, facing east.



Exhibit 4-4. Overview of modern debris and the imported gravel in the northeastern portion of the Project area, facing west.



4.4 Newly Identified Resource

During the cultural resources pedestrian survey, one newly recorded historic-age resource, PA-MM-S-001, was identified within the northwestern portion of the Project area.

4.4.1 PA-MM-S-001

PA-MM-S-001 consists of a large refuse scatter identified on the ground surface during the cultural resources survey. The refuse scatter is located within the northwestern portion of the Project area, located outside of Palm Avenue's right-of-way. The scatter covers an approximately 257-feet-north/south by 89-feet-east/west area. Artifacts found at the site include more than 1,000 non-diagnostic glass and ceramic fragments and are presented in detail in Table 4-3 below (Exhibit 4-5).

One diagnostic artifact was identified within the refuse scatter with product and a maker's marks that provided date ranges. The diagnostic artifact consists of one complete colorless bottle measuring 3 inches by 1.5 inches by 0.75 inches and was found on the ground surface (Exhibit 4-6). The bottle contains the maker's mark, "drene," embossed on the base. This bottle is a shampoo product made by Procter & Gamble of Cincinnati, Ohio. The shampoo bottle dates between 1937 and 1970 (Smithsonian Institution n.d.) (Exhibit 4-7). The presence of this bottle in association with the larger non-diagnostic refuse scatter suggests that the scatter contains other historic-age artifacts, making this resource an archaeological site rather than an archaeological isolate. Though PA-MM-S-001 is located within the boundary of the built environment resource P-37-026582, the Western Salt Company Salt Works, there is no evidence associating the two resource types, so they are considered separate resources.

Disturbances within the resource boundary include the development of Palm Avenue to the west, the storm drain infrastructure to the southwest, residential development to the south, and the San Diego National Wildlife Refuge to the north and east. Vegetation within the resource boundary consists of sage scrub, coastal and valley freshwater marsh, and mixed chaparral plant communities, and includes California sagebrush and chamise. The soil consists of loosely compacted, reddish-brown, estuarine, strandline mixture of siltstone and sandstone.

PA-MM-S-001 was identified outside of the Palm Avenue right-of-way. The proposed Project activities are confined to the Palm Avenue right-of-way, so the Project will avoid impacts to PA-MM-S-001 (Confidential Appendix E).

Table 4-3. Summary of Non-Diagnostic Artifacts Recovered from PA-MM-S-001

Artifact Class	Artifact Type	Material Type	Color/Condition	Count
Domestic Consumable	Bottles	Glass	Cobalt Blue	20
Domestic Consumable	Bottles/jars	Glass	Colorless	700
Domestic Consumable	Bottles	Glass	Green	100
Domestic Consumable	Bottles	Glass	Amythyst	20
Domestic Consumable	Bottles	Glass	Amber	100
Domestic, Kitchen	Ceramic Kitchen and Tableware	Ceramic	Whiteware	40

Exhibit 4-5. Overview of PA-MM-S-001, view facing south.



Exhibit 4-6. Overview of complete shampoo bottle.



Exhibit 4-7. Advertisement for Drene shampoo bottle.



Source: https://www.vintage-adventures.com/vintage-cosmetics-beauty-shaving-ads/62-1937-drene-shampoo-ad-the-amazing-shampoo.html.

4.4.2 Built Environment

Thirty-eight built environment cultural resources were noted in the API; 37 of the resources required inventory and evaluation. These resources are summarized in Table 4-4. Each resource is described and evaluated below. Full DPR forms that include more detailed information on the properties discussed below are available in Appendix F.

Table 4-4. Built Environment Resources Located Within the Area of Potential Impacts

Map ID	APN	Address/Name	Year Built	Evaluation Status
1	626-070-58-00	690 Highway 75, Imperial Beach, CA	ca. 1959	Previously unevaluated
2	626-070-59-00	698 Highway 75, Imperial Beach, CA	ca. 1959	Previously unevaluated
3	626-201-06-00	720-30 Highway 75, Imperial Beach, CA	1962	Previously unevaluated
4	626-212-32-00	932-38 Palm Avenue, Imperial Beach, CA	ca. 1972	Previously unevaluated
5	626-212-35-00	940-42 Palm Avenue, Imperial Beach, CA	1954	Previously unevaluated
6	626-221-20-00	950 Palm Avenue, Imperial Beach, CA	1960	Previously unevaluated
7	626-221-12-00	986 Palm Avenue, Imperial Beach, CA	pre-1953; ca. 1959	Previously unevaluated
8	626-221-11-00	670-72 10th Street, Imperial Beach, CA	ca. 1950	Previously unevaluated
9	626-222-25-00	1058-64 Palm Avenue, Imperial Beach, CA	ca. 1959	Previously unevaluated
10	626-162-17-00	1100 Palm Avenue, Imperial Beach, CA	1975	Previously unevaluated
11	626-170-07-00	1130 Palm Avenue, Imperial Beach, CA	1953	Previously unevaluated
12	626-170-06-00	1138 Palm Avenue, Imperial Beach, CA	ca. 1953	Previously unevaluated
13	626-170-05-00	1144-48 Palm Avenue, Imperial Beach, CA	1952	Previously unevaluated
14	626-230-05-00	1158 Palm Avenue, Imperial Beach, CA	ca. 1978	Previously unevaluated
15	626-230-20-00	1180 Palm Avenue, Imperial Beach, CA	ca. 1972	Previously unevaluated
16	626-241-27-00	1200-20 Palm Avenue, Imperial Beach, CA	1974	Previously unevaluated
17	626-241-19-00	1228 Palm Avenue, Imperial Beach, CA	ca. 1948	Previously unevaluated
18	626-241-28-00	1240 Palm Avenue, Imperial Beach, CA	ca. 1952	Previously unevaluated
19	626-242-10-00 and 626-242-11-00	1288-90 Palm Avenue, Imperial Beach, CA	1950	Previously unevaluated
20	627-012-09-00	1337 Palm Avenue, Imperial Beach, CA	1967	Previously unevaluated
21	626-312-01-00	1253 Palm Avenue, Imperial Beach, CA	1979	Previously unevaluated
22	626-311-15-00	1237-39 Palm Avenue, Imperial Beach, CA	1965	Previously unevaluated
23	626-311-14-00	1221-35 Palm Avenue, Imperial Beach, CA	ca. 1964	Previously unevaluated
24	626-311-02-00	1215 Palm Avenue, Imperial Beach, CA	1953	Previously unevaluated
25	626-311-01-00	1205 Palm Avenue, Imperial Beach, CA	1962	Previously unevaluated
26	626-302-16-00	1185 Palm Avenue, Imperial Beach, CA	ca. 1972	Previously unevaluated
27	626-302-02-00	1177-81 Palm Avenue, Imperial Beach, CA	ca. 1972	Previously unevaluated
28	626-302-20-00	1155 Palm Avenue, Imperial Beach, CA	ca. 1972	Previously unevaluated
30	626-301-23-00	1115 Palm Avenue, Imperial Beach, CA	1953	Previously unevaluated
31	626-291-14-00	1085 Palm Avenue, Imperial Beach, CA	1964	Previously unevaluated
32	626-291-15-00; 626-291-01-00	1003 and 1025 Palm Avenue, Imperial Beach, CA	1003 Palm Avenue 1950;	Previously unevaluated

Table 4-4. Built Environment Resources Located Within the Area of Potential Impacts

Map ID	APN	Address/Name	Year Built	Evaluation Status
			1025 Palm Avenue 1963	
33	626-282-22-00	995 Palm Avenue, Imperial Beach, CA	1950	Previously unevaluated
34	626-282-21-00	987-89 Palm Avenue, Imperial Beach, CA	987 Palm pre-1953; 989 Palm ca. 1959	Previously unevaluated
35	626-282-03-00	975 Palm Avenue, Imperial Beach, CA	ca. 1959	Previously unevaluated
36	626-282-01-00	951 Palm Avenue/715 Emory Street, Imperial Beach, CA	1948	Previously unevaluated
37	N/A	Palm Avenue, Imperial Beach, CA	ca. 1903; realigned ca. 1953	Previously unevaluated
38	N/A	Palm Avenue Storm Drain, Imperial Beach, CA	Early 1950s	Previously unevaluated

Notes: APN = Assessor's Parcel Number; ca. = circa; N/A = not applicable.

5 Summary of Findings and Management Considerations

As a result of Dudek's research, field survey, and property significance evaluations, the following section presents a summary of eligibility for the subject properties in the API and management recommendations. The current cultural resources inventory was completed to satisfy the requirements of CEQA.

5.1 Archaeological Resources Findings

Dudek conducted a cultural resources inventory of the entire Project area. In accordance with CEQA and the City of Imperial Beach General Plan/Local Coastal Program Land Use Plan (2019), Dudek performed a cultural resources inventory for the entire Project area. The City has been designated as lead agency for this Project and is responsible for compliance with CEQA and local regulations.

The cultural resources inventory included a records search, archival information and literature review, Native American correspondence, and a reconnaissance-level pedestrian survey. The records search identified 48 previously conducted cultural resources studies within the 1.0-mile search radius of the Project area; 15 of the cultural resource studies intersect the Project area. Additionally, the records search indicated eight previously recorded cultural resources are located within the 1.0-mile search radius of the Project area; one historic-age built environmental resource intersects the Project area.

The review of historical aerials reveals that the majority of the Project area (90%) has been previously disturbed and undergone previous ground-disturbing activities, evidenced by the development of Palm Avenue; residential, commercial, and industrial buildings; roadways; parking lots; and Triangle Park as early as 1953. However, the depth of the ground-disturbing activities is not apparent from the historical aerial photographs or historical topo maps.

During the cultural resources pedestrian survey, one newly recorded historic-age resource, PA-MM-S-001, was identified within the northwestern portion of the Project area. PA-MM-S-001 is a large historic-age refuse scatter consisting of more than 1,000 glass and ceramic fragments found on the ground surface. This resources was identified outside of the Palm Avenue right-of-way. Proposed Project activities are confined to the Palm Avenueright-of-way so the Project will avoid impacts to PA-MM-S-001 (Confidential Appendix E).

Dudek's cultural resources inventory of the Project area indicates that there is a low-to-moderate sensitivity for identifying subsurface cultural resources deposits during Project implementation within areas that have not been previously disturbed. Based on the results of the SCIC records search, the NAHC SLF search, presence of the previously recorded resource, P-37-026582 (Western Salt Company Salt Works) and the newly identified resource, PA-MM-S-001 (historic-age refuse), Dudek recommends that a qualified archaeologist and Kumeyaay Native American monitor be present during all initial ground-disturbing activities where excavation depth would reach native soils to confirm that there are no subsurface deposits. If disturbed sediments (e.g., fill) or other sediments and formations are identified that do not have potential to contain cultural resources, then monitoring may be reduced or terminated. The monitoring program should be performed in accordance with City guidelines and must be directed by a City-qualified archaeologist (Principal Investigator). The following recommendations are suggested in the event that cultural resources or human remains are encountered during construction activities.

Archaeological and Native American Monitoring

Dudek recommends full-time archaeological and Native American monitoring during the initial ground-disturbing activities that occur above the water line for the Project. Monitoring of disturbances occurring underwater is not required. The monitoring program should be performed in accordance with City guidelines and must be directed by a City-qualified archaeologist (Principal Investigator). If human remains are identified, construction activities in the immediate area must cease and the Project proponents must adhere to the procedures outlined in PRC Section 5057.98 and State Health and Safety Code Section 7050.5.

Unanticipated Discovery of Archaeological Resources

In the event that archaeological resources (sites, features, or artifacts) are exposed during construction activities for the Project, all construction work occurring within 100 feet of the find shall immediately stop. Upon discovery, the construction manager (CM) shall immediately notify the Resident Engineer (RE). The RE or CM shall immediately notify Mitigation Monitoring Coordinator (MMC) by phone and will provide written notification to MMC within 24 hours. No work at the location of discovery shall occur until a City-qualified archaeologist (Principal Investigator) meeting the Secretary of the Interior's Professional Qualification Standards can evaluate the significance of the find and determine whether or not additional study is warranted. If the discovery is clearly not significant (e.g., an isolate) the archaeologist may simply record the find; notify the MMC, RE, and CM; and allow work to continue. If the discovery proves potentially significant under CEQA, additional work such as preparation of an archaeological treatment plan, testing, or data recovery may be warranted.

Unanticipated Discovery of Human Remains

In accordance with Section 7050.5 of the California Health and Safety Code, if human remains are found, the County Coroner shall be immediately notified of the discovery. No further excavation or disturbance of the site or any nearby area reasonably suspected to overlie adjacent remains shall occur until the appropriate treatment and disposition of the human remains. If the County Coroner determines that the remains are, or are believed to be, Native American, he or she shall notify the NAHC in Sacramento within 24 hours. In accordance with PRC Section 5097.98, the NAHC must immediately notify the person or persons it believes to be the MLD from the deceased Native American. The MLD shall make recommendations for the treatment and disposition, in consultation with the property owner, of the human remains within 48 hours of being granted access to the site.

5.2 Built Environment Findings

No historical resources or historic properties were identified within the Project API as a result of archival research, a records search, field survey, and significance evaluations. The subject properties are not currently listed in any national, state, or local registers, nor have they been previously identified in any local historical resources surveys.

Dudek evaluated the resources in the API in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the PRC and found that none of the resources within the API are considered historical resources for the purposes of CEQA. The recommended Status Code for Map IDs 1–38 is 6Z. A summary of the findings is provided below in Table 5-1.

Table 5-1. Summary of Significance Evaluations and Findings

Map ID	APN	Address/Name	Year Built	NRHP/ CRHR Eligibility	Assigned California Historical Resource Status Code
Newly Recorded Within the API					
1	626-070-58-00	690 Highway 75, Imperial Beach, CA	ca. 1959	Ineligible	6Z
2	626-070-59-00	698 Highway 75, Imperial Beach, CA	ca. 1959	Ineligible	6Z
3	626-201-06-00	720-30 Highway 75, Imperial Beach, CA	1962	Ineligible	6Z
4	626-212-32-00	932-38 Palm Avenue, Imperial Beach, CA	ca. 1972	Ineligible	6Z
5	626-212-35-00	940-42 Palm Avenue, Imperial Beach, CA	1954	Ineligible	6Z
6	626-221-20-00	950 Palm Avenue, Imperial Beach, CA	1960	Ineligible	6Z
7	626-221-12-00	986 Palm Avenue, Imperial Beach, CA	Pre-1953 and ca. 1959	Ineligible	6Z
8	626-221-11-00	670-72 10th Street, Imperial Beach, CA	ca. 1950	Ineligible	6Z
9	626-222-25-00	1058-64 Palm Avenue, Imperial Beach, CA	ca. 1959	Ineligible	6Z
10	626-162-17-00	1100 Palm Avenue, Imperial Beach, CA	1975	Ineligible	6Z
11	626-170-07-00	1130 Palm Avenue, Imperial Beach, CA	1953	Ineligible	6Z
12	626-170-06-00	1138 Palm Avenue, Imperial Beach, CA	ca. 1953	Ineligible	6Z
13	626-170-05-00	1144-48 Palm Avenue, Imperial Beach, CA	1952	Ineligible	6Z
14	626-230-05-00	1158 Palm Avenue, Imperial Beach, CA	ca. 1978	Ineligible	6Z
15	626-230-20-00	1180 Palm Avenue, Imperial Beach, CA	ca. 1972	Ineligible	6Z
16	626-241-27-00	1200-20 Palm Avenue, Imperial Beach, CA	1974	Ineligible	6Z
17	626-241-19-00	1228 Palm Avenue, Imperial Beach, CA	ca. 1948	Ineligible	6Z
18	626-241-28-00	1240 Palm Avenue, Imperial Beach, CA	ca. 1952	Ineligible	6Z
19	626-242-10-00 and 626-242-11-00	1288-90 Palm Avenue, Imperial Beach, CA	1950	Ineligible	6Z
20	627-012-09-00	1337 Palm Avenue, Imperial Beach, CA	1967	Ineligible	6Z
21	626-312-01-00	1253 Palm Avenue, Imperial Beach, CA	1979	Ineligible	6Z
22	626-311-15-00	1237-39 Palm Avenue, Imperial Beach, CA	1965	Ineligible	6Z
23	626-311-14-00	1221-35 Palm Avenue, Imperial Beach, CA	ca. 1964	Ineligible	6Z
24	626-311-02-00	1215 Palm Avenue, Imperial Beach, CA	1953	Ineligible	6Z
25	626-311-01-00	1205 Palm Avenue, Imperial Beach, CA	1962	Ineligible	6Z
26	626-302-16-00	1185 Palm Avenue, Imperial Beach, CA	ca. 1972	Ineligible	6Z
27	626-302-02-00	1177-81 Palm Avenue, Imperial Beach, CA	ca. 1972	Ineligible	6Z
28	626-302-20-00	1155 Palm Avenue, Imperial Beach, CA	ca. 1972	Ineligible	6Z
30	626-301-23-00	1115 Palm Avenue, Imperial Beach, CA	1953	Ineligible	6Z
31	626-291-14-00	1085 Palm Avenue, Imperial Beach, CA	1964	Ineligible	6Z
32	626-291-15-00; 626-291-01-00	1003 and1025 Palm Avenue, Imperial Beach, CA	1003 Palm	Ineligible	6Z

Table 5-1. Summary of Significance Evaluations and Findings

Map ID	APN	Address/Name	Year Built	NRHP/ CRHR Eligibility	Assigned California Historical Resource Status Code
Newly Recorded Within the API					
			Avenue 1950; 1025 Palm Avenue 1963		
33	626-282-22-00	995 Palm Avenue, Imperial Beach, CA	1950	Ineligible	6Z
34	626-282-21-00	987-89 Palm Avenue, Imperial Beach, CA	987 Palm pre-1953; 989 Palm ca. 1959	Ineligible	6Z
35	626-282-03-00	975 Palm Avenue, Imperial Beach, CA	ca. 1959	Ineligible	6Z
36	626-282-01-00	951 Palm Avenue/715 Emory Street, Imperial Beach, CA	1948	Ineligible	6Z
37	N/A	Palm Avenue, Imperial Beach, CA	ca. 1903; realigned ca. 1953	Ineligible	6Z
38	N/A	Palm Avenue Storm Drain, Imperial Beach, CA	Early 1950s	Ineligible	6Z

Notes: APN = Assessor's Parcel Number; NRHP = National Register of Historic Places; CRHR = California Register of Historical Resources; API = Area of Potential Impacts; ca. = circa.
6Z = Found ineligible for NR, CR, or local designation through survey evaluation.

5.3 Built Environment Management Recommendations

No further work for built environment cultural resources is necessary prior to the proposed Project implementation.

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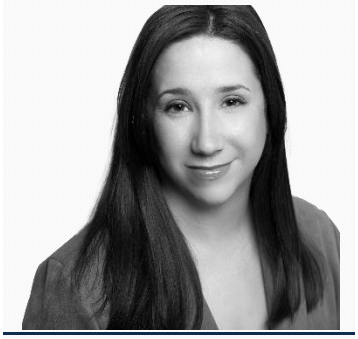
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Appendix A
Preparers Qualifications

Claire Cancilla, MSHP

ARCHITECTURAL HISTORIAN

Claire Cancilla (KLAIR *Kan-sil-uh; she/her*) is an Architectural Historian with 7 years' professional and academic experience that encompasses a wide variety of project types in varied geographic locations, including Los Angeles, Laguna Beach, Agoura Hills, Baldwin Park, Glendale, Pasadena, Poway, Riverside, San Diego, Santa Barbara County, Vista, Sequoia National Park, New York City, and Venice, Italy. She has completed historic significance evaluations in consideration of the National Register of Historic Places (NRHP), California Register of Historic Resources (CRHR), and local designation criteria a wide range of property types. Additional project experience includes writing National Register and local register nominations, conducting historic archival research, performing conditions assessments and reconnaissance surveys, conducting CEQA impacts analyses, preparing environmental impact report (EIR) sections, and conducting design reviews under the Secretary of the Interior's Standards. She meets the Secretary of the Interior's Professional Qualification Standards for Architectural History.



Education

Columbia University
Graduate School of Architecture, Planning, and Preservation,
MS, Historic Preservation, 2020

Occidental College
BA, History, 2016

Dudek Project Experience

9407 Jericho Road Built Environment Inventory and Evaluation Report, City of La Mesa, La Mesa, California. Dudek was retained to prepare a Built Environment Inventory and Evaluation Report for a townhouse development project. This report involved the recordation and evaluation of thirteen historic-age residential properties and one historic-age religious property. As co-lead author, Ms. Cancilla conducted fieldwork, research, and property significance evaluations. (2024).

Mesa Verde Specific Plan, Mesa Verde Owner LLC, Calimesa, California. Dudek was retained by Mesa Verde Owners LLC to complete a built environment inventory and evaluation report for the proposed Mesa Verde Specific Plan 2023 Project, which is an Amendment to the Mesa Verde Estates Specific Plan (SPA 13-01) that was previously adopted in 2007 and subsequently amended in 2017. Complete evaluations for the six properties located within the area of potential effects (APE) were detailed in the report. All properties addressed do not appear eligible for national, state, or local listing either individually or as part of a multi-property district. Acting as architectural historian, conducted a survey of the project site and assisted in the preparation of the report and the associated property significance evaluations. (2024)

South Bay Area Plan Historic Context Statement, County of Los Angeles Department of Regional Planning, Los Angeles County, California. The South Bay Area Plan Historic Context Statement informs the Historic Preservation Element of the Area Plan. The Historic Context Statement documents the development history of the communities from the rancho period to the present; identifies important themes, events, and patterns of development; and describes the different property types, styles, builders, and architects associated with these important periods and themes. The document will also provide registration requirements and recommendations for future study/action by the County of Los Angeles to facilitate and streamline the historic preservation program. As co-manager of the historic context statement, Ms. Cancilla conducted research, outreach to historical societies, and windshield surveys, and participated in public meetings. (2023-2024).

Matthew DeCarlo

ARCHAEOLOGIST

Matthew DeCarlo is an archaeologist with 9 years' experience leading archaeological surveys and excavations, performing lithic and faunal analyses, constructing and analyzing geographic information system (GIS) data, and producing cultural resource management reports. As acting district archaeologist for the U.S. Forest Service (USFS), Mr. DeCarlo worked intensively with federal regulations and Native American tribal representatives. From this experience, he has developed the ability to work collaboratively with consulting groups on multiphase projects. Within the private sector, Mr. DeCarlo has managed the cultural resource requirements for large-scale utility projects, which required extensive cooperation with utility managers, construction efforts, and Native American tribal representatives.



Education

California State University, Bakersfield
M.A., Anthropology, pending

University of California, Irvine
B.A., Anthropology, 2006

Professional Affiliations

San Diego Archaeological Society

Society for American Archaeology

Society for California Archaeology

Project Experience

Cultural Resources Impact Assessment and Evaluation for the West of Devers Upgrade Project, Southern California Edison (SCE), Riverside and San Bernardino Counties, California. Served as project manager for a cultural resource impact assessment for a dual transmission line upgrade spanning from North Palm Springs to San Bernardino, California. Tasks included implementing archaeological surveys and excavations, producing a cultural resource evaluation report, and participation in construction site visits with SCE staff and construction specialists to resolve construction/resource conflicts. Preconstruction activities are nearing completion.

Construction Monitoring for Devers to Palo Verde 2 (DPV2) Transmission Line Project, SCE, Riverside County, California. Served as field director for the construction of a 500-kV transmission line spanning from Blythe to Romoland, California. Tasks included conducting archaeological surveys and excavations; managing construction monitoring teams; producing cultural resource records and reports; and consulting with SCE, construction, and Native American representatives. The final cultural resource report has been submitted and is awaiting approval.

Mountain Top Healthy Trees Project, USFS, Mount Pinos Ranger District, Santa Barbara County, California. Served as acting district archaeologist for a proposed tree thinning project. To ensure that no previously recorded resources were impacted during the tree mastication, Mr. DeCarlo conducted a records search, delineated mastication boundaries, and monitored the mastication activities.

ARRA Wilderness Trails Restoration Project, USFS, Mount Pinos Ranger District, Santa Barbara and Ventura Counties, California. Served as acting district archaeologist. Fulfilled cultural resource requirements for National Environmental Policy Act (NEPA) compliance to ensure the Mount Pinos Ranger District of the Los Padres Forest received American Recovery and Reinvestment Act (ARRA) federal funds to conduct trail work within wilderness areas. This required consultation with USFS supervisors to construct a viable timetable, completion of a records search, intensive survey of trails, and collaboration with trail maintenance crew chiefs to protect threatened cultural resources.

Cultural Resources Management for the Day Fire Reforestation Project, USFS, Mount Pinos Ranger District, Ventura County, California. Served as acting district archaeologist for the reforestation of areas burned during the 2007 Day Wildfire. Prior to the planting of pine tree saplings, Mr. DeCarlo performed a records search, conducted an archaeological inventory, and evaluated the post-fire condition of previously identified archaeological sites. A survey report and archaeological site records were submitted to the Los Padres National Forest Headquarters and tree saplings were planted in the spring of 2010.

Sierra Madre Ridge Archaeological Survey and Rock Art Recordation Project, USFS, Mount Pinos Ranger District, Santa Barbara County, California. Served as field chief for the Sierra Madre Ridge Project, a Section 110 of the National Historic Preservation Act (NHPA) project consisting of three 1-week expeditions to update site records and survey previously unrecorded portions of a known archaeological district. Tasks included leading and training volunteer teams in survey and site recordation methods, updating previously recorded archaeological sites, identification of new sites, surveying previously unrecorded land, and managing fuels near significant sites to prevent possible fire damage. A survey report, site records, and GIS mapping were completed and submitted to the Los Padres National Forest Headquarters.

NEPA Compliance for the New Chuchupate Ranger Station, USFS, Mount Pinos Ranger District, Ventura County, California. Served as acting district archaeologist. To ensure NEPA compliance and ensure acquisition of ARRA federal funds, conducted a records search, collaborated with the Forest Tribal Liaison, updated previously recorded sites, mapped the existing Chuchupate Ranger Station, conducted an intensive survey, contracted an architectural historian, and submitted a report to the Los Padres National Forest Headquarters.

Sapaski (Painted Rock) Tribal Protection Meeting, USFS, Mount Pinos Ranger District, Ventura County, California. Served as acting district archaeologist for the Sapaski Tribal Protection Meeting, a collaborative effort with tribal representatives and USFS supervisors to protect a significant rock art resource. Conducted a records search and suggested possible protection strategies to tribal representatives.

Archaeological Investigation for the Yellow Jacket Fire Project, USFS, Mount Pinos Ranger District, Ventura County, California. Served as acting district archaeologist for the archaeological investigation after the Yellow Jacket Fire. Conducted a records search to identify any previously identified cultural resource within burned or staging areas, appraised sites impacted by both fire and fire-fighting measures, consulted with fire personnel to determine possible impacts, and submitted a report to the Los Padres National Forest Headquarters.

Claire Flanegin

ARCHITECTURAL HISTORIAN I

Claire Flanegin (*FLAN-uh-ghin, she/her/ella*) is an Architectural Historian with two years' professional experience in historic preservation and cultural resource management.

Ms. Flanegin's professional experience includes resource evaluations for both the environmental and telecommunications sectors. She has experience conducting intensive level surveys and preparing significance evaluations in consideration of the National Register of Historic Places (NRHP), California Register of Historic Resources (CRHR), and local designation criteria in California, Oregon, Washington, and New Mexico. She also holds experience preparing findings-of-effect analysis for Sections 106 of the National Historic Preservation Act (NHPA). Ms. Flanegin meets the Secretary of the Interior's Professional Qualification Standards for Architectural History and History.



Education

San Jose State University
MA, US History, 2019

San Francisco State University
BA, History, 2013

Project Experience

Development and Planning

Mesa Verde Specific Plan Built Environment Inventory and Evaluation Report (Area 2 Amendment 2), Mesa Verde Owners LLC, Calimesa, California. Dudek was retained by Mesa Verde Owners LLC to complete a BEIER for the proposed Mesa Verde Specific Plan 2023 Project, which is an Amendment to the Mesa Verde Estates Specific Plan (SPA 13-01) that was previously adopted in 2007 and subsequently amended in 2017. The purpose of Amendment 2 was to survey and assess 22 additional properties added to the project APE. (2023- Ongoing)

South Bascom Avenue Adult Daycare Facility, Tupaz Day Care Services, Inc., San Jose, California. The project proposed the demolition of the existing buildings located and the construction of a new 15,438-square-foot, 3-story building on an approximately 0.50-acre site. The existing buildings were more than 45 years of age and required inventory and evaluation to determine if they were historical resources for the purposes of CEQA. (2024-Ongoing).

The Woodlands Project, City of Santa Rosa, Santa Rosa, California. The project proposes the development of the former Sonoma County Medical Complex and is subject to CEQA. Part of a team of architectural historians inventorying and evaluating 30 buildings, structures and landscape features for their potential historical significance. (2024-Ongoing)

Valley Center Indian Creek Project, Indian Creek Associates, LLC, County of San Diego, California. Dudek was retained by Indian Creek Associates, LLC to complete a Historic Technical Report for the Valley Center Indian Creek Project located in the Valley Center Community Plan Area, San Diego County, California. The Project would involve the development of approximately 575 residential units, 8.73 acres of retail uses, and 11.33 acres of parks and open space, to be located along Rough Creek. The purpose of the report was to identify all built environment properties that may be considered historical resources, as defined by the California Environmental Quality Act

(CEQA) and County of San Diego Guidelines, where Project construction or operation may result in impacts under CEQA. (2024- Ongoing)

Historical Eligibility of the California Tower, California Department of General Services, Riverside, California. Dudek was retained by the California Department of General Services (DGS) to comply with California PRC 5024 and 5025.5 and evaluate the building to determine if it met the registration requirements of the NRHP and CHL and should be placed the State's Master List. (2024)

Education

Evolve Student Housing Project, San Diego State University, San Diego, California. The project would involve the construction of new student housing, dining, and auxiliary uses to the university's main campus. The project requires the demolition of 13 apartment buildings that are more than 45 years of age. The project is subject to CEQA, and the buildings required inventory and evaluation to determine if they were historical resources. Served as part of a team of architectural historian, providing support for inventorying and evaluating resources. (2024-Ongoing).

Food Hub and Shops Project, San Francisco Unified School District, City and County of San Francisco, California. The Project is in the Bayview Hunter's Point area within the City and County of San Francisco. The Project proposes the demolition of the existing buildings at 801 and 834 Toland Street and construction of a new single-level building warehouse at 834 Toland Street and a two-story building at 801 Toland Street, and as well as a multi-level parking structure. Served as the architectural historian conducting field survey, archival research, and primary author of the technical report and historical significance evaluations (2024-Ongoing).

Water

California State Water Project Built Environment Management Plan, Department of Water Resources, Various Counties, California. Dudek was retained by the State of California's Department of Water Resources to prepare a historic context statement for historic-aged infrastructure related to the State Water Project, as well as Historical Resources Technical Reports for various State Water Project maintenance projects. Over the course of this multi-year project, Dudek provided technical assistance in creating individual and state-wide historical context statements and significance evaluations for state-owned water infrastructure. Part of a team of architectural historians and cultural resources professional (2020– Ongoing)

Transportation

UCSC Landels-Hill Big Creek Reserve Emergency Bank Stabilization Project, University of California, Big Sur, California. The Project sought to replace road material along Big Creek Canyon Road that was removed during the 2022-2023 winter storms and to improve on the original construction of the road by using larger rock that is engineered to resist future high flow events. The goal was to rebuild the road sections better than what was possible when the road was constructed in the 1930s without introducing unnatural materials. Dudek was retained to complete a Cultural Resources Inventory and Evaluation Report to assess the significance of various structures on the Reserve and Big Creek Canyon Road itself. (2024)

Relevant Previous Experience

Determination of Eligibility for B.P.O.E. Elks Lodge #460, T-Mobile, Santa Fe, NM. Conducted an intensive level survey of a historic building as well as archival research in order to determine building age and architect (2022)

Determination of Eligibility for Temescal Business Center, T-Mobile, Oakland, CA. Conducted an intensive level survey of a historic building as well as archival research to determine building age and historical usage (2022)

Area of Potential Effects Built Environment Survey, Verizon, Petaluma, CA. Determined the APE for direct visual effects of a telecommunication project and completed a field built environment survey for 18 historic buildings and 2 historic districts (2022)

Nicole Frank, MSHP

ARCHITECTURAL HISTORIAN



Nicole Frank (*nih-COHL FRAYNK; she/her*) is an architectural historian with 8 years' experience in the historic preservation field. Nicole's professional experience encompasses various projects for local agencies, private developers, and homeowners in both highly urbanized and rural areas. Projects have included reconnaissance-level surveys, preparation of resource-appropriate and citywide historic contexts, and historical significance evaluations in consideration of the National Register of Historic Places (NRHP), California Register of Historic Resources (CRHR), and local designation criteria. Nicole has experience conducting historic research, writing landmark designations, performing conditions assessments, and working hands-on in building restoration projects throughout the United States. Nicole also has governmental experience with the City of San Francisco's Planning Department and the City of Chicago's Landmark Designations Department. She meets the Secretary of the Interior's Professional Qualification Standards for Architectural History.

Education

School of the Art Institute of Chicago
MS, Historic Preservation, 2018

College of Charleston
BA, Historic Preservation and Art History, 2016

Professional Affiliations

Encinitas Preservation Association, Past President

California Preservation Foundation

Association for Preservation Technology (APT)

Project Experience

Development

Altrudy II Senior Apartments Project, Orange County Housing and Community Development, Yorba Linda, California. Orange County Housing and Community Development retained Dudek to prepare a Cultural Resources Inventory and Evaluation Report for the proposed Altrudy II Senior Apartments Project. The project is in Yorba Linda, Orange County, California, on Assessor Parcel Numbers (APNs) 323-231-18 and 323-231-19. The project involves demolishing the existing residences on the two parcels for the construction and operation of a 71-unit senior affordable housing community. The buildings on the development site are not currently listed under any national, state, or local landmark program. Dudek concluded that neither of the subject properties are eligible for listing in the NRHP or CRHR due to a lack of significant associations and architectural merit. The recommended California Historical Resource Status Code for these properties is 6Z, meaning they were found ineligible for the NRHP and CRHR through survey evaluation. Acting as architectural historian, assisted in research and site visit coordination and reviewed the report for accuracy. (2024–Present)

Valley Center Indian Creek Project, Indian Creek Associates LLC, San Diego County, California. Dudek was retained by Indian Creek Associates LLC to complete a Historic Technical Report for the Valley Center Indian Creek Project located in the Valley Center Community Plan Area (CPA), San Diego County, California. The project would involve developing approximately 575 residential units, 8.73 acres of retail uses, and 11.33 acres of parks and open space, to be located along Rough Creek. The purpose of the report was to identify all built environment properties that may be considered historical resources, as defined by the California Environmental Quality Act (CEQA) and County of San Diego Guidelines, where project construction or operation may result in impacts under CEQA. The

report identified four built environment properties as a result of an intensive-level survey. After thorough consideration of historical significance criteria, all properties addressed in the report do not appear eligible for national, state, or local listing, either individually or as part of a multi-property district. Therefore, there are no built environment historic-era properties located in the Area of Potential Impacts (API) that qualify as historical resources for the purposes of CEQA. Acting as architectural historian, assisted in research and site visit coordination, provided supplemental research, and reviewed the report for accuracy. (2024–Present)

Mission Avenue Apartments Project, H.G. Fenton Company, Oceanside, California. Dudek was retained by H.G. Fenton Company to prepare a Built Environment Inventory and Evaluation Report for the proposed Mission Avenue Apartments in Oceanside, California. The project involves redeveloping a 1.5-acre site at 801 and 815 Mission Avenue in Oceanside. Dudek's archival research and field survey found two historic-age resources within the API. The two properties, 801 Mission Avenue and 815 Mission Avenue, have not been previously recorded and therefore required recordation and evaluation as part of this study. The report concluded that both properties within the API are ineligible for inclusion in the NRHP, CRHR, and as a City of Oceanside historic site. As such, both properties buildings are not considered historical resources for the purposes of CEQA. Acting as architectural historian, assisted in research and site visit coordination, provided supplemental research, and reviewed the report for accuracy. (2024–Present)

Mesa Verde Specific Plan, Mesa Verde Owner LLC, Calimesa, California. Dudek was retained by Mesa Verde Owners LLC to complete a built environment inventory and evaluation report for the proposed Mesa Verde Specific Plan 2023 Project, which is an Amendment to the Mesa Verde Estates Specific Plan (SPA 13-01) that was previously adopted in 2007 and subsequently amended in 2017. Complete evaluations for the six properties located within the area of potential effects (APE) were detailed in the report. All properties addressed do not appear eligible for national, state, or local listing either individually or as part of a multi-property district. Acting as architectural historian, conducted a survey of the project site and assisted in the preparation of the report and the associated property significance evaluations. (2023–Present)

Historical Resource Research Report for 1424 Olivet Lane, L Jane Ryan Trust, La Jolla, California. Dudek was retained by L Jane Ryan Trust to prepare a historical resource research report for the single-family residence located at 1424 Olivet Lane, La Jolla, California. The report was prepared in accordance with City of San Diego guidelines and evaluated under all applicable city guidelines and regulations. The property was nominated for designation as a historical resource under Historical Resources Board Criteria A, B, and C under the name the Harry W. Child House. Acting as project manager and primary author, conducted the intensive-level survey, building development and archival research, development of an appropriate historic context for the property, and recordation and evaluation under city guidelines and regulations. (2022–2023)

Vista Melrose Residential Project, Urban Advisory & Building Group LLC, Vista, California. Dudek was retained by Urban Advisory & Building Group LLC to complete a historical resources technical report (HRTR) to identify all historical resources (if any) on the project site to determine whether the proposed project would result in a significant impact to historical resources under CEQA. The report included the results of a California Historical Resources Information System records search; an intensive survey of the project site by a qualified architectural historian; building development and archival research; development of an appropriate historic context for the evaluation of the project site; and recordation and evaluation of one church property and one single-family residential property over 45 years old for historical significance and integrity in consideration of NRHP, CRHR, and City of Vista designation criteria and integrity requirements. Acting as architectural historian, conducted a survey of the project site and prepared the report and the associated property significance evaluations. (2022–2024)

Vista Foothill Residential Project, TTLC Vista Foothill LLC, Vista, California. Dudek was retained by TTLC Vista Foothill LLC to complete an HRTR to identify all historical resources (if any) on the project site to determine whether the proposed project would result in a significant impact to historical resources under CEQA. One of the five parcels that comprised the project site contained buildings over 45 years old and required evaluation as a potential historical resource. As a result of Dudek's extensive archival research, field survey, record search, and property significance evaluations, no historical resources were identified within the project site, nor were any adjacent cultural resources identified that could be indirectly impacted by proposed project activities. Acting as built environment project manager, conducted intensive-level survey, delegated writing and research tasks, and coauthored the technical report. (2022–2024)

Tooley Carlsbad Project, Atlantis Group Land Use Consultants, Carlsbad, California. Dudek was retained by Atlantis Group Land Use Consultants to prepare an HRTR for the Tooley Carlsbad Project, which involved constructing a mixed-use development consisting of 219 multifamily units and 13,764 square feet of retail space, including parking and open space in Carlsbad, California. The report included an intensive-level survey of the project site and its vicinity by a qualified architectural historian; building development and archival research; development of an appropriate historic context for the project site; and recordation and evaluation of one built environment resource with buildings over 45 years old for historical significance and integrity in consideration of NRHP, CRHR, and local designation criteria and integrity requirements. After research and evaluation, the project site did not appear eligible under any NRHP, CRHR, or City of Carlsbad cultural resource designation criteria due to a lack of significant historical associations and architectural merit. Acting as built environment project manager, conducted intensive-level survey, delegated writing and research tasks, and coauthored the technical report. (2022–2023)

6365 Imperial Avenue Historical Resources Technical Report Project, Denya LLC, San Diego, California. Dudek was retained by Denya LLC to prepare an HRTR for a property located at 6365 Imperial Avenue in the City of San Diego. The report was prepared in accordance with CEQA Guidelines, Section 15064.5, for historical resources and all applicable City guidelines and regulations. One built environment resource was identified with the subject property as a result of the background research and survey: the commercial building associated with the address 6365 Imperial Avenue. The significance evaluation found that 6365 Imperial Avenue was not eligible under any designation criteria due to a lack of the requisite integrity necessary to convey significant historical associations and a lack of architectural merit. Acting as architectural historian, coauthored the technical report and conducted a pedestrian survey of the site. (2022)

5146–5148 and 5150 Dehesa Road Project, Kevin R. Carlin, San Diego County, California. The property owner, Kevin R. Carlin, proposed a Tentative Parcel Map to subdivide an existing 5.87-acre parcel into four parcels and one remaining undeveloped parcel, known as the 5146–5148 and 5150 Dehesa Road Project. Dudek completed an HRTR to identify all historical resources (if any) within the project area to determine whether the proposed project would result in a significant impact to historical resources under CEQA. To complete the evaluation of significance, Dudek conducted archival and building development research and developed an appropriate historic context for the evaluation of the project area. All buildings and structures over 45 years old were recorded and evaluated for historical significance. The subject property was recommended not eligible for inclusion in the NRHP, CRHR, and San Diego County Local Register of Historical Resources under all designation criteria due to a lack of historical or architectural significance and lack of integrity. Acting as architectural historian, coauthored the technical report and conducted a pedestrian survey of the site. (2021–2022)

Downtown Buena Park Project, Merlone Geier, Buena Park, California. Dudek prepared an HRTR for a project that involved redeveloping a former Sears building, parking lot, and Sears Automobile Service Station at the Buena Park Downtown Mall, located at 8150 La Palma Avenue in the City of Buena Park. The redevelopment plans included 1,381 residential units, 41,500 square feet of amenity and lobby space, and 2,551 residential parking

spaces over 28-acres. The report included an intensive-level survey of the Buena Park Downtown Mall by a qualified architectural historian for historical significance and integrity in consideration of NRHP and CRHR designation criteria; building development and archival research; development of an appropriate historic context for the Buena Park Downtown Mall; and recordation and evaluation of the Sears building, a built environment resource over 45 years old. The Buena Park Downtown Mall did not appear eligible under any NRHP or CRHR designation criteria due to a lack of significant historical associations, architectural merit, and compromised integrity. Acting as architectural historian, coauthored the technical report and conducted a pedestrian survey of the site. (2021)

6th and Victoria Avenue Warehouse Project, Confidential Client, Highland, California. Dudek completed a Historic Resource Evaluation Report (HRER) for a project that involved constructing a single 307,455-square-foot industrial/warehouse building (inclusive of 10,000 square feet of office/mezzanine). Associated improvements included loading docks, truck and vehicle parking, and landscape areas. The report included an evaluation of three buildings over 45 years old. Each property was recorded on State of California Department of Parks and Recreation Series 523 Forms (DPR Forms) and was evaluated in consideration of NRHP and CRHR designation criteria and integrity requirements. As architectural historian, authored a historical resources inventory and evaluation report. (2021)

Forest Resiliency Program Project SPI Keystone, Golden State Finance Authority, Tuolumne County, California. Dudek completed a historical resources inventory and evaluation report for a project that involved redeveloping a site in La Grange and Jamestown in Tuolumne County to facilitate transporting forest material (e.g., trees with no lumber value and underbrush) by truck, turning it into wood fuel pellets, and then shipping the pellets from the site using the existing railroad line. The report was prepared in accordance with Section 106 of the National Historic Preservation Act (NHPA) (36 Code of Federal Regulations 800), CEQA Section 15064.5, Public Resources Code 5024, and applicable local regulations. This report included (1) a California Historical Resources Information System records search conducted at the Central California Information Center for the APE plus a 1-mile buffer; (2) a pedestrian surface reconnaissance of the APE for archaeological and built environment resources; and (3) a historical significance evaluation of Property 1 APNs (063-190-056, 063-350-004, 063-350-005, and 063-190-051) and Property 2 (Sierra Railroad–Mainline, Keystone Segment) located within the APE. As architectural historian, authored a historical resources inventory and evaluation report. (2021)

Senior Residences at Hillcrest Project, DFA Development, San Diego, California. Dudek prepared a Historic Properties Inventory Report for the project, which involved developing a 68-unit, affordable senior housing community located in the Hillcrest neighborhood of San Diego. The project site was partially developed with existing buildings for preschool services associated with the adjacent University Christian Church and a parking lot. The project would receive U.S. Department of Housing and Urban Development project vouchers issued to the San Diego Housing Commission and was therefore required to undergo a National Environmental Policy Act (NEPA) analysis for receiving federal funding. Acting as architectural historian, coauthored the technical report and conducted a pedestrian survey of the site. (2020–2021)

Sycuan Fee to Trust Project, Sycuan Band of the Kumeyaay Nation Reservation, Unincorporated San Diego County, California. Dudek completed a Historic Properties Inventory and Evaluation Report for the proposed project, located within the vicinity of El Cajon, California, in unincorporated San Diego County. The project involved a fee-to-trust transfer of five parcels that cumulatively totaled approximately 40 acres. The transfer of land from the Sycuan Band to the Bureau of Indian Affairs (the federal lead agency) included several parcels. Dudek's report included developing a project APE map; the relevant results of a California Historical Resources Information System records search and background research; a pedestrian survey of the APE for built environment resources; and a historical significance evaluation of all properties over 50 years old within the APE, in consideration of

potential adverse effects to historic properties under Section 106 of the NHPA. The evaluation found that Properties 1, 2, 4, and 5 were not eligible for the NRHP at the individual level or as part of a larger historic district. As a result, no historic properties were identified within the APE, and Dudek recommended a finding of No Historic Properties Affected. As architectural historian, conducted background research and a pedestrian survey. (2021)

Ranch at River Bend Project, Save Gregory Canyon Hills LLC, Community of Pala, California. Dudek completed an HRTR supporting the proposed project, which included the development of a new, mixed-use community. Acting as architectural historian, coauthored the technical report and conducted a pedestrian survey of the site. (2020)

Enclave at Ivanhoe Ranch Project, Vance and Associates, Rancho San Diego, California. Dudek completed an HRTR supporting the proposed residential development project. The project site totaled approximately 121.9 acres in Rancho San Diego. Included in the project site was a historic-era complex of horse ranch buildings and accompanying residences, located at 3256, 3261, 3263, 3267, and 3269 Ivanhoe Ranch Road (APNs 518-030-41, 518-030-43, 518-030-44, and 518-030-45), which were evaluated for historical significance. This study was conducted in accordance with Section 15064.5(a)(2)-(3) of CEQA guidelines, and the project site was evaluated in consideration of NRHP, CRHR, and County of San Diego Historic Preservation Ordinance and resource protection ordinance requirements. Acting as architectural historian, coauthored the technical report and conducted a pedestrian survey of the site. (2020)

Shawnee/CG7600 Master Plan Redevelopment Project, Palmer Mission Gorge Properties LP, San Diego, California. Dudek conducted a Potential Historical Resource Review (in accordance with Information Bulletin 580) for four properties over 45 years old within the City of San Diego. Acting as architectural historian, conducted a photographic survey of the four properties within the project site. Updated three 2011 DPR Forms and created a new DPR Form for a previously unrecorded property within the project site. (2020)

740–790 East Green Street Mixed-Use Project, Pasadena, California. Dudek completed a Cultural Resources Technical Report (CRTR) for five commercial buildings located in the City of Pasadena (Assessor's Identification Nos. 5734-025-014, 024, 026, 029, 027). The study included a pedestrian survey of the proposed project area, building development and archival research, development of an appropriate historic context for the property, and recordation and evaluation of the property for historical significance and integrity in consideration of NRHP, CRHR, and local eligibility requirements. Acting as architectural historian, updated the Pasadena historic context, conducted archival research, and wrote significance evaluations for the five buildings that are over 45 years old. (2019)

8850 Sunset Boulevard Project, City of West Hollywood, California. Dudek completed a CRTR for the proposed project, which involved demolishing existing buildings and constructing and operating a new mixed-use hotel and residential building on a property along the south side of Sunset Boulevard, extending the full city block between Larrabee Street and San Vicente Boulevard. Acting as architectural historian, assisted in the completion of the technical report as the primary writer. (2019)

Palmetto Avenue Warehouse Project, Patriot Development Partners, Rialto, California. Dudek conducted a Cultural Resources Report in support of the proposed project, which involved demolishing buildings on six parcels in the City of Rialto and constructing an industrial/warehouse building on an approximately 4.24-acre property located at the northeast corner of Palmetto Avenue and Baseline Road. Acted as evaluator for three of the six properties, which were at least 45 years old. (2019)

14545 Lanark Street Project, Clifford Beers Housing Inc., Los Angeles, California. Dudek completed an HRER for a property located at 14545 Lanark Street in the Panorama City neighborhood of Los Angeles (APN 2210-011-900). Acting as architectural historian, authored the HRER for the subject property, a Public Social Services Department building constructed in 1967. (2019)

Confidential Solar Energy Project, Confidential Client, California. Dudek completed an HRTR for a confidential solar project. Acting as architectural historian, authored the report evaluating a complex of 20 buildings for historical significance. (2019)

1605 Industrial Avenue Warehouse Project, City of San José, California. Acting as architectural historian, coauthored the CRTR for the project, which included the construction of an approximately 186,000-square-foot industrial warehouse building on an approximately 10.96-gross-acre property located in the northern part of the City of San José. Preparation of the historical context statement involved archival research, building descriptions, historic context development, and historical significance evaluations. (2018)

Jefferson La Mesa Project, JPI, La Mesa, California. The project proposed to demolish three industrial automotive buildings to redevelop the property. Served as architectural historian and coauthor of the project HRER. Contributed archival research and historical context development for the three automotive buildings. (2018)

Education

Life Sciences Building Historical Resources Evaluation Report, San Diego State University, California. Dudek was retained by San Diego State University to complete a historical resources evaluation report for the Life Sciences Building Project, which involves demolishing of a substation and constructing a new six-story building. The purpose of the report is to determine if the project would impact any historical resources pursuant to CEQA. As an architectural historian, coauthored and completed a review of the report. (2024–Present)

Riverside City College Life Science/Physical Science Reconstruction Project, Riverside Community College District, California. Dudek completed a CRTR for the project that involved modernizing the currently vacant Life Science and Physical Science connected buildings on the Riverside City College campus to allow for growth in the Business and Information Systems programs. Acting as architectural historian, conducted research on the buildings associated with the project. (2021)

Richland Elementary School Reconstruction Project, San Marcos United School District, California. Dudek completed a CRTR for the project located at 910 Borden Road. The proposed project involved demolishing the existing Richland Elementary School, which included 7 permanent buildings and 24 portable classrooms, and the reconstruction of the school, including the redevelopment of play fields and playgrounds. Acting as architectural historian, conducted a field visit, researched the school district and elementary school, and coauthored the technical report. (2021)

University of California San Diego, Future College Living and Learning Neighborhood; University of California San Diego Campus Planning Office; California. Dudek was retained by the University of California (UC) San Diego Campus Planning Office to conduct a visual analysis for the proposed project, which consisted of five housing buildings providing an additional 2,000 beds to serve the student population of the UC San Diego campus. As architectural historian, conducted a field visit to gain a better understanding of the visual environment of the project site and surrounding area. (2020)

San Francisco State University Master Plan Update Environmental Impact Report; San Francisco State University Capital Planning, Design, and Construction; California. Dudek conducted a historic built environment study for the proposed project. Only buildings over 45 years old and proposed for renovation or demolition were included in this historic built environment study. Acting as architectural historian, participated in a survey of the San Francisco State University (SFSU) Psychology and Ethnic Studies Building and conducted archival research to prepare appropriate historic context for San Francisco, SFSU, and the Psychology and Ethnic Studies Building. Conducted research on 18 buildings located on the SFSU campus and wrote historic contexts, descriptions, and lists of alterations for each. (2019)

Keats Building and Amphitheater; California State University, Fresno; California. Acting as architectural historian, authored the description of the amphitheater and Keats Building on the California State University (CSU) Fresno campus for the CRTR. Also prepared DPR Forms for the two buildings. (2018)

College Park Demolition Project, CSU Chico, California. Dudek was retained by CSU Chico to complete a cultural resources study for a project that involved demolishing 10 single-family residences near the CSU Chico campus. As architectural historian, coauthored a cultural resources report for CSU Chico, writing 10 building feature descriptions. (2018)

Energy

Solar Project, Confidential Client, Marion County, South Carolina. Dudek was retained by a confidential client to complete a Built Environment Historic Resources Survey, which included the results and recommendations from conducting cultural resource intensive and evaluation surveys. The Project consists of discontinuous, privately owned parcels totaling approximately 750 leased acres being considered for solar development. These efforts for built environment include the development of a study area or API, an intensive-level survey of the API for built resources of historic age (45 years of age or older), available building development and archival research, the creation of an appropriate historic context, and recordation and evaluation of historic-era properties located in the API under NRHP designation criteria. Acting as architectural historian, Frank completed the intensive-level survey, completed archival research, and coauthored the report. (2023–Present)

Architectural Inventory and Evaluation Report, Confidential Client, Lyon County, Nevada. Dudek was retained by a confidential client to complete an architectural inventory and evaluation report for an energy-related development project, which involved demolishing several historic-era buildings and structures. The purpose of the report is to determine if the project would impact any historical resources pursuant to NEPA. Acting as architectural historian, coauthored the report, surveyed the properties, wrote significance evaluations and building descriptions, and completed archival research. (2023–Present)

Seguro Storage Project, Seguro Storage LLC, San Diego County, California. Dudek was retained by Seguro Storage LLC to complete a historic technical report for the Seguro Storage System Project. The project involves constructing a 400-megawatt battery energy storage system (BESS) in phases or all at once, depending on when full capacity is needed. The project would interconnect to the nearby San Diego Gas & Electric Escondido Substation via newly installed overhead generation-tie (gen-tie) line. Dudek identified 13 properties located within the APE that required evaluation. After thorough consideration of historical significance criteria, all properties addressed in the report do not appear eligible for national, state, or local listing either individually or as part of a multi-property district. Acting as architectural historian, conducted pedestrian survey and coauthored the historic technical report. (2023–Present)

Battery Energy Storage Project, Confidential Client, San Diego, California. Dudek prepared an HRER for a project that involved developing a BESS located in San Diego. All buildings and structures over 45 years old identified within the project area were recorded and evaluated for historical significance. The significance evaluation involved conducting archival research and building development research for the project area and completing an appropriate historic context. Acting as architectural historian, conducted pedestrian surveys to evaluate the presence of historic built environmental resources and authored the HRER. (2021)

Battery Energy Storage Project, Confidential Client, Grand Terrace, California. Dudek prepared an HRER for a project that involved developing a BESS in the City of Grand Terrace. This report included development of a built environment study area map, a pedestrian survey of the proposed project study area for built environment resources, and a historical significance evaluation of a steam plant in consideration of state designation criteria and integrity requirements. The significance evaluation found that the steam plant is not eligible under any designation criteria due to a lack of architectural merit and a lack of the requisite integrity necessary to convey significant historical associations. As such, the steam plant was not considered a historical resource under CEQA. Acting as architectural historian, conducted pedestrian surveys and authored the HRER. (2021)

Solar Project, Confidential Client, San Diego County, California. Serving as architectural historian, coauthored the HRTR for the project, which involved developing a solar energy facility and energy storage system. The project site totals approximately 1,356 acres and was in unincorporated southeastern San Diego County. The HRTR involved a pedestrian survey for the presence of historic built environment resources. All buildings and structures over 45 years old were recorded and evaluated for historical significance. The significance evaluation included conducting archival research and building development research for a dairy and creamery complex located on the project site and completing a historic context. The complex of dairy buildings was evaluated for historical significance and was not eligible for inclusion in the NRHP, CRHR, or the County Register due to a lack of significant historical associations. (2020)

Healthcare

St. Joseph's Hospital Master Plan Project, Devenney Group Ltd., Stockton, California. Dudek prepared a historical resources inventory and evaluation report in support of the project. The proposed project site included five properties in the City of Stockton: (1) 1638 North California Street (APN 127-190-32), (2) 1800 North California Street and 542 McCloud Avenue (APN 127-180-44), (3) 534 East Maple Street (APN 127-190-30), (4) 425 East Harding Way (APN 127-150-39), and (5) 445 East Harding Way (APN 127-150-51). Served as architectural historian and coauthor of the historical resources inventory and evaluation report, conducting research on properties 2 to 4 of the historic-age built environmental resource properties, primarily located within the St. Joseph's Medical Center Complex or on parcels adjacent to the complex that may be acquired. (2020)

Historical Resource Treatment Plans, Impacts Analysis (Secretary of the Interior's Standards Compliance Review)

Historical Resource Assessment Report NoHo Garden Apartment Project, Volunteers of America of Los Angeles, Los Angeles, California. The Volunteers of America of Los Angeles proposed to construct additional affordable units at the North Hollywood Manor. North Hollywood Manor, as part of SurveyLA, was determined eligible for listing on the NRHP, the CRHR, and as a City of Los Angeles Historic–Cultural Monument under Criterion C and 3 for its architectural significance (associated status codes 3S;3CS;5S3). Assisted the Volunteers of America of Los Angeles in conforming to the Secretary's Standards and therefore complying with CEQA, assessing any potential impacts the project may have on the identified historical resource, and recommending mitigation measures, as appropriate. (2023)

Municipal

As-Needed Historic Research Consulting Services, City of Coronado, California. Dudek provides as-needed historic consulting services for various projects in the City of Coronado. Each evaluation involves the creation of an occupancy timeline, supplemental research on occupants, building development research (including architects, builders, and property), a pedestrian survey of the project area, creation of a description of the surveyed resource, completion of a historical significance evaluation report in consideration of designation criteria and integrity requirements, and Historic Resource Commission attendance. Acting as project manager and architectural historian, authored or coauthored over 50 HRERs. Project manager role includes serving as the primary contact for the City of Coronado, site and research visit coordination, review of all reports for consistency and accuracy, supplemental research, and Historic Resource Commission attendance. (2019–Present)

Los Angeles County South Bay Area Plan Project, County of Los Angeles Department of Regional Planning, California. Dudek was retained by the County of Los Angeles Department of Regional Planning to prepare a historic context statement in support of the project. The goal of the historic context statement is to inform, enhance, and streamline the larger project as it pertains to historical resources. The communities included within the historic context statement include the following: Alondra Park/El Camino Village, Del Aire/Wiseburn, Hawthorne Island, La Rambla, Lennox, West Carson, and Westfield/Academy Hills. The historic context statement documents the development history of the communities from the rancho period to the present; identifies important themes, events, and patterns of development; and describes the different property types, styles, builders, and architects associated with these important periods and themes. The document would also provide registration requirements and recommendations for future study/action by the County of Los Angeles to facilitate and streamline the historic preservation program. Responsibilities include co-project management, conducting archival research, coauthoring the historic context statement, engaging with interested parties, collaborating with the geographic information system (GIS) team to create an online mapping tool, performing field survey, attending public meetings, and collaborating with the graphics team for flyers and social media content. (2023–2024)

Ben Clark Training Center Modernization Project; Riverside County Fire, California Department of Forestry and Fire Protection; California. Dudek was retained by Riverside County Fire and the California Department of Forestry and Fire Protection to conduct a built environment inventory and evaluation study for the Ben Clark Training Center Modernization Project. Only buildings and structures over 45 years old were included in the historic built environment study of the training center campus. The report identified 12 buildings requiring evaluation, which were divided into four building typologies (Assembly Buildings, Storage and Maintenance Buildings, Living Quarters, and Education and Training Buildings) and evaluated as groups within those typologies. The report concluded that all 12 buildings within the study area were ineligible for inclusion in the NRHP, CRHR, and the City of Riverside's list of historically designated resources. Acting as architectural historian, conducted pedestrian survey and coauthored the built environment inventory and evaluation report. (2023–2024)

Ocean Beach Pier Improvements Project, City of San Diego, California. Dudek was retained by the City of San Diego to prepare an HRTR for the Ocean Beach Pier Improvements Project. The City requested an evaluation of whether the Ocean Beach Pier (Ocean Beach Municipal, Pier, or Pier Project site) met eligibility criteria for local, state, or federal designation. The report was prepared in accordance with CEQA Guidelines, Section 15064.5, for historical resources and all applicable City guidelines and regulations. As a result of the evaluation, the Ocean Beach Pier was recommended eligible under NRHP and CRHR Criteria A/1 and C/3 and San Diego Historical Resources Board Designation Criteria A, C, and D. The Ocean Beach Pier reflected special elements of Ocean Beach's historical and economic development and embodied distinctive characteristics of the concrete fishing pier typology. Responsibilities included fieldwork, archival research, and the associated property significance evaluation. (2022)

Los Angeles County Metro Area Plan Project, County of Los Angeles Department of Regional Planning, California. Dudek was retained by the County of Los Angeles Department of Regional Planning to prepare a Historic Context Statement in support of the project. The goal of the Historic Context Statement component was to inform, enhance, and streamline the larger project as it pertained to historical resources. The communities involved within the Historic Context Statement included East Los Angeles, East Rancho Dominguez, Florence-Firestone, Walnut Park, West Athens-Westmont, West Rancho Dominguez-Victoria, and Willowbrook. The Historic Context Statement documents the development history of the communities from the rancho period to the present; identifies important themes, events, and patterns of development; and describes the different property types, styles, builders, and architects associated with these important periods and themes. The document also provided registration requirements and recommendations for future study/action by the County of Los Angeles to facilitate and streamline the historic preservation program. Responsibilities included conducting archival research, coauthoring the Historic Context Statement, engaging with interested parties, collaborating with the GIS team to create an online mapping tool, performing field survey, attending public meetings, and collaborating with the graphics team for flyers and social media content. (2021–2022)

Florence-Firestone CPA Historic Resources Survey; County of Los Angeles Department of Regional Planning; California. Dudek was retained by the County of Los Angeles Department of Regional Planning to prepare a Historic Context Statement and conduct a Historic Resources Survey for the Florence-Firestone CPA. The goal of the project was to document the development history of the community from the rancho period to the present; identify important themes, events, and patterns of development; and describe the different property types, styles, builders, and architects associated with these important periods and themes. The document also provided registration requirements and recommendations for future study/action by the County of Los Angeles to facilitate and streamline the historic preservation program. Responsibilities included conducting archival research, coauthoring the Historic Context Statement, engaging with interested parties, collaborating with the GIS team to create an online mapping tool, attending public meetings, and collaborating with the graphics team for flyers and social media content. (2021–2022)

East Los Angeles Historic Resources Survey of Historic Age Commercial Signage; County of Los Angeles Department of Regional Planning; California. Dudek was retained by the County of Los Angeles Department of Regional Planning to perform a Historic Resources Survey and focused Historic Context Statement for historic age commercial signage located in the East Los Angeles CPA. The goal of the project is to document the history of commercial signage, record and evaluate significant historic signs, and designate all applicable signs as County Landmarks. Responsibilities include archival research, collaboration with the GIS team to create an online mapping tool, and collaboration with the graphics team for flyers and social media content. (2021)

Mission Bay Park Improvements Project, City of San Diego, California. Dudek reviewed the City's proposed seawall and bulkhead designs for conformance with the Secretary of the Interior's Standards for the Treatment of Historic Properties, specifically the Standards for Rehabilitation. This review included advising the design team on how to remain in conformance with the standards by way of informal design review/check-ins throughout the design review process. Acting as architectural historian, conducted a pedestrian survey, and coauthored the Mission Beach Seawall Evaluation Memorandum. (2021–2022)

Pier View Way Bridge and Lifeguard Headquarters and Beachfront Phase II Project, Confidential Client, Oceanside, California. Dudek prepared a Built Environment Inventory and Evaluation Report for the proposed Pier View Way Bridge and Lifeguard Headquarters and Beachfront Phase II Project. The Project is in the City of Oceanside (City) and includes five properties, the Junior Seau Beach Community Center (Map ID 1), Pier View Way Bridge and Lifeguard Headquarters (Map ID 2), the Junior Seau Amphitheater/Bandshell (Map ID 3), Oceanside Comfort Station (Map ID 4), Parking Lot #30/Betty's Lot (Map ID 5). The project involves improvements to the Pier View

Way Bridge and Lifeguard Headquarters, a suite of proposed improvements to the Junior Seau Beach Community Center and Plaza, a range of improvement options for the Junior Seau Amphitheater/Bandshell, and conceptual improvements to Parking Lot #30/Betty's Lot consisting of built elements atop the existing surface parking lot to support a new beachfront park, community recreation classrooms, and a terraced park with multi-purpose landscaping and ramped paths. Four properties were previously recorded and recommended as eligible for the CRHR. Dudek reevaluated these properties under NRHP, CRHR, and City designation criteria as well as integrity requirements. Acting as architectural historian, conducted pedestrian surveys and coauthored the technical report. (2021–Present)

Mira Mesa CPA Historic Context Statement and Focused Reconnaissance Survey, City of San Diego, California. Dudek prepared a historic context statement identifying the historical themes and associated property types important to the development of Mira Mesa, accompanied by a reconnaissance-level survey report focused on the master-planned residential communities within the Mira Mesa CPA. This study was completed as part of the comprehensive update to the Mira Mesa CPA and Programmatic Environmental Impact Report. While the historic context statement addressed all development themes and property types within the community, the scope of the survey was limited to residential housing within the CPA constructed between 1969 and 1990. Acting as architectural historian, coauthored and completed the historic context statement, the survey document, and all associated archival research efforts. (2020–2022)

University CPA Historic Context Statement and Focused Reconnaissance Survey, City of San Diego, California. Dudek prepared a historic context statement identifying the historical themes and associated property types important to the development of the University CPA, accompanied by a reconnaissance-level survey report focused on the master-planned residential communities within the University CPA. This study was completed as part of the comprehensive update to the University CPA and Programmatic Environmental Impact Report. While the historic context statement addressed all development themes and property types within the community, the scope of the survey was limited to residential housing within the CPA constructed between the 1960s and 1990s. Acting as architectural historian, coauthored and completed the historic context statement, the survey document, and all associated archival research efforts. (2020–2022)

Coronado Citywide Historic Resources Inventory and Historic Context Statement, City of Coronado, California. Dudek is currently in the process of preparing a historic context statement and historic resources inventory survey for all properties at least 50 years old within City of Coronado limits. Following current professional methodology standards and procedures developed by the California Office of Historic Preservation and the National Park Service, Dudek would develop a detailed historic context statement for the City that identifies and discusses the important themes, patterns of development, property types, and architectural styles prevalent throughout the City. Dudek would also conduct a reconnaissance-level survey of all properties within City limits that are at least 50 years old to identify individual properties and groupings of properties (i.e., historic districts) with potential for historical significance under City Criterion C (properties that possess distinctive characteristics of an architectural style; are valuable for the study of a type, period, or method of construction; and have not been substantially altered). Acting as architectural historian, authored the historic context statement and conducted reconnaissance-level surveys of properties within City limits. (2019–Present)

Gilroy Citywide Historic Resources Inventory, City of Gilroy, California. Dudek completed a citywide historic context statement and historic resources inventory update of the City of Gilroy's outdated 1986 historic resources inventory. Dudek hosted a public kickoff meeting/outreach session that was well-received by the community, successfully completed a reconnaissance-level survey of over 3,000 properties on time and within budget, and completed a draft citywide historic context statement. Dudek also prepared a Public Guide to Preservation that provided an overview of the City's existing policies, what it means to live in a designated property/a district

contributor, answers to commonly asked questions concerning restrictions on alterations, and clarification of common misconceptions about property owner requirements. Acting as surveyor, utilized Dudek's architectural survey application to record the features, alterations, and photographs of historic-era buildings throughout the City. Additionally, assisted in the data management and cleanup of the majority of the DPR Forms produced for each of the surveyed buildings. This process included assigning status codes, editing descriptions, choosing an accurate photograph, and adding proper narrative significance. (2020)

955 Hancock Avenue, City of West Hollywood, California. Dudek completed a City-compliant Historical Resource Assessment for a single-family residential property located at 955 Hancock Avenue in West Hollywood. The property was built in 1910 and did not appear to have been previously evaluated for historical significance. This study included a pedestrian survey of the property by a qualified architectural historian, building development and archival research, development of an appropriate historic context for the property, and recordation and evaluation of the property for historical significance and integrity in consideration of NRHP, CRHR, and City of West Hollywood Register eligibility requirements. Acting as architectural historian, assisted in the completion of the assessment as the primary writer. (2018)

Transportation

Keller Road/Interstate 215 Interchange Project, California Department of Transportation, Murrieta and Menifee, California. The project involved constructing a new, full interchange and auxiliary lanes at Interstate 215 and Keller Road in Riverside County. Acted as architectural historian for the project, coauthoring the HRER. Preparation of the report included a site visit, archival research, historic context development of Murrieta and Menifee, building feature descriptions of six historic-era resources, and historical significance evaluations. (2018)

Water

Two-Mile Wells Cultural Resources Inventory and Evaluation Report, Lake Arrowhead Community Services District, Lake Arrowhead, California. Dudek was retained by Lake Arrowhead Community Services District to complete a cultural resources inventory and evaluation report for the Two-Mile Wells Project, which involved construction activities including site preparation, borehole drilling, depth-specific water quality sampling, casing and screen installation, annular seal installation, well development, aquifer testing, disinfection, completion of the well head, and connection of the water wells via pipeline alignments to the Lake Arrowhead Community Services District's existing water lines. The purpose of the report was to determine if the project would impact any historical resources pursuant to CEQA. As an architectural historian, coauthored the report and completed a review of the report. (2024)

Southern First Aqueduct Structures Rehabilitation Project, San Diego County Water Authority, California. Dudek conducted a Phase I Cultural Resources Inventory (including both archaeological and built environment) for the Southern First Aqueduct Rehabilitation Project, located along a 21-mile stretch of the First San Diego Aqueduct, east of Interstate 15 from the City of Escondido in the north to the Goodan Ranch/Sycamore Canyon County Preserve west of San Vicente Reservoir. As part of this effort, the San Diego Water Authority applied for a Letter of Permission under its Programmatic Master Plan Permit with the U.S. Army Corps of Engineers (ACOE), pursuant to Section 404 of the Clean Water Act. ACOE is the federal lead agency responsible for overseeing compliance with Section 106 of the NHPA, as this project is exempt from review under CEQA. Acting as architectural historian, coauthored the Phase I Cultural Resources Inventory Report and authored the analysis of potential adverse effects. (2021)

Historic Context Statement for Reservoirs, City of San Diego Public Utilities Department, California. Dudek completed a survey and historic context statement for the City's surface water storage system, including 10 dam complexes and the Dulzura Conduit. Dudek also prepared detailed impacts assessments for proposed modification to dams, as required by the Department of Safety of Dams. The project involves evaluation of 10 dam complexes and conduit for historical significance in consideration of NRHP, CRHR, and City designation criteria and integrity requirements. The evaluation required extensive archival research and a pedestrian survey. Acting as architectural historian, evaluated five resources, including the Dulzura Conduit, Upper Otay Dam, Murray Dam, Sutherland Dam, and Miramar Dam. (2018–2020)

Historical Resources Impacts Assessment for Maintenance on the Morena Dam Spillway, City of San Diego, California. Acted as the primary author for an impacts assessment of proposed project activities, including maintenance to the Morena Dam, which is considered a historical resource under CEQA and a historic property under Section 106 of the NHPA. (2019)

Professional Activities

- Meets the Secretary of the Interior's Professional Qualifications Standards for history and architectural history pursuant to the Code of Federal Regulations, 36 CFR Part 61, Appendix A.
- Approved to prepare CEQA documents for the County of San Diego for privately initiated projects for historic resources.

Specialized Training

- Specialized Certificate in CEQA Practice, UC San Diego Extension, 90 hours of study, March 2022.
  - BUSA40739: CEQA, UC San Diego Extension, Summer 2019.
  - ENVR-40008: Writing Effective CEQA Documents, UC San Diego Extension, Winter 2021.
  - ENVR-40010: CEQA in Practice, UC San Diego Extension, Spring 2021.
  - ENVR-40009: Advanced CEQA, UC San Diego Extension, Winter 2022.

Publications

Frank, N. 2018. "Mid-Century Glass Block: The Colored Patterned and Textured Era." Master's Thesis; The School of the Art Institute of Chicago. June 2018.

Frank, N. 2018. "Draft Reconstruction Era Edwardian Flats Historic Context Statement, 1901-1915." Internal Draft. City and County of San Francisco Planning Department. August 2018.

Presentations

"An Exploration into Mid-Century Glass Block Design: The Colored, Patterned, and Textured Era," 2024. Presented at Docomomo U.S. National Symposium. Miami, Florida.

"Mid-Century Glass Block: The Colored Patterned and Textured Era," 2018. Presented at the Association for Preservation Technology Annual Conference. Buffalo, New York.

"Mid-Century Glass Block: The Colored Patterned and Textured Era," 2018. Presented at the Association for Preservation Technology Western Great Lakes Chapter and DOCOMOMO U.S./Chicago 2018 Symposium: Preservation Challenges of Modernist Structures. Chicago, Illinois.

Adam Giacinto

ARCHAEOLOGIST

Adam Giacinto is an archaeologist with 13 years' experience preparing cultural resource reports, site records, and managing archaeological survey, evaluation, and data recovery-level investigations. His research interests include prehistoric hunter-gatherer cultures and contemporary conceptions of heritage. His current research focuses on the social, historical, archaeological, and political mechanisms surrounding heritage values. He has gained practical experience in archaeological and ethnographic field methods while conducting research in the Southwest, Mexico, and Eastern Europe.

Mr. Giacinto brings specialized experience in cultural resources information processing gained while working at the South Coastal Information Center. He has worked as part of a nonprofit collaboration in designing and managing a large-scale, preservation-oriented, standardized database and conducting site and impact predictive Geographic Information Systems (GIS) analysis of the cultural resources landscape surrounding ancient Lake Cahuilla. He provides experience in ethnographic and applied anthropological methods gained in urban and rural settings, both in the United States and internationally.



Education

San Diego State University
MA, Anthropology, 2011

Santa Rosa Junior College
AA, Anthropology, 2004

Sonoma State University
BA, Anthropology/ Linguistics, 2006

Professional Affiliations

Register of Professional Archaeologists

Society for California Archaeology American Anthropological Association Institute of Archaeomythology

American Anthropological Association

Project Experience

Development

Canergy–Rutherford Road Development Project, Ericsson–Grant Inc., El Centro, California. As co-principal investigator, coordinated records searches, Native American contact, map preparation and fieldwork.

Park Boulevard Environmental Impact Report (EIR), City of Palo Alto, California. As principal archaeological investigator, coordinated a Northwest Indian College (NWIC) records search, Native American Heritage Commission (NAHC) and Native American consultation, archaeological survey, and preparation of a technical report and EIR section. An appropriate mitigation strategy was developed and provided to the City of Palo Alto for this negative cultural inventory.

Oro Verde Development Fire Protection Planning, Wohlford Land Company LLC, Valley Center, California. As principal investigator, coordinated a SCIC records search, NAHC and Native American consultation, archaeological survey, and preparation of a negative technical letter report for this small residential development. The mitigation strategy did not require additional archaeological monitoring or other work based on the lack of archaeological sites, and the low potential for encountering unrecorded subsurface cultural resources. Recommendations were submitted to the County of San Diego.

Fifth Avenue Development Cultural Inventory, E2 ManageTech Inc., Chula Vista, California. As principal investigator, coordinated the preparation of a paleontological, archaeological, and historic resource inventory for a proposed residential project. Responsibilities included a SCIC records search, San Diego Natural History Museum

(SDNHM) records search, archival research, agency and client communication, GIS, and compiling the technical report and appendices. Results were submitted as a technical report s to the City of Chula Vista.

Normal Street Evaluations, Darco Engineering Inc., San Diego, California. As principal investigator, managed the preparation of a historic resource evaluation for a number of buildings located in the community of University Heights. Responsibilities included an SCIC records search, agency and client communication, archival research, GIS, and compiling the technical report and appendices. Results were submitted as a technical report and associated appendices to the City of San Diego.

Mapleton Park Centre Site Analysis, Kaiser Foundation Health Plan Inc., Murrieta, California. As principal archaeological consultant, prepared project constraints study, within the County of Riverside.

New Kaiser Permanente Medical Center EIR, Kaiser Foundation Health Plan Inc., San Diego, California. As field director, conducted survey of proposed medical center and reported negative findings to the City of San Diego.

St. John Garabed Church Environmental Services, St. John Garabed Armenian Apostolic Church Trust, San Diego, California. As field director and co-principal investigator, conducted a survey of the proposed church facilities and reported findings to the City of San Diego. Additional responsibilities included preparation of the cultural and paleontological sections for the project EIR.

PMC Quarry Creek Project Phase II Cultural Evaluation, McMillin Land Development, Carlsbad, California. As field director, managed and conducted archaeological testing, data analysis, report writing and mapping of existing cultural resources within the 60-acre Quarry Creek Project study area.

University Office and Medical Park Project Cultural Resource Study Survey, U.S. Army Corps of Engineers (ACOE), San Marcos, California. As field director, managed a team of archaeologists in conducting survey of the 49.5-acre study area in a general inventory of potentially impacted cultural resources and prepared maps and a report for the presentation of this information.

Education

Vacaville Center Campus Project, Solano Community College District, City of Vacaville, California. As principal archaeological investigator, coordinated a NWIC records search, NAHC and Native American communication, archaeological survey, and preparation of a technical report. Recommendations were framed in compliance with California Environmental Quality Act (CEQA) regulations and submitted to the lead agency.

Mission Beach Elementary School EIR, McKellar McGowan, San Diego, California. As principal archaeological investigator, coordinated Southern California Indian Center (SCIC) records search, NAHC, and Native American consultation, archaeological survey, and preparation of a technical report. The mitigation strategy did not require archaeological monitoring or other work based on the lack of archaeological sites, as well as the low potential for encountering unrecorded subsurface cultural resources. Submitted recommendations to the City of San Diego.

San Diego State University (SDSU) West Campus Housing EIR/Tech Studies, Gatzke, Dillon and Ballance, San Diego, California. As principal archaeological investigator, coordinated a SCIC records search, NAHC and Native American consultation, archaeological survey, and preparation of a technical report and EIR section. An appropriate mitigation strategy was developed and provided to SDSU for this negative cultural inventory.

Orange Coast College Initial Study (IS), Coast Community College District, Orange, California. As principal archaeological investigator, coordinated records search, NAHC and Native American consultation, archaeological survey, preparation of a technical report, and provided management and compliance recommendations relating to cultural resources on three Orange County College campuses.

Energy

McCoy Solar Energy Project, McCoy Solar LLC, Blythe, California. As principal investigator, supervised, implemented, and reported upon data recovery efforts under Section 106 of the National Historic Preservation Act (NHPA), Bureau of Land Management (BLM) Guidelines, CEQA, and County of Riverside Guidelines. General responsibilities included day to day scheduling oversight of Native American monitors and archaeologists, tribal interface, management of cultural monitoring implementation, and agency reporting. Worked with the Dudek Compliance team to provide cultural summaries for 14 variance requests. Reporting included preperation and submittal of daily cultural resource summaries to interested tribal parties and the BLM, monthly summaries of cultural compliance status and treatment of unanticipated finds, bi-weekly BLM-McCoy Solar meetings and a montitoring summary report. Mr. Giacinto was the lead in two formal trainings with monitors and counsel members from the Colorado River Indian Tribes regarding federal and state regulations relating to human remains, County and BLM guiding documents, identification of cultural material, and the multiple understandings of "cultural resources."

BayWa Granger Solar Site Survey, RBF Consulting, Valley Center, California. As principal investigator, managed the inventory and prepared management recommendations for a proposed solar farm in Valley Center, California. A relationship of open dialogue between Mr. Giacinto and the client allowed for the project design to avoid significant direct and indirect impacts to cultural resources the proper the development of compliant mitigation and informed project design. Results were submitted to the County of San Diego Department of Planning and Land Use.

Valley Center Solar Site Survey, RBF Consulting, Valley Center, California. As Principal Investigator, managed inventory and prepared management recommendations for a proposed solar farm. A relationship of open dialogue between Mr. Giacinto and the client allowed for the project design to avoid significant direct and indirect impacts to cultural resources the proper the development of compliant mitigation and informed project design. Results were submitted to the County of San Diego Department of Planning and Landuse.

Wind Energy Project, Confidential Client, Riverside, California. As principal cultural investigator, prepared the cultural scope and schedule, coordinated the records search, NAHC and Native American consultation, archaeological survey, and preparation of a technical report for the County of Riverside that provided management and compliance recommendations relating to identified cultural resources. Additional responsibilities included coordination of paleontological and Native American monitor subconsultants.

Gas Line for Poway Pump Station, City of Poway, San Diego County California. As principal investigator, conducted an inventory, coordinated survey, and provided amangement recommendations in technical report.

Sol Orchard Solar Farm, RBF Consulting, Ramona, California. As Principal Investigator, coordinated archaeological and Native American monitoring and prepared management recommendations for a proposed solar farm in Ramona, California. All impacts to significant cultural resources in the vicinity were avoided. Results were submitted to the County of San Diego.

Solar Farm Cultural Resources Services, Confidential Client, San Diego, California. As project director, managed a crew of 8 archaeologists in conducting the survey, surface mapping, surface collection, and excavation of 13 prehistoric and historical period sites throughout the McCain Valley.

Makani Power Wind Turbine Pilot Program, Google Inc., Alameda, California. As principal investigator, coordinated a NWIC records search, NAHC and Native American consultation, archaeological survey, and preparation of a negative technical memo a for this potential wind farm. The mitigation strategy did not require additional

archaeological monitoring or other work based on the lack of archaeological sites, and the low potential for encountering unrecorded subsurface cultural resources. Recommendations were submitted as a categorical exemption to the reviewing agency.

As-Needed Environmental Analysis for Solar Project Road Access, Confidential Client, San Diego, California. As field director, managed a crew of 12 archaeologists in conducting the survey, surface mapping, surface collection and excavation of 42 prehistoric and historical period sites throughout the McCain Valley.

East County Substation EIR/Environmental Impact Statement (EIS), California Public Utilities Commission (CPUC), San Diego County, California. As field archaeologist, worked as part of a team to survey the possible impacts to exiting and newly recorded cultural resources.

Class III Cultural Resources Inventory for Meteorological Masts 1 and 4 and Access Roads, Iberdrola Renewables, Kern County, California. As field director, managed a team of archaeologists in conducting surveys of the study area in a general inventory of potentially impacted cultural resources.

Wood to Steel Pole Conversion Survey, San Diego Gas and Electric (SDG&E), San Diego County, California. As crew chief, managed a team of archaeologists in conducting a survey of Circuit 75 in a general inventory of potentially impacted cultural resources.

Sunrise Powerlink Project Monitoring, SDG&E, Imperial and San Diego Counties, California. As a field director, assisted in managing an archaeological field crew, aided in data collection, and conducted monitoring by facilitating planned mitigation strategies of construction and pre-construction activities associated with a 500-kilovolt (kV) transmission line, access roads, and work areas.

Cal Valley Solar Ranch-Switchyard Site No. 3 Archaeological Testing, Ecology & Environment Inc., San Luis Obispo County, California. With team of archaeologists, conducted excavations and performed general testing of a middle prehistoric site.

Wood to Steel Pole Conversion, SDG&E, Cleveland National Forest (CNF), San Diego County, California. As crew chief, managed a team of archaeologists in conducting a survey of Circuit 440 in a general inventory of potentially impacted cultural resources.

Devers to Palo Verde 2 (DPV2) Colorado River Substation Project Monitoring, Southern California Edison (SCE), Blythe, California. As project archaeologist, monitored the geotechnical testing of soils along access road leading into Colorado River Substation from the west.

Sunrise Powerlink Pole Fielding and Environmental Monitoring, SDG&E, Imperial and San Diego Counties, California. As the archaeological representative, worked with SDG&E-contracted engineers, surveyors, and biologists to assess proposed work areas, access roads, and structure locations for possible impacts upon existing cultural resources.

Wood to Steel Pole Conversion Pole Fielding, SDG&E and CNF, San Diego County, California. As the archaeological representative, worked with SDGE-contracted engineers, surveyors, and biologists to assess proposed pole transmission pole locations for possible impacts upon existing cultural resources.

Wood to Steel Pole Conversion, SDG&E and CNF, San Diego County, California. As field archaeologist, worked as part of a team to survey segments of Circuit 449, Circuit 78, TL 625, and TL 629 for possible impacts to existing cultural resources.

Guy Pole and Stub Pole Removal Monitoring, SDG&E, Carlsbad, California. As archaeological representative, monitored activities associated with the removal of existing unused energy transmission infrastructure in an area near recorded cultural resources of noted significance.

DPV2 500 kV Transmission Line Survey, SCE, Riverside County, California. As field archaeologist, worked as part of a team to survey more than 45 miles of linear proposed project area. Conducted an intensive inventory of prehistoric and historical period cultural resources from Desert Center to Thousand Palms.

DPV2 Colorado Switchyard Survey, SCE, Riverside County, California. As project archaeologist, prepared the site records gathered through a pre-field records search and created project area maps in GIS illustrating the location and type of preexisting cultural resources prior field survey for a fiber-optic ground wire project for DPV2 Colorado switchyard in Blythe.

Pole Replacement Projects Surveying, SCE, Orange and Riverside Counties, California. As project archaeologist, prepared the site records gathered through a pre-field records search and created project area maps in GIS illustrating the location and type of preexisting cultural resources prior to fieldwork for the deteriorated pole project within the CNF, and deteriorated pole and pole replacement on private property.

Sunrise Powerlink Environmentally Superior Southern Alternative Survey, SDG&E, San Diego and Imperial Counties, California. As project archaeologist, assisted in preparing the site records gathered through a pre-field records search and digitized the boundaries if archaeological sites in GIS illustrating the location and type of preexisting cultural resources, and a records search of existing site data for alternative route.

Military

Cultural Resources Inventory, March Joint Powers Authority, Riverside County, California. As principal investigator, managed the field efforts, reporting, and facilitated tribal consultation for cultural inventory. The report included preparation of a cultural context for WW-I and WW-II era history of the air fields and camp in the vicinity. Resource considerations were compliant with CEQA and Section 106 of the NHPA.

Utility Corridor Survey at Edwards Air Force Base (EAFB), U.S. Air Force (USAF), Riverside, California. As archaeologist, guided the design and preparation of digital field forms to assist in the recordation of archaeological resources at archaeological sites throughout the EAFB, including the Pancho Barnes site.

Infill Survey Project at EAFB, USAF, Riverside, California. As crew chief, managed a team of five archaeologists in conducting a general pedestrian inventory of cultural resources within a 7,650-acre study area.

Desert Warfare Training Facility Cultural Resources Inventory Project, U.S. Navy Southwest, Imperial County, California. As field archaeologist, worked as part of a team to conduct an intensive inventory of prehistoric and historical period cultural resources in selected areas within the Chocolate Mountains Gunnery Range in Niland.

Morgan/Bircham 55 to 12 kV Project Survey, U.S. Navy-Naval Air Weapons Station (NAWS)-China Lake, Inyo County, California. As project archaeologist, prepared the site records gathered through a pre-field records search and created project area maps in GIS illustrating the location and type of preexisting cultural resources prior to field survey at NAWS China Lake.

Resource Management

Yokohl Ranch Cultural Resources, The Yokohl Ranch Company LLC, Tulare, California. As co-principal investigator and field director, managed 15 archaeologists in conducting 1,900 acres of survey throughout the Yokohl Valley.

Hamilton Hospital Project, City of Novato, California. As principal investigator, managed tribal and archaeological fieldwork and methodological reporting relating to the extended Phase I inventory geoprobe drilling and shovel test pit excavation. Considerations included compliance under CEQA and local regulations.

Maidu Bike Path and Park Projects, City of Auburn, California. As principal investigator, managed the survey, archival searches, tribal correspondence, and reported mangement recommendations for a cultural resources inventory. Considerations included compliance under CEQA and Section 106 of the NHPA.

Steephollow Creek and Bear River Restoration, Nevada County, California. As principal investigator, assisted with management of field efforts and preperation of a technical report for a cultural inventory. Resources were evaluated for significance under CEQA, and Section 106 of the NHPA.

Hanson El Monte Pond Restoration, Lakeside's River Park Conservancy, San Diego, California. As principal investigator, managed the field efforts, reporting, and agency interface for a cultural inventory. Resources were evaluated for significance under county guidelines, CEQA, and Section 106 of the NHPA. Worked with the ACOE for submittal of documents to State Historic Preservation Office (SHPO).

Peter's Canyon Regional Park CEQA Study, Orange County Fire Authority, Orange, California. As principal investigator, conducted a cultural resources inventory of all cultural resources within Peters Canyon planned fuel reduction areas. Mr. Giacinto coordinated a SCIC records search, NAHC and Native American consultation, archaeological survey, and preparation of a technical report. Recommendations were provided to agency personnel to assist in mitigating any possible adverse effects to cultural resources in the project vicinity.

Yokohl Ranch Development Project, The Yokohl Ranch Company LLC, Tulare County, California. As co-principal investigator and field director, managed 15 archaeologists in conducting significance evaluation of 118 historical and prehistoric cultural resources throughout the Yokohl Valley.

Lake Cahuilla Management Plan, ASM PARC, Riverside County, California. As project archaeologist and lead analyst, led in the formation of a standardized database associated with ancient Lake Cahuilla. Performed GIS data integration and predictive analysis, data entry of site record information, and completed multi-day, multi-person record search for Riverside County.

Third-Party Review and Monitoring

Ocotillo Wind Energy Facility Third-party Compliance Monitoring, BLM, Imperial County, California. As third-party observer, collaborated with the BLM in maintaining cultural compliance with federal environmental policies. In addition, processed archaeological and Native American comments for BLM attention.

Rio Mesa Solar Electric Generating Facility CEQA Studies, BrightSource Energy Inc., Riverside, California. As third-party reviewer, collaborated with the BLM, the California Energy Commission, and Brightsource to review URS Corporation's cultural report content, quality, and environmental compliance.

Tribal

South Palm Canyon West Fork Flood Emergency Work, Agua Caliente Band of Cahuilla Indians, Palm Springs, California. As principal investigator, worked with the Agua Caliente Band of Cahuilla Indians Tribal Historic Preservation Office to conduct archaeological monitoring on tribal lands of emergency repairs within Andreas Canyon National Register of Historic Places listed district. A monitoring report with a summary of findings and implemented mitigation activities, daily monitoring logs and photos, and confidential figures was provided to the tribe.

South Palm Canyon Improvements, Agua Caliente Band of Cahuilla Indians, Palm Springs, California. As principal investigator, worked with the Agua Caliente Band of Cahuilla Indians Tribal Historic Preservation Office to conduct archaeological monitoring on tribal lands of facility improvements within Andreas Canyon National Register of Historic Places listed district. A monitoring report with a summary of findings and implemented mitigation activities, daily monitoring logs and photos, and confidential figures was provided to the tribe.

Shu'luuk Wind Project Cultural Resource Study Survey, Campo Environmental Protection Agency and Invenergy LLC, Campo Indian Reservation, California. As field director, managed two teams of archaeologists, consisting of seven total practitioners, in conducting a survey of the 2,400-acre study area in a general inventory of potentially impacted cultural resources. Worked with Campo Environmental Protection Agency, of the Campo Kumeyaay Nation, in forming management objectives and integrating six Native American Monitors into daily survey activities.

Water/Wastewater

As Needed Planning and Environmental Contract, Recycled Wastewater Treatment Plant Secondary Process Upgrade Improvement Project, City of Auburn, California. As principal investigator, managed the survey, archival searches, tribal correspondence, and reported mangement recommendations for a cultural resources inventory. Considerations included compliance under CEQA and Section 106 of the NHPA.

Recycled Water Pipeline Project, City of Woodland, California. As principal investigator, managed the survey, archival searches, tribal correspondence, and reported mangement recommendations for a cultural resources inventory. Considerations included compliance under CEQA and Section 106 of the NHPA.

Carlsbad Desalination Third Addendum to EIR Biological Survey and Monitoring, Poseidon Water LLC, Carlsbad, California. As archaeological consultant, conducted archaeological monitoring and consultation on an as-needed basis.

Old Mission Dam, City of San Diego, California. As principal investigator, conducted an inventory, coordinated survey, and prepared recommendations for the maintenance of the National Register of Historic Places listed resource, Old Mission Dam.

Otay River Wetland Mitigation, Poseidon Water LLC, San Diego, California. As field director, conducted a cultural resources survey of a mitigation property, managed by the U.S. Fish and Wildlife Service (USFWS), to be used for estuary restoration.

Vallecitos Water District Rock Springs Sewer, Infrastructure Engineering Corporation, San Diego, California. As principal investigator, coordinated a SCIC records search, NAHC and Native American consultation, archaeological survey, and preparation of a negative technical letter report for this small residential development. The mitigation strategy did require additional archaeological monitoring based on the potential to encounter subsurface cultural resources. Recommendations were submitted to the Vallecitos Water District.

Relevant Previous Experience

Guest Lecturer in Cultural Resources for Upper Division CEQA Course, University of San Diego (USD), California. As cultural resources lecturer, was invited to present on cultural resources history and management under CEQA for an upper devision USD course in April, 2015. A presentation was created with the intention of poviding a contextual and technical understanding of how cultural resources are interpreted and evaluatued under CEQA. The implications relating to the Friends of Mamoth (1972) decision and other cases were outlined in detail. AB-52 considerations and timing were summarized, and implications of Tribal Cultural Resources as a class of resources was discussed.

Investigation of Emergent Trends of San Diego Cultural Resource Management, San Diego County, California. As ethnographic researcher, conducted verbal, semi-structured interviews with 17 archaeologists, policy makers, and Native American monitors and curators regarding the history and current practice of Cultural Resource Management. Information was contextualized through extensive background research using legal, academic, specialized, and archival sources. Analysis employed a synthesis of cultural anthropological and archaeological theory and practice. Results were published as MA, thesis in Anthropology at SDSU (2012).

Needs Assessment/Diagnostic for the Community of La Sierra de San Francisco, Baja California Sur, Mexico. As ethnographic researcher, worked for SDSU through a grant provided by the International Community Foundation to conduct a general needs assessment in a UNESCO protected community within a UNESCO defined region of World Heritage, la Sierra de San Francisco. Resolved to help with improving the infrastructure of potable water, assisting in the construction of a system of telecommunications for education, and conducting workshops aimed at the preservation of local prehistoric and historical cultural and archaeological resources (2010).

Ethnographic Field School, Zimatlan, Oaxaca, Mexico. As ethnographic student/researcher for SDSU, lived with local family and conducted interviews with local population regarding microcredit, sustainable/traditional agriculture and husbandry. Additionally, compiled audio/visual digital stories with local youth and conducted training in research and appropriate documentation. Emphasis was placed on dietary and generational cultural changes (2009).

Research Assistant, SDSU Collections Management, San Diego, California. As graduate student at SDSU, worked in Collections Management under the instruction of Dr. Lynn Gamble (2007). Responsibilities included laboratory analyses, data entry, record processing, and collections curation management.

Research Assistant, South Coastal Information Center (SCIC), SDSU, San Diego California. As graduate student at SDSU, worked at SCIC under the instruction of Dr. Seth Mallios (2008). Responsibilities included site record and report processing and resource mapping.

Archaeological Field School, SDSU, San Diego California. As graduate student at SDSU, attended an archaeological fieldschool at Cuyamaca Complex Type Site under the instruction of Dr. Lynn Gamble (2007).

Archaeological Researcher, Institute of Archaeomythology, Sebastopol, California. As as researcher and photographer, attended lectures and assisted with symposiums in Bulgaria, Serbia and Romania (2004 and 2008)

Archaeological Field School, Sonoma State University (SSU), Rohnert Park, California. As undergraduate student at SSU, attended an archaeological fieldschool under the instruction of Dr. Adrian Praetzellis (2005).

Publications

Conway, F., R. Espinoza, and A. Giacinto. 2010 “Results of Needs Assessment Conducted with Communities of La Sierra de San Francisco, 2009-2010.” Submitted to the International Community Foundation.

Giacinto, Adam. 2010. “A Qualitative History of "Cultural Resource" Management.” *ethnographix.org.* May 2010.

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Giacinto, Adam. 2011. “A Qualitative History of "Cultural Resource" Management.” *anthropologiesproject.org.* May 2011.

Giacinto, Adam. 2012. "Emergent Trends of Cultural Resource Management: Alternative Conceptions of Past, Present and Place." MA, thesis in Anthropology, San Diego State University, 2012.

Technical Reports

Castells, J. and A. Giacinto 2013. "Archaeological, Historical, and Paleontological Resources Inventory for the 5th Avenue Chula Vista Development Project, City of Chula Vista, California." Prepared for E2 ManageTech Inc. Submitted to City of Chula Vista.

Castells, J. and A. Giacinto 2014. "Historic Resources Inventory for the Normal Street Project, City of San Diego, California." Submitted to City of San Diego.

Cook, J.R., A. Garcia-Herbst, A. Giacinto, and M. Dalope 2010. "Addendum to HDR|e²M Final Report: Prehistoric Artifact Scatters, Bedrock Milling Stations and Tin Can Dumps: Results of a Cultural Resources Study for the SDG&E East County Substation Project. San Diego County, California."

Daniels, J.T., A. Giacinto, I. Scharlotta, N. Hanten, M.J. Hale 2012. "Archaeological Evaluation for the Rugged Solar Project. San Diego County, California."

DeCarlo, M.M., A. Giacinto, and W.T. Eckhardt 2010. "Cultural Resources Inventory for the Proposed Colorado River Substation Expansion Project. Riverside County, California."

Ghabhláin, S., A. Giacinto, and T. Quach 2011. "Cultural Resources Evaluation for the Quarry Creek Project. City of Carlsbad,California."

Giacinto, A. 2012. "Negative Cultural Resources Survey Report for the Kaiser Permanente San Diego Central Medical Center, San Diego County, California."

Giacinto, A. 2013. "Archaeological Monitoring Summary Memo for the South Palm Canyon Improvements Project, Agua Caliente Band of Mission Indians Reservation, California."

Giacinto, A. 2013. "Archaeological Reconnaissance for Categorical CEQA Exemption for the Makani/Google Airborne Wind Turbine Pilot Project, Alameda County, California."

Giacinto, A. 2013. "Cultural Resources Phase I Addendum Report for the Old Mission Dam Maintenance Project, San Diego County, California." Prepared for the City of San Diego.

Giacinto, A. 2013. "Cultural Resources Phase I Survey Report for the NorthLight Power Valley Center Solar Power Project, San Diego County, California." Prepared for RBF Environmental. Submitted to County of San Diego Department of Planning and Landuse.

Giacinto, A. 2013. "Negative Findings Letter Report for a Phase I Cultural Resources Study Conducted for the VWD Rock Springs Project, San Diego County, California." Submitted on behalf of IEC Corporation to the Vallecitos Water District.

Giacinto, A. 2013. "Phase I Cultural Resources Assessment Report for the Smoke Tree Wind Project, Riverside County, California." Prepared for Ogin Inc. Submitted to County of Riverside Planning Department.

Giacinto, A. 2014. "Cultural Resources Technical Report for the West Campus Student Housing Complex Project, San Diego County, California." Submitted to County of San Diego Department of Planning and Landuse.

Giacinto, A. 2014. “Negative Cultural Resources Phase I Survey Report for the Oro Verde Project, San Diego County, California.” Submitted to County of San Diego Department of Planning and Landuse.

Giacinto, A. 2014. “Phase I Archaeological Inventory Report for the Mission Beach Residences Project, San Diego County, California.” Prepared for McKellar-Ashbrook LLC. Submitted to the City of San Diego Development Services Department.

Giacinto, A. 2014. “Phase I Archaeological Inventory Report for the Santa Barbara Place Residences Project, San Diego County, California.” Prepared for McKellar-Ashbrook LLC. Submitted to the City of San Diego Development Services Department.

Giacinto, A. and M. Hale 2013. “Phase I Cultural Resources Assessment Report for the WCSS0011R1 and WCS00012R1 Project, Riverside County, California.” Prepared for FloDesign Wind Turbine Corporation. Submitted to County of Riverside Planning Department.

Giacinto, A., and J. Cook 2011. “Cultural Resource Study for the UOMP Project.” Letter Report.San Diego County, California.

Giacinto, A., and M. Becker 2012. “Padre Dam Eastern Service Area Secondary Connection-Alternative Site Location.” Letter Report. San Diego County, California.

Giacinto, A., and M. Hale 2012. “Cultural Resources Survey Report for the St. John Garabed Church Project, San Diego County, California.”

Giacinto, A., and M. Hale. 2013. “Cultural Resources and Paleontological Survey Report for the St. John Garabed Church Project, San Diego County, California.” Submitted to the City of San Diego, California.

Giacinto, A., J.T. Daniels, M.J. Hale, 2012. “Archaeological Evaluation for the Tierra Del Sol Project. San Diego County, California.”

Hale, M. and A. Giacinto 2014. “Negative Cultural Resources Phase I Inventory for the Canergy Project, Brawley, Imperial County, California.” Prepared for Ericsson-Grant Inc. Submitted to Imperial County Planning and Development.

Hale, M., A. Giacinto, and J. Schaefer 2012. “Class III Cultural Resources Inventory for the Campo Invenergy Project, Campo Indian Reservation, San Diego California.”

Hale, M., A. Giacinto, and N. Hanten, edt. 2013. “Cultural Resources Inventory and Evaluation for the Yokohl Ranch Project, Tulare County, California.” Contributions by S. Hector, A. Garcia-Herbst, L.. Akyüz, M. Becker, S. Ní Ghabhláin, and S. Stringer-Bowsher

Hale, M., and A. Giacinto 2012. “Cultural Resources Inventory for the U.S. Fish and Wildlife Service Otay River Estuary Restoration Project, Otay Mesa, San Diego County, California.”

Hale, M., and A. Giacinto 2012. “Cultural Resources Inventory for the Orange County Fire Authority Project, Peters Canyon, Orange County, California.”

Hale, M., and A. Giacinto 2012. “North Embarcadero Port Master Plan Amendment (NE-PMPA) EIR, Chapter 4.9, Port of San Diego, San Diego, California.”

Hale, M., and A. Giacinto 2012. "Rio Mesa Solar EIS, Chapter 4.6, Brightsource, Riverside County, California."

Hale, M., and A. Giacinto 2013. "Yokohl Ranch Project EIR, Chapter 4.6, Yokohl Valley, Tulare County, California."

Hale, M., S. Andrews, M. Dalope, A. Giacinto, and N. Hanten 2012. "Phase I Cultural Resources Inventory of 7,650 acres in Management Areas 1B, 3D, and 3E Edwards Air Force Base, Kern County, California." Prepared for Richard Bark, JT3 LLC, Subcontract Number 1A10000101.

Presentations

"Managing California's Cultural Resources on Public Lands: A Third-party Consultant Perspective," 2015. Presented at Society for California Archaeology, San Diego, California.

"A GIS Analysis of Ancient Lake Cahuilla Archaeological Sites, Riverside County, California, United States," 2012. Presented at Society for California Archaeology, San Diego, California.

"Emergent Trends of San Diego Cultural Resource Management," 2012. Presented at Society for California Archaeology, San Diego, California.

"A GIS Analysis of Ancient Lake Cahuilla Archaeological Sites, Riverside County, California, United States," 2011. Presented at Balancias y Perspectivas, National Institute of Archaeology and History (NIAH), Mexicali, Mexico.

Monte Kim, PhD

SENIOR ARCHITECTURAL HISTORIAN



Monte Kim (*he/him*) is a senior architectural historian and historic built environment resource specialist with over 21 years of professional experience in all phases of regulatory compliance under Section 106 and Section 110 of the National Historic Preservation Act (NHPA), Section 4(f) of the Department of Transportation Act, National Environmental Policy Act (NEPA), and California Environmental Quality Act (CEQA). He has experience in the inventory and evaluation of resources within the historic built environment, as well as the assessment of effects on historic properties and historical resources and has authored or co-authored nominations for the National Register of Historic Places (NRHP) and has overseen the documentation of historic properties in accordance with the standards required for the Historic American Building Survey (HABS), the Historic American Engineering Record (HAER), and the Historic American Landscape Survey (HALS). He has also developed, implemented, and overseen the compliance of resource-specific mitigation measures, treatment plans, protection plans, and interpretive plans for large, transportation-related projects, including the California High-Speed Rail Project. Additionally, he has experience consulting with State Historic Preservation Officers and developing programmatic agreements and memorandum of agreement documents for government agencies. Mr. Kim meets the Secretary of the Interior's Professional Qualification Standards for history and architectural history.

Education

University of California, Santa Barbara PhD, History, 2005

California State University, Sacramento MA, Public History, 1999

University of California, Santa Cruz BA, History, 1996

Professional Affiliations

California Preservation Foundation

Vernacular Architecture Forum

Transportation Research Board

Relevant Project Experience

On-Call Services for Department of Water Resources, Operations and Maintenance Division, State of California. Dudek was retained by the State of California's Department of Water Resources (DWR), Operations and Maintenance Division (O&M), to assist in a wide range of on-going environmental compliance efforts, including project design reviews to ensure compliance with the Secretary of the Interior's Standards for the Treatment of Historic Properties and CEQA impact assessments. Mr. Kim also provides senior level guidance and reviews of the built environment evaluations and technical reports prepared under the current task orders.

California Department of Fish and Wildlife Mission Creek Habitat Restoration Project, Santa Barbara County, California. The California Department of Fish and Wildlife (CDFW) retained Dudek to provide a peer review of a mitigated negative declaration (MND) and the supporting cultural resources technical studies for the Mission Creek Habitat Restoration Project. The reports were prepared for Southern California Edison for a project that involved restoration treatments on a 2.88-acre site and the evaluation of historic built resources within the area of potential impacts in conformance with the regulatory requirements of CEQA. Mr. Kim reviewed the MND and supporting technical studies and found them to be adequate for compliance under CEQA.

Area of Potential Effects Justification & Preliminary Effects Assessment Memorandum for the San Luis Rey Habitat Management Area Wetland Restoration Project, San Diego County, California. Dudek assisted the San Diego County Water Authority (SDCWA) as part of an on-call contract to address comments from the U.S. Army Corps of Engineers (Corps) regarding potential impacts from the San Luis Rey Habitat Management Area Wetlands Restoration Project on a segment of the Second San Diego Aqueduct within the project's area of potential effects (APE). The memorandum recommended that SCDWA consider the aqueduct segment within the APE eligible for the NRHP for the purposes of the undertaking only and that a finding of no historic properties affected under 36 CFR § 800.4(d)(1) would be appropriate because the resource would be avoided and protected through measures implemented by the project. Mr. Kim authored the justification for the APE and the Section 106 preliminary effects analysis using the criteria of adverse effect (36 CFR § 800.5).

Cultural Resources Technical Memorandum for the Scotts Valley Water District Intertie Project, Santa Cruz County, California. Dudek was retained by the Scotts Valley Water District to evaluate the impacts from the extension of a 9,600 linear-foot water pipeline to a new pump station in unincorporated Santa Cruz County. Dudek completed a records search, intensive pedestrian survey, and evaluation of built resources within the pipeline's study area. The memorandum found that none of the built resources in the study area were eligible for the NRHP, CRHR, or local designation. These resources were also evaluated in accordance with 14 CCR § 15064.5(a)(2)-(3) using the criteria outlined in PRC § 5024.1 and determined not to be historical resources for the purposes of CEQA. Mr. Kim provided a senior level review of the evaluations and the technical memorandum for this project (2023).

Previous Project Experience

California High-Speed Rail Project Environmental Impact Report/Environmental Impact Statements. Mr. Kim served as a lead planner for the California High-Speed Rail Authority and was responsible for reviewing the cultural resources, parks and recreation, and Section 4(f) EIR/EIS chapters for six of the eight regional sections of the California High-Speed Rail Project. Additionally, he reviewed the supporting cultural resources technical reports (inventory, evaluation, and finding of effect reports), built environment treatment plans, as well as contributed to the drafting of four memorandum of agreement documents between the California High-Speed Rail Authority, California SHPO, and the Surface Transportation Board, provided technical guidance to the Authority's regional consultants, and consulted with the SHPO to obtain Section 106 and Section 4(f) concurrences (2015-2022)

Feather River CEQA/NEPA Compliance, Sutter Butte Flood Control Agency, Butte and Sutter Counties, California. This report was prepared for the Sutter Butte Flood Control Agency (SBFCA) to support the agency in fulfilling its regulatory obligations under the Section 106 of the NHPA for various construction improvements along a 40-mile segment of the Feather River Levee in Sutter and Butte Counties. Mr. Kim recorded and evaluated historic built environment resources in the project APE in consultation with the Army Corps of Engineers and the SHPO. The survey work resulted in the identification of 99 historic-era resources within the APE, which required evaluation under NRHP Criteria. Of the resources inventoried, 17 resources were found to be eligible for the NRHP, including the Feather River Levee and the Sutter-Butte Canal. Mr. Kim also assisted in preparing the Section 106 effects analysis and developing mitigation measures for properties adversely affected by the project. (2012–2015)

Built Historical Resources Evaluation Report for the Bay Delta Conservation Plan Project, Sacramento, Yolo, Solano, San Joaquin, Contra Costa, and Alameda Counties, California. This report was prepared for the California Department of Water Resources for a project known previously as the Bay Delta Conservation Plan. The report documented and evaluated 25 newly identified properties that were found eligible for listing in the NRHP and CRHR. Mr. Kim conducted intensive field survey and evaluated properties under NRHP and CRHR listing criteria on DPR 523 forms (2012).

Makayla Murillo

ARCHAEOLOGIST

Makayla Murillo (*muh-KAY-luh mur-ILL-oh; she/her*) is an archaeologist with 8 years' experience as an archaeological field technician, laboratory technician, and tribal representative. She has conducted numerous surveys, excavations, and data recoveries, primarily in Southern California. She has extensive experience in north San Diego County, with additional experience in Riverside County, other areas of San Diego County, Orange County, Kern County, San Bernardino County, Santa Barbara County, and Imperial County. Her research interests include the role of experimentation in archaeology, protection and preservation of Native American sites, shell bead production, and lithic production.

Project Experience

Development

Sunbow II Project, City of Chula Vista, California. Served as an archaeological field monitor and laboratory technician. Conducted cultural monitoring to ensure all construction activity was in compliance, documented and photographed artifacts, transported artifacts back to laboratory to be processed, processed artifacts, and created Department of Parks and Recreation forms for recovered resources. (2022–2023)

The Exchange Riverside, City of Riverside, California. Served as an archaeological field monitor and laboratory technician. Conducted cultural monitoring to ensure all construction activity was in compliance. Processed artifacts in the laboratory. (2022–2023)

World Logistics Center, City of Moreno Valley, California. As an archaeological field and laboratory technician, conducted a built environment pedestrian survey and cultural resource pedestrian survey, and prepared a cultural resource inventory report. (2022)

Ben Clark Training Center, County of Riverside Fire/California Department of Forestry and Fire Protection, California. Served as an archaeological field technician and laboratory technician. Conducted a cultural pedestrian survey to update all previously recorded resources, photographed and documented current conditions of the sites, updated Department of Parks and Recreation forms for the cultural report. (2022)



Education

San Diego State University
MA, Anthropology, Present
University of California, Davis
Field School, 2018
California State University San Marcos
BA, Anthropology, 2017
MiraCosta College
AA, Anthropology, 2015

Certifications

San Diego City Certified Archaeologist
HAZWOPER Certified
GSA & OSHA Hazardous Communication Certified
National Safety Council First Aid Certified
National Safety Council CPR Certified
Roadway Worker Protection Certified
Worker Environmental Awareness Program

Professional Affiliations

California American Indian Cultural Sovereignty Center, 2015
University of California, San Diego, Native American Graves Protection and Repatriation Act Campus Committee, 2022
San Luis Rey Band of Mission Indians, Native American Graves Protection and Repatriation Act Specialist, 2022

San Marcos Discovery Street, City of San Marcos, California. As an archaeological technician, conducted cultural resources monitoring to ensure al construction activity was in compliance, photographed and documented cultural resources, and evaluated archaeological resources and newly identified sites. (2022)

Guajome Crest, Vista, City of Oceanside, California. Served as an archaeological field and laboratory technician. Conducted a cultural pedestrian survey, and photographed and documented current conditions of the project area. (2022)

Vista Melrose, City of Vista, California. Served as an archaeological field and laboratory technician. Conducted a cultural pedestrian survey, and photographed and documented current conditions of the project area. Requested Native American Heritage Commission Sacred Lands File and tribal correspondence letters. (2022)

Hughes Circuits, City of San Marcos, California. Served as an archaeological field monitor. Conducted cultural monitoring to ensure all construction activity was in compliance. (2022)

Ponto Townhomes, City of Carlsbad, California. Served as an archaeological technician. Conducted a record search and cultural pedestrian survey, and photographed and documented current conditions of the project area. Requested the Sacred Lands File from the Native American Heritage Commission and sent tribal correspondence letters. (2022)

Manchester Calcara, City of Encinitas, California. Served as an archaeological technician. Conducted a record search and cultural pedestrian survey, and photographed and documented current conditions of the project area. Requested the Sacred Lands File from the Native American Heritage Commission and sent tribal correspondence letters. (2022)

Mesa Verde Permitting Project, City of Calimesa, California. Served as an archaeological technician. Conducted a record search, requested the Sacred Lands File from the Native American Heritage Commission, and sent tribal correspondence letters. (2022)

Sunset Drive Townhomes, City of Vista, California. Served as an archaeological technician. Conducted a record search and cultural pedestrian survey, and photographed and documented current conditions of the project area. (2022)

Murrieta Greenberg Place Apartments, City of Murrieta, California. Served an archaeological technician. Conducted a record search and cultural pedestrian survey, and photographed and documented current conditions of the project area. Developed the Cultural Resource Monitoring Program. (2021)

Kaiser Murrieta Ambulatory Surgery Center Project, City of Murrieta, California. Served as an archaeological field monitor. Conducted cultural monitoring to ensure all construction activity was in compliance. (2021)

Sunrise Project, City of San Marcos, California. Served as an archaeological field monitor. Conducted cultural monitoring to ensure all construction activity was in compliance. (2021)

Hotel Del Coronado North Parking Gage Project, City of Coronado, California. As archaeological field technician, helped perform excavation of a historical feature on site during construction activities, photographed and recorded the feature on site, and helped co-author report. (2018–2021)

Jefferson Oceanside Project, City of Oceanside, California. Served as an archaeological crew chief, performed record search, led the cultural resource inventory, and developed cultural resource inventory report. (2020)

Mariner's Cove Replacement Project, City of San Diego, California. Served as an archaeological crew chief, performed record search, led the cultural resource inventory, and developed cultural resource inventory report. (2019)

Pueblo South Grasslands Project, San Diego County, California. Served as an archaeological field monitor. Conducted site visit and monitored construction crew to ensure all culturally sensitive sites were avoided. (2019)

Orion Pacific Vista Project, City of Vista, California. As the lead archaeological field technician, monitored all grading and trenching activities to ensure construction activity was in compliance. Identified and evaluated prehistoric features on site. Documented and photographed all construction activities. (2018–2019)

Lone Oak Project, City of Vista, California. As archaeological and paleontological field technician, monitored all grading and trenching activities to ensure construction activity was in compliance. Documented and photographed construction activities. (2018)

Crouch Street Due Diligence Project, City of Oceanside, California. As archaeological laboratory and field technician, developed Constraints Letter and conducted site visit. Photographed and recorded the site visit. (2018)

Poinsettia Due Diligence Project, City of Carlsbad, California. As archaeological and paleontological field technician, monitored all grading and trenching activities to ensure construction activity are in compliance. (2018)

Corona Tract Project, Van Daele, Riverside County, California. As an archaeological monitor, conducted 10-meter pedestrian surveys coordinated with two Native American monitors, monitored clearing of vegetation, and monitored grading for housing pads and water retention basin. (2017–2018)

Air Resources Board Southern California Consolidation Project, City of Riverside, California. As archaeological monitor, monitored grading to ensure construction activities were in compliance. Documented and photographed construction activities. (2018)

Laurel Creek, Warmington Residential California, Incorporated, City of Vista, California. As archaeological field technician, monitored all grading and trenching activities to ensure construction activity are in compliance. (2018)

Villa Storia Affordable Housing Project, Emerson Construction, City of Oceanside, California. As archaeological monitor, monitored grading and trenching activities for construction of a subdivision lower income housing. (2017)

600 East Mission Avenue Project, Apollo Development Group LLC, Escondido, California. As an archaeological monitor, responsible for monitoring, documenting, and photographing to ensure construction activities are in compliance. (May 2017)

Hidden Ridge Project, CTS Properties LLC, Rancho Santa Margarita, California. As archaeological monitor, monitored trenching excavations for water lines near previously recorded cultural sensitive site. (2017)

Discovery South Project, City of San Marcos Planning Division, San Marcos, California. As archaeological field technician, conducted shovel test pits, documented shovel test pit with forms and photography, and performed laboratory tasks. (2017)

Villa Storia Project, Beazer Homes Holding Corporation, Oceanside, California. As an archaeological monitor, monitored grading, water and electrical lines, stormwater reservoir, and housing pads. Participated in shovel test pits near previously recorded archaeological site. Recorded and collected artifacts during construction activities, as well as artifacts during the shovel test pits. (2016–2017)

Education

MiraCosta Community College New Gym and Kahn Building, City of Oceanside, California. As an archaeological field and laboratory technician, conducted cultural resource monitoring to ensure all construction activities were in compliance. (2022).

Pacifica Elementary, City of Oceanside, California. As an archaeological technician, requested a Sacred Lands File from the Native American Heritage Commission, sent tribal correspondence letters, and conducted a cultural pedestrian survey. (2022).

Hillsdale Middle School Field Lighting Project, Cajon Valley Union School District, El Cajon, California. As a laboratory technician, developed Sacred Lands File Contact forms, created tribal request letters, requested records search, assembled location and project maps to request letters and report, and developed the report tables for reports and resources. (2018–2019)

Palomar College Project, Palomar Community College District, Oceanside, California. As a Native American monitor, monitored controlled grading near historic deposit, monitored mass grading and trenching excavations, coordinated with archaeologist during testing units, and monitored transplanting of endangered species by biologists prior to construction grading of site. Recorded and sorted artifacts with archaeologist. (2017)

Energy

City of San Diego – Block 1J Phase 1 Project, San Diego, California. As a lead archaeological monitor for the underground utility construction, managed and directed various field technicians, monitored and tested within the sensitive site boundary to ensure all artifacts and primary and secondary soils were directed to correct locations for wetscreening, drew unit profiles of testing locations and, primary and secondary deposits, brought artifacts to laboratory for processing, helped maintain wetscreening facility, and processed artifacts in the laboratory. (2019–2023)

City of San Diego – Block 1J Phase 2 Project, San Diego, California. As an archaeological technician, conducted artifact analysis, and excavated, photographed, and documented shovel test units. (2019)

Confidential Solar Project, San Diego County, California. As an archaeological technician, conducted artifact analysis, and excavated, photographed, and documented shovel test units. (2017)

Confidential Solar Project, San Diego County, California. As an archaeological technician, conducted intensive pedestrian survey and archaeological pedestrian survey. Recorded and photographed surface inventory of newly identified cultural resources. Identified previously recorded cultural resources and sites. Created site forms for each newly identified site. (2017–2019)

Confidential Geotechnical Project, Kern County, California. As an archaeological technician, coordinated monitoring with a biologist and Native American Representative. Conducted archaeological pedestrian survey to and from ground-disturbing locations and relocated artifacts out of access roads to avoid impact. Recorded and photographed the relocation of newly identified artifacts. (2019)

Confidential Evaluation Project, Kern County, California. As an archaeological technician, conducted significance evaluation in cultural sites. Recorded and photographed site evaluations. Laboratory analysis consisted of artifact processing and cataloging artifacts. (2018)

Valley Center Pole Replacement, San Diego Gas & Electric, Valley Center, California. As a Native American Representative, performed pedestrian surveys with archaeologists, biologists, and construction managers for an electrical transmission line pole replacement; monitored previously recorded sites near pole replacements; monitored new pole locations to avoid site impacts. (2017–2018)

Coachella Flats I and II Project, Terra-Gen Development Company LLC, Palm Springs, California. As an archaeological technician, conducted intensive pedestrian survey. Recorded and photographed surface inventory of newly identified cultural resources and previously recorded sites. (2019)

Imperial Solar Energy Center West Project, CSolar IV West LLC, Imperial County, California. As an archaeological field technician, performed regular site visits, recorded artifact inventory, and photographed artifacts and environmental conditions as a part of the Long Term Archaeological Management Plan. Workers Environmental Awareness Protection Certified. (2017–2021)

Confidential Wind Project, San Diego County, California. As an archaeological field technician, conducted archaeological pedestrian survey. Recorded and photographed surface inventory of newly identified and previously recorded cultural resources and sites. As a laboratory technician, responsible for creating California Department of Parks and Recreation archaeological forms and submitting to the South Coast Information Center. (2018–2019)

Confidential Wind Project, San Diego County, California. As an archaeological field technician, conducted intensive 15-meter pedestrian survey, and was responsible for documenting and photographing prehistoric artifact and feature inventories. Performed testing in multiple prehistoric and historic sites, collecting, recording, and photographing artifacts and test pits. As a lab technician, completed processing of artifacts, cataloging artifacts, site descriptions, Department of Parks and Recreation forms, and photographing artifacts. (2018–2019)

Confidential Solar Project, San Bernardino County, California. As an archaeological field and laboratory technician, performed test excavations. Recorded and documented artifacts and environmental conditions. Laboratory work consisted of processing artifacts, historic analysis, lithic analysis, curation, identification, photography of artifacts, as well as developing site inventory tables and creating site summaries for the report. (2018)

Confidential Solar Project, County of Monterey, California. As an archaeological laboratory technician, assembled California Department Parks and Recreation archaeological forms. (2018)

Strauss Wind Energy, Lompoc, California. As an archaeological field technician, conducted intensive 15-meter pedestrian survey, and was responsible for documenting and photographing prehistoric artifact and feature inventories. Performed testing in multiple prehistoric and historic sites, collecting, recording, and photographing artifacts and test pits. (2018)

Transportation

San Elijo Lagoon Double Track Project, San Diego Association of Governments, Cardiff, California. As an archaeological laboratory technician, developed the California Department of Parks and Recreation archaeological forms and involved with writing the cultural resources monitoring report for the project. (2019–2019)

Mid Coast Transit Conductors Project Monitor, San Diego Association of Governments, La Jolla, California. As an archaeological field technician, monitored excavations to ensure construction activities were in compliance; monitored railway expansion, including installation of a second mainline track; and installed a new light rail trolley double track. Roadway Worker Production Certified. (2017–2018)

Water/Wastewater

La Jolla Farms Storm Drain, United States Army Corps of Engineers, San Diego, California. As an archaeological field technician, conducted a cultural pedestrian survey. (2022)

Ripley Water Pipeline, State Water Resources Control Board, Blyth, California. As an archaeological field and laboratory technician, requested a records search, consulted with tribe, conducted a cultural pedestrian survey, and requested maps for the report. (2022)

El Toro Filter Plant Demo, El Toro Water District, Mission Viejo, California. As an archaeological technician, conducted a cultural pedestrian survey and co-authored the negative cultural resource inventory report. (2022)

Local Groundwater Resilience, Western Municipal Water District, Moreno Valley, California. As an archaeological technician, requested a Sacred Lands File from the Native American Heritage Commission and sent out tribal correspondence letters. (2021)

River Supply Conduit Unit Project, Los Angeles Department of Water and Power, Burbank, California. As an archaeological field technician, monitored excavations to ensure construction activities were in compliance. Recorded and photographed all construction activity on site. (2019)

City of San Diego Transportation and Storm Water, La Jolla, California. As an archaeological field technician, monitored construction activities of undergrounding of utilities. Documented and photographed construction activities. (2018–2019)

Monte Vista Sewer Construction Project, Monte Vista Water District, San Diego County, California. As an archaeological field technician, monitored construction activities of the reconstruction of the water line near residential housing. Recorded and photographed all construction activity on site. (2017)

Awards/Commendations

- 2017 – Lilian Sherman Scholarship
- 2021 – Society of American Archaeology - National Science Foundation Scholarship
- 2021 – Norton and Ethel Allen Memorial Endowed Scholarship for Anthropology
- 2022 – Philanthropic Educational Organization - Program for Continuing Education

Relevant Previous Experience

- 2014 – Present Associate Archaeologist, Dudek, Encinitas, California
- 2017 – 2018 Tribal Representative, Saving Sacred Sites, Vista, California
- 2014 – Temporary Assistant, Habitat Restoration Sciences, Vista, California
- 2012 – Temporary Assistant, Larry Seeman Associates, Carlsbad, California

Appendix B
Interested Parties Correspondence

From:	Andrea Dumovich Heywood
To:	Ibhs.info@imperialbeachhistoricalsociety.org
Cc:	Nicole Frank; Monte Kim
Subject:	City of Imperial Beach Palm Avenue Complete Streets Project
Date:	Wednesday, June 4, 2025 2:30:00 PM
Attachments:	Interested Parties Letter_IBHS.pdf image001.png image002.png image003.png image004.png

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To Whom it May Concern,

I am reaching out today on behalf of Dudek and Chen Ryan Associates, Inc., dba CR Associates (CRA) to provide you with some information about the City of Imperial Beach Palm Avenue Complete Streets Project. As part of the cultural resources study for the proposed project, Dudek is consulting all regional historical organizations to determine if there are any known historic or cultural resources that may be within the proposed project area. Please see the attached letter and map for more information about the nature and location of the project, and please feel free to contact me should you have questions or information regarding cultural or historical resources in this area.

Thank you,
Andrea Dumovich Heywood

Andrea Dumovich Heywood (she/her)
Architectural Historian

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Imperial Beach Historical Society
768 13th Street #456
Imperial Beach, CA 91932

June 4, 2025

Subject: City of Imperial Beach Palm Avenue Complete Streets Project

To Whom it May Concern,

Dudek has been retained by Chen Ryan Associates, Inc., dba CR Associates (CRA) to complete a built environment inventory and evaluation report for the City of Imperial Beach Palm Avenue Complete Streets Project (Proposed Project). The Proposed Project is located along Palm Avenue and includes a total of 31 properties over 45 years of age in Imperial Beach, California (see Figure 1 enclosed). Of the 31 properties, 29 are commercial buildings and two are linear resources that include Palm Avenue (SR 75) and the Imperial Beach storm drain system.

The client, in concert with the City of Imperial Beach, is proposing to improve the Palm Avenue corridor with enhancements that would increase safety, expand the multi-modal utilization, and improve the aesthetics of this gateway corridor. The Proposed Project would also improve accessibility for residents and visitors to local destinations, including parks, restaurants, schools, healthcare facilities, and shopping centers. Enhanced connectivity to the Regional Bayshore Bikeway, 9th Street Enhancement Project, and the Border to Bayshore project would also be provided.

As part of our study, we are consulting all regional historical organizations to determine if there are any known historic or cultural resources that may be affected by the Proposed Project. Your efforts in this process will provide invaluable information for the proper identification and treatment of such resources. If you have any information regarding known cultural resources in the Proposed Project area, please feel free to contact me via phone or email (listed below). All comments, emails, or letters received will be included in the reports generated by this study. Thank you for your time regarding our request.

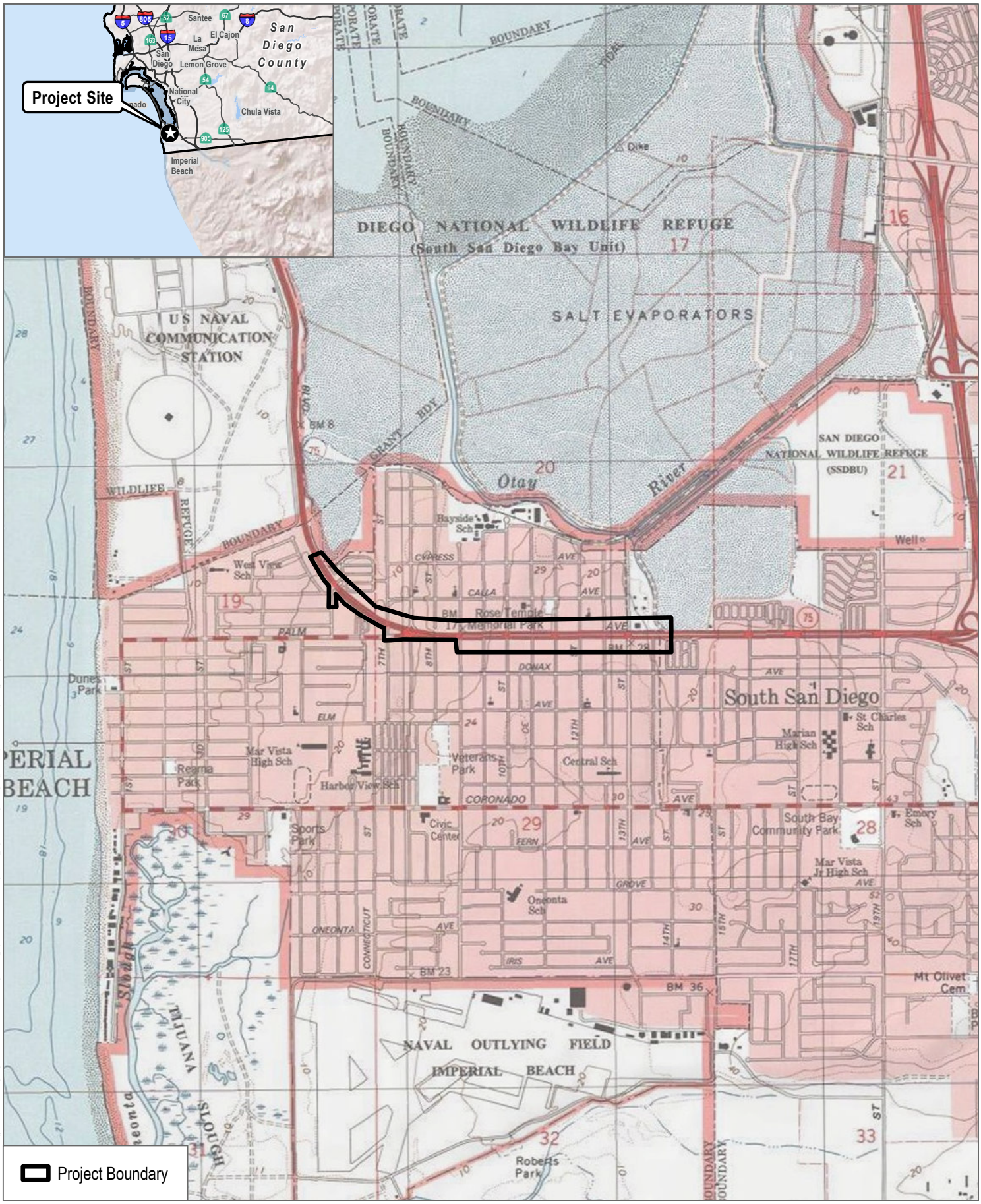
Sincerely,

Andrea Dumovich Heywood

_____

Andrea Dumovich Heywood
Architectural Historian
949.373.8311 // adumovichheywood@dudek.com

Att.: *Figure 1, Project Location*
cc: *Nicole Frank, Architectural Historian and Monte Kim, Senior Architectural Historian, Dudek*



SOURCE: USGS 7.5 Minute Quadrangle
Imperial Beach Quadrangle - Township 18S Range 2W Section 19, 20, 29

DUDEK

0 1,000 2,000 Feet
0 280 560 Meters

FIGURE 1
Project Location
City of Palm Avenue Project

From:	Andrea Dumovich Heywood
To:	imperiallibrary@sdcounty.ca.gov
Cc:	Nicole Frank; Monte Kim
Subject:	City of Imperial Beach Palm Avenue Complete Streets Project
Date:	Wednesday, June 4, 2025 2:31:00 PM
Attachments:	Interested Parties Letter_IBL.pdf image001.png image002.png image003.png image004.png

---

To Whom it May Concern,

I am reaching out today on behalf of Dudek and Chen Ryan Associates, Inc., dba CR Associates (CRA) to provide you with some information about the City of Imperial Beach Palm Avenue Complete Streets Project. As part of the cultural resources study for the proposed project, Dudek is consulting all regional historical organizations to determine if there are any known historic or cultural resources that may be within the proposed project area. Please see the attached letter and map for more information about the nature and location of the project, and please feel free to contact me should you have questions or information regarding cultural or historical resources in this area.

Thank you,
Andrea Dumovich Heywood

Andrea Dumovich Heywood (she/her)
Architectural Historian

DUDEK 45 Years of Impactful Projects

O: 949 373 8311 **C:** 949 641 7152
dudek.com

DUDEK
MAIN OFFICE
605 THIRD STREET
ENCINITAS, CALIFORNIA 92024
T 800.450.1818 F 760.632.0164

Imperial Beach Library
810 Imperial Beach Boulevard
Imperial Beach, CA 91932

June 4, 2025

Subject: City of Imperial Beach Palm Avenue Complete Streets Project

To Whom it May Concern,

Dudek has been retained by Chen Ryan Associates, Inc., dba CR Associates (CRA) to complete a built environment inventory and evaluation report for the City of Imperial Beach Palm Avenue Complete Streets Project (Proposed Project). The Proposed Project is located along Palm Avenue and includes a total of 31 properties over 45 years of age in Imperial Beach, California (see Figure 1 enclosed). Of the 31 properties, 29 are commercial buildings and two are linear resources that include Palm Avenue (SR 75) and the Imperial Beach storm drain system.

The client, in concert with the City of Imperial Beach, is proposing to improve the Palm Avenue corridor with enhancements that would increase safety, expand the multi-modal utilization, and improve the aesthetics of this gateway corridor. The Proposed Project would also improve accessibility for residents and visitors to local destinations, including parks, restaurants, schools, healthcare facilities, and shopping centers. Enhanced connectivity to the Regional Bayshore Bikeway, 9th Street Enhancement Project, and the Border to Bayshore project would also be provided.

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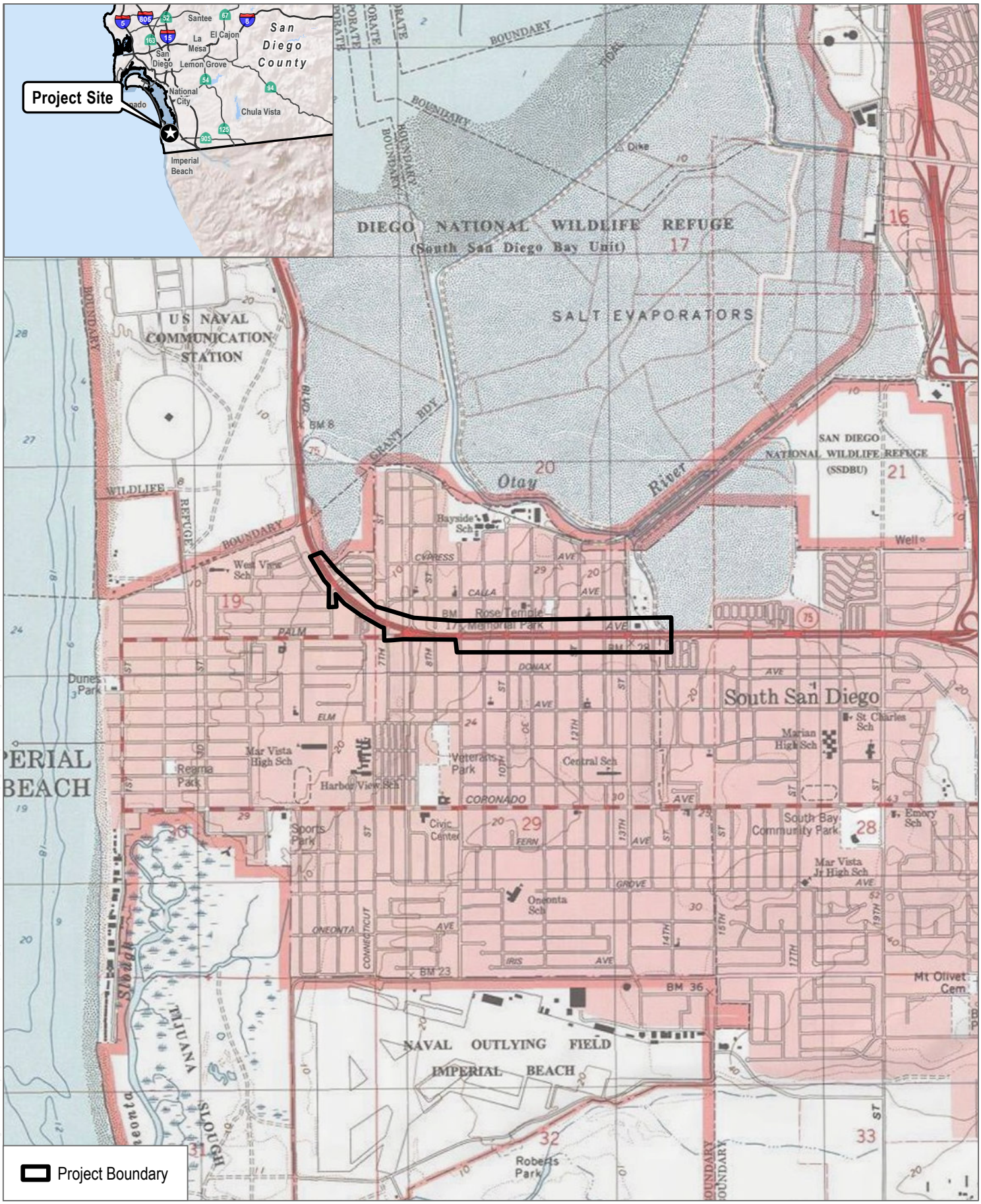
Sincerely,

Andrea Dumovich Heywood

_____

Andrea Dumovich Heywood
Architectural Historian
949.373.8311 // adumovichheywood@dudek.com

Att.: *Figure 1, Project Location*
cc: *Nicole Frank, Architectural Historian and Monte Kim, Senior Architectural Historian, Dudek*



SOURCE: USGS 7.5 Minute Quadrangle
Imperial Beach Quadrangle - Township 18S Range 2W Section 19, 20, 29

DUDEK

0 1,000 2,000 Feet
0 280 560 Meters

FIGURE 1
Project Location
City of Palm Avenue Project

From:	Andrea Dumovich Heywood
To:	info@sandiegohistory.org
Cc:	Nicole Frank; Monte Kim
Subject:	City of Imperial Beach Palm Avenue Complete Streets Project
Date:	Wednesday, June 4, 2025 2:32:00 PM
Attachments:	Interested Parties Letter_SDHC.pdf image001.png image002.png image003.png image004.png

---

To Whom it May Concern,

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Thank you,
Andrea Dumovich Heywood

Andrea Dumovich Heywood (she/her)
Architectural Historian

DUDEK 45 Years of Impactful Projects

O: 949 373 8311 **C:** 949 641 7152
dudek.com

DUDEK
MAIN OFFICE
605 THIRD STREET
ENCINITAS, CALIFORNIA 92024
T 800.450.1818 F 760.632.0164

San Diego History Center
Casa de Balboa, Balboa Park
1649 El Prado, Suite 3
San Diego, CA 92101

June 4, 2025

Subject: City of Imperial Beach Palm Avenue Complete Streets Project

To Whom it May Concern,

Dudek has been retained by Chen Ryan Associates, Inc., dba CR Associates (CRA) to complete a built environment inventory and evaluation report for the City of Imperial Beach Palm Avenue Complete Streets Project (Proposed Project). The Proposed Project is located along Palm Avenue and includes a total of 31 properties over 45 years of age in Imperial Beach, California (see Figure 1 enclosed). Of the 31 properties, 29 are commercial buildings and two are linear resources that include Palm Avenue (SR 75) and the Imperial Beach storm drain system.

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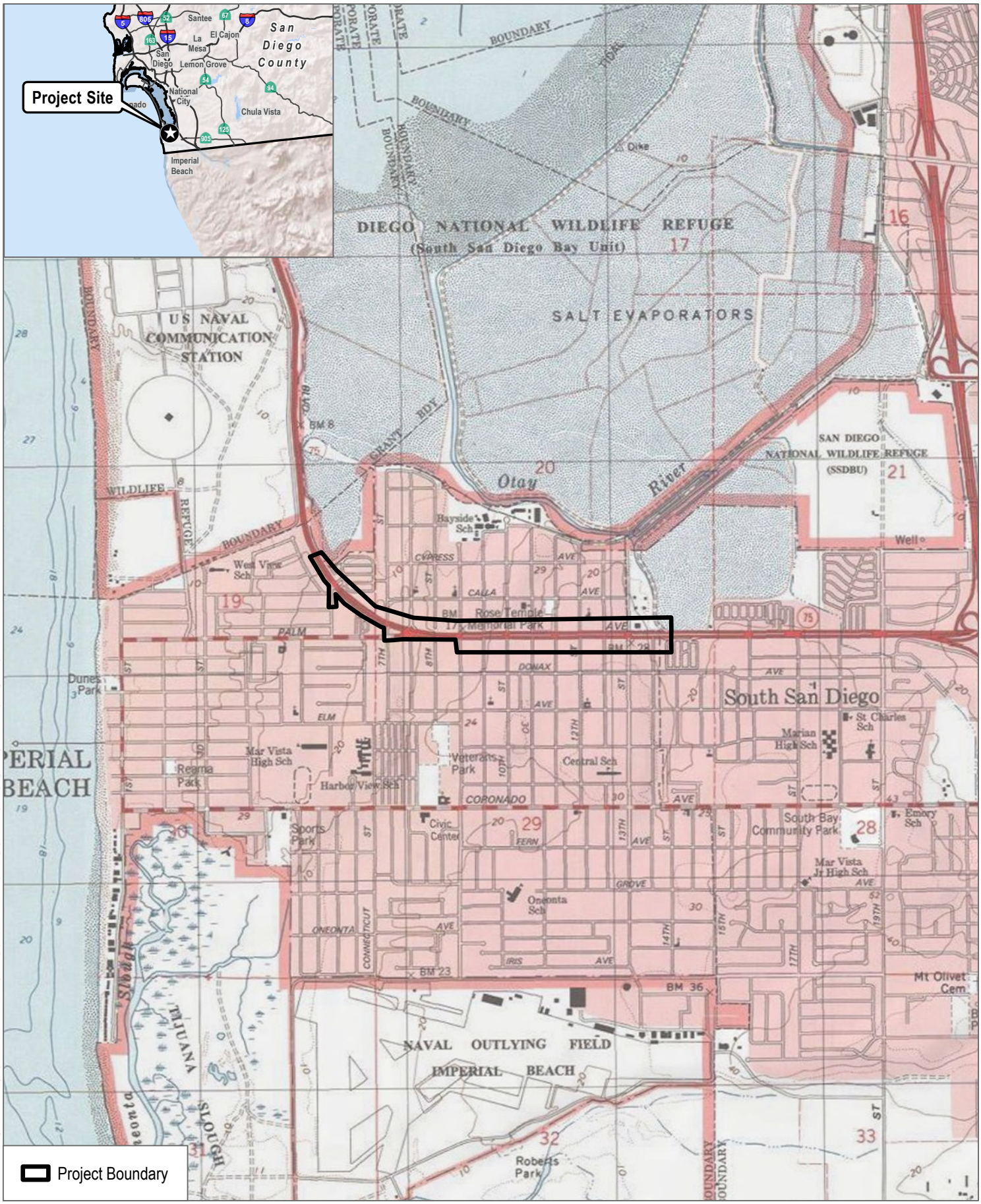
Sincerely,

Andrea Dumovich Heywood

_____

Andrea Dumovich Heywood
Architectural Historian
949.373.8311 // adumovichheywood@dudek.com

Att.: *Figure 1, Project Location*
cc: *Nicole Frank, Architectural Historian and Monte Kim, Senior Architectural Historian, Dudek*



SOURCE: USGS 7.5 Minute Quadrangle
Imperial Beach Quadrangle - Township 18S Range 2W Section 19, 20, 29

DUDEK

0 1,000 2,000 Feet
0 280 560 Meters

FIGURE 1
Project Location
City of Palm Avenue Project

Appendix C

NAHC Sacred Lands File Search Results

Sacred Lands File & Native American Contacts List Request

Native American Heritage Commission
1550 Harbor Blvd, Suite 100
West Sacramento, CA 95691
916-373-3710
916-373-5471 – Fax
nahc@nahc.ca.gov

Information Below is Required for a Sacred Lands File Search

Project: Palm Avenue Complete Streets Project (PN 17736)

County: Imperial County

USGS Quadrangle Name: 7.5-Minute Series Imperial Beach Quadrangle

Township: 18S **Range:** 2W **Section(s):** 19, 20, 29

Company/Firm/Agency: Dudek

Street Address: 605 Third Street

City: Encinitas **Zip:** 92024

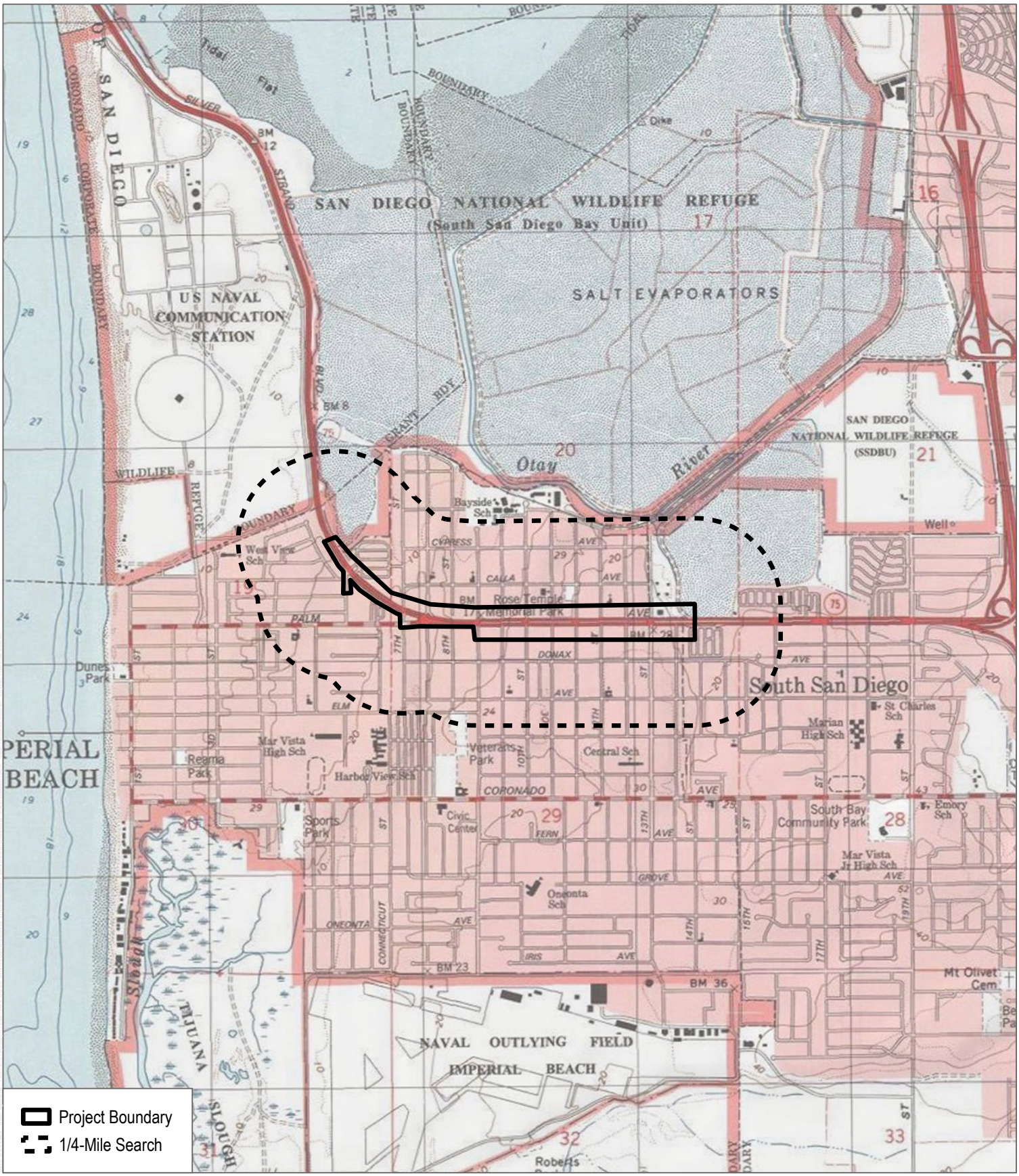
Phone: 760.479.4827

Fax: 760.632.0164

Email: mmurillo@dudek.com & mdecarlo@dudek.com

Project Description:

The Palm Avenue Complete Streets Project consists of improvements to the Palm Avenue corridor with enhancements that would increase safety, expand the multi-modal utilization, and improve the aesthetics of gateway corridor.



SOURCE: USGS 7.5-Minute Series 1:24,000

Imperial Beach Quadrangle - Township 18S Range 2W Section 19, 20, 29

DUDEK

0 1,000 2,000 Feet

0 300 600 Meters

Records Search

Palm Avenue Complete Streets Project

NATIVE AMERICAN HERITAGE COMMISSION

CHAIRPERSON
Reginald Pagaling
Chumash

VICE-CHAIRPERSON
Buffy McQuillen
Yokayo Pomo, Yuki, Nomlaki

SECRETARY
Sara Dutschke
Miwok

PARLIAMENTARIAN
Wayne Nelson
Luiseño

COMMISSIONER
Isaac Bojorquez
Ohlone-Costanoan

COMMISSIONER
Stanley Rodriguez
Kumeyaay

COMMISSIONER
Reid Milanovich
Cahuilla

COMMISSIONER
Bennae Calac
Pauma-Yuima Band of Luiseño Indians

COMMISSIONER
Vacant

ACTING EXECUTIVE SECRETARY
Steven Quinn

NAHC HEADQUARTERS
1550 Harbor Boulevard
Suite 100
West Sacramento,
California 95691
(916) 373-3710
nahc@nahc.ca.gov

April 21, 2025

Makayla Murillo
Dudek

Via Email to: mmurillo@dudek.com

Re: Palm Avenue Complete Streets Project, San Diego County

To Whom It May Concern:

As requested, a record search of the Native American Heritage Commission (NAHC) Sacred Lands File (SLF) was completed based on information submitted for the above referenced project. The results were negative. Please note that tribes do not always record their sacred sites in the SLF, nor are they required to do so. As such, a SLF search is not a substitute for consultation with all tribes that are traditionally and culturally affiliated with a project's geographic area.

Attached is a list of Native American tribes who may also have knowledge of cultural resources in the project area. This list should provide a starting place in locating areas of potential adverse impact within the proposed project area. Please contact all of those listed; if they cannot supply information, they may recommend others with specific knowledge. If within two weeks of notification, a response has not been received, the Commission requests that you follow-up with a telephone call or email to ensure that the project information was received.

If you receive notification of a change of address or phone number from a tribe, please notify the NAHC so that we can assure that our lists contain current information.

In addition to engaging in tribal consultation, you should consult the appropriate regional California Historical Research Information System (CHRIS) archaeological Information Center to determine whether it has information regarding the presence of recorded archaeological sites within the project area.

If you have any questions or need additional information, please contact me at Andrew.Green@nahc.ca.gov.

Sincerely,

Andrew Green

Andrew Green
Cultural Resources Analyst

Attachment

Native American Heritage Commission
Native American Contact List
San Diego County
4/21/2025

Tribe Name	Fed (F) Non-Fed (N)	Contact Person	Contact Address	Phone #	Fax #	Email Address	Cultural Affiliation	Counties	Last Updated
Barona Group of the Capitan Grande	F	Art Bunce, Attorney		(760) 489-0329		buncelaw@aol.com	Diegueno	Imperial,San Diego	7/25/2023
Campo Band of Diegueno Mission Indians	F	Ben Dyche, Vice Chairperson	36190 Church Road, Suite 1 Campo, CA, 91906	(619) 478-9046		bdyche@campo-nsn.gov	Diegueno	Imperial,San Diego	5/24/2024
Campo Band of Diegueno Mission Indians	F	Marcus Cuero, Chairperson	36190 Church Road, Suite 1 Campo, CA, 91906	(619) 478-9046		marcuscuero@campo-nsn.gov	Diegueno	Imperial,San Diego	5/15/2024
Campo Band of Diegueno Mission Indians	F	Daniel Tsosie, THPO	36190 Church Road, Suite 1 Campo, CA, 91906	(619) 760-6480		dtsosie@campo-nsn.gov	Diegueno	Imperial,San Diego	5/24/2024
Ewiiaapaayp Band of Kumeyaay Indians	F	Robert Pinto, Chairperson	4054 Willows Road Alpine, CA, 91901	(619) 368-4382	(619) 445-9126	ceo@ebki-nsn.gov	Diegueno	Imperial,San Diego	
Ewiiaapaayp Band of Kumeyaay Indians	F	Michael Garcia, Vice Chairperson	4054 Willows Road Alpine, CA, 91901	(619) 933-2200	(619) 445-9126	michaelg@leaningrock.net	Diegueno	Imperial,San Diego	
Iipay Nation of Santa Ysabel	F	Clint Linton, Director of Cultural Resources	P.O. Box 507 Santa Ysabel, CA, 92070	(760) 803-5694		clint@redtailenvironmental.com	Diegueno	Imperial,San Diego	11/30/2023
Inaja-Cosmit Band of Indians	F	Rebecca Osuna, Chairperson	2005 S. Escondido Blvd. Escondido, CA, 92025	(760) 737-7628	(760) 747-8568		Diegueno	Imperial,San Diego	
Jamul Indian Village	F	Erica Pinto, Chairperson	P.O. Box 612 Jamul, CA, 91935	(619) 669-4785	(619) 669-4817	epinto@jiv-nsn.gov	Diegueno	Imperial,San Diego	
Jamul Indian Village	F	Lisa Cumper, Tribal Historic Preservation Officer	P.O. Box 612 Jamul, CA, 91935	(619) 669-4855		lcumper@jiv-nsn.gov	Diegueno	Imperial,San Diego	9/5/2018
La Posta Band of Diegueno Mission Indians	F	Gwendolyn Parada, Chairperson	8 Crestwood Road Boulevard, CA, 91905	(619) 478-2113	(619) 478-2125	LP13boots@aol.com	Diegueno	Imperial,San Diego	
Manzanita Band of Kumeyaay Nation	F	Angela Elliott Santos, Chairperson	P.O. Box 1302 Boulevard, CA, 91905	(619) 766-4930	(619) 766-4957		Diegueno	Imperial,San Diego	
Mesa Grande Band of Diegueno Mission Indians	F	Michael Linton, Chairperson	P.O Box 270 Santa Ysabel, CA, 92070	(760) 782-3818	(760) 782-9092		Diegueno	Imperial,San Diego	
San Pasqual Band of Diegueno Mission Indians	F	John Flores, Environmental Coordinator	P. O. Box 365 Valley Center, CA, 92082	(760) 749-3200	(760) 749-3876	johnf@sanpasqualtribe.org	Diegueno	Imperial,San Diego	8/16/2016
San Pasqual Band of Diegueno Mission Indians	F	Allen Lawson, Chairperson	P.O. Box 365 Valley Center, CA, 92082	(760) 749-3200	(760) 749-3876		Diegueno	Imperial,San Diego	
Sycuan Band of the Kumeyaay Nation	F	Bernice Paipa, Cultural Resource Specialist	Sycuan Cultural Center: 910 Willow Glen Drive El Cajon, CA, 92019	(619) 445-6917		bpaipa2@sycuan-nsn.gov	Kumeyaay	Imperial,San Diego	8/7/2023
Sycuan Band of the Kumeyaay Nation	F	Cody Martinez, Chairman	Sycuan Tribal Office: 1 Kwaaypaay Court El Cajon, CA, 92019	(619) 445-2613		cmartinez@sycuan-nsn.gov	Kumeyaay	Imperial,San Diego	8/7/2023
Viejas Band of Kumeyaay Indians	F	Ernest Pingleton, THPO	1 Viejas Grade Road Alpine, CA, 91901	(619) 445-3810		epingleton@viejas-nsn.gov	Kumeyaay	Imperial,San Diego	6/29/2023
Viejas Band of Kumeyaay Indians	F	Ray Teran, Resource Management Director	1 Viejas Grade Road Alpine, CA, 91901	(619) 659-2312		rteran@viejas-nsn.gov	Kumeyaay	Imperial,San Diego	6/29/2023

This list is current only as of the date of this document. Distribution of this list does not relieve any person of statutory responsibility as defined in Section 7050.5 of the Health and Safety Code, Section 5097.94 of the Public Resources Code and Section 5097.98 of the Public Resources Code.

This list is only applicable for contacting local Native Americans with regard to cultural resources assessment for the proposed Palm Avenue Complete Streets Project, San Diego County.

Record: PROJ-2025-002178
Report Type: List of Tribes
Counties: San Diego
NAHC Group: All

Appendix D

SCIC Records Search Maps and Information
(Confidential)

Appendix E

Cultural Resources Map and DPR Form (Confidential)

Appendix F

Non-Confidential Built Environment DPR Forms

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 690 Highway 75

P1. Other Identifier: Map ID 1
*__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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; **Sec** 20; San Bernardino **B.M.**
c. Address 690 Highway 75 City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone 11S, 488882.36 mE/ 3605282.08 mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-070-58-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

690 Highway 75 is a single-story commercial building currently operating as a restaurant (Photos 1-3). The property is located at the intersection of Highway 75 and 7th Street on a 0.22-acre lot. The parcel contains an irregular rectangular plan building with a wooden pergola on the east elevation. The building is clad in stucco and painted concrete with a steeply pitched cross-gable roof clad in rolled composition tile. The primary (south) elevation has three vinyl frame picture windows, each flanked by vinyl frame sliding and single-hung windows. There is a plastic and metal menu affixed at the center of this elevation above the windows. (See Continuation Sheet)

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo:
Photo 1, Primary (south) elevation, view to the north, IMG_0682

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
1959 (City of Imperial Beach 2021)

***P7. Owner and Address:**
Linda Lambert Trust
10721 Treena Street #200
San Diego, CA 92131

***P8. Recorded by:**
Claire Cancilla, MSHP
Dudek
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

 ***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) 690 Highway 75

B1. Historic Name: Don Pancho's Taco Shop, Tastee Freez, The Grinder, Hank's, Mi Burrito, Los Panchos Taco Shop
B2. Common Name: Don Pancho's Taco Shop
B3. Original Use: Restaurant
B4. Present Use: Restaurant
***B5. Architectural Style:** Mid-Century Modern with Contemporary style elements
***B6. Construction History:** (Construction date, alterations, and date of alterations)

The subject property was constructed in 1959 according to San Diego County Assessor's Office records (ParcelQuest 2025). Historic aerial photographs first show the property in 1964 with a similar footprint to present day. The surrounding area along Highway 75 significantly increases in building density between the 1964 and 1980 aerial photographs. The subject property appears to have its roof replaced between 1981 and 1984, and again in 1998. No other alterations are visible (NETR 2025a).

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

690 Highway 75 does not meet the criteria for the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 690 Highway 75.

See Continuation Sheet.



B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Flanegin, MA, Dudek

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)

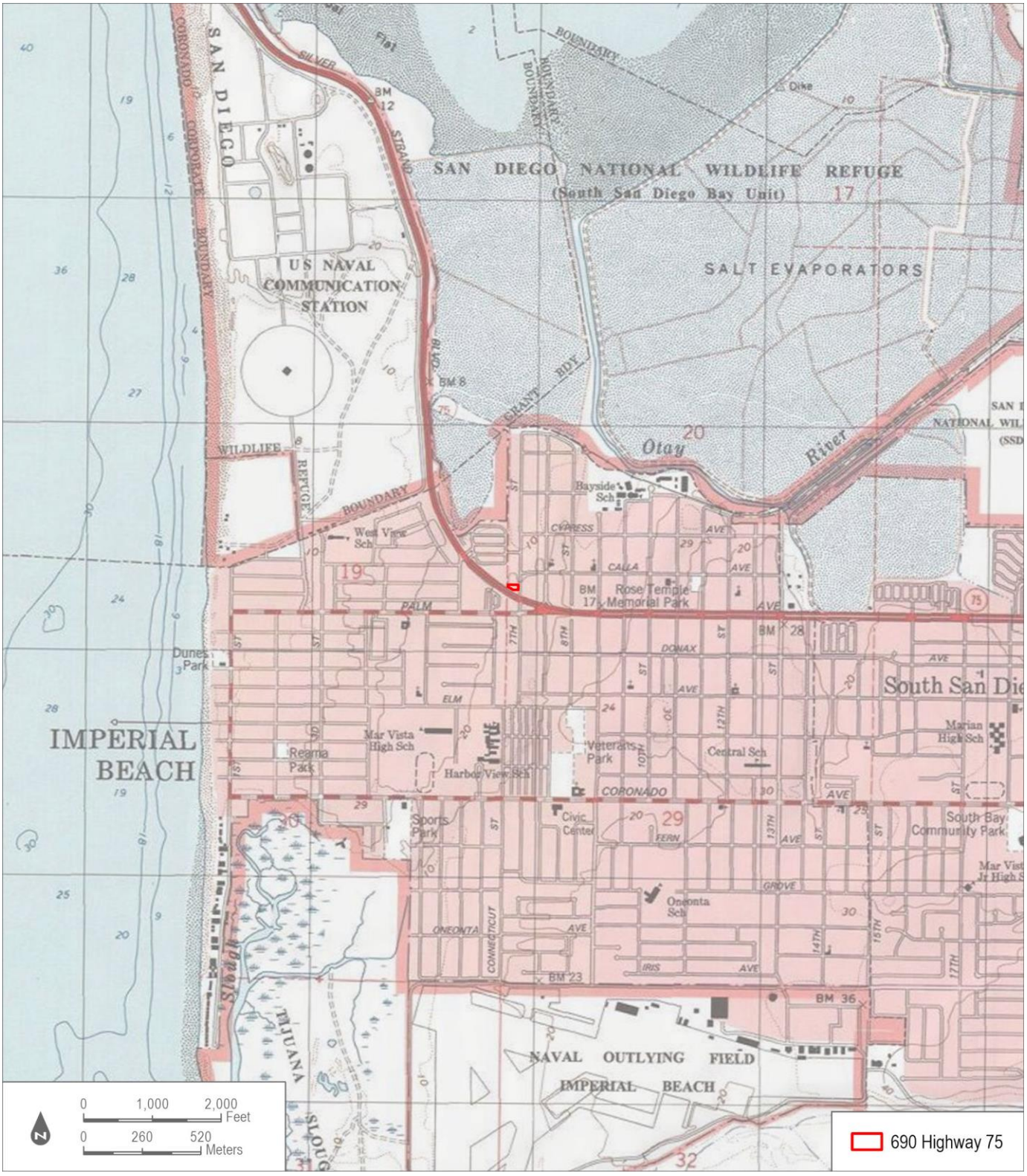
State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

***Resource Name or #** (Assigned by recorder) 690 Highway 75

***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000 ***Date of Map:** 1996 (2002 ed.)



***** Required information**

Description (cont.)

Other fenestration includes a single-panel door with decorative ironwork flanked by two sliding windows on the north elevation, as well as a wooden nine lite door that appears to be the primary entrance on the west elevation. The historic property boundary is limited to the legal parcel boundary of APN 626-070-58-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Relevant Architectural Style: Mid-Century Modern (1940-1975)

Mid-Century Modern style (1940-1975) is reflective of International and Bauhaus styles popular in Europe in the early twentieth century. Early Modernists, including Rudolph Schindler, Richard Neutra, and Frank Lloyd Wright brought many elements of these design aesthetics and material experimentation to Southern California in the 1920s. The development of the Mid-Century Modern style in the United States was largely fostered by World War II. Prominent European practitioners of the International and Bauhaus styles, namely architects Ludwig Mies Van der Rohe and Walter Gropius, fled to the United States during World War II. Following the conclusion of the war in 1945, the United States became a manufacturing and industrial leader. Materials and aesthetics evolved to reflect modern innovations that dominated design and construction following the war.

Mid-Century Modern design was embraced intellectually as a departure from the past, but it was economically appealing for its ability to be mass-produced with standardized, affordable, and replicable designs that could accommodate many programmatic needs and site requirements. There was a need for a style that could meet the demand for mass construction of many property types – from residences to schools to offices – and convey the modern sensibility of an era that valued a departure from the past; middle-class growth; economic efficiency; and new material technology. The designs rarely incorporate applied ornamentation or references to historical styles. The Mid-Century Modern style was widely adopted in the building boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One- to two stories in height
- Low, boxy, horizontal proportions

- Simple geometric forms with a lack of exterior decoration
- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete
- Mass-produced materials
- Simple windows (metal or wood) flush-mounted and clerestory
- Industrially plain doors
- Floor to ceiling window walls
- Extensive use of sheltered exterior corridors, with flat or slightly sloped roofs supported by posts, piers, or pipe columns
- Modern signage
- Deeply recessed and or angled vestibules
- Integrated planters
- Projecting vertical elements

Property History

The subject property was originally identified as "Tastee Freeze" through a 1960 newspaper advertisement (Bay Cities Press 1960: 2). The property then became a sandwich shop known as "The Grinder Place" in 1973, followed by a similar establishment called "Hank's" the following year (Chula Vista Star-News 1973: 45; CVSN 1974: 30). The owners of the building during this time were Henry and Era Armour, who transferred ownership to Juliana Moretti in 1976. The property was operated as "Mi Burrito" and changed hands again in 1977 to Francisco Diaz (IBSN 1976a: 17; IBSN 1976b: 38; IBSN 1977: 42). By 1983, the property had changed its name to "Los Panchos Taco Shop" according to a newspaper report about a robbery that occurred there. In 1989 Francisco Diaz transferred ownership of the building to Louis Godoy and Maria Gonzalez (IBSN 1983: 3; IBSN 1989: 26). The current owner is the Linda Lambert Trust, but archival research did not reveal when the Trust took possession of the property (ParcelQuest 2025).

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 690 Highway 75 lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed in 1959, during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to locals and passing motorists. By 1955, for example, commercial development on Palm Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number of commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm Avenue, an important local trend, the subject property was one of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend. The subject property was occupied by

numerous food service businesses over the years, including Tastee Freeze, Hank's, The Grinder Place, Mi Burrito, and Los Panchos Taco Shop, none of which appear to have been innovative within their industry or within Imperial Beach. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 690 Highway 75 lacks a significant association with the productive life of any person important in local, state, or national history. Research identified several individuals associated with the businesses that occupied the subject property throughout its history: Henry and Era Armour, Juliana Moretti, Francisco Diaz, Louis Godoy, Maria Gonzalez, and Linda Lambert. Research did not uncover information that would indicate that these individuals were important to the past or made significant contributions to history. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

690 Highway 75 does not rise to the standard necessary to be found eligible under NRHP/CRHR Criterion C/3. The building is modern with Contemporary style elements including exposed roof beams, wide, overhanging eaves, and an asymmetrical main façade, but it is neither a remarkable nor distinctive example of the style. There are many similar buildings along Highway 75 which have similar construction and were also built during the post-World War II era. Archival research was unable to determine the architect or builder, so there is no evidence that the property represents the work of a master. Therefore, the property is not eligible for listing under Criterion C/3.

690 Highway 75 does not appear significant under NRHP/CRHR Criterion D/4 as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. Therefore, the property is not eligible for listing under Criterion D/4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR under all listing criteria due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

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Photographs (cont.)

Photo 2. West and partial view of primary (south) elevation, view to the east



Source: Dudek 2025

Photo 3. Primary (south) elevation, view to the north



Source: Dudek 2025

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 698 Highway 75

P1. Other Identifier: Map ID 2
*__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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; **Sec** 20; San Bernardino **B.M.**
c. Address 698 Highway 75 City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone, mE/ mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-070-59-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property is a one-story rectangular plan building clad in stucco with a flat roof with overhanging eaves (Photo 1). The primary (south) elevation has wooden canted post details that extend beyond the roofline where a "Drive Thru" sign had been affixed until 2016 (Photo 2). A third wooden post extends from the center of the roof. A wood and metal sign that reads "Fresh Donuts" is also located atop the roof. *See Continuation Sheet*

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo:
Photo 1, Primary (south) elevation, view looking north, IMG_0669

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
1964 (City of Imperial Beach 2021)

***P7. Owner and Address:**
Arnold Revocable Living Trust
2624 E 14th Street
National City, CA 91950

***P8. Recorded by:**
Claire Cancilla, MSHP
Dudek
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:**
Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) 698 Highway 75

B1. Historic Name: N/A
B2. Common Name: Star Dust Donut Shop
B3. Original Use: Restaurant
B4. Present Use: Restaurant
***B5. Architectural Style:** Mid-Century Modern with International style elements
***B6. Construction History:** (Construction date, alterations, and date of alterations)

The subject property was constructed in 1964 according to the City of Imperial Beach records (CIB 2021), which is confirmed by a historic aerial photograph from 1966 showing the building in its current location. Historic aerials show a rectangular structure on the northern elevation of the subject property from 1978 to 1985, which then moves to the east elevation from 1986 to 1993 (NETR 2025a).

***B7. Moved?** ☒No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

698 Highway 75 does not meet any of the criteria for listing in the National Register of Historic Places (NRHP), California Register of Historical Resources (CRHR) or the City of Imperial Beach. The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 698 Highway 75. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

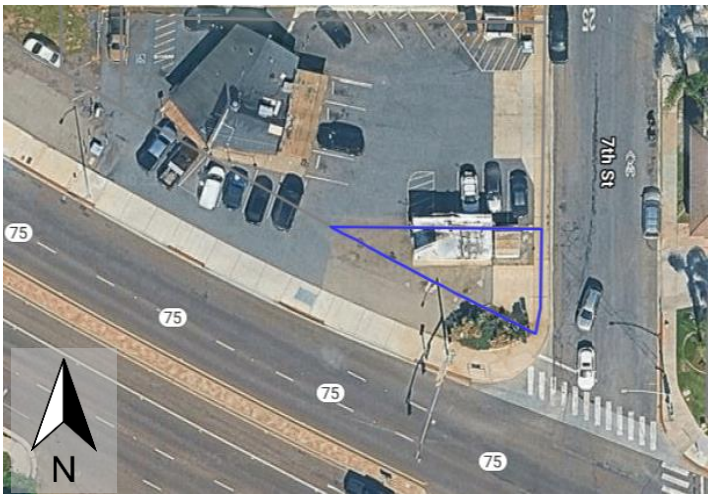
***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Flanegin, MA, Dudek

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



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

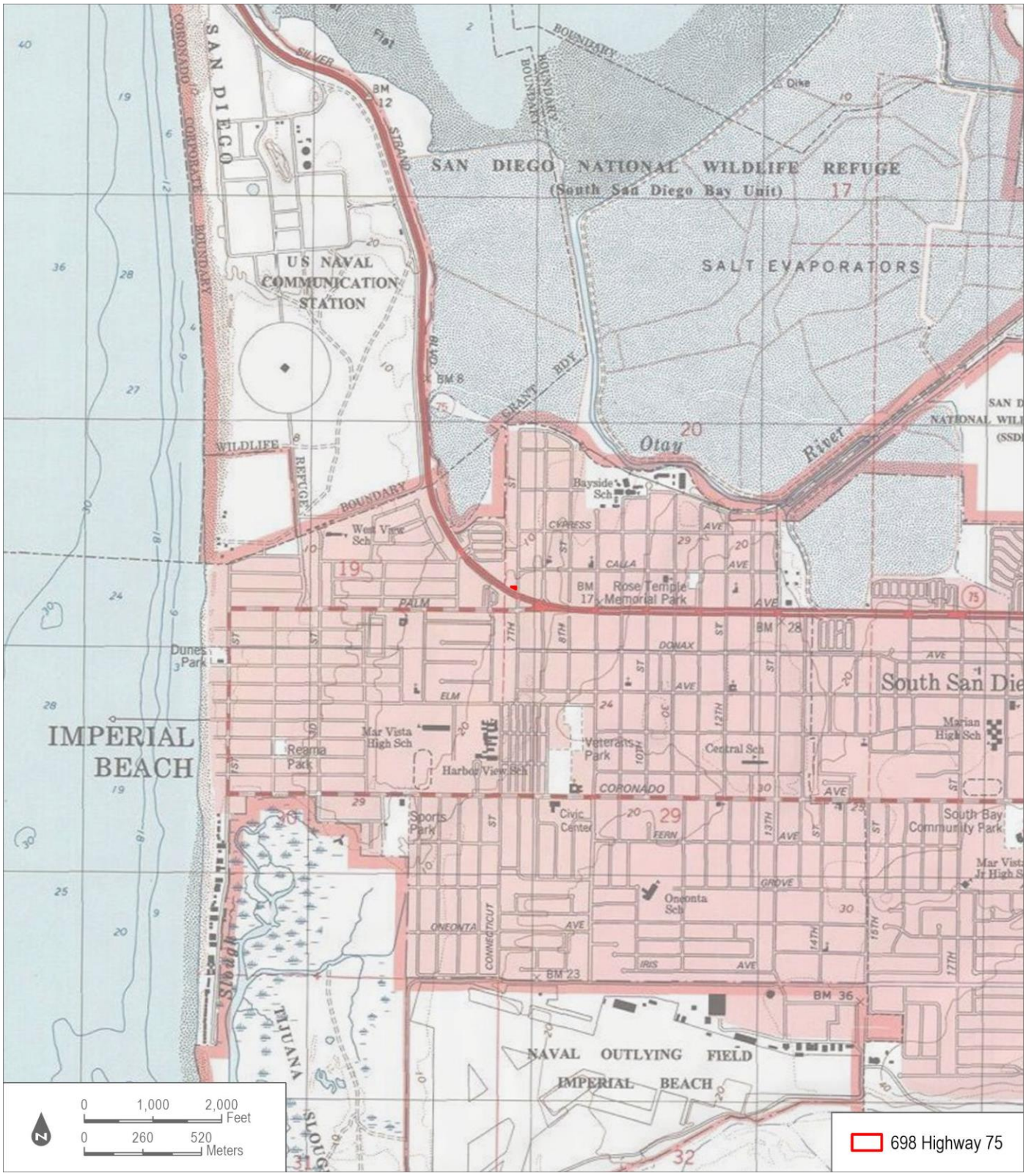
LOCATION MAP

Primary #
HRI#
Trinomial

***Resource Name or #** (Assigned by recorder) 698 Highway 75

***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000

***Date of Map:** 1996 (2002 ed.)



*** Required information**

Description (cont.)

Fenestration includes two picture windows on the primary elevation and a single-panel half-lite wooden door with a metal frame window on the western elevation. A narrow rectangular projection is also located on the western elevation with two exhaust vents. A small, detached metal shed with a metal roof is located on the eastern elevation with padlocked double doors that face east onto 7th Street. The rear (north) elevation has a mural of undetermined age. The historic property boundary is limited to the legal parcel boundary of APN 626-070-59-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976:

143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Relevant Architectural Style: Mid-Century Modern (1940-1975)

Mid-Century Modern style (1940-1975) is reflective of International and Bauhaus styles popular in Europe in the early twentieth century. Early Modernists, including Rudolph Schindler, Richard Neutra, and Frank Lloyd Wright brought many elements of these design aesthetics and material experimentation to Southern California in the 1920s. The development of the Mid-Century Modern style in the United States was largely fostered by World War II. Prominent European practitioners of the International and Bauhaus styles, namely architects Ludwig Mies Van der Rohe and Walter Gropius, fled to the United States during World War II. Following the conclusion of the war in 1945, the United States became a manufacturing and industrial leader. Materials and aesthetics evolved to reflect modern innovations that dominated design and construction following the war.

Mid-Century Modern design was embraced intellectually as a departure from the past, but it was economically appealing for its ability to be mass-produced with standardized, affordable, and replicable designs that could accommodate many programmatic needs and site requirements. There was a need for a style that could meet the demand for mass construction of many property types – from residences to schools to offices – and convey the modern sensibility of an era that valued a departure from the past; middle-class growth; economic efficiency; and new material technology. The designs rarely incorporate applied ornamentation or references to historical styles. The Mid-Century Modern style was widely adopted in the building boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One- to two stories in height

- Low, boxy, horizontal proportions
- Simple geometric forms with a lack of exterior decoration
- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete
- Mass-produced materials
- Simple windows (metal or wood) flush-mounted and clerestory
- Industrially plain doors
- Floor to ceiling window walls
- Extensive use of sheltered exterior corridors, with flat or slightly sloped roofs supported by posts, piers, or pipe columns
- Modern signage
- Deeply recessed and or angled vestibules
- Integrated planters
- Projecting vertical elements

Property History

Archival research identified the original owners of 698 Highway 75 as Mary K. Smith and J.D. Thomas (Imperial Beach Star News 1964: 2; IBSN 1966: 6) who operated the property as Stardust Donuts. The property was sold to Elwood Arnold after Thomas' death in 1966 and Arnold maintained ownership until his retirement in 1981 when the property was transferred to his sons Clifford and Edwin Arnold. The Arnold Living Trust is the current property owner with Clifford Arnold continuing to run the donut shop (IBSN 1980: 31; IBSN 1985: 37; San Diego Union Tribune 2018).

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 698 Highway 75 lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed circa 1948, during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to locals and passing motorists. By 1955, for example, commercial development on Palm Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number of commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm Avenue, an important local trend, the subject property was one of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend. The subject property has been occupied by Stardust Donuts since its construction; however, it does not appear to have been innovative within its industry or within Imperial Beach. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not

identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 698 Highway 75 lacks a significant association with the productive life of any person important in local, state, or national history. Research identified several individuals associated with the businesses that occupied the subject property throughout its history: Mary K. Smith, J.D. Thomas, Elwood Arnold, Clifford Arnold, and Edwin Arnold. While the Arnolds' ownership has lasted nearly 60 years, longevity alone does not meet the standard for significance under Criterion B/2. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

698 Highway 75 does not rise to the standard necessary to be found eligible under NRHP/CRHR Criterion C/3. The building is modern with some elements of the International Style including box construction, usage of modern materials, and repetitive fenestration, but it is neither a remarkable nor distinctive example of the style. There are many similar buildings along Highway 75 which have similar construction and were also built during the post-World War II era. Archival research was unable to determine the architect or builder, so there is no evidence that the property represents the work of a master. Therefore, the property is not eligible for listing under Criterion C/3.

698 Highway 75 does not appear significant under NRHP/CRHR Criterion D/4 as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. Therefore, the property is not eligible for listing under Criterion D/4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR under all listing criteria due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

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2003. 2005, 2009, 2010, 2012, 2014, 2016, 2019, 2020, and 2022. Accessed June 4, 2025. https://www.historicaerials.com/viewer.

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Photographs (cont.)

Photo 2. View of primary (south) elevation, view to the north



Source: Dudek 2025

Photo 3. Rear (north) elevation, view to the south



Source: Dudek 2025

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 720-30 Highway 75

P1. Other Identifier: Map ID 3

*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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; **Sec** 20; San Bernardino **B.M.**
c. Address 720-730 Highway 75 City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE/ mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-201-06-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property is a single-story commercial building clad in stucco and grouted loose rock, a flat roof, and a shallow overhang (Photo 1). The primary (south) elevation has two storefront entrances, 720 and 730 Highway 75, each with a set of double doors flanked by two metal-framed pictures windows. The double doors are metal framed with full-length glass panel insets. A wood frame, single panel door with a decorative ironwork gate is located on the west elevation beside a second wood frame, single panel door. See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building

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

P5a. Photograph 1



P5b. Description of Photo: Photo 1, View looking northeast, IMG_0653

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
1962 (Imperial Beach Star News 1962: 5)

***P7. Owner and Address:**
Brenda L Morgan Family Trust
887 St. George Drive
El Cajon, CA 92019

***P8. Recorded by:** (Name, affiliation, address)
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

 ***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) 720-30 Highway 75

B1. Historic Name: 720 Highway 75: Andreoli's Pizza House, Luigi's, Roy's Other Place, Pete's Pastries and Donut Shop, La Panaderia Cinco de Mayo 730 Highway 75: Beach Cycle Center, Seaweed Kawasaki

B2. Common Name: N/A

B3. Original Use: Restaurant

B4. Present Use: Retail

***B5. Architectural Style:** Mid-Century Modern with International style elements

***B6. Construction History:** (Construction date, alterations, and date of alterations)

The subject property was constructed in 1962 (Imperial Beach Star News 1962: 5). Observed alterations include door and window replacements.

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**

***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown

***B10. Significance: Theme** N/A **Area:** N/A

Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

720-30 Highway 75 does not meet the criteria for the National Register of Historic Places (NRHP), California Register of Historical Resources (CRHR) or the City of Imperial Beach. The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 720-30 Highway 75. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Flanegin, MA, Dudek

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



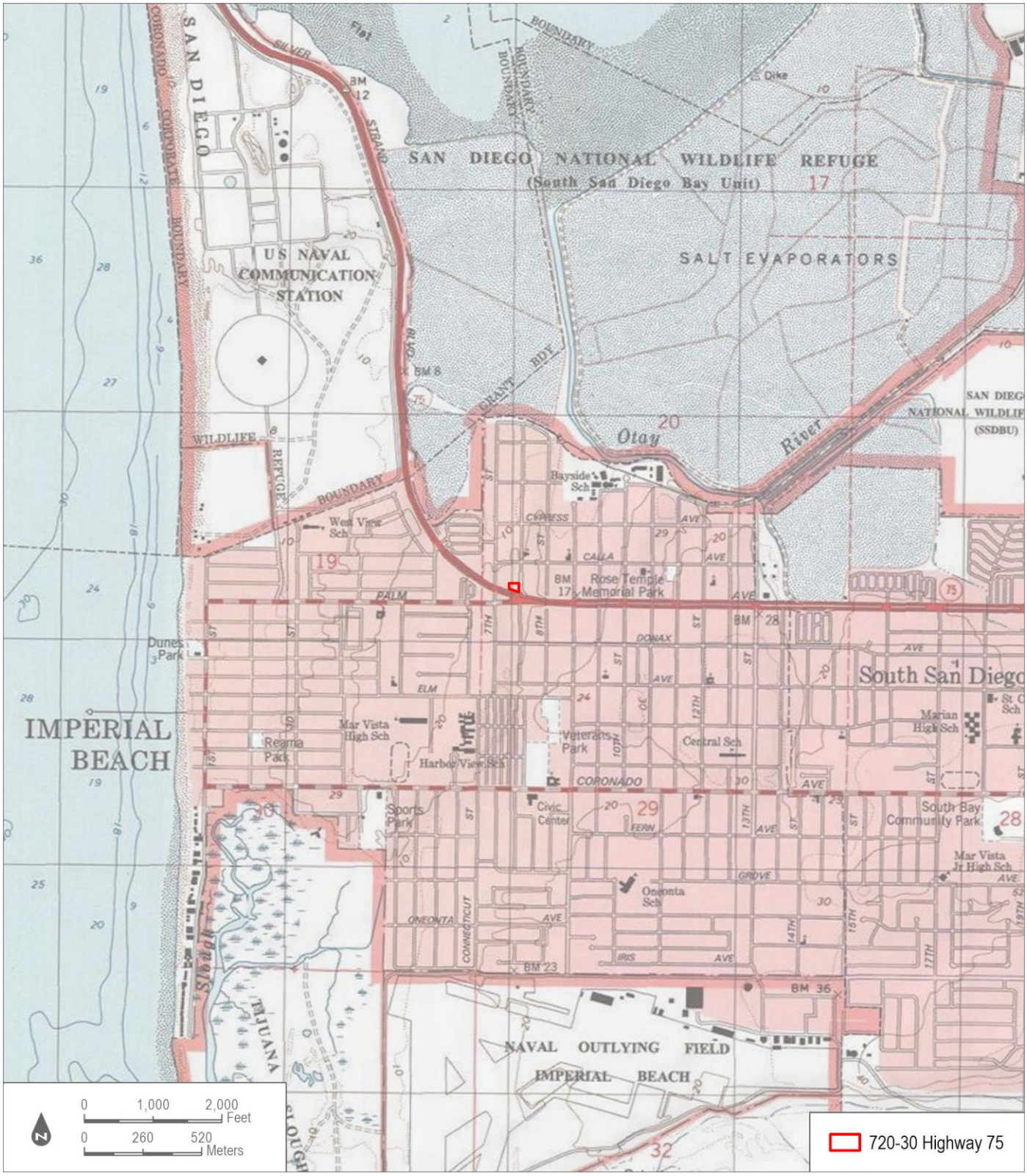
State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

Page 3 **of** 11
***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000

***Resource Name or #** (Assigned by recorder) 720-30 Highway 75
***Date of Map:** 1996 (2002 ed.)



Description (cont.)

third metal frame, single panel door is also located on the east elevation. The subject property possesses some characteristics of the International style such as a repeated fenestration pattern, a flat roof, sparse decorative elements and ornamentation, and use of metal for windows and doors (McAlester 2015). The parcel also contains a paved parking lot abutting the sidewalk along Highway 75. A paved driveway along the west elevation leads to a group of three apartment complexes on a separate parcel. No landscaping is present. The historic property boundary is limited to the legal parcel boundary of APN 626-201-06-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across

from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Strip Mall Typology

The so-called strip mall first emerged as a distinct and identifiable commercial property type during the late 1940s. Commercial space in cities traditionally revolved around the pedestrian as well as the architectural forms that originated in the urban core, including storefronts placed along the front of the property lines along both sides of the street. This spatial order was not easily jettisoned in American cities and towns during the early post-World War II era. With the rise in automobile ownership, however, vehicular congestion caused by on-street parking had become a recognized problem in urban areas across the country. The automobile forced urban planners, architects, and developers to think about architecture in an entirely new way. Initially, planners sought to alleviate the congestion in towns by increasing commercial setbacks to allow for a small parking area in front of the building. They also preferred building designs with a one-story form, a unified façade with a minimal amount of architectural ornamentation, and a separate service area at the rear of the building. By the early 1950s, the widespread acceptance of the front parking area in commercial districts led to the spread of the strip mall typology in the suburbs, where land was more readily available for this type of commercial development (Manning 2009: 12-15, 20, 27).

The following character-defining features of the strip mall typology are based on criteria gathered from publications such as the Architectural Record, Architectural Forum, Architect and Engineer, and the 1948, 1954, and 1968 editions of the Community Builders Handbook prepared by the Community Builders' Council of the Urban Land Institute as presented in Matthew J. Manning's thesis, "The Death and Life of Great

American Strip Malls: Evaluating and Preserving A Unique Cultural Resource" (Manning 2009: 39).

Character-defining/associative features of strip malls include:

- Single ownership or control
- Designed and built as a planned unit
- Single story
- Building set back from the public street or right-of-way
- Primary parking between the building and the street
- Minimum 3 to 1 ratio of parking area to building area
- Simple front façade oriented toward the parking area
- Separate rear service access
- Storefront entrances directly accessible from the parking area
- Straight line of stores tied together by a covered sidewalk along the storefronts (canopy, awning, arcade, etc.)
- Spaces for multiple tenants with partition walls between stores
- Flexible interior space customizable by tenants
- Individual exterior signage for each storefront
- Signage visible from passing vehicles

Mid-Century Modern Architecture (1940-1975)

Mid-Century Modern style (1940-1975) is reflective of International and Bauhaus styles popular in Europe in the early twentieth century. Early Modernists, including Rudolph Schindler, Richard Neutra, and Frank Lloyd Wright brought many elements of these design aesthetics and material experimentation to Southern California in the 1920s. The development of the Mid-Century Modern style in the United States was largely fostered by World War II. Prominent European practitioners of the International and Bauhaus styles, namely architects Ludwig Mies Van der Rohe and Walter Gropius, fled to the United States during World War II. The United States became a manufacturing and industrial leader. Materials and aesthetics evolved to reflect modern innovations that dominated design and construction following the war.

Mid-Century Modern design was embraced intellectually as a departure from the past, but it was economically appealing for its ability to be mass-produced with standardized, affordable, and replicable designs that could accommodate many programmatic needs and site requirements. There was a need for a style that could meet the demand for mass construction of many property types – from residences to schools to offices – and convey the modern sensibility of an era that valued a departure from the past; middle-class growth; economic efficiency; and new material technology. The designs rarely incorporate applied ornamentation or references to historical styles. As a result, many industrial buildings in the style are often "decorated boxes," plain buildings with applied ornament to suit the era and appear more modern without reflecting the activity inside the building. Commercial buildings of this style incorporated new elements such as sleek Modern signage, aluminum awnings, and canopies, deeply recessed and or angled vestibules, floor-to-ceiling window walls, integrated planters, and projecting vertical elements. Many property types exhibit the characteristics of the Mid-Century Modern style; however, not all Mid-Century Modern designs rise to the level of significant examples of the

architectural style. Practitioners of the style were focused on the most cutting-edge materials and techniques. The Mid-Century Modern style was widely adopted in the building boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One- to two stories in height
- Low, boxy, horizontal proportions
- Simple geometric forms with a lack of exterior decoration
- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete
- Mass-produced materials
- Simple windows (metal or wood) flush-mounted and clerestory
- Industrially plain doors
- Floor to ceiling window walls
- Extensive use of sheltered exterior corridors, with flat or slightly sloped roofs supported by posts, piers, or pipe columns
- Modern signage
- Deeply recessed and or angled vestibules
- Integrated planters
- Projecting vertical elements

Property History

Archival research identified the original tenant of 720 Highway 75 as "Andreoli's Pizza," which was operated by Andy Andreoli and owned by George Morgan (IBSN 1962a: 5; IBSN 1962b: 6). In 1970, the property was owned and operated by Robert Luisi as "Luigi's," an Italian restaurant (IBSN 1970: 1). Roy Paul Shields owned 720 Highway 75 from 1972 to 1973 when it was transferred to Gerald and Virginia Fritch (IBSN 1972: 10; Chula Vista Star News 1973: 36). Research did not identify the owner or tenant between 1973 and 1980, but an ad for Pete's Pastries and Donut Shop appears in 1982 (Chula Vista Star News 1982: 46). Another gap is present until 1992 when the owners are listed as Leopoldo Lopez, Jr. and Eduardo Rodriguez, operating the property as "La Panaderia Cinco de Mayo" until at least 1994 (The Star News 1992: 24; The Star News 1994: 16).

Archival research was also able to determine that 720-30 Highway 75 was split into two addresses by 1970 (Imperial Beach Star News 1970: 3). The owner of 730 Highway 75 is listed as Bert Fuller from 1970 to 1978 when ownership was transferred to Duwane and Dorothy Chaffee (Chula Vista Star News 1978: 46). Earl E. Roloff became the owner in 1981 and operated the business as "Seaweed Kawasaki" until an undetermined date (IBSN 1981: 51). The current owner of the property is the Brenda L. Morgan Family Trust, but archival research did not reveal when the Trust took possession of the property.

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 720-30 Highway 75 lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed circa 1962, during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to locals and passing motorists. By 1955, for example, commercial development on Palm Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number of commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm Avenue, an important local trend, the subject property was one of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend. The subject property has been occupied by numerous businesses over the years, including Andreoli's Pizza, Luigi's, Pete's Pastries and Donut Shop, La Panaderia Cinco de Mayo, Yoga with Shawna, and Pan Am Tae Kwon Do Academy, none of which appear to have been innovative within their industries or within Imperial Beach. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 720-30 Highway 75 lacks a significant association with the productive life of any person important in local, state, or national history. Research identified several individuals associated with the businesses that occupied the subject property throughout its history: Andy Andreoli, George Morgan, Robert Luisi, Roy Paul Shields, Gerald and Virginia Fritch, Leopoldo Lopez, Jr. and Eduardo Rodriguez, Bert Fuller, Duwane and Dorothy Chaffee, E. Roloff, and Brenda L. Morgan. Research did not uncover information that would indicate that these individuals were important to the past or made significant contributions to history. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

720-30 Highway 75 does not rise to the standard necessary to be found eligible under NRHP/CRHR Criterion C/3. The building is Mid-Century Modern with International style elements including box construction, usage of modern materials, and repetitive fenestration, but it is neither a remarkable nor distinctive example of the style. There are many similar buildings along Highway 75 which have similar construction and were also built during the post-World War II era. Archival research was unable to determine the architect or builder, so there is no evidence that the property represents the work of a master. Therefore, the property is not eligible for listing under Criterion C/3.

720-30 Highway 75 does not appear significant under NRHP/CRHR Criterion D/4 as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. Therefore, the property is not eligible for listing under Criterion D/4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR under all listing criteria due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

References (cont.)

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 932-38 Palm Avenue

P1. Other Identifier: Map ID 4
*__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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; **Sec** 20; San Bernardino **B.M.**
c. Address 932-38 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone 11, 489339 mE / 3605194 mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-212-32-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property is a single-story commercial building with four storefronts sited on Palm Avenue between 9th Street and Emory Street. The building is clad in stucco and grouted loose rock. The roof is flat with a gabled parapet on the primary (south) elevation. Another parapet clad in the grouted loose rock is present on the east elevation (Photo 1). The primary elevation has four storefront entrances, each with a six-panel wooden door and a metal-frame picture window. The entrance for 932 Palm Avenue is covered by a metal security door. See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building Choose an item. Choose an item.
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo: Photo 1, View looking north, IMG_0591

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
c.1964 (NETR 2025a)

***P7. Owner and Address:**
Addis A. McGrew Revocable Trust
1211 Helix Avenue
Chula Vista, CA 91911

***P8. Recorded by:**
Claire Cancilla, MSHP
Dudek
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) 932-38 Palm Avenue

B1. Historic Name: See Property History
B2. Common Name: N/A
B3. Original Use: Commercial
B4. Present Use: Commercial
***B5. Architectural Style:** Modern with International style elements
***B6. Construction History:** (Construction date, alterations, and date of alterations) The property was constructed circa 1964. Circa 1978 the two storefronts on the east side of the building were added, which is now its present-day configuration (NETR 2025a).

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

932-38 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 932-38 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Flanegin, MA, Dudek

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



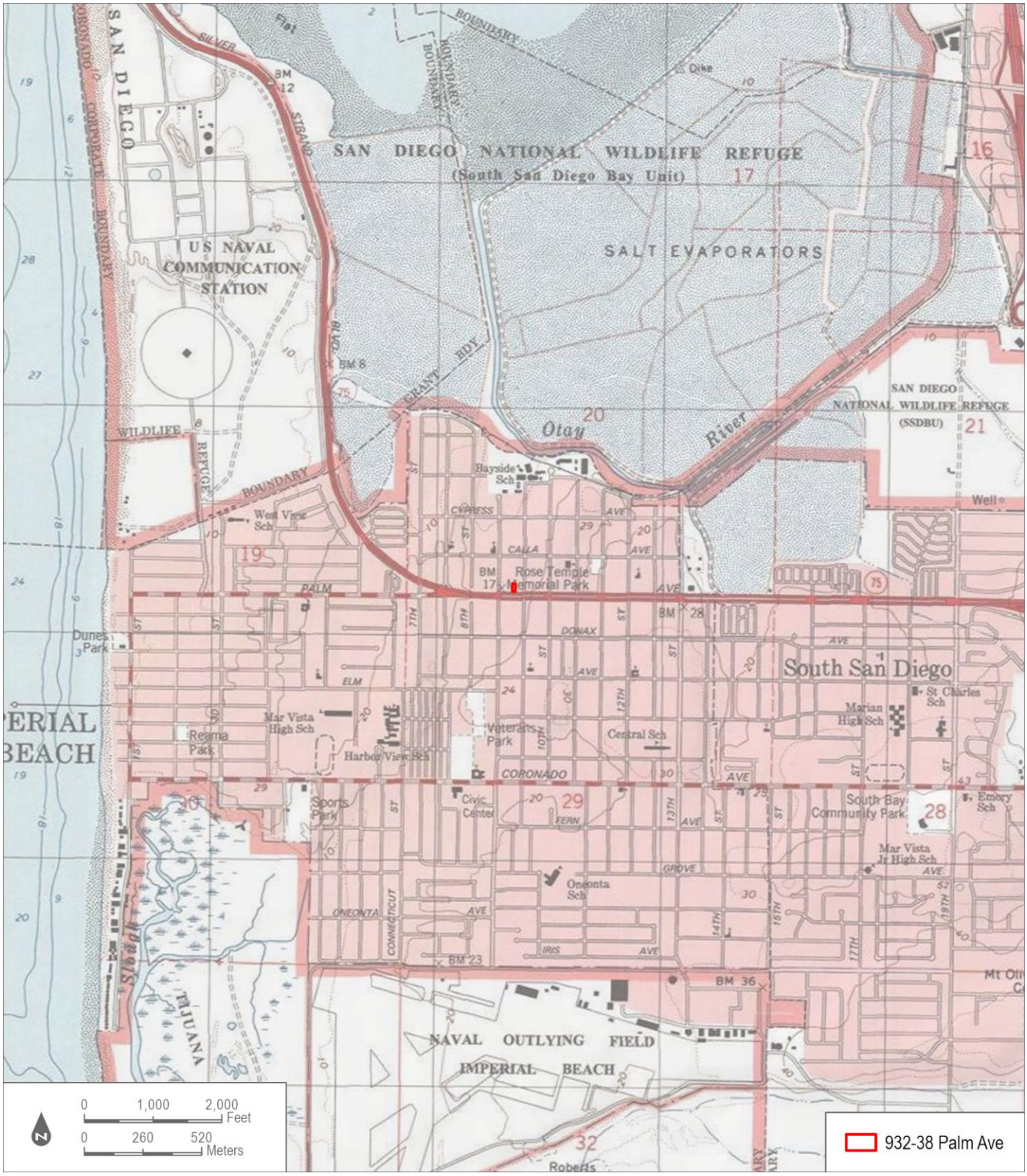
State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

Page 3 **of** 11
***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000

***Resource Name or #** (Assigned by recorder) 932-38 Palm Avenue
***Date of Map:** 1996 (2002 ed.)



Description (cont.)

Four metal signs are affixed to the primary elevation on the gabled parapet. Sparse landscaping is present with bushes along the primary elevation. The historic property boundary is limited to the legal parcel boundary of APN 626-212-32-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

International Style (1950-1975)

The International Style came to the United States in the 1930s after gaining popularity in Germany, Holland and France through architects such as Walter Gropius and Ludwig Mies van der Rohe. The style soon spread to the United States in the 1930s, due in part to Henry-Russell Hitchcock and Philip Johnson's 1932 book titled *The International Style: Architecture Since 1922* for the New York Museum of Modern Art's exhibition. In their book, Hitchcock and Johnson introduced the term International and identified the three principles as architecture as volume, regularity, and avoiding the application of ornament. These three principals have been the baseline for American International Style architects such as Richard Neutra and Philip Johnson. The style became very popular in the mid-20th century in almost all forms of architecture, using precise and universal materials and techniques that allowed the style to be used anywhere in the world. The most common application was as the corporate office, creating walls of glass with sharp angles located in the downtown areas of many cities.

The main difference between International Style buildings and their predecessors was their lack of exterior support of solid masonry. They often depended on a metal interior skeleton and utilized the curtain wall to clad walls in glass. This dependency on the metal frame resulted in windows being hung in repeating patterns with brought another level of order to these already stripped-down buildings. Mies's design's specifically focused on perfection through mathematics, generating rectangular curtail wall designs displaying strong roots in the philosophy of the Bauhaus. This movement incorporated simple and precise designs and incorporated mass-produced materials such as concrete, steel, and glass paired with functionality in design (SFPD 2010; McAlester 2018: 617-621).

Character-defining features of the International style for commercial properties include the following:

- Vertical box
- Often set on "pilotis" or stilts, giving the appearance of floating
- Windows and wall surfaces are on the same plane, providing the look of a taut skin
- Tinted and/or mirrored glass
- Repeating pattern of fenestration
- The seamless façade often appears sleek and slippery
- Flat roof structure
- Little decoration or ornamentation
- Open interior spaces
- Smooth wall surfaces, usually clad with stucco
- Large concrete expanses
- Use of modern materials such as metal windows, concrete, and steel
- Flush-mounted metal windows

Strip Mall Building Typology

The so-called strip mall first emerged as a distinct and identifiable commercial property type during the late 1940s. Commercial space in cities traditionally revolved around the pedestrian as well as the architectural forms that originated in the urban core, including storefronts placed along the front of the property lines along both sides of the street. This spatial order was not easily jettisoned in American cities and towns during the early post-World War II era. With the rise in automobile ownership, however, vehicular congestion caused by on-street parking had become a recognized problem in urban areas across the country. The automobile forced urban planners, architects, and developers to think about architecture in an entirely new way. Initially, planners sought to alleviate the congestion in towns by increasing commercial setbacks to allow for a small parking area in front of the building. They also preferred building designs with a one-story form, a unified façade with a minimal amount of architectural ornamentation, and a separate service area at the rear of the building. By the early 1950s, the widespread acceptance of the front parking area in commercial districts led to the spread of the strip mall typology in the suburbs, where land was more readily available for this type of commercial development (Manning 2009: 12-15, 20, 27).

The following character-defining features of the strip mall typology are based on criteria gathered from publications such as the Architectural Record, Architectural Forum, Architect and Engineer, and the 1948, 1954, and 1968 editions of the Community Builders Handbook prepared by the Community Builders' Council of the Urban Land Institute as presented in Matthew J. Manning's thesis, "The Death and Life of Great American Strip Malls: Evaluating and Preserving A Unique Cultural Resource" (Manning 2009: 39).

Character-defining/associative features of strip malls include:

- Single ownership or control
- Designed and built as a planned unit
- Single story
- Building set back from the public street or right-of-way

- Primary parking between the building and the street
- Minimum 3 to 1 ratio of parking area to building area
- Simple front façade oriented toward the parking area
- Separate rear service access
- Storefront entrances directly accessible from the parking area
- Straight line of stores tied together by a covered sidewalk along the storefronts (canopy, awning, arcade, etc.)
- Spaces for multiple tenants with partition walls between stores
- Flexible interior space customizable by tenants
- Individual exterior signage for each storefront
- Signage visible from passing vehicles

Property History

Archival research identified the original tenant of 932 Palm Avenue as Edna Hansen who ran a flower shop (1962 – 1965). Herb and Dorothy Davies ran Imperial Beach Florist from 1965 to circa 1973. No tenant was identified between 1973 and 1978, at which time Russell Whitman and Farmer's Insurance Group occupied the subject property until circa 1986. South County Insurance was the tenant in 1988, but research did not identify other tenants after this time. 932 Palm Avenue is currently vacant (IBSN 1962: 1; CVSN 1965: 28; IBSN 1973: 4; CVSN 1978a: 8; Imperial Beach Reminder 1978: 8; IBSN 1986: 6; CVSN 1988: 7).

934 Palm Avenue was occupied from 1974 to 1979 by attorneys Milton and Douglas McGrew. From 1982 to 1993, attorneys Milton McGrew and William Krause occupied the storefront. Research did not identify another tenant until Kenny Nguyen Family Barber Shop in 2004. The current tenant is a psychic (IBSN 1974: 47; CVSN 1979: 21; CVSN 1982: 41; TSN 1993: 19; TSN 2004: 23).

936 Palm Avenue was occupied from 1962 to circa 1976 by Freight Outlet, followed by Duane McDonald Realty beginning in 1976 to circa 1978. Ships Service Furniture also used this address from 1976 until 1978. Currently, the occupant is Derek Jones Insurance Services (CVSN 1962: 14; IBSN 1976a: 5; IBSN 1976b: 23; IBR 1976: 16).

938 Palm Avenue was occupied from 1976 to circa 1989 by California First Bank, which became Union Bank from 1989 until circa 1991. Research was unable to identify a tenant from 1991 to 2007. From 2008 to present, the occupant has been a nail salon operated by Tran Mang (IBSN 1976c: 20; IBSN 1988: 19; TSN 1989: 16; TSN 2008: 21).

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 932-38 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed circa 1948, during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to

locals and passing motorists. By 1955, for example, commercial development on Palm Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number of commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm Avenue, an important local trend, the subject property was one of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend. The subject property was occupied by numerous businesses over the years, including a flower shop, insurance offices, attorney offices, a barber shop, a furniture store, banks, and a nail salon, none of which appear to have been innovative within their industries or within Imperial Beach. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 932-38 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. Research identified several individuals associated with the businesses that occupied the subject property throughout its history: Edna Hansen, Herb and Dorothy Davies, Russell Whitman, Milton and Douglas McGrew, William Krause, Kenny Nguyen, and Tran Mang. Research did not uncover information that would indicate that these individuals were important to the past or made significant contributions to history. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

932-38 Palm Avenue does not rise to the standard necessary to be found eligible under NRHP/CRHR Criterion C/3. The building is Modern with International style elements including box construction, usage of modern materials, and repetitive fenestration, but it is neither a remarkable nor distinctive example of the style. There are many similar buildings along Highway 75 which have similar construction and were also built during the post-World War II era. Archival research was unable to determine the architect or builder, so there is no evidence that the property represents the work of a master. Therefore, the property is not eligible for listing under Criterion C/3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 940-42 Palm Avenue

P1. Other Identifier: Map ID 5
***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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; **Sec** 20; San Bernardino **B.M.**
c. Address 940-42 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE/ mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-212-35-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property is a single-story commercial building located on the corner of Palm Avenue and Emory Street. The flat-roof building is rectangular in plan and clad in stucco and concrete masonry. The roofline on the primary (south) elevation has an extended parapet, while the east elevation has a stepped roofline (Photo 1). Fenestration includes three entrances on the primary elevation, each with a wooden door inset with a glass panel and transom. The third entrance has a fabric awning attached to the doorframe. A wood-frame picture window is located on the western side of the primary entrances (Photo 2). The east elevation contains two wood-framed picture windows topped with canvas awnings, a sliding glass door, a service bay covered with a metal roll-up door, and a wood-frame sliding window (Photo 3). See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building Choose an item. Choose an item.
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo: Photo 1, View looking north, IMG_0586

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
1948 (Coronado Eagle and Journal 1948: 6)

***P7. Owner and Address:**
Robinson Family Trust
239 Orange Avenue #3
Coronado, CA 92118

***P8. Recorded by:**
Claire Cancilla, MSHP
Dudek
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) 940-42 Palm Avenue

B1. Historic Name: The Fine Auto Store
B2. Common Name: The Fine Auto Store
B3. Original Use: Bar
B4. Present Use: Automobile sales
***B5. Architectural Style:** Mid-Century Modern with International style elements
***B6. Construction History:** (Construction date, alterations, and date of alterations) The property was constructed circa 1948. Aerial photographs show the building with the same footprint which is now its present-day configuration (NETR 2025a). Observed alterations include replacement frames on doors and windows.

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance:** **Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

940-42 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 940-42 Palm Avenue.

See Continuation Sheet



B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Flanegin, MA, Dudek

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)

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

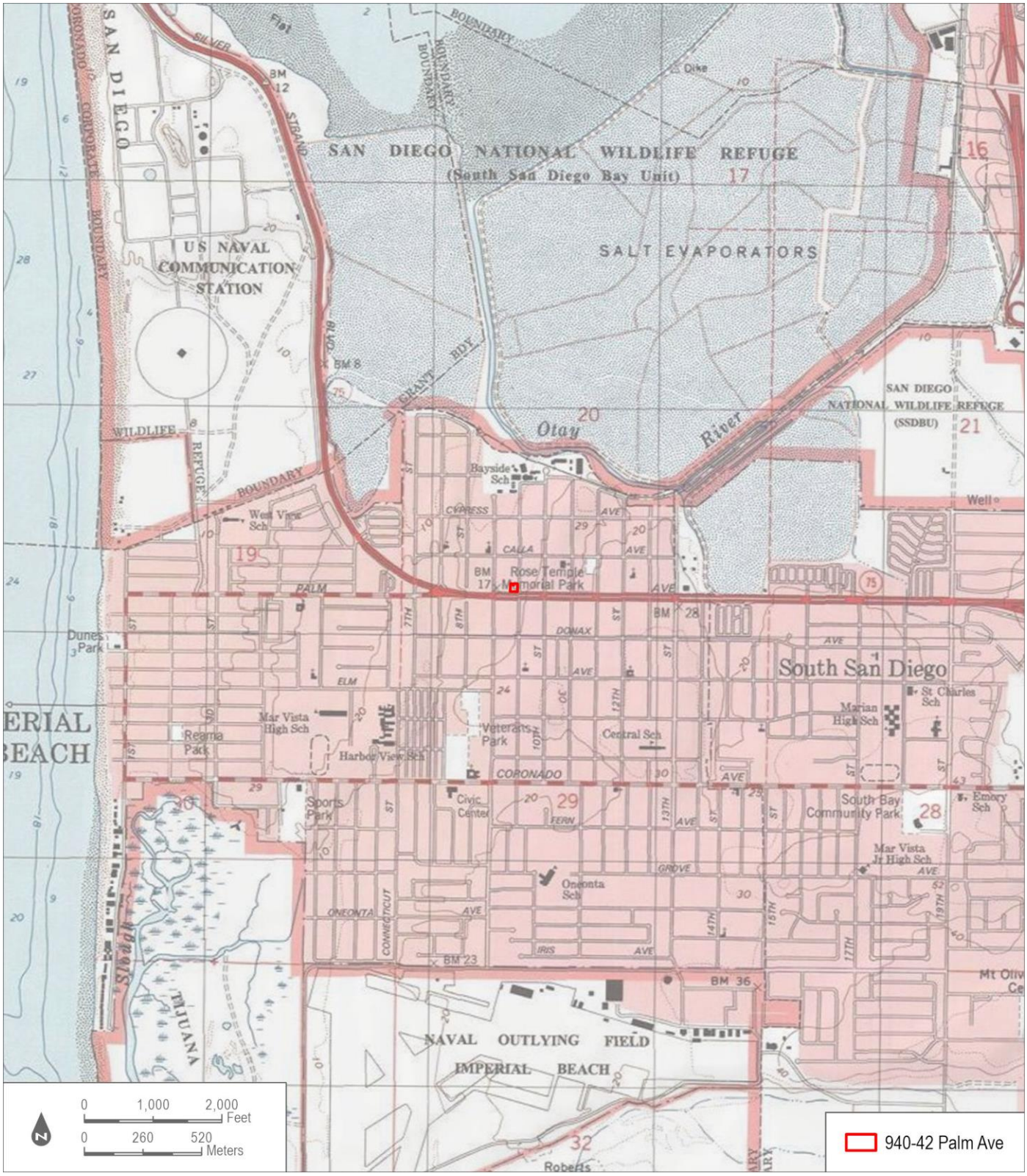
LOCATION MAP

Primary #
HRI#
Trinomial

***Resource Name or #** (Assigned by recorder) 940-42 Palm Avenue

***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000

***Date of Map:** 1996 (2002 ed.)



*** Required information**

Description (cont.)

The historic property boundary is limited to the legal parcel boundary of APN 626-212-35-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food

restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Mid-Century Modern Architecture (1940 – 1975)

Mid-Century Modern style (1940-1975) is reflective of International and Bauhaus styles popular in Europe in the early twentieth century. Early Modernists, including Rudolph Schindler, Richard Neutra, and Frank Lloyd Wright brought many elements of these design aesthetics and material experimentation to Southern California in the 1920s. The development of the Mid-Century Modern style in the United States was largely fostered by World War II. Prominent European practitioners of the International and Bauhaus styles, namely architects Ludwig Mies Van der Rohe and Walter Gropius, fled to the United States during World War II. The United States became a manufacturing and industrial leader. Materials and aesthetics evolved to reflect modern innovations that dominated design and construction following the war.

Mid-Century Modern design was embraced intellectually as a departure from the past, but it was economically appealing for its ability to be mass-produced with standardized, affordable, and replicable designs that could accommodate many programmatic needs and site requirements. There was a need for a style that could meet the demand for mass construction of many property types – from residences to schools to offices – and convey the modern sensibility of an era that valued a departure from the past; middle-class growth; economic efficiency; and new material technology. The designs rarely incorporate applied ornamentation or references to historical styles. As a result, many industrial buildings in the style are often "decorated boxes," plain buildings with applied ornament to suit the era and appear more modern without reflecting the activity inside the building. Commercial buildings of this style incorporated new elements such as sleek Modern signage, aluminum awnings, and canopies, deeply recessed and or angled vestibules, floor-to-ceiling window walls, integrated planters, and projecting vertical elements. Many property types exhibit the characteristics of the Mid-Century Modern style; however, not all Mid-Century Modern designs rise to the level of significant examples of the architectural style. Practitioners of the style were focused on the most cutting-edge materials and techniques. The Mid-Century Modern style was widely adopted in the building

boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One- to two stories in height
- Low, boxy, horizontal proportions
- Simple geometric forms with a lack of exterior decoration
- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete
- Mass-produced materials
- Simple windows (metal or wood) flush-mounted and clerestory
- Industrially plain doors
- Floor to ceiling window walls
- Extensive use of sheltered exterior corridors, with flat or slightly sloped roofs supported by posts, piers, or pipe columns
- Modern signage
- Deeply recessed and or angled vestibules
- Integrated planters
- Projecting vertical elements

<u>International Style (1950-1975)</u>

The International Style came to the United States in the 1930s after gaining popularity in Germany, Holland and France through architects such as Walter Gropius and Ludwig Mies van der Rohe. The style soon spread to the United States in the 1930s, due in part to Henry-Russell Hitchcock and Philip Johnson's 1932 book titled *The International Style: Architecture Since 1922* for the New York Museum of Modern Art's exhibition. In their book, Hitchcock and Johnson introduced the term International and identified the three principles as architecture as volume, regularity, and avoiding the application of ornament. These three principals have been the baseline for American International Style architects such as Richard Neutra and Philip Johnson. The style became very popular in the mid-20th century in almost all forms of architecture, using precise and universal materials and techniques that allowed the style to be used anywhere in the world. The most common application was as the corporate office, creating walls of glass with sharp angles located in the downtown areas of many cities.

The main difference between International Style buildings and their predecessors was their lack of exterior support of solid masonry. They often depended on a metal interior skeleton and utilized the curtain wall to clad walls in glass. This dependency on the metal frame resulted in windows being hung in repeating patterns with brought another level of order to these already stripped-down buildings. Mies's design's specifically focused on perfection through mathematics, generating rectangular curtail wall designs displaying strong roots in the philosophy of the

Bauhaus. This movement incorporated simple and precise designs and incorporated mass-produced materials such as concrete, steel, and glass paired with functionality in design (SFPD 2010; McAlester 2018: 617-621).

Character-defining features of the International style for commercial properties include:

- Vertical box
- Often set on "pilotis" or stilts, giving the appearance of floating
- Windows and wall surfaces are on the same plane, providing the look of a taut skin
- Tinted and/or mirrored glass
- Repeating pattern of fenestration
- The seamless façade often appears sleek and slippery
- Flat roof structure
- Little decoration or ornamentation
- Open interior spaces
- Smooth wall surfaces, usually clad with stucco
- Large concrete expanses
- Use of modern materials such as metal windows, concrete, and steel
- Flush-mounted metal windows

Property History

Archival research revealed that 940 Palm Avenue was occupied by The Bunny Inn Café (later "The Bunny Inn Bar") from 1948 to 1979 and a bar called Little Bonanza from 1983 to 2015. Owners of the Bunny Inn included Electa Tancred (1945 – 1947), Julian V. Figueroa and Margaret Marilda Schoeneman (1947 – 1949), Delphina V. Tellez (1949 – unknown), Richard and Vera Ball (1971), Doc Page (1971 – 1976), Elizabeth Baugh and Jeanne Boutin (1976 – 1977), David Morgan (1977), and Larry C. Bell (1977 – circa 1983). Little Bonanza owners included Donna L. Moses (circa 1983 – 1987), David and Herminia Wenzek (circa 2003 – 2006), and Elliot Richard Donald (2006 – unknown). The property is currently vacant (CVSN 1977: 17; CVSN 1977: 20; CVSN 1989: 16; IBR 1976: 8; IBSN 1971: 23; IBSN 1983: 3; NCSN 1947: 7; TCVS 1945a: 8; TCVS 1945b: 16; TCVS 1948a: 8; TCVS 1948b: 15; TCVS 1949: 8; TSN 2003: 25; TSN 2006: 26).

942 Palm Avenue has been occupied by a series of car lots from 1956 to the present day, including Arthur Motors (1956 – 1962), Bill McGrath Used Cars (1962 – 1963), Imperial Beach Fuller Ford Outlet (1963 – circa 1977), L.A. Auto Exchange (1977 – circa 1981), Allen Motor Car Company (1981 – 1982), Prestige Motor Cars (1982 – circa 1986), Beach Motor Cars (1986 – circa 2000), and Imperial Beach Motor Cars (2000 to unknown) (CVSN 1956: 23; CVSN 1963: 3; CVSN 1981: 25; CVSN 1982: 23; CVSN 1986: 19; IBSN 1962: 4; IBSN 1977: 12; TSN 2000: 21).

Significance Statement

Under NRHP and CRHR Criteria A/1, the property at 940-42 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed in 1948, during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in

1955 and to six lanes circa 1963. Many businesses that opened along this major thoroughfare catered to Imperial Beach locals, as well as passing motorists. By 1955, for example, major commercial buildings on Palm Avenue included the Clothesline Department Store, as well as the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property was constructed during the important local trend of post-war commercial development, it has been occupied by a series of bars and car sales lots, none of which appear to have been innovative within their industries or within Imperial Beach. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 940-42 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. Research identified several individuals associated with the businesses that occupied the subject property throughout its history: Bill McGrath, Electa Tancred, Julian V. Figueroa, Margaret Marilda Schoeneman, Delphina V. Tellez, Richard and Vera Ball, Doc Page, Elizabeth Baugh, Jeanne Boutin, David Morgan, Larry C. Bell, Donna L. Moses, David and Herminia Wenzek, and Elliot Richard Donald. Research did not uncover information that would indicate that the individuals who operated or owned these businesses were important to the past or made significant contributions to history. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 940-42 Palm Avenue does not fully embody the distinctive characteristics of the Mid-Century Modern or International styles, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. Research did not identify an architect or builder for the property, and it appears unlikely to be the work of a master architect or builder. The subject property is a modest and architecturally undistinguished example of an early 1950s commercial building exhibiting influences of the Mid-Century Modern style (e.g., its horizontal emphasis, one-story height, flat roof, and general asymmetry). Due to its easily replicable components and economic efficiency, the Mid-Century Modern style was commonly applied to commercial buildings throughout California in the 1950s and 1960s. It is a ubiquitous example of its type and there are many similar examples in Imperial Beach, California, and the United States. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C, CRHR Criterion 3, or County Register Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 950 Palm Avenue

P1. Other Identifier: Map ID 6
*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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; **Sec** 20; San Bernardino **B.M.**
c. Address 950 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE/ mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-221-20-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property is a single-story, rectangular-plan commercial building on the northeast corner of Palm Avenue and Emory Street. The building is clad in concrete masonry topped with a flat roof with a low parapet. The primary (south) elevation faces Palm Avenue as the primary entrance, containing a storefront made up of large metal-frame fixed windows and a metal-frame, double glass door. Signage reading "Firestone Complete Auto Care" is mounted near the roofline on the south and west elevations. (Photo 1). The west elevation features four roll-up metal service bay doors, which are evenly spaced between masonry columns. There is a slight roof overhanging above the service bay doors. The east elevation is plain with no ornamentation or fenestration (Photo 2). See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo: Photo 1, View looking northeast, IMG_0573

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
1960 (ParcelQuest 2025)

***P7. Owner and Address:**
Darnell III Trust
237 E Avenue
Coronado, CA 92118

***P8. Recorded by:**
Claire Cancilla, MSHP
Dudek
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation**: (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

B1. Historic Name: See property history
B2. Common Name: N/A
B3. Original Use: Car dealership
B4. Present Use: Automotive Service/Retail
***B5. Architectural Style:** Mid-Century Modern with International style elements
***B6. Construction History:** (Construction date, alterations, and date of alterations) The subject property was built in 1960 (PQ 2025). Aerial photographs do not appear to show any change in the building's footprint from 1960 to its present-day configuration (NETR 2025a).

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

950 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 950 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Flanegin, MA, Dudek

***Date of Evaluation:** June 26, 2025

(This space reserved for official comments.)



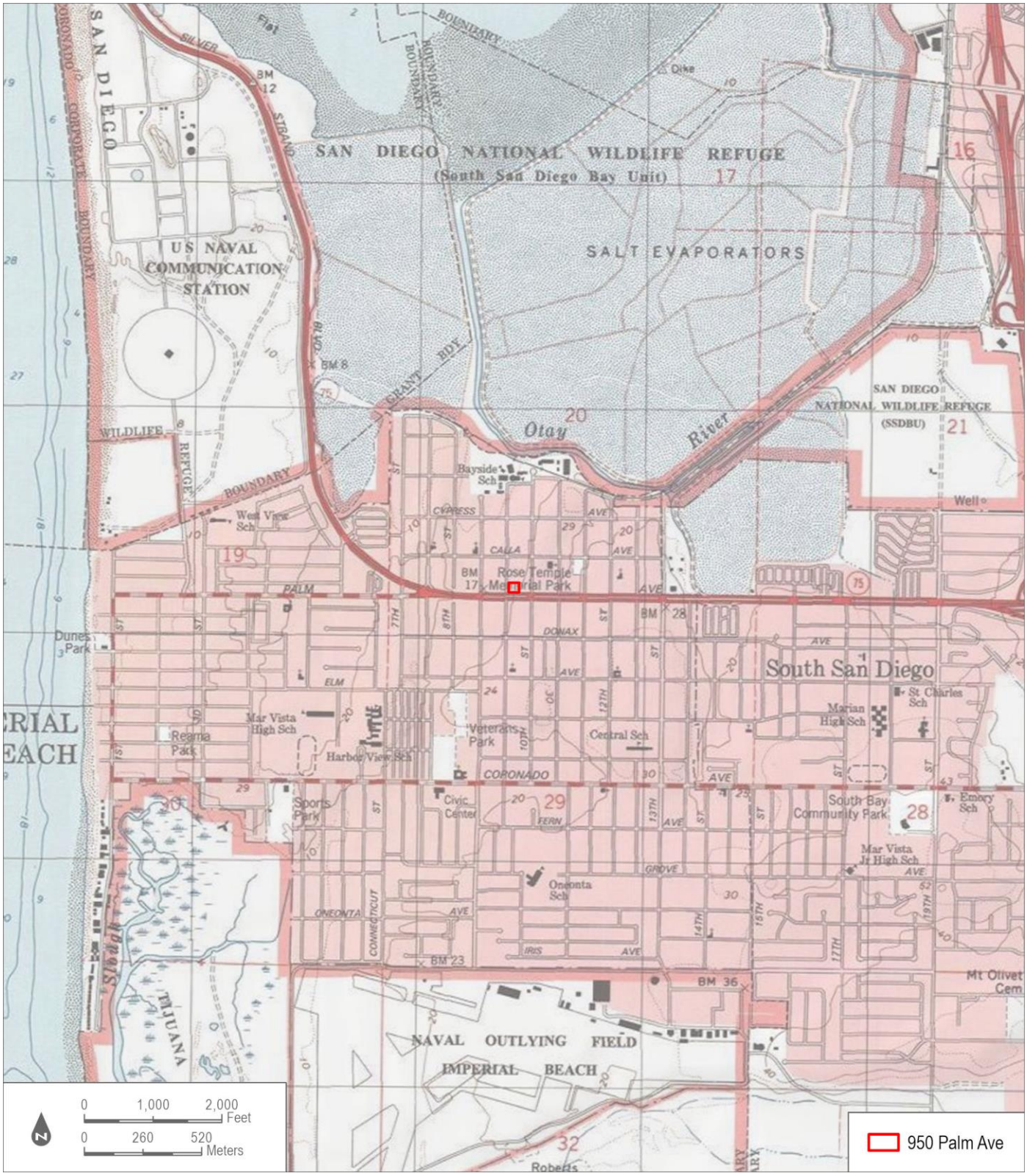
State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

Page 3 **of** 11
***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000

***Resource Name or #** (Assigned by recorder) 950 Palm Avenue
***Date of Map:** 1996 (2002 ed.)



Description (cont.)

The subject property possesses some characteristics of the International style such as a repeated fenestration pattern, a flat roof, sparse decorative elements and ornamentation, and use of metal for windows and doors (McAlester 2015). The parcel also contains a paved parking lot accessible from Emory Street and Palm Avenue. No landscaping is present. The historic property boundary is limited to the legal parcel boundary of APN 626-221-20-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976:

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Mid-Century Modern Architecture (1945 – 1970)

Mid-Century Modern style (1940-1975) is reflective of International and Bauhaus styles popular in Europe in the early twentieth century. Early Modernists, including Rudolph Schindler, Richard Neutra, and Frank Lloyd Wright brought many elements of these design aesthetics and material experimentation to Southern California in the 1920s. The development of the Mid-Century Modern style in the United States was largely fostered by World War II. Prominent European practitioners of the International and Bauhaus styles, namely architects Ludwig Mies Van der Rohe and Walter Gropius, fled to the United States during World War II. The United States became a manufacturing and industrial leader. Materials and aesthetics evolved to reflect modern innovations that dominated design and construction following the war.

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elements. Many property types exhibit the characteristics of the Mid-Century Modern style; however, not all Mid-Century Modern designs rise to the level of significant examples of the architectural style. Practitioners of the style were focused on the most cutting-edge materials and techniques. The Mid-Century Modern style was widely adopted in the building boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One- to two stories in height
- Low, boxy, horizontal proportions
- Simple geometric forms with a lack of exterior decoration
- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete
- Mass-produced materials

International Style (1950 – 1975)

The International Style came to the United States in the 1930s after gaining popularity in Germany, Holland and France through architects such as Walter Gropius and Ludwig Mies van der Rohe. The style soon spread to the United States in the 1930s, due in part to Henry-Russell Hitchcock and Philip Johnson's 1932 book titled *The International Style: Architecture Since 1922* for the New York Museum of Modern Art's exhibition. In their book, Hitchcock and Johnson introduced the term International and identified the three principles as architecture as volume, regularity, and avoiding the application of ornament. These three principals have been the baseline for American International Style architects such as Richard Neutra and Philip Johnson. The style became very popular in the mid-20th century in almost all forms of architecture, using precise and universal materials and techniques that allowed the style to be used anywhere in the world. The most common application was as the corporate office, creating walls of glass with sharp angles located in the downtown areas of many cities.

The main difference between International Style buildings and their predecessors was their lack of exterior support of solid masonry. They often depended on a metal interior skeleton and utilized the curtain wall to clad walls in glass. This dependency on the metal frame resulted in windows being hung in repeating patterns with brought another level of order to these already stripped-down buildings. Mies's design's specifically focused on perfection through mathematics, generating rectangular curtail wall designs displaying strong roots in the philosophy of the Bauhaus. This movement incorporated simple and precise designs and incorporated mass-produced materials such as concrete, steel, and glass paired with functionality in design (SFPD 2010; McAlester 2018: 617-621).

- Character-defining features of the International style for commercial properties include:
- Vertical box
- Often set on "pilotis" or stilts, giving the appearance of floating
- Windows and wall surfaces are on the same plane, providing the look of a taut skin

- Tinted and/or mirrored glass
- Repeating pattern of fenestration
- The seamless façade often appears sleek and slippery
- Flat roof structure
- Little decoration or ornamentation
- Open interior spaces
- Smooth wall surfaces, usually clad with stucco
- Large concrete expanses
- Use of modern materials such as metal windows, concrete, and steel
- Flush-mounted metal windows

Property History

Archival research revealed that the property was operated as a Chevrolet dealership by "Robertson and Darnell" from 1960 – 1961, at which time it became Jon Duringer Chevrolet Company (BCP 1960: 5; CVSN 1961: 11). Research did not find an owner between 1962 and 1976. The property operated as a Goodyear Service Store from 1976 until circa 1995. 950 Palm Avenue was listed as a business called "Express Tires" in 1996 and now currently operates as Firestone Total Auto Care (IBSN 1976: 10; IBSN 1983: 38; NCT 1996: 22).

Significance Statement

Under NRHP and CRHR Criteria A/1, the property at 950 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed in 1960, during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to locals and passing motorists. By 1955, for example, commercial development on Palm Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm Avenue, an important local trend, the subject property was one of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend. The property has been operated as a car dealership and an automotive supply store during its history. However, neither business appear to have been innovative within their industries generally or within Imperial Beach specifically. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 950 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. Research identified several individuals

associated with the ownership or occupancy of the subject property, including individuals named Robertson, Darnell, and Jon Duringer. Research did not uncover information that would indicate that these individuals were important to the past or made significant contributions to history, nor did the property have any significant association with either the Goodyear or Firestone corporations. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 950 Palm Avenue does not fully embody the distinctive characteristics of the Mid-Century Modern architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. Research did not identify an architect or builder for the property, and it appears unlikely to be the work of a master architect or builder. The subject property is a modest and architecturally undistinguished example of a post-war commercial building exhibiting influences of the International style (e.g., vertical box construction, repeating pattern of fenestration, and flat roof structure). Due to its easily replicable components and economic efficiency, the Mid-Century Modern style was commonly applied to commercial buildings throughout California in the 1950s and 1960s. It is a ubiquitous example of its type and there are many similar examples in Imperial Beach, California, and the United States. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C, CRHR Criterion 3, or County Register Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

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Photographs (cont.)

Photo 2. View of subject property primary (south) and east elevations, facing northwest.



Source: IMG_0560, Dudek 2025

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 986 Palm Avenue

P1. Other Identifier: Map ID 7
***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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; **Sec** 20; San Bernardino **B.M.**
c. Address 986 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone, mE/ mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-221-12-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property is a single-story commercial building that is "L" shaped in plan and clad in concrete masonry and corrugated metal (Photo 1). The eastern section of the building is topped with a flat roof and an extended parapet on the primary (south) elevation. Fenestration on this section includes a single-panel door with metal security bars flanked by two wood-framed picture windows on the primary elevation, along with two wood-framed sliding glass windows on the west elevation (Photo 2). See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo: Photo 1, View looking northeast, IMG_0604

***P6. Date Constructed/Age and Sources:** ☒ Historic
c.1953 (eastern) and c.1959 (western) (ParcelQuest 2025)

***P7. Owner and Address:**
International Commercial & Leasing Services LLC
5075 Surf Shoal Point
San Diego, CA 92154

***P8. Recorded by:**
Claire Cancilla, MSHP
Dudek
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation**: (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.
***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) 986 Palm Avenue

B1. Historic Name: See property history
B2. Common Name: N/A
B3. Original Use: Warehouse
B4. Present Use: Vacant (Contractor until 2023)
***B5. Architectural Style:** Modern with International style elements
***B6. Construction History:** (Construction date, alterations, and date of alterations) The eastern section of the property was constructed circa 1953, while the western section was built circa 1959. Aerial photographs show the building with the same footprint after 1959, which is now its present-day configuration (NETR 2025a). Observed alterations include replacement of doors and windows, as well as the addition of a metal fence on the west elevation.

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

986 Palm Avenue does not meet the criteria for the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 986 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

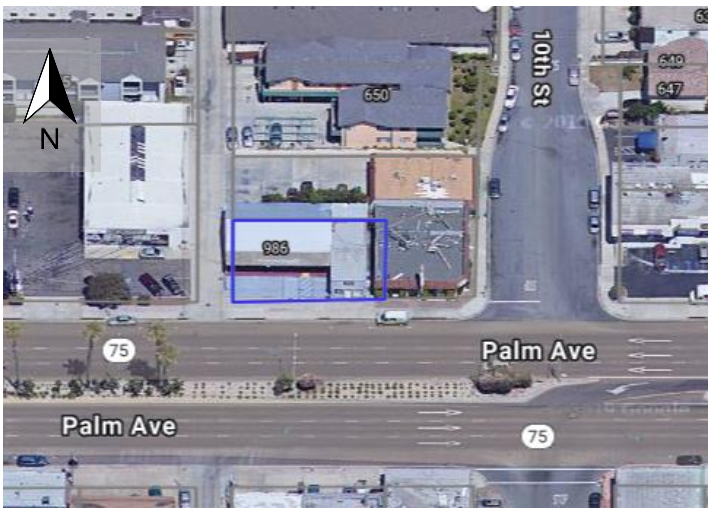
***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Flanegin, MA, Dudek

***Date of Evaluation:** June 26, 2025

(This space reserved for official comments.)



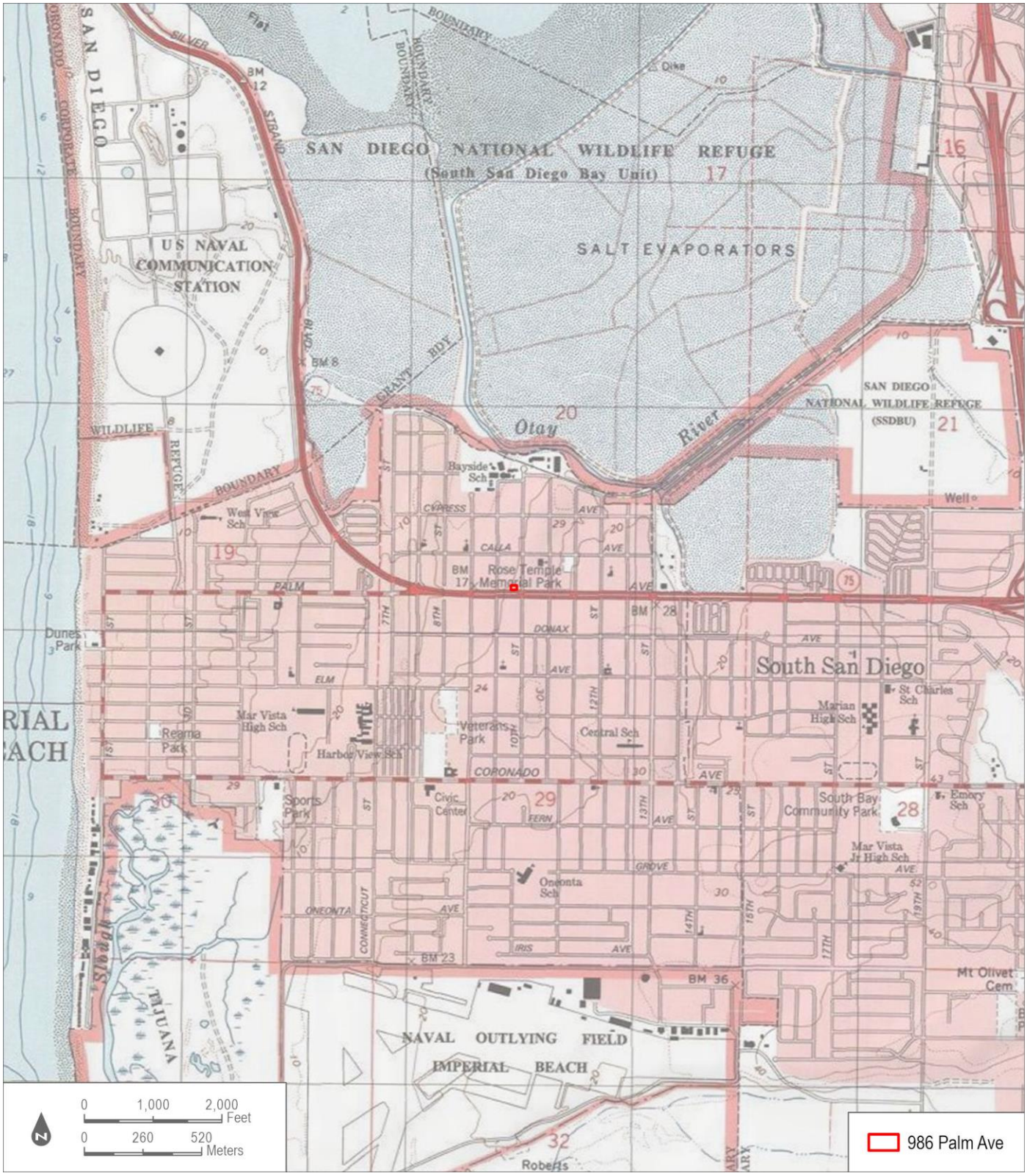
State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

***Resource Name or #** (Assigned by recorder) 986 Palm Avenue

***Map Name:** *Imperial Beach, Calif.* ***Scale:** 1:24,000 ***Date of Map:** 1996 (2002 ed.)



*** Required information**

Description (cont.)

The western section of the property is topped with a medium pitched, side-gabled roof clad in corrugated metal with a deep overhang supported by metal beams. The primary entrance is located on the southern elevation with fenestration including metal-framed glass double-doors and metal-framed picture windows at even intervals (Photo 3). The west elevation of this section contains a metal roll-up door with a row of windows above. A low wooden fence and metal hurricane fence protrude from the southwest corner of the building, partially separating the small, paved parking lot from the paved driveway along the west side of the parcel (Photo 4).

The historic property boundary is limited to the legal parcel boundary of APN 626-221-12-00. The subject property is in overall fair condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

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style incorporated new elements such as sleek Modern signage, aluminum awnings, and canopies, deeply recessed and or angled vestibules, floor-to-ceiling window walls, integrated planters, and projecting vertical elements. Many property types exhibit the characteristics of the Mid-Century Modern style; however, not all Mid-Century Modern designs rise to the level of significant examples of the architectural style. Practitioners of the style were focused on the most cutting-edge materials and techniques. The Mid-Century Modern style was widely adopted in the building boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One- to two stories in height
- Low, boxy, horizontal proportions
- Simple geometric forms with a lack of exterior decoration
- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete
- Mass-produced materials
- Simple windows (metal or wood) flush-mounted and clerestory
- Industrially plain doors
- Floor to ceiling window walls
- Extensive use of sheltered exterior corridors, with flat or slightly sloped roofs supported by posts, piers, or pipe columns
- Modern signage
- Deeply recessed and or angled vestibules
- Integrated planters
- Projecting vertical elements

<u>International Style (1950-1975)</u>

The International Style came to the United States in the 1930s after gaining popularity in Germany, Holland and France through architects such as Walter Gropius and Ludwig Mies van der Rohe. The style soon spread to the United States in the 1930s, due in part to Henry-Russell Hitchcock and Philip Johnson's 1932 book titled *The International Style: Architecture Since 1922* for the New York Museum of Modern Art's exhibition. In their book, Hitchcock and Johnson introduced the term International and identified the three principles as architecture as volume, regularity, and avoiding the application of ornament. These three principals have been the baseline for American International Style architects such as Richard Neutra and Philip Johnson. The style became very popular in the mid-20th century in almost all forms of architecture, using precise and universal materials and techniques that allowed the style to be used anywhere in the world. The most common application was as the corporate office, creating walls of glass with sharp angles located in the downtown areas of many cities.

The main difference between International Style buildings and their predecessors was their lack of exterior support of solid masonry. They often depended on a metal interior skeleton and utilized the curtain wall to clad walls in glass. This dependency on the metal frame resulted in windows being hung in repeating patterns with brought another level of order to these already stripped-down buildings. Mies's design's specifically focused on perfection through mathematics, generating rectangular curtail wall designs displaying strong roots in the philosophy of the Bauhaus. This movement incorporated simple and precise designs and incorporated mass-produced materials such as concrete, steel, and glass paired with functionality in design (SFPD 2010; McAlester 2018: 617-621).

Character-defining features of the International style for commercial properties include:

- Vertical box
- Often set on "pilotis" or stilts, giving the appearance of floating
- Windows and wall surfaces are on the same plane, providing the look of a taut skin
- Tinted and/or mirrored glass
- Repeating pattern of fenestration
- The seamless façade often appears sleek and slippery
- Flat roof structure
- Little decoration or ornamentation
- Open interior spaces
- Smooth wall surfaces, usually clad with stucco
- Large concrete expanses
- Use of modern materials such as metal windows, concrete, and steel
- Flush-mounted metal windows

Property History

Archival research revealed that the property was operated by Coronado Warehouse and Supply from circa 1956 to circa 1960. From 1960 to circa 1970 the subject property was known as "Freight Outlet", an appliance warehouse. Ship's Service Furniture, who also operated a store at 1003 Palm Avenue nearby, was the tenant from circa 1971 until circa 1988. Vern Harris was the owner of both stores during this period. Research revealed that Ship's had a fire in 1980 that was extinguished by two passing Good Samaritans. Another furniture store, Everyday Furniture, occupied the property from circa 1988 until circa 2014. The property is currently vacant with the most recent tenant being Chris Eader (CVSN 1956: 6; CVSN 1960: 27; CVSN 1976: 35; IBSN 1971: 2; IBSN 1976: 18; IBSN 1980: 1; IBSN 1988: 9; Google Maps 2025).

Significance Statement

Under NRHP and CRHR Criteria A/1, the property at 986 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed between c.1953 and 1959, during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to locals and passing motorists. By 1955, for example, commercial development on Palm

Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm Avenue, an important local trend, the subject property was one of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend. The subject property was occupied by a handful of businesses over the years, including a furniture and appliance outlet, a storage warehouse, and a contractor's office, none of which appear to have been innovative within their industries or within Imperial Beach. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible

Under NRHP and CRHR Criteria B/2, the property at 986 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. Research identified several individuals associated with the ownership or occupancy of the subject property, including Vern Harris and Chris Eader. Research did not uncover information that would indicate that these individuals were important to the past or made significant contributions to history. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 986 Palm Avenue does not fully embody the distinctive characteristics of the Modern style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. Research did not identify an architect or builder for the property, and it appears unlikely to be the work of a master architect or builder. The subject property is a modest and architecturally undistinguished example of a 1950s commercial building exhibiting influences of the Modern style (e.g., its horizontal emphasis, one-story height, general asymmetry, and use of newer materials). Due to its easily replicable components and economic efficiency, the Modern and International styles were commonly applied to commercial buildings throughout California in the 1950s and 1960s. The property is a ubiquitous example of its type and there are many similar examples in Imperial Beach, California, and the United States. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C, CRHR Criterion 3, or County Register Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic

integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

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Photographs (cont.)

Photo 2. View of eastern section (c. 1953) and paved parking lot, facing northeast.



Source: IMG_0561, Dudek 2025

Photo 3. View of western section (c. 1959), facing north.



Source: IMG_0564, Dudek 2025

Photo 4. View of west elevation and fences along parking lot, facing northeast



Source: IMG_0572, Dudek 2025

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 670-72 10th Street

P1. Other Identifier: Map ID 8; 992-96 Palm Avenue
*__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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; **Sec** 20; San Bernardino **B.M.**
c. Address 670-72 10th Street City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone , mE/ mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-221-11-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property is a single-story commercial building, rectangular in plan, with stucco cladding and topped with a low-pitched side-gabled roof. The roof is clad in clay barrel tiles with tenant signage affixed to the eaves, along with a rectangular metal sign protruding above the roofline on the south elevation. The east elevation has two primary entrances: a set of glass double doors (996 Palm Avenue) on the southeast corner of the property and a single-pane glass door (670 10th Street) facing 10th Street (Photo 1). Fenestration includes two metal-framed sliding windows and two painted metal doors. The property abuts 665 10th Street on the east elevation (Photo 2). See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo: Photo 1, View looking west, IMG_0541

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
c.1950 (TCVS 1950: 6)

***P7. Owner and Address:**
Gary Trieschman Living Trust
442 Daisy Avenue
Imperial Beach, CA 91932

***P8. Recorded by:**
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:**
Intensive

***P11. Report Citation**: (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.
***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 ☐Sketch Map ☐Other (List):

B1. Historic Name: See property history
B2. Common Name: N/A
B3. Original Use: Commercial
B4. Present Use: Commercial
***B5. Architectural Style:** Modern
***B6. Construction History:** (Construction date, alterations, and date of alterations) The subject property was built in circa 1950 (TCVS 1950: 6). Aerial photographs do not appear to show any change in the building's footprint from 1953 to its present-day configuration (NETR 2025a).

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

670-72 10th Street does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 670-72 10th Street. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Flanegin, MA, Dudek

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



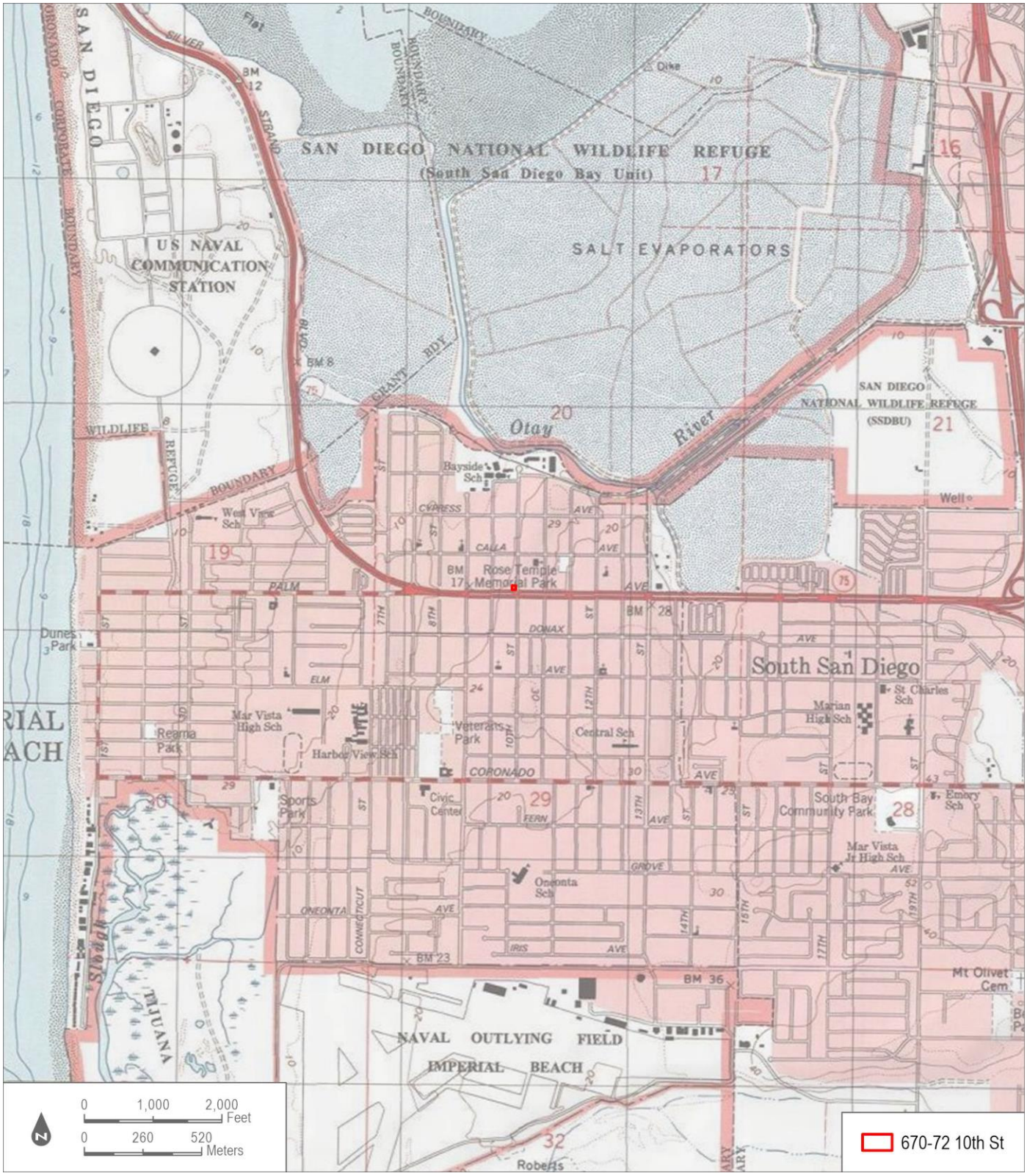
State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

***Resource Name or #** (Assigned by recorder) 670-72 10th Street

***Map Name:** *Imperial Beach, CA* ***Scale:** 1:24,000 ***Date of Map:** 1996 (2002 ed.)



*** Required information**

Description (cont.)

The south elevation fenestration includes four metal-framed picture windows and a set of metal-framed glass double doors (Photo 3; 992 Palm Avenue). No landscaping or ornamentation is present on the building except a painted mural on the east elevation. The historic property boundary is limited to the legal parcel boundary of APN 626-221-11-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Mid-Century Modern Architecture (1940 – 1975)

Mid-Century Modern style (1940-1975) is reflective of International and Bauhaus styles popular in Europe in the early twentieth century. Early Modernists, including Rudolph Schindler, Richard Neutra, and Frank Lloyd Wright brought many elements of these design aesthetics and material experimentation to Southern California in the 1920s. The development of the Mid-Century Modern style in the United States was largely fostered by World War II. Prominent European practitioners of the International and Bauhaus styles, namely architects Ludwig Mies Van der Rohe and Walter Gropius, fled to the United States during World War II. The United States became a manufacturing and industrial leader. Materials and aesthetics evolved to reflect modern innovations that dominated design and construction following the war.

Mid-Century Modern design was embraced intellectually as a departure from the past, but it was economically appealing for its ability to be mass-produced with standardized, affordable, and replicable designs that could accommodate many programmatic needs and site requirements. There was a need for a style that could meet the demand for mass construction of many property types – from residences to schools to offices – and convey the modern sensibility of an era that valued a departure from the past; middle-class growth; economic efficiency; and new material technology. The designs rarely incorporate applied ornamentation or references to historical styles. As a result, many industrial buildings in the style are often "decorated boxes," plain buildings with applied ornament to suit the era and appear more modern without reflecting the activity inside the building. Commercial buildings of this style incorporated new elements such as sleek Modern signage, aluminum awnings, and canopies, deeply recessed and or angled vestibules, floor-to-ceiling window walls, integrated planters, and projecting vertical elements. Many property types exhibit the characteristics of the Mid-Century Modern style; however, not all Mid-Century Modern designs rise to the level of significant examples of the architectural style. Practitioners of the style

were focused on the most cutting-edge materials and techniques. The Mid-Century Modern style was widely adopted in the building boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One- to two stories in height
- Low, boxy, horizontal proportions
- Simple geometric forms with a lack of exterior decoration
- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete
- Mass-produced materials
- Simple windows (metal or wood) flush-mounted and clerestory
- Industrially plain doors
- Floor to ceiling window walls
- Extensive use of sheltered exterior corridors, with flat or slightly sloped roofs supported by posts, piers, or pipe columns
- Modern signage
- Deeply recessed and or angled vestibules
- Integrated planters
- Projecting vertical elements

Property History

Archival research revealed that the property has operated as three different addresses during its history: 672 10th Street, 992 Palm Avenue, and 996 Palm Avenue. These correspond with the three storefronts presently sited at the subject property.

Research showed the 672 10th Street was first recorded as Scannell's Sporting Goods store owned by Walter and Betty Scannell, who transferred ownership to Vandyl and Norma Stecher in 1957. Newspaper ads for Steve Tasso's Hair Fashions (1960), Imperial Beach Janitorial Supply (1968), Office Machines (1978), and Sand Castle Realty (1983) were all located, but research did not reveal how long each was a tenant (BCP 1960a: 3; CVSN 1957: 19; IBSN 1968: 10; IBSN 1978: 5; IBSN 1983: 48).

992 Palm Avenue was originally operated as Midway Inn by a Mrs. Williamson in 1950. Newspaper records show that Maxine Nicholson applied for a beverage license in 1951 and subsequently sold the business to Thomas and Anna Taylor in 1952. Ethel and Warren Enoch were the owners of the Midway Inn from 1954 until circa 1965. A newspaper article describes Warren Enoch shooting a would-be robber in the leg in 1963. Eugene DiPietro is the next recorded owner in 1965. Research found that he sold the bar to Ralph Waldo Armstrong that same year. The

business name was changed to "High Chaparral" by owners Robert and Kathryn McKee in 1967. Subsequent owners of High Chaparral include David and Patricia Dubert (1976), Anthony P. Yankulov (1976 – 1980), Coral Jean Finley and Doris Florentine (1980 – 1984), Joyce M. Chamber (1984 – 1988), and Kitty Lee (1988). The storefront is presently occupied by the Salty Frog Bar (TCVS 1950: 6; TCVS 1951a: 5; TCVS 1951b: 16; TCVS 1954: 16; CVSN 1963: 4; CVSN 1972: 22; CVSN 1980: 42; CVSN 1988: 14; IBSN 1965a: 3; IBSN 1965b: 4; IBSN 1976a: 46; IBSN 1976b: 22; IBSN 1984: 36; IBSN 1988: 16).

Archival research showed that 996 Palm Avenue was originally the Imperial Typewriter Company from 1960 to circa 1972. From 1972 to 1978, the property was known as Joe and Jan's Furniture Mart and owned by Anthony P. Yankulov. Cox Bait and Tackle, owned by Juan Munox and Mark Cox, was the tenant from 1978 until circa 2011. The storefront is presently occupied by GL Accounting (BCP 1960b: 2; CVSN 1972: 22; IBR 1978a: 10; IBR 1978b: 6; Google Maps 2025).

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 670-72 10th Street lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed in circa 1950, during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to locals and passing motorists. By 1955, for example, commercial development on Palm Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm Avenue, an important local trend, the subject property was one of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend. The property has been operated as several businesses during its history including a bar, a bait and tackle supply store, a typewriter repair shop, and a realtor office. However, none of these business appear to have been innovative within their industries generally or within Imperial Beach specifically. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 670-72 10th Street lacks a significant association with the productive life of any person important in local, state, or national history. Research identified several individuals associated with the ownership or occupancy of the subject property, including Walter and Betty Scannell, Vandyl and Norma Stecher, Steve Tasso, Maxine Nicholson, Thomas and Anna Taylor, Ethel and Warren Enoch, Eugene DiPietro, Ralph Waldo Armstrong, Robert and Kathryn McKee, David Dubert and Patricia Dubert, Anthony P. Yankulov, Coral Jean Finley and Doris Florentine, Juan Munoz, and Mark Cox. Research did not uncover information that would indicate that these individuals were important to the past or made significant contributions to history. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible

under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 670-72 10th Street does not fully embody the distinctive characteristics of the Mid-Century Modern architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. Research did not identify an architect or builder for the property, and it appears unlikely to be the work of a master architect or builder. The subject property is a modest and architecturally undistinguished example of a post-war commercial building. Due to its easily replicable components and economic efficiency, the Mid-Century Modern style was commonly applied to commercial buildings throughout California in the 1950s and 1960s. It is a ubiquitous example of its type and there are many similar examples in Imperial Beach, California, and the United States. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C, CRHR Criterion 3, or County Register Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

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Photographs (cont.)

Photo 2. View of east elevation and sidewalk along 10th Street, facing north



Source: IMG_0544, Dudek 2025

Photo 3. View of south elevation and sidewalk along Palm Avenue, facing northwest



Source: IMG_0545, Dudek 2025

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1058-64 Palm Avenue

P1. Other Identifier: Map ID 9

*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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; **Sec** 20; San Bernardino **B.M.**

c. Address 1058-64 Palm Avenue City Imperial Beach Zip 91932

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

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-222-25-00

***P3a. Description:**

The subject property at 1058-64 Palm Avenue is a one-story commercial building with four tenant spaces constructed in 1957. It has a flat roof with projecting tile-clad parapet, concrete foundation, and is clad in stucco with a partial band of brick cladding with built-in brick planters at the base of the building's primary (south) elevation (Photos 1 and 2). Fenestration includes metal frame picture windows on the south elevation and metal frame clerestory windows on the east and west elevations. There are four doors on the south elevation, one for each business, that consist of metal frame full-lite double doors with metal frame transom windows above. A concrete parking lot is located outside the front (south) elevation, accessible via a vehicular entrance on 10th Street to the west. There is a built-in stucco-clad angled blade sign at the eastern side of the building. The historic property boundary is limited to the legal parcel boundary of APN 626-222-25-00. The subject property is in overall good condition.

***P3b. Resource Attributes:** HP6. 1-3 Story Commercial Building

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

P5a. Photograph 1



P5b. Description of Photo: Photo 1, View looking northeast, IMG_0620

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
1957 (San Diego County Assessor's Office)

***P7. Owner and Address:**
Atchley Trust
P.O. Box 1027
Imperial Beach, CA 91933

***P8. Recorded by:**
Claire Cancilla, MSHP
Dudek
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation**: (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

B1. Historic Name: Leadingham Realty; Green Massage; Jackson Wills, Attorney; Keystone Escrow
B2. Common Name: N/A
B3. Original Use: Commercial
B4. Present Use: Commercial
*B5. **Architectural Style:** Elements of Mid-Century Modern
*B6. **Construction History:** (Construction date, alterations, and date of alterations) The subject property was constructed in 1957 (San Diego County Assessor's Office). Observed alterations include: metal window frame and door replacements; partial removal of brick cladding on base of south elevation.

*B7. **Moved?** ☒No ☐Yes ☐Unknown **Date:** **Original Location:**
*B8. **Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
*B10. **Significance:** **Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1058-64 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1058-64 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

*B12. **References:** See Continuation Sheet

B13. Remarks: None

*B14. **Evaluator:** Claire Flanegin, MA

*Date of Evaluation: June 15, 2025

(This space reserved for official comments.)



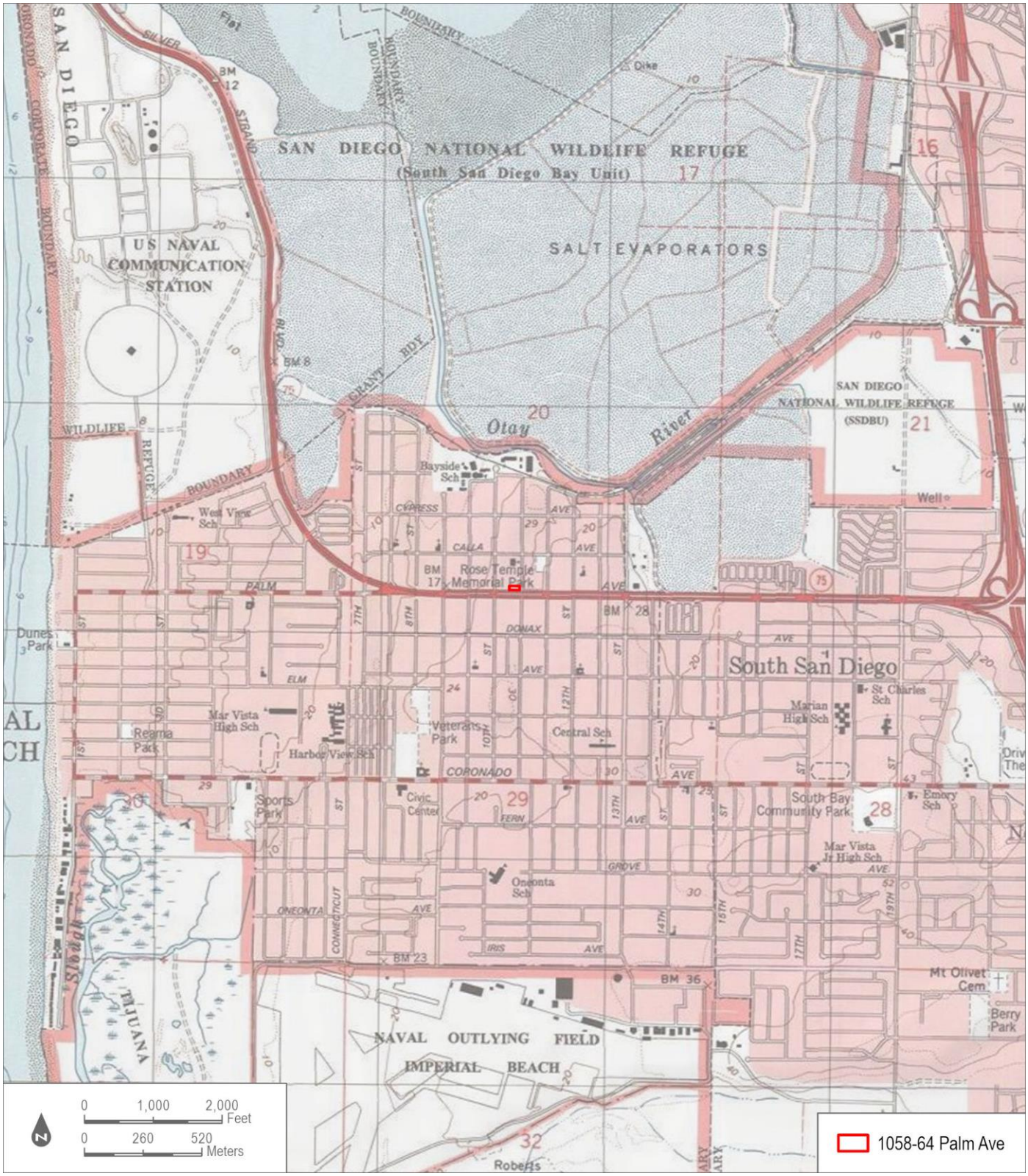
State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

***Resource Name or #** (Assigned by recorder) 1058-64 Palm Avenue

***Map Name:** *Imperial Beach, CA* ***Scale:** 1:24,000 ***Date of Map:** 1996 (2002 ed.)



*** Required information**

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Relevant Architectural Style: Mid-Century Modern (1940-1975)

Mid-Century Modern style (1940-1975) is reflective of International and Bauhaus styles popular in Europe in the early twentieth century. Early Modernists, including Rudolph Schindler, Richard Neutra, and Frank Lloyd Wright brought many elements of these design aesthetics and material experimentation to Southern California in the 1920s. The development of the Mid-Century Modern style in the United States was largely fostered by World War II. Prominent European practitioners of the International and Bauhaus styles, namely architects Ludwig Mies Van der Rohe and Walter Gropius, fled to the United States during World War II. Following the conclusion of the war in 1945, the United States became a manufacturing and industrial leader. Materials and aesthetics evolved to reflect modern innovations that dominated design and construction following the war.

Mid-Century Modern design was embraced intellectually as a departure from the past, but it was economically appealing for its ability to be mass-produced with standardized, affordable, and replicable designs that could accommodate many programmatic needs and site requirements. There was a need for a style that could meet the demand for mass construction of many property types – from residences to schools to offices – and convey the modern sensibility of an era that valued a departure from the past; middle-class growth; economic efficiency; and new material technology. The designs rarely incorporate applied ornamentation or references to historical styles. The Mid-Century Modern style was widely adopted in the building boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One- to two stories in height
- Low, boxy, horizontal proportions
- Simple geometric forms with a lack of exterior decoration
- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete

- Mass-produced materials
- Simple windows (metal or wood) flush-mounted and clerestory
- Industrially plain doors
- Floor to ceiling window walls
- Extensive use of sheltered exterior corridors, with flat or slightly sloped roofs supported by posts, piers, or pipe columns
- Modern signage
- Deeply recessed and or angled vestibules
- Integrated planters
- Projecting vertical elements

Strip Mall

The so-called strip mall first emerged as a distinct and identifiable commercial property type during the late 1940s. Commercial space in cities traditionally revolved around the pedestrian as well as the architectural forms that originated in the urban core, including storefronts placed along the front of the property lines along both sides of the street. This spatial order was not easily jettisoned in American cities and towns during the early post-World War II era. With the rise in automobile ownership, however, vehicular congestion caused by on-street parking had become a recognized problem in urban areas across the country. The automobile forced urban planners, architects, and developers to think about architecture in an entirely new way. Initially, planners sought to alleviate the congestion in towns by increasing commercial setbacks to allow for a small parking area in front of the building. They also preferred building designs with a one-story form, a unified façade with a minimal amount of architectural ornamentation, and a separate service area at the rear of the building. By the early 1950s, the widespread acceptance of the front parking area in commercial districts led to the spread of the strip mall typology in the suburbs, where land was more readily available for this type of commercial development (Manning 2009: 12-15, 20, 27).

The following character-defining features of the strip mall typology are based on criteria gathered from publications such as the Architectural Record, Architectural Forum, Architect and Engineer, and the 1948, 1954, and 1968 editions of the Community Builders Handbook prepared by the Community Builders' Council of the Urban Land Institute as presented in Matthew J. Manning's thesis, "The Death and Life of Great American Strip Malls: Evaluating and Preserving A Unique Cultural Resource" (Manning 2009: 39).

Character-defining/associative features of strip malls include:

- Single ownership or control
- Designed and built as a planned unit
- Single story
- Building set back from the public street or right-of-way
- Primary parking between the building and the street
- Minimum 3 to 1 ratio of parking area to building area
- Simple front façade oriented toward the parking area

- Separate rear service access
- Storefront entrances directly accessible from the parking area
- Straight line of stores tied together by a covered sidewalk along the storefronts (canopy, awning, arcade)
- Spaces for multiple tenants with partition walls between stores
- Flexible interior space customizable by tenants
- Individual exterior signage for each storefront
- Signage visible from passing vehicles

Property History

Since its construction in 1957, the subject property has been a commercial building. From at least 1958 to at least 1962, the proeprty was occupied by Jackson Wills, an attorney. At this time, Wills served as the head of the South Bay District Chamber of Commerce (IBSN 1962: 1; NCSN 1958: 25). Research did not identify information on subsequent occupants until 1990, when the property was occupied by Keystone Escrow Inc., which was founded and managed by Elizabeth Miranda who had 15 years of experience working at financial institutions such as Palomar Financial, Safeco Title Insurance Company, and the Bank or Coronado prior to opening her business at the subject proeprty (TSN 1990a: 8; TSN 1990b: 7). Presently, three of the building's commercial spaces are occupied by Leadingham Realty; the other is occupied by Green Massage.

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1058-64 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed in 1957, during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to locals and passing motorists. By 1955, for example, commercial development on Palm Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm Avenue, an important local trend, the subject property was one of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend. Numerous businesses have operated from the subject property, including an attorney's office, an escrow service, and a real estate firm. None of these businesses appear to have been innovative within their industries generally or within Imperial Beach specifically. The subject property is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1058-64 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. Research identified two individuals assocaited with businesses that operated at the subject proeprty: Jackson Wills (circa 1958-1962), an attorney who served as the head the South Bay Chamber of Commerce, and Elizabeth Miranda (1990), an escrow professional with 15 years experience in the San Diego area. Research did not uncover information that would indicate that these individuals were important to the past or made significant contributions to history. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 1058-64 Palm Avenue does not fully embody the distinctive characteristics of the Modern style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. Research did not identify an architect or builder for the property, and it appears unlikely to be the work of a master architect or builder. The subject property is a modest and architecturally undistinguished example of a late-1950s strip mall exhibiting some influences of the Mid-Century Modern style (e.g., its horizontal emphasis, one-story height, stucco cladding, and built-in blade sign). Due to its easily replicable components and economic efficiency, the Mid-Century Modern style was commonly applied to commercial buildings throughout California in the 1950s and 1960s, and the subject proeprty is not a distinctive example of the style. The subject property also retains character-defining features of the strip mall typology, including its single-story height and parking located between the building and the street; however, it is a common and indistinctive example of its type. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C, CRHR Criterion 3, or County Register Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local programs, nor has it been previously identified as eligible for local designation by

any historical resource surveys

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Photographs (cont.)

Photo 2. East and primary (south) elevation, view to the northwest



Source: Dudek 2025

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

***Resource Name or #:** (Assigned by recorder) 1100 Palm Avenue

P1. Other Identifier: Map ID 10

***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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; **Sec** 20; San Bernardino **B.M.**

c. Address 1100 Palm Avenue City Imperial Beach Zip 91932

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

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-162-17-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The commercial property at 1100 Palm Avenue was constructed in 1975 (Photo 1). The building is rectangular in plan with a side gable roof sheathed in composition shingles. The exterior walls are clad in brick veneer. Surrounding the building is an asphalt surface street parking lot, which provides vehicle access from the west and south. The building is accessed from the south and east by concrete ramps and stairs with metal handrails. The primary (south) elevation displays a full-width second story balcony with a wood handrail, supported by thin squared wood columns. The rear (north) elevation displays a cantilevered full-width second story balcony with a wood handrail, and large projecting wood beams above and below. An interior brick chimney is located at the western end of the roofline. See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building

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

Photograph 1



P5b. Description of Photo: Photo 1, View looking northwest, primary (south) and east elevations, IMG_0488

***P6. Date Constructed/Age and Sources:**
☒ Historic 1975 (Imperial Beach Star News 1975: 13)

***P7. Owner and Address:**
JPMorgan Chase Bank
P.O. Box 35605
Dallas, TX 75235

***P8. Recorded by:**
Claire Cancilla, MSHP
Dudek
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:** June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z
***Resource Name or #** (Assigned by recorder) 1100 Palm Avenue

B1. Historic Name: Home Federal Savings and Loan
B2. Common Name: Chase Bank
B3. Original Use: Commercial - Banking
B4. Present Use: Commercial - Banking
***B5. Architectural Style:** Neo-Mediterranean
***B6. Construction History:** (Construction date, alterations, and date of alterations) The subject property was constructed in 1975 (IBSN 1975: 13). Observed alterations include re-roofing and replacement entry doors (dates unknown).

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Frank L. Hope & Associates b. Builder: Golden Construction Company
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1100 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1100 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Nicole Frank, MSHP, Dudek

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)

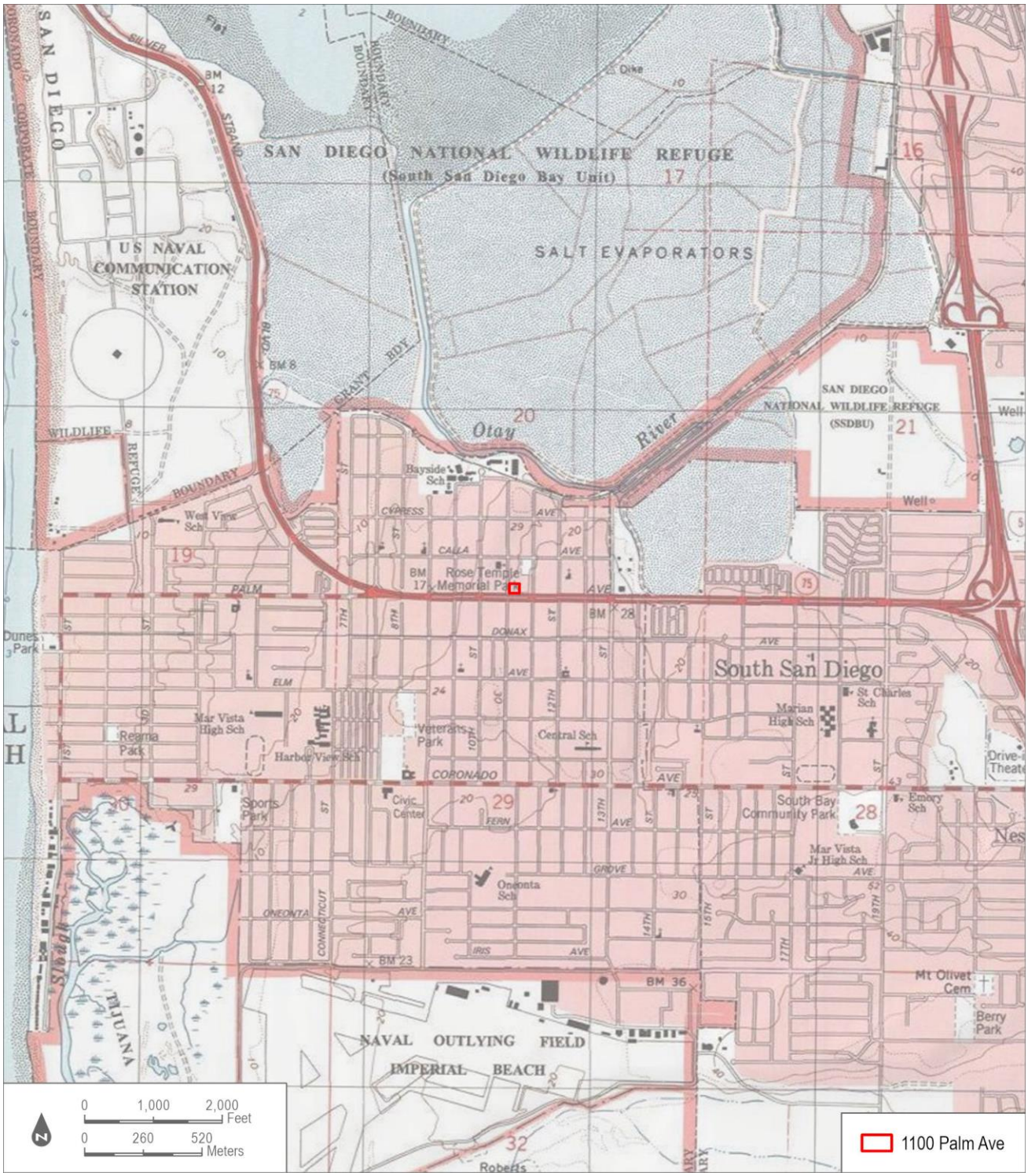


State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

Page 3 **of** 9 ***Resource Name or #** (Assigned by recorder) 1100 Palm Avenue
***Map Name:** *Imperial Beach, Calif.* ***Scale:** 1:24,000 ***Date of Map:** 1996 (2002 ed.)



* Required information

Description (cont.)

Fenestration includes fixed simulated pane vinyl windows, vinyl casement windows, wood French doors, a composition wood entry door, and two pairs of metal storefront doors with fixed sidelights. The second story's fenestration displays wood shutters. The first story's windows display wood shutters and wood panels below. The first story's doors display a decorative wood surround with pilasters. Observed alterations include re-roofing and replacement entry doors (dates unknown). Elements of the Neo-Mediterranean architectural style include broad, dominant second-story balcony, low-pitched gable roof, door and window surrounds, simple balcony posts, and heavy beams. The historic property boundary is limited to the legal parcel boundary of APN 626-162-17-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction

began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Property History

The subject property was constructed in 1975 as the Imperial Beach office of the bank, Home Federal Savings and Loan of San Diego. The 8,265 square foot office building was designed by Frank L. Hope and Associates and built by Golden Construction company. The property was valued at $500,00 and designed in a "red brick colonial-Monterey style of architecture, characteristic of Home Federal offices throughout the state" (IBSN 1975: 13). The property included eight teller windows, six accountant desks, a vault with 8,000 safe deposit boxes, and exterior drive-up and walk-up windows (IBSN 1975: 13). The property's builder, Golden Construction Co. was established by builder Robert M. Golden's father in 1927. Robert M. Golden later became the president and later chairman of the company. Between 1927 and its purchase by Centex Corp. of Dallas in 1982, the company constructed multiple San Diego landmarks including the Civic Center in the downtown Community Concourse, the Mission Valley Center shopping mall, the Imperial Bank Tower, and the West Terminal at Lindbergh Field (Lee 1991). The property's architectural firm, Frank L. Hope and Associates, was established by San Diego based architect Frank Lewis Hope Jr. (1901-1994) in 1928. Hope worked with San Diego architects Charles B. Hope (PE), Donald A. Crosby, Jerry M. Thornton, and James B. Hill, and designed many commercial, educational, religious, civic, and residential buildings in the San Diego area. Some of the firm's more well-known commissions included HRB 803 Frank L. Hope Jr. House, Dana Junior High School (1941), Chuck B. Hope Residence (ca. 1962), Headquarters for the Travelodge Corporation (1962), Home Federal Savings and Loan Association building at 707 Broadway, San Diego (1963), The Immaculata Chapel, USD Campus (1964), Cabrillo National Monument Visitors Center (1966), Coronado

Hospital (1972), and Seaport Village in San Diego (Modern San Diego 2025; PACD 2025; HRB 2011: 17). The bank operated as Home Federal Savings and Loan of San Diego until 1992 when it became Great Western Bank (1992-1994), Washington Mutual Bank (2001-2008), and Chase Bank which is the current tenant of the building and has been since 2008.

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1100 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed in 1975, following a decades-long pattern of commercial development along Palm Avenue that intensified following World War II's conclusion in 1945. While post-war commercial development along Palm Avenue is an important local trend, construction along Palm Avenue had slowed by the end of the 1970s. As such, the subject property post-dates the significant period of post-World War II development in Imperial Beach and instead represents the general, more sporadic extension of commercial development along Palm Avenue that has continued to the present day. It is a branch of Chase Bank, formerly Home Federal Savings and Loan, and does not appear to have been innovative within the industry of commercial banking generally or within Imperial Beach specifically. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1100 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. The property has operated as a financial institution under various names including Home Federal Savings and Loan, Great Western Bank, Washington Mutual Bank, and Chase Bank; however, research did not identify any particular individuals associated with the ownership or operation of the subject property. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 1100 Palm Avenue does not fully embody the distinctive characteristics of any architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. Research identified Frank L. Hope & Associates as the architect and Golden Construction Company as the architect and builder of the subject property. While Frank L. Hope & Associates are considered prolific and master's within San Diego, there's no indication that the subject property expresses a significant design from this phase in their career. Rather the property is a small, undistinguished commercial bank within the firm's larger body of work. In comparing it to other property's designed by the firm in the 1960s including Chuck B. Hope Residence (ca. 1962), Headquarters for the Travelodge Corporation (1962), and the Home Federal Savings and Loan Association building at 707 Broadway, San Diego (1963) the subject property does not rise to the level of being distinguished. The building at 1100 Palm Avenue was constructed by M.H. Golden Construction Co. of San Diego. Between 1927 and its purchase by Centex Corp. of Dallas in 1982, the construction company constructed multiple San Diego landmarks including the Civic Center in the downtown Community Concourse, the Mission Valley Center shopping mall, the Imperial Bank Tower, and the West Terminal at Lindbergh Field. In comparing the subject property to the other properties constructed by M.H. Golden Construction

Co. in San Diego, it fails to rise to the level of being distinctive or one of their best examples from this phase of their work. Rather it was one of many small-scale commercial properties constructed by the company during the 1960s. The subject property displays several character defining features of the Neo-Mediterranean architectural style including broad, dominant second-story balconies, a low-pitched gable roof, door and window surrounds, simple balcony posts, and heavy beams. Neoeclectic properties were popular by the mid-1960s after the dominance of the post-World War II Modern styles. They utilized traditional architectural shapes and detailing and rapidly spread in popularity during the 1970s (McAlester 1998: 487). The subject property is a ubiquitous example of its type and there are many similar examples in Imperial Beach, California, and the United States. The property's exact design can be seen throughout San Diego including in the neighboring city of Coronado at 1000 Orange Avenue, which is not designated as a local landmark. The subject property's design is commonplace within the San Diego region and cannot be considered distinctive. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C or CRHR Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

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NETR (Nationwide Environmental Title Research, LLC). 2025b. Historic Topographic Maps of the Imperial Beach Project Area, Imperial Beach, CA, dating from 1904, 1908, 1911, 1915, 1920, 1928, 1932, 1941, 1943, 1955, 1960, 1962, 1977, 2002, 2012, 2015, 2018, and 2021. Accessed June 4, 2025. https://www.historicaerials.com/viewer.

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1130 Palm Avenue

P1. Other Identifier: 11

*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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 20; San Bernardino **B.M.**

c. Address 1100 Palm Avenue City Imperial Beach Zip 91932

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

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-170-07-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property is a two-story, four-unit multi-family residence with a rectangular footprint topped with a low-pitched irregular hipped roof clad in composite shingles with exposed wood rafters and a slight overhang. The stucco-clad building's fenestration consists of non-original, vinyl-frame slider windows on all elevations and two, non-original vinyl fixed-frame picture windows on the second story of the primary (south) elevation. A wood staircase on the east elevation leads to a wood deck on the south elevation's second floor, which is supported by wood poles and bracing and covered by a roof overhang supported by five wood pillars. See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP3. Multiple Family Property

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

P5a. Photograph 1



P5b. Description of Photo: (View, date, accession #) Photo 1, Primary (south) elevation, view looking north, IMG_0477

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
1953 (San Diego County Assessor's Office)

***P7. Owner and Address:**
Santana-Braudaway Separate Property Trust
PO Box 968
Imperial Beach, CA 91933

***P8. Recorded by:** (Name, affiliation, address)
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation**: (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z
***Resource Name or #** (Assigned by recorder) 1130 Palm Avenue

B1. Historic Name: N/A
B2. Common Name: N/A
B3. Original Use: Multi-family residence
B4. Present Use: Multi-family residence
***B5. Architectural Style:** N/A
***B6. Construction History:** (Construction date, alterations, and date of alterations) Built in 1953, according to County Assessor records. Observed alterations: replacement vinyl frame-windows; replacement doors; re-roofing; deck addition on primary south elevation

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1130 Palm Avenue does not meet the criteria for the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1130 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Andrea Dumovich Heywood

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



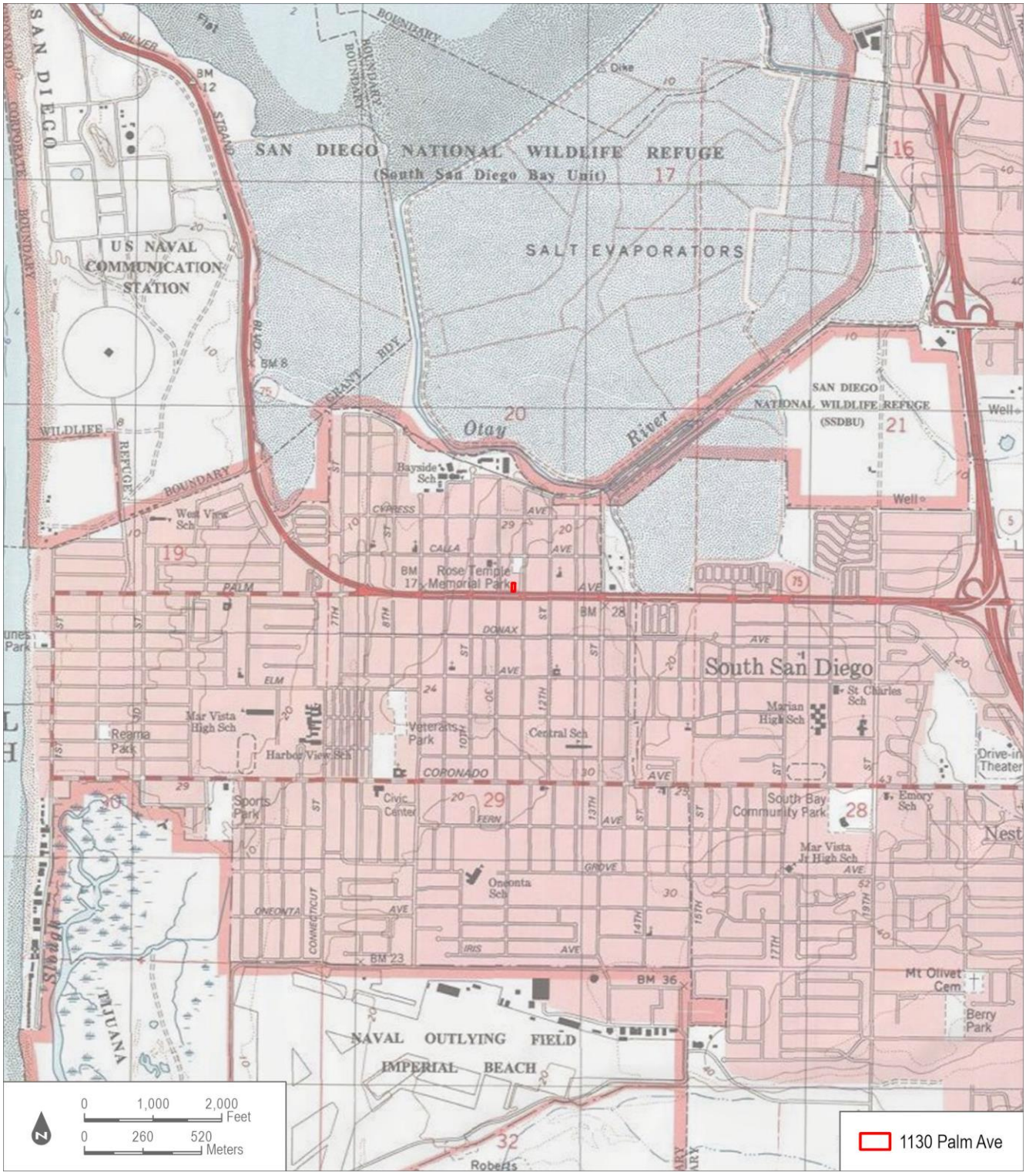
State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

***Resource Name or #** (Assigned by recorder) 1130 Palm Avenue

***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000 ***Date of Map:** 1996 (2002 ed.)



*** Required information**

Description (cont.)

The property is setback from its lot, which is surrounded by a chain-link fence, and is accessible via an unnamed alley that leads to a vehicular entrance at the northwest of the subject property's parcel. The property parcel is surrounded by a gravel and dirt front (south), rear (north), and side (east) yard, which is also used for parking. It is in overall good condition.

Significance (cont.)

Historic Context

During Imperial Beach's early development, housing was mostly located to the north and west. Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Property History

Since its construction in 1953, 1130 Palm Avenue has been a multi-family residence. The only identified owner or occupant of the subject property is Clarence Iverson (1959); however, research did not identify substantial information on Iverson (National City Star-News 1959: 24). Research did not identify an original architect, builder, contractor, or engineer associated with the construction of the subject property.

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1130 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The residential building was constructed in 1953, during a post-World War II population boom in Imperial Beach and California at large that resulted in rapid residential development, including several housing subdivisions north of Imperial Beach Boulevard that were constructed the same year as the subject property. While post-World War II residential growth was an important trend regionally and in California, this property did not play a significant role in this trend. It was one of many constructed during this period of growth and did not influence this trend. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended

not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1130 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. Research identified one occupant of the subject property, Clarence Iverson, who lived at the property in 1959; however, research did not uncover information that would indicate that Iverson was important to the past or made significant contributions to history. Due to a lack of identified significant associations with any persons important in our past, the subject property is recommended not eligible under NRHP Criterion B and CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the residential building at 1138 Palm Avenue does not fully embody the distinctive characteristics of any particular Modern architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The subject property is a modest and architecturally undistinguished example of a 1950s fourplex. With its boxy, horizontal proportions, simple geometric form, and a lack of exterior decoration, the subject building displays some of the characteristics of the Mid-Century Modern style aesthetic, but it does not represent a fully developed articulation of the style. It is a ubiquitous example of its type and there are more intact examples of the Mid-Century Modern style in Imperial Beach. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C or CRHR Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR under all listing criteria due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1138 Palm Avenue

P1. Other Identifier: Map ID 12

*__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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SE ¼ **of Sec** 20; San Bernardino **B.M.**

c. Address 1138 Palm Avenue City Imperial Beach Zip 91932

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

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-170-06-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property is a one-story, square-plan commercial office building clad in vertical wood panels and topped with a low-pitched shed roof with extended overhang and exposed wood rafters (Photographs 1 and 2). The primary entrance is located on the south elevation and features a divided half-lite wood door accessed via two rounded concrete stairs with metal handrail. Fenestration includes a large fixed wood frame picture window on the south elevation and single, non-original vinyl-frame slider windows on the south, west, and north elevations (the east elevation was not visible from the public right-of-way). The historic property boundary is limited to the legal parcel boundary of APN 626-170-06. The subject property is in overall good condition. See Continuation Sheet

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building

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

P5a. Photograph 1



P5b. Description of Photo: (View, date, accession #) Photo 1, Primary (south) elevation, View looking northwest, IMG_0464

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
c. 1953 (NETR 2025a)

***P7. Owner and Address:**
Hutchins Family Trust
1796 Wolviston Way
San Diego, CA 92154

***P8. Recorded by:**
Claire Cancilla, MSHP
Dudek
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) 1138 Palm Avenue

B1. Historic Name: Cave Realty; Hutchins/Wilson Realty
B2. Common Name: N/A
B3. Original Use: Real estate office
B4. Present Use: Real estate office
***B5. Architectural Style:** Modern with elements of the Mid-Century Modern style
***B6. Construction History:** (Construction date, alterations, and date of alterations) Built in c. 1953 (NETR 2025a). Alterations include replacement vinyl-frame slider windows on the south and east elevations (observed); addition on the west elevation circa 1978 (NETR 2025a)

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**
***B8. Related Features:** None

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1138 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1138 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Andrea Dumovich Heywood

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



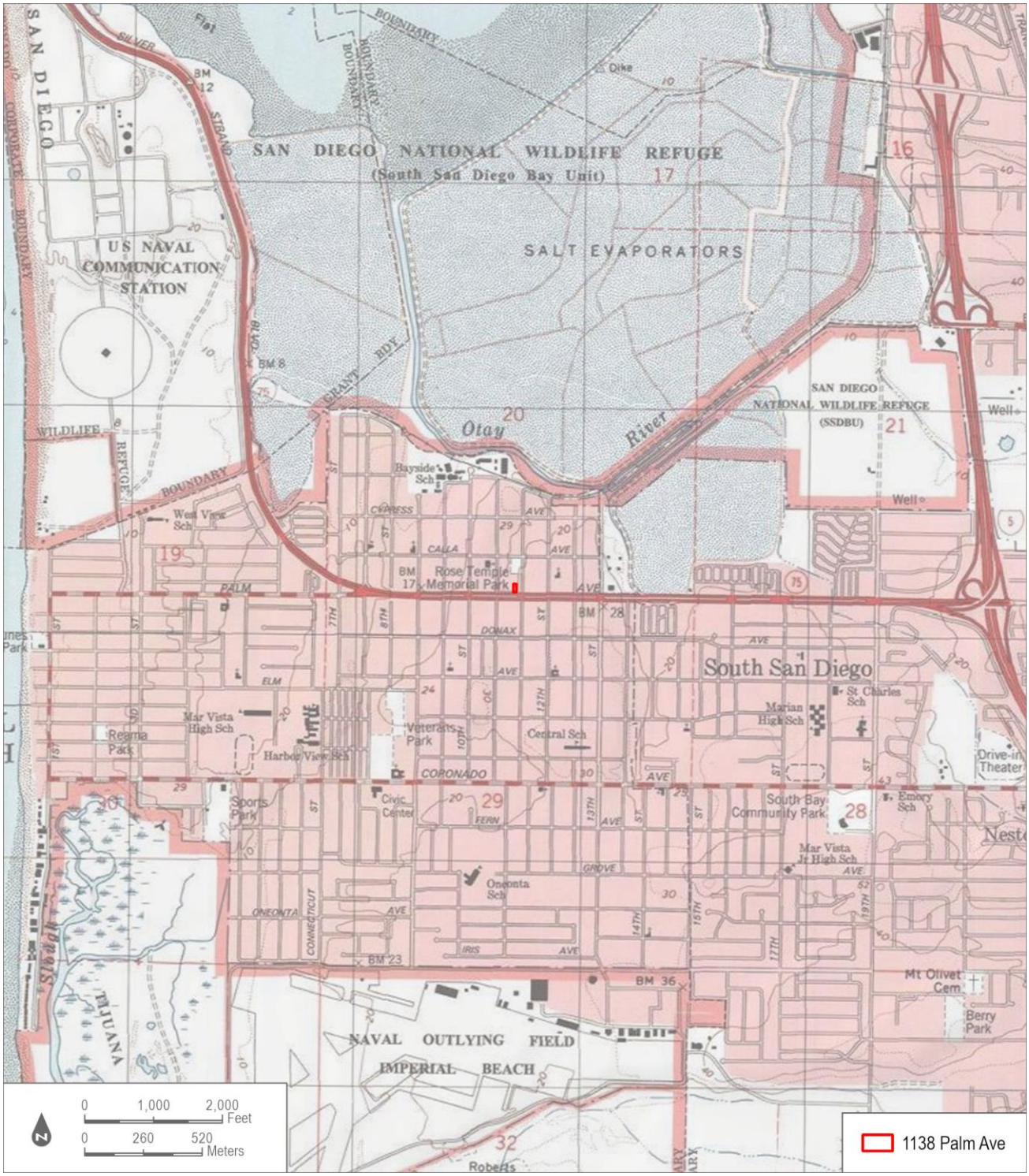
State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

***Resource Name or #** (Assigned by recorder) 1138 Palm Avenue

***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000 ***Date of Map:** 1996 (2002 ed.)



*** Required information**

Description (cont.)

There is a small one-story square volume addition on the west elevation that appears to have been added circa 1978 per aerial photographs; it has a flat roof with extended overhang (Photograph 3). There is also a wood porch with wood stairs and a secondary entrance located at the rear (north) elevation. Three signs, two of which are located at street-level and one of which is constructed of concrete and stucco and has two faces reading "Real Estate" and "Hutchins Braudaway Realty". Landscaping consists of mature trees and shrubs primarily located at the south elevation. The building is in good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976:

143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019). Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets.

In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Relevant Architectural Style: Mid-Century Modern (1940-1975)

Mid-Century Modern style (1940-1975) is reflective of International and Bauhaus styles popular in Europe in the early twentieth century. Early Modernists, including Rudolph Schindler, Richard Neutra, and Frank Lloyd Wright brought many elements of these design aesthetics and material experimentation to Southern California in the 1920s. The development of the Mid-Century Modern style in the United States was largely fostered by World War II. Prominent European practitioners of the International and Bauhaus styles, namely architects Ludwig Mies Van der Rohe and Walter Gropius, fled to the United States during World War II. Following the conclusion of the war in 1945, the United States became a manufacturing and industrial leader. Materials and aesthetics evolved to reflect modern innovations that dominated design and construction following the war.

Mid-Century Modern design was embraced intellectually as a departure from the past, but it was economically appealing for its ability to be mass-produced with standardized, affordable, and replicable designs that could accommodate many programmatic needs and site requirements. There was a need for a style that could meet the demand for mass construction of many property types – from residences to schools to offices – and convey the modern sensibility of an era that valued a departure from the past; middle-class growth; economic efficiency; and new material technology. The designs rarely incorporate applied ornamentation or references to historical styles. The Mid-Century Modern style was widely adopted in the building boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One- to two stories in height

- Low, boxy, horizontal proportions
- Simple geometric forms with a lack of exterior decoration
- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete
- Mass-produced materials
- Simple windows (metal or wood) flush-mounted and clerestory
- Industrially plain doors
- Floor to ceiling window walls
- Extensive use of sheltered exterior corridors, with flat or slightly sloped roofs supported by posts, piers, or pipe columns
- Modern signage
- Deeply recessed and or angled vestibules
- Integrated planters
- Projecting vertical elements

Property History

Since its construction circa 1953, the subject property has been a real estate office. The earliest identified occupant of the subject property was Cave Realty, which operated from the subject proeprty from 1958 to circa 1973. Cave Realty was founded by Julia Ann Cave, a realtor who lived in Bonita, California and was accepted by the National City-Chula Vista Board of Realtors in 1957 (Chula Vista Star-News 1958: 17; IBSN 1970: 32; Chula Vista Star-News 1973: 35)

In 1976, the property was occupied by Hutchins/Wilson Realty, a predecessor to the company that presently occupies the property, Hutchins Braudaway. Hutchins/Wilson was run by Joe Hutchins and the company sold houses in Imperial Beach, as well as surrounding communities such as Chula Vista. Joe was elected president of the Imperial Beach Chamber of Commerce in 1976. Joe's wife Pat Hutchins later joined the firm, likely in the 1990s or early 2000s. Pat Hutchins had a long career in banking serving as president and chief executive officer of People's Bank of Chula Vista in 1985, and previously working at Security Pacific, California First National Bank, and Balboa Bank. Reportedly, Hutchins was the first woman in San Diego County to be named president of bank. In 2004, George Braudaway, who had worked as a contractor for more than 20 years, joined the firm. He became partner in 2016, at which point the firm was renamed Hutchins Braudaway (Imperial Beach Reminder 1976: 13; Newman 1976: 15; IBSN 1989; Hutchins Braudaway Realty 2025).

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1138 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed circa 1978, following a decades-long pattern of commercial development along Palm Avenue that intensified following World War II's conclusion in 1945. While post-war commercial development along Palm Avenue is an important local

trend, construction along Palm Avenue had slowed by the end of the 1970s. As such, the subject property post-dates the significant period of post-World War II development in Imperial Beach and instead represents the general, more sporadic extension of commercial development along Palm Avenue that has continued to the present day. The subject property has been occupied by various real estate businesses since its construction, none of which appear to have been innovative within the industry or within Imperial Beach. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1138 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. The property was occupied by Cave Realty and its founder Julia Ann Cave in 1973. The property was then occupied by Hutchins/Wilson, which was founded by Joe Hutchins. Later, Pat Hutchins, Joe's wife, joined the firm. Pat Hutchins had a decades-long career in banking prior to joining the real estate firm and was reportedly the first female bank president in San Diego County. While this is a significant accomplishment, it is unrelated to the real estate business that operated from the subject property. In 2004, George Braudaway joined the firm. Research did not uncover information that would indicate that these individuals were important to the past or made significant contributions to history. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 1138 Palm Avenue does not fully embody the distinctive characteristics of any particular Modern architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The subject property is a modest and architecturally undistinguished example of an early 1950s commercial building. With its boxy, horizontal proportions, simple geometric form, and lack of exterior decoration, the subject building displays some of the characteristics of the Mid-Century Modern style aesthetic, but it does not represent a fully developed articulation of the style. Research did not identify an architect or builder of the proeprty. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C or CRHR Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical

and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR under all listing criteria due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

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Photographs (cont.)

Photo 2. Side (west) and partial view of primary (south) elevation, view to the northeast.



Source: Dudek 2025

Photo 3. West elevation and signage, view to the northeast



Source: Dudek 2025

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1144-48 Palm Avenue

P1. Other Identifier: Map ID 13

*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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SE ¼ **of Sec** 20; San Bernardino **B.M.**

c. Address 1144-48 Palm Avenue City Imperial Beach Zip 91932

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

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-170-05-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property is a one-story commercial building sited on the corner of Palm Avenue and Florida Street that exhibits elements of the Mid Century Modern style (Photo 1 and 2). The building is clad in stucco and topped with a flat roof with extended overhang. Fenestration consists of aluminum-frame picture windows on the south and east elevations and vinyl fixed frame and single-hung windows on the rear (north) elevation. Two primary entrances are located on the south elevation, one of which is covered by security bars. Secondary entrances are located on the rear (north) elevation and consist of three metal doors evenly spaced and covered with metal security bars. There is a built-in flared vertical sign oriented toward Palm Avenue on the south elevation and a concrete parking lot located at the rear (north) of the property, which is accessible via Florida Street. The historic property boundary is limited to the legal parcel boundary of APN 626-170-05-00. The subject property is in overall good condition.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building

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

P5a. Photograph 1



P5b. Description of Photo: (View, date, accession #) Photo 1, Primary (south) elevation from Palm Avenue, view to the north

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
1952 (Chula-Vista Star 1952: 13)

***P7. Owner and Address:**
CS Johnson 2007 Trust
2162 Leon Avenue
San Diego, CA 92154

***P8. Recorded by:** (Name, affiliation, address)
Claire Cancilla, MSHP
Dudek
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) 1144-48 Palm Avenue

B1. Historic Name: All-Phase Drywall/Hutchins Braudaway Realty; Simpson Realty; Imperial Beach Employment Agency; Michael De Frates Insurance Agency

B2. Common Name: N/A

B3. Original Use: Commercial

B4. Present Use: Commercial – drywall and realty

***B5. Architectural Style:** Mid-Century Modern

***B6.Construction History:** (Construction date, alterations, and date of alterations) The property was constructed in 1952 (Chula-Vista Star 1952: 13). Aerial photographs indicate no major additions or changes to the property's footprint (NETR 2025a). Observed alterations include: re-stucco; replacement window frames; and replacement doors.

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**

***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: O.L. Parker

***B10. Significance: Theme** N/A **Area:** N/A

Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1144-48 Palm Avenue does not meet the criteria for the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1144-48 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

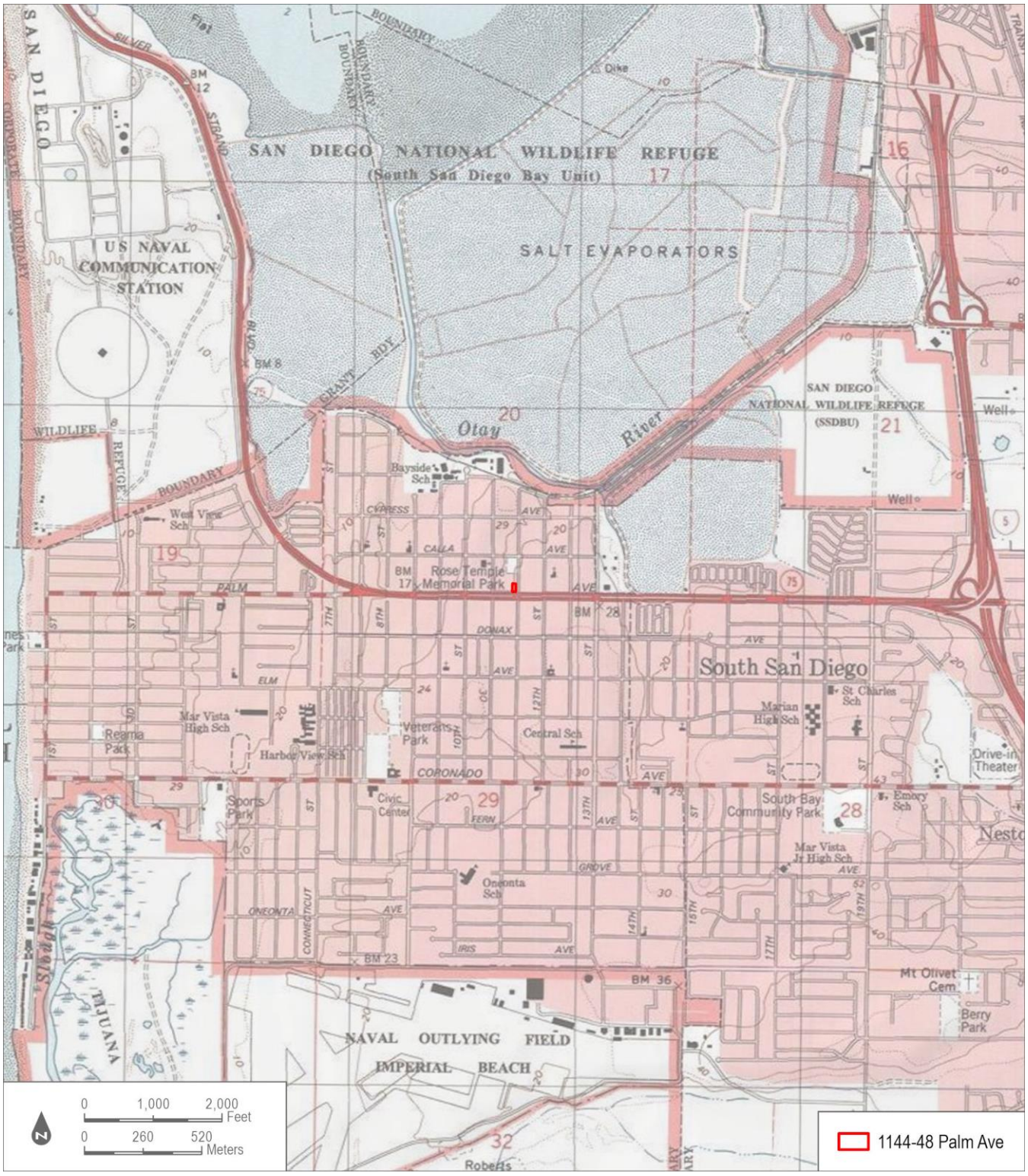
B13. Remarks: None

***B14. Evaluator:** Claire Cancilla, MSHP

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)




SAN DIEGO NATIONAL WILDLIFE REFUGE
(South San Diego Bay Unit)
SALT EVAPORATORS
U S NAVAL COMMUNICATION STATION
SAN DIEGO NATIONAL WILDLIFE REFUGE (SSDBU)
Otay River
South San Diego
NAVAL OUTLYING FIELD IMPERIAL BEACH
TIJUANA
Bayside Sch
West View Sch
Rose Temple Memorial Park
Mar Vista High Sch
Harbor View Sch
Veterans Park
Central Sch
Civic Center
Sports Park
Oneonta Sch
Marian High Sch
St Charles Sch
South Bay Community Park
Mar Vista Jr High Sch
Emory Sch
Drive-in Theater
Mt Olivet Cem
Berry Park
Roberts
0 1,000 2,000 Feet
0 260 520 Meters
1144-48 Palm Ave

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Relevant Architectural Style: Mid-Century Modern (1940-1975)

Mid-Century Modern style (1940-1975) is reflective of International and Bauhaus styles popular in Europe in the early twentieth century. Early Modernists, including Rudolph Schindler, Richard Neutra, and Frank Lloyd Wright brought many elements of these design aesthetics and material experimentation to Southern California in the 1920s. The development of the Mid-Century Modern style in the United States was largely fostered by World War II. Prominent European practitioners of the International and Bauhaus styles, namely architects Ludwig Mies Van der Rohe and Walter Gropius, fled to the United States during World War II. Following the conclusion of the war in 1945, the United States became a manufacturing and industrial leader. Materials and aesthetics evolved to reflect modern innovations that dominated design and construction following the war.

Mid-Century Modern design was embraced intellectually as a departure from the past, but it was economically appealing for its ability to be mass-produced with standardized, affordable, and replicable designs that could accommodate many programmatic needs and site requirements. There was a need for a style that could meet the demand for mass construction of many property types – from residences to schools to offices – and convey the modern sensibility of an era that valued a departure from the past; middle-class growth; economic efficiency; and new material technology. The designs rarely incorporate applied ornamentation or references to historical styles. The Mid-Century Modern style was widely adopted in the building boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One- to two stories in height
- Low, boxy, horizontal proportions
- Simple geometric forms with a lack of exterior decoration
- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete

- Mass-produced materials
- Simple windows (metal or wood) flush-mounted and clerestory
- Industrially plain doors
- Floor to ceiling window walls
- Extensive use of sheltered exterior corridors, with flat or slightly sloped roofs supported by posts, piers, or pipe columns
- Modern signage
- Deeply recessed and or angled vestibules
- Integrated planters
- Projecting vertical elements

Property History

The subject property was constructed circa 1952 and housed Simpson Realty, a real estate firm established by Ann Simpson. The building also housed O.L. Parker, a contractor, and Stanley Asher, an insurance agent. According to a newspaper article in the Chula Vista Star-News, the building was constructed by Parker; however, research did not identify substantial biographical or professional information on Parker. At the time of the building's construction, Ann Simpson had been a practicing realtor for nine years (CVSN 1952: 13).

The Imperial Beach Employment Agency, which was associated with Catherine Craft and Delbert D. Whitworth, occupied the property beginning in circa 1958 through circa 1964. Additional occupants included the Michael De Frates Insurance Agency (circa 1963 – circa 1965); D&L Lock and Key Service (1983); Bille Jean's Hairstyling (circa 2008-2017); Complete Locksmith & Key Service (circa 2008-2014); Metro PCS (circa 2014-2022); and All-Phase Drywall (circa 2017 – present) (CVSN 1958: 17; CVSN 1963: 4; CVSN 1964: 25. IBSN 1965: 6; IBSN 1984: 27; IBSN 1984: 27; Google 2025).

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1144-1148 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed circa 1952, during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to locals and passing motorists. By 1955, for example, commercial development on Palm Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm Avenue, an important local trend, the subject property was one of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend.

The subject property was occupied by numerous businesses over the year, including an employment agency,

insurance agency, lock and key services, and a hair salon, none of which appear to have been innovative within their industries or within Imperial Beach. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1144-1148 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. Research identified several individuals associated with businesses that occupied the subject property through its history: Ann Simpson, O.L. Parker, and Stanley Asher (1952) of Simpson Realty and Catherine Craft and Delbert D. Whitworth of Imperial Beach Employment Agency (circa 1958-1964). Research did not uncover information that would indicate that these individuals were important to the past or made significant contributions to history. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 1144-1148 Palm Avenue does not fully embody the distinctive characteristics of the Mid-Century Modern architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The building was reportedly constructed by O.L. Parker, who also operated a contracting business from the subject property. Research did not identify substantial information on Parker. The subject property is a modest and architecturally undistinguished example of an early 1950s commercial building exhibiting influences of the Mid-Century Modern style (e.g., its boxy, horizontal proportions; picture windows; and simple geometric form with a lack of exterior decoration). Due to its easily replicable components and economic efficiency, the Mid-Century Modern style was commonly applied to commercial buildings throughout California in the 1950s and 1960s. It is a ubiquitous example of its type and there are many similar examples in Imperial Beach, California, and the United States. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C, CRHR Criterion 3, or County Register Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because 1144-1148 Palm Avenue lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR under all listing criteria due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

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Photographs (cont.)

Photo 2. Primary (south) elevation and signage, view to the northeast.



Source: Dudek 2025

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1158 Palm Avenue

P1. Other Identifier: Map ID 14
*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** Imperial Beach, Calif. **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 20; San Bernardino **B.M.**
c. Address 1158 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-230-05-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property is sited at the northeastern corner of Florida Street and Palm Avenue and consists of a one-story, irregular plan automated car wash/store/office building at the southwestern corner of the parcel, and a one-story rectangular plan covered four-car drive-thru vacuum station at the northeastern corner of the parcel (Photograph 1). The stucco clad buildings are topped with a flat roof and a metal projecting parapet with minimally overhanging eaves supported by metal posts. A fully glazed set of main entry doors on the southwest corner of the office building provide access to the building. A covered drive-through automated carwash lines the south elevation of the building. See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo: Photo 1, West elevation and primary (south) elevation, view looking northeast, IMG_0453

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
c. 1978 (NETR 2025a)
***P7. Owner and Address:**
Bobo LLC
3035 Calle Allejandro
Jamul, CA 91935
***P8. Recorded by:**
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation**: (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.
***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 ☐Sketch Map ☐Other (List):

B1. Historic Name: Crystal Clear Car Wash; Imperial Beach Car Wash; All American Car Wash
B2. Common Name: N/A
B3. Original Use: Car Wash
B4. Present Use: Car Wash
***B5. Architectural Style:** None
***B6. Construction History:** (Construction date, alterations, and date of alterations) The property was constructed circa 1978 (NETR 2024a). Circa 2002, the store/office was added at the northwestern corner of the carwash, and the footprint of the automated car wash building was expanded to its present-day configuration (NETR 2025a).

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1158 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1158 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Cancilla, MSHP

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



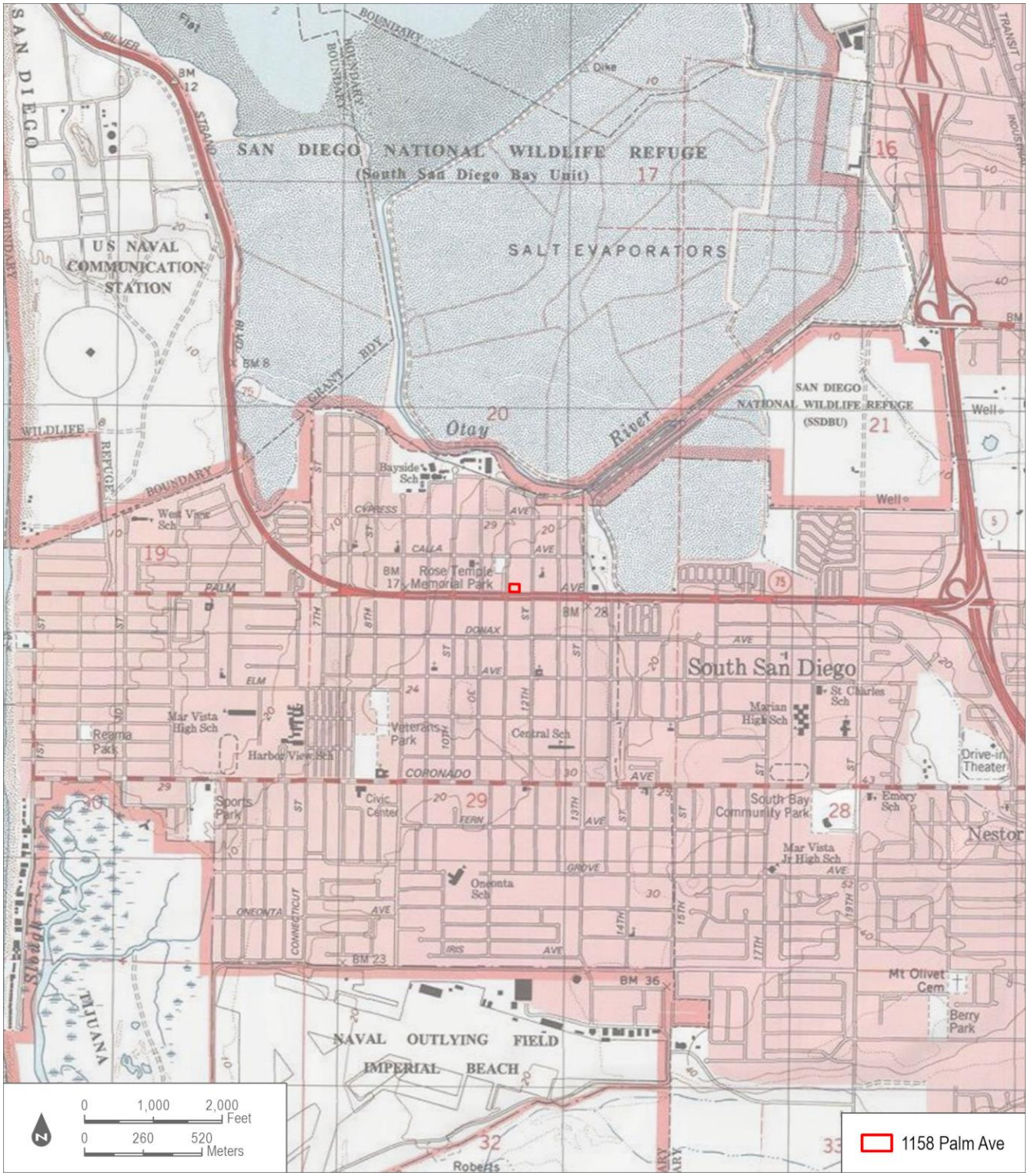
State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

Page 3 **of** 10
***Map Name:** *Imperial Beach, CA* ***Scale:** 1:24,000

***Resource Name or #** (Assigned by recorder) 1158 Palm Avenue
***Date of Map:** 1996 (2002 ed.)



Description (cont.)

Fenestration on the office building includes metal-sash fixed windows, vinyl-slash sliding windows, fully glazed doors, and glass block windows. The covered four-car drive-thru vacuum station contains four vehicle lanes separated by concrete posts. A concrete driveway along Floride Street leads east to the asphalt parking lot surrounding the buildings (Photograph 2). Landscaping along the southern perimeter of the parcel includes planters with shrubs and trees. The subject property is in overall good condition; however, it was heavily altered in 2002 to its present configuration (NETR 2025a). The historic property boundary is limited to the legal parcel boundary of APN 626-230-05-00

Significance (cont.)

Historic Context

I Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976:

143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

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Relevant Architectural Style: Mid-Century Modern (1940-1975)

Mid-Century Modern style (1940-1975) is reflective of International and Bauhaus styles popular in Europe in the early twentieth century. Early Modernists, including Rudolph Schindler, Richard Neutra, and Frank Lloyd Wright brought many elements of these design aesthetics and material experimentation to Southern California in the 1920s. The development of the Mid-Century Modern style in the United States was largely fostered by World War II. Prominent European practitioners of the International and Bauhaus styles, namely architects Ludwig Mies Van der Rohe and Walter Gropius, fled to the United States during World War II. Following the conclusion of the war in 1945, the United States became a manufacturing and industrial leader. Materials and aesthetics evolved to reflect modern innovations that dominated design and construction following the war.

Mid-Century Modern design was embraced intellectually as a departure from the past, but it was economically appealing for its ability to be mass-produced with standardized, affordable, and replicable designs that could accommodate many programmatic needs and site requirements. There was a need for a style that could meet the demand for mass construction of many property types – from residences to schools to offices – and convey the modern sensibility of an era that valued a departure from the past; middle-class growth; economic efficiency; and new material technology. The designs rarely incorporate applied ornamentation or references to historical styles. The Mid-Century Modern style was widely adopted in the building boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One- to two stories in height

- Low, boxy, horizontal proportions
- Simple geometric forms with a lack of exterior decoration
- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete
- Mass-produced materials
- Simple windows (metal or wood) flush-mounted and clerestory
- Industrially plain doors
- Floor to ceiling window walls
- Extensive use of sheltered exterior corridors, with flat or slightly sloped roofs supported by posts, piers, or pipe columns
- Modern signage
- Deeply recessed and or angled vestibules
- Integrated planters
- Projecting vertical elements

Car Washes

Car washes show how a building type's "design and site layout are shaped by accommodation to the needs of automobile as well as the stylistic and economic trends of the day" (Prosser and Herrick 2016: 57). Early car washes were typically part of service stations or parking garage, with a vehicle remaining stationary to be washed hand. By the late 1920s,there were some experiments in stand-alone facilities with semi-mechanized features and a linear concept. In the late 1930s, experiments in a mechanized linear car wash assembly-lines had developed further; however, it was not until the mid-1950s that the linear concept was fully mechanized (Prosser and Herrick 2016: 53). Car washes in this period were simple long, rectilinear pavilions that pulled or pushed a car mechanically and had large washers and dryers with attendants stationed at key points to facilitate the process (Prosser and Herrick 2016: 53). The simplicity and form of these carwashes lent themselves to the use of Googie elements to appeal to passing motorists, usually with tall pylons and exuberant signage. Car washes were ubiquitous in the 1960s, but by the end of the decade, Googie was out of fashion and "along with it, the structural expressionism of the car wash" (Prosser and Herrick 2016: 58). In the 1970s, car wash forms were streamlined, technology standardized, and the linear car wash "often retreated into a factory-like enclosed building" (Prosser and Herrick 2016: 57) with minimal ornamentation.

Character-defining features of car washes include (Prosser and Herrick 2016: 58):

- Retains most of the essential character defining features of the type
- May have Googie or programmatic elements, particularly signage and pylons
- Of the layouts typical of adapting to the needs of the automobile, specifically the linear layout that allowed movement through different stages of the washing process
- May be associated with particular companies and/or architects/designers

Property History

Since its construction circa 1978, the subject property has operated as a car wash. By 1979, it was called the Imperial Beach Car Wash. It became the All American Car Wash by 1993, one of three locations in South Bay San Diego County operated by All American. Prior to the site's development as a car wash, it was the Mark Wall Shell Service Station which was constructed circa 1953 (IBSN 1979: 26; IBSN 1980: 32; The Star-News 1993: 20; Chula Vista Star-News 1956: 3; NETR 2025a).

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1158 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed circa 1978, following a decades-long pattern of commercial development along Palm Avenue that intensified following World War II's conclusion in 1945. While post-war commercial development along Palm Avenue is an important local trend, construction along Palm Avenue had slowed by the end of the 1970s. As such, the subject property post-dates the significant period of post-World War II development in Imperial Beach and instead represents the general, more sporadic extension of commercial development along Palm Avenue that has continued to the present day. It is a standard car wash that does not appear to have been innovative within the industry generally or within Imperial Beach specifically. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1158 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. The proeprty has operated as a car wash under various names including Imperial Beach Car Wash and All American Car Wash; however, research did not identify any particular individuals associated with the ownership or operation of the subject property. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 1158 Palm Avenue does not fully embody the distinctive characteristics of any architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The subject property is an architecturally undifferentiated late-1970s car wash with no particular style. The subject property does not embody any particular design or aesthetic trends within the history of car wash design; as late-1970s car wash, it was constructed after the hey-day of Googie expressionism that characterized earlier car washes and represents a linear, enclosed, mechanized car wash as they were standardized in the 1970s. It is a common example of its type, and there are other examples in Imperial Beach, San Diego County, California, and the nation. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C or CRHR Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific

monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys

References (cont.)

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Photographs (cont.)

Photo 2. West elevation of 1158 Palm Avenue, view to the northeast



Source: Dudek 2025

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1180 Palm Avenue

P1. Other Identifier: Map ID 15
*__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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 20; San Bernardino **B.M.**
c. Address 1180 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-230-05-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)
The subject property at 1180 Palm Avenue consists of an irregular plan, one-story commercial building. The building is topped with a crimped metal hipped roof featuring a parapet and overhanging closed eaves. Cladding is primarily painted stucco on all elevations (Photograph 1). The primary elevation is asymmetrical and features two wood clapboard clad projecting rectangular massings with flat roofs. A set of metal frame fully glazed doors and a single fully glazed door on the primary elevation provide access to the building. Fenestration includes grouped, metal-sash storefront windows, and a metal-sash sliding drive-thru window on the west elevation.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo: Photo 1, Primary (south) elevation, view to the north (Google Maps)

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
1974 (San Diego County Assessor's Office)

***P7. Owner and Address:**
Imperial Beach Palm LLC
640 Rosecrans Street
San Diego, CA 92106

***P8. Recorded by:**
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.
***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 ☐Sketch Map ☐Other (List):

B1. Historic Name: Burger King
B2. Common Name: N/A
B3. Original Use: Fast food drive-thru restaurant
B4. Present Use: Fast food drive-thru restaurant
***B5. Architectural Style:** N/A
***B6. Construction History:** (Construction date, alterations, and date of alterations) The subject property was constructed in 1974 (San Diego County Assessors Office; the building was substantially altered between 2011 and 2013. See Continuation Sheet.

***B7. Moved?** ☒No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1180 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1180 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Cancilla, MSHP

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



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

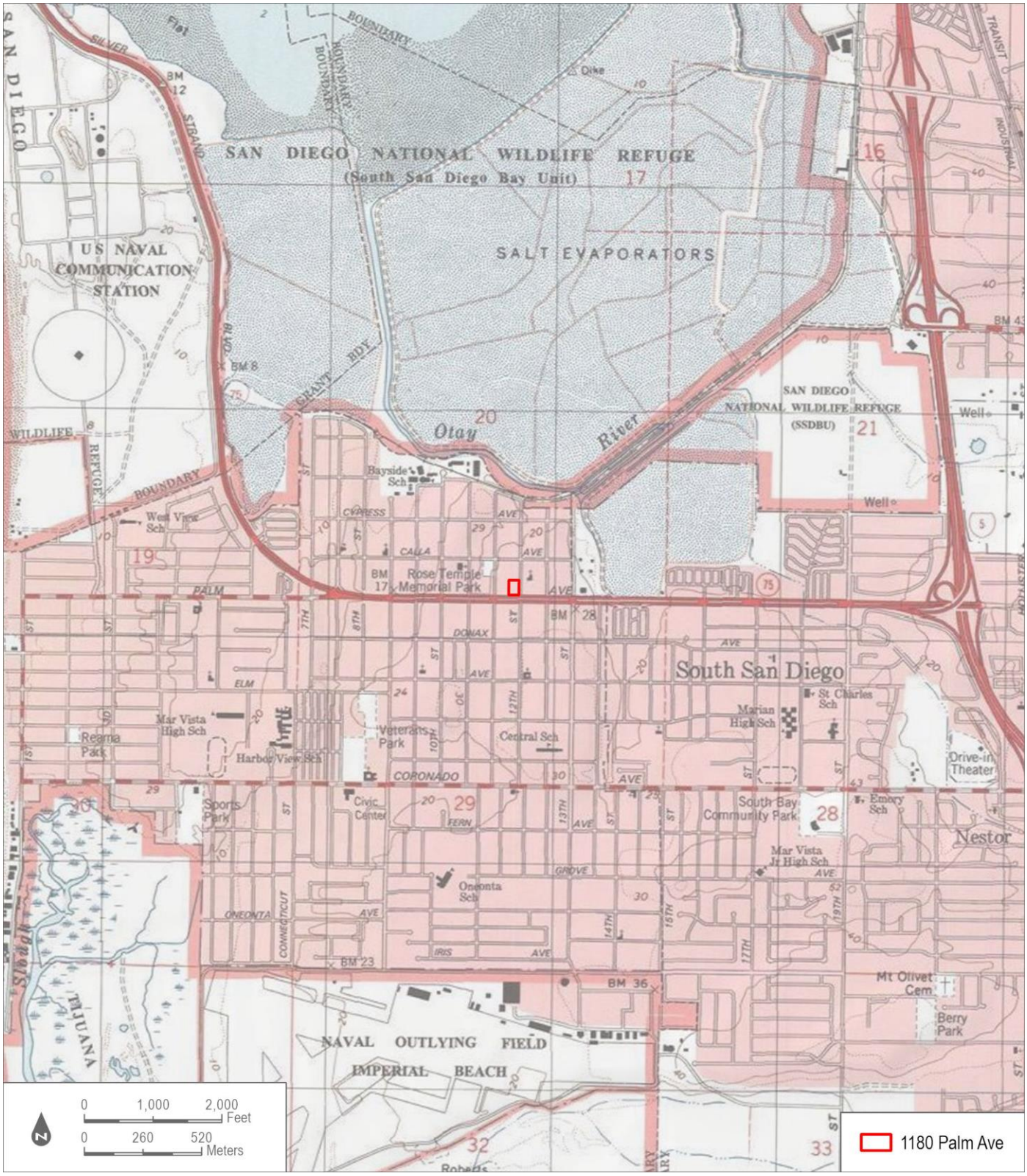
LOCATION MAP

Primary #
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***Resource Name or #** (Assigned by recorder) 1180 Palm Avenue

***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000

***Date of Map:** 1996 (2002 ed.)



*** Required information**

Description (cont.)

Additionally, the rear (north) elevation features an attached ancillary shed. Concrete driveways on Palm Avenue and Twelfth Street lead to an asphalt parking lot surrounding the building. Landscaping includes lawns, trees, and shrubs. The historic property boundary is limited to the legal parcel boundary of APN 626-230-05-00. The subject property, while heavily altered, is in good overall condition. See Continuation Sheet.

Construction History (cont.)

Circa 2011, the subject property underwent extensive alterations (Exhibit 1). These changes include new cladding, new windows, new roof cladding material, addition of a new primary (south) and secondary (east) entrances, enclosure of an outdoor patio on south and east elevation, and a new drive-thru window on the west elevation.

Exhibit 1. 1180 Palm Avenue in 2011 prior to alterations (top) and 1180 Palm Avenue property as it appears today (bottom), view to the northeast



Source: Google Maps

Significance (cont.)

Historic Context

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Drive-Thru Restaurant

Drive-thru commercial buildings generally are typified by several broad features: they provide goods or services to customers while the customers remain in their automobile, they highlight the interaction between the service provider and the auto-borne customer, and they are developed on sites that provides maneuvering space of the interaction between automobiles and the building (Prosser and Herrick 2016: 69). These building types became more popular in the 1920s, concurrent with increased access to the automobile. Drive thru restaurants in Southern California originated with the Pig Stand food chain; however, it was not until the end of World War II (1945) that the drive-thru restaurant came into its own as a building type (Herrick and Proctor 2016: 75). The earliest documented drive-thru in Southern California was an In-N-Out Burger stand that was established in Baldwin Park in 1948 (Prosser and Herrick 2016: 75). The proliferation of drive-thru restaurants was interconnected to the post-war boom in car sales, auto-oriented culture, and freeway construction Many fast food brands still in operation today originated where founded in Southern California during and in the two decades following World War II, including Tommy's (1946), Jack in the Box (1951), Carl's Junior (1961), and Wienerschnitzel (1961), among many others (Visit California 2025; Prosser and Herrick 2016: 75). Drive-thru restaurants were often designed with elements of Programmatic, Google, or mid-Century Modern elements to appeal to passing motorists and create an identifiable brand identify. Early examples of drive-thru restaurants have the point of contact between a drive and restaurant as a primary architectural feature of the building, with the drive-thru or drive-up window being placed on the primary elevation and were "announced with a dominant canopy or shapes the layout of the building by means of a bisecting breezeway. Either way, the point of contact is celebrated and leaves no doubt as to the importance of the drive-thru purpose of the building" (Prosser and Herrick 2016: 75).

However, as these brands expanded outside of Southern California and throughout the county in the 1970s and beyond, designs became increasingly standardized for scalability and cost efficiency. These later restaurants often followed uniform designs and tended to be more utilitarian or simplified than their predecessors, frequently utilizing prefabricated components. On these later examples, the Drive-thru point of contact windows were frequently situated on the side or rear of a structure and are not intended to be an architectural feature of note (Prosser and Herrick 2016: 75).

Character-defining features of drive-thru restaurants include (Prosser and Herrick 2016: 79):

- Retains most of the essential character defining features of the type
- Drive-thru features are still readable from the period of significance
- Of a style or mixture of styles typical of the period of construction such as Mid-Century Modern, Googie, and Programmatic
- Of the design and layout typical of adapting to the needs of the automobile (e.g. approach and departure drive to and from point of service, architectural differentiation of point of service)
- Typically associated with a particular company and/or architects/designers
- Signage may be prominent

Property History

Since its construction in 1978, the subject property has been a fast food drive-thru Burger King. Burger King was founded in Miami Florida in 1954. The founders, James W. McLamore and David Edgerton, began to franchise the business in 1959 and the restaurant quickly became a national chain, and expanded outside the United States beginning in 1963. The company was sold to the Pillsbury Company in 1967 and has undergone numerous acquisitions in the succeeding decades. As of 2018, there were nearly 18,000 Burger Kinds globally (IBSN 1983: 24; IBSN 1988: 9; Encyclopedia Britannica 2025).

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1180 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed circa 1978, following a decades-long pattern of commercial development along Palm Avenue that intensified following World War II's conclusion in 1945. While post-war commercial development along Palm Avenue is an important local trend, construction along Palm Avenue had slowed by the end of the 1970s. As such, the subject property post-dates the significant period of post-World War II development in Imperial Beach and instead represents the general, more sporadic extension of commercial development along Palm Avenue that has continued to the present day. It is a standard drive-through fast food restaurant that does not appear to have been innovative within the industry generally or within Imperial Beach specifically. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1180 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. Research did not identify any particular individuals associated with the ownership or operation of the subject property and there is no information to indicate that the founders of Burger King, James W. McLamore and David Edgerton, had any direct associations with the subject property. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 1138 Palm Avenue does not fully embody the distinctive characteristics of any particular Modern architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. Originally constructed as a fast-food drive-thru in 1978, the property was significantly altered circa 2014 to its current appearance, which involved new cladding, new windows, new roof cladding material, addition of a new primary (south) and secondary (east) entrances, enclosure of an outdoor patio on south and east elevation, and a new drive-thru window on the west elevation. As an undistinguished example of modern commercial architecture from the late-1970s, the subject property lacks sufficient design and construction value to meet NRHP Criterion C or CRHR Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR under all listing criteria due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1200-20 Palm Avenue

P1. Other Identifier: Map ID 16
*__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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 20; San Bernardino **B.M.**
c. Address 1200-20 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-241-27-00

***P3a. Description:**
The subject property is a one-story, rectangular plan strip mall constructed of concrete block and clad in stucco with a concrete foundation. The west half of the building (1200 Palm Avenue) was added circa 1978 per aerial photographs (NETR 2025a) and has a flat roof with overhanging eaves. Fenestration on 1200 Palm Avenue consists of metal-frame picture windows and two entrances, which are metal frame full-lite doors with security bars. The east half of the building (1220 Palm Avenue) appears to have been altered with the addition of non-original stucco frontage and pillars abutting the primary entrance, which consist of a full-lite metal door and metal fixed-frame windows. See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo: Photo 1, Primary (south) elevation, view looking north

***P6. Date Constructed/Age and Sources:** ☒ Historic
1220 Palm Avenue: 1974 (San Diego County Assessor's Office);
1200 Palm Avenue: circa 1980 (NETR 2025a)

***P7. Owner and Address:**
B&B Investments LLC
151 Broadway
Chula Vista, CA 91910

***P8. Recorded by:**
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) 1200-20 Palm Avenue

B1. Historic Name: Palm Avenue Market & Liquor; Super Wash 'n Dry; Circle K Market; U-totem; Kragen Auto Parts/Precision Foreign Car Service; WY Market

B2. Common Name: N/A

B3. Original Use: Commercial

B4. Present Use: Commercial

***B5. Architectural Style:** None

***B6. Construction History:** (Construction date, alterations, and date of alterations) The property at 1220 Palm Avenue was constructed in 1974 (San Diego county Assessor) with the west half sited at 1200 Palm Avenue added circa 1978 (NETR 2025). Observed alterations include: replacement metal frame-windows; re-stucco; replacement doors on primary (south) elevation; likely re-model of primary south elevation of 1220 Palm Avenue with new stucco store frontage and pillars.

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**

***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown

***B10. Significance: Theme** N/A **Area:** N/A

Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1200-20 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1200-20 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Flanegin, MA

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



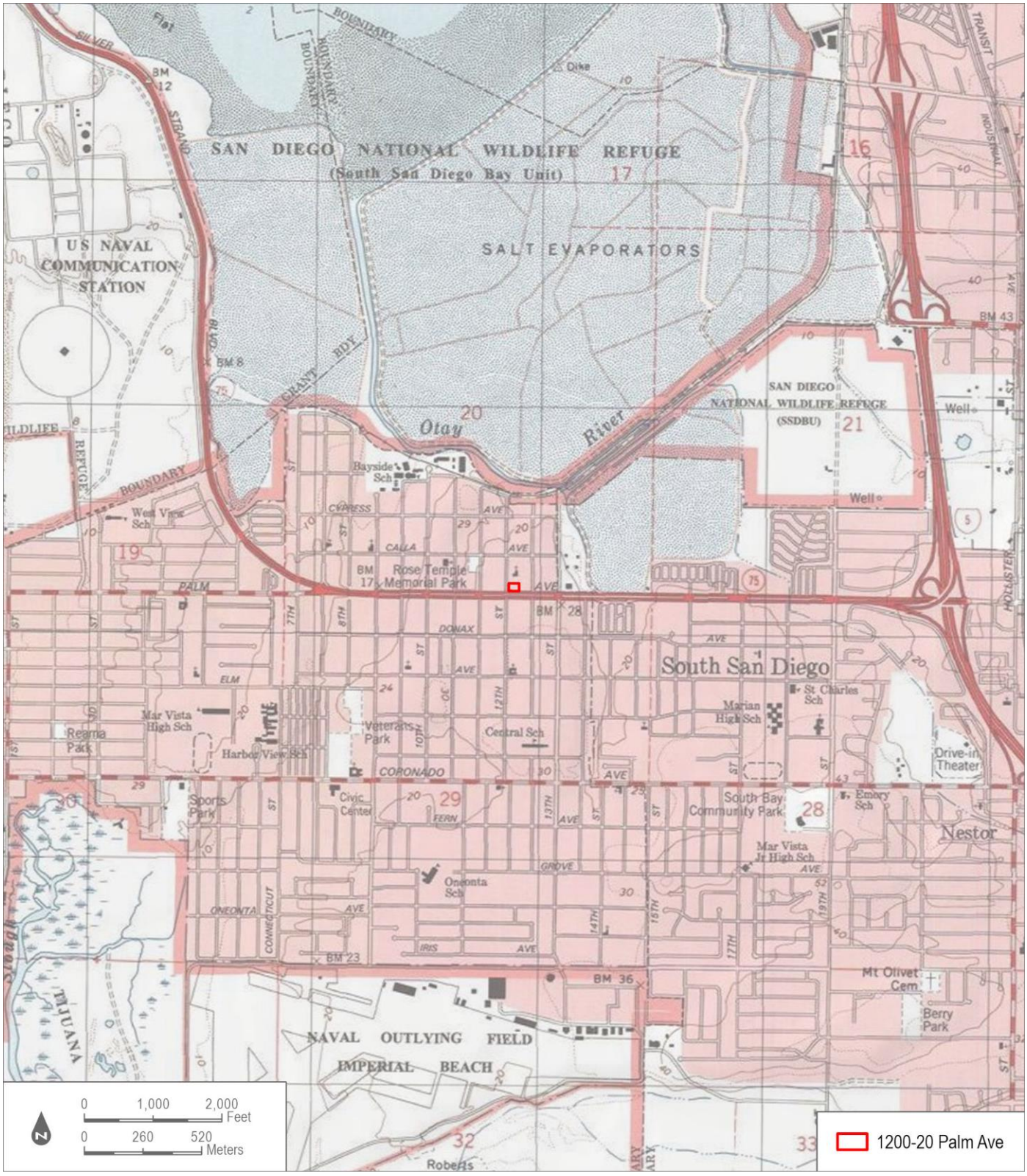
State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

***Resource Name or #** (Assigned by recorder) 1200-20 Palm Avenue

***Map Name:** *Imperial Beach, Calif.* ***Scale:** 1:24,000 ***Date of Map:** 1996 (2002 ed.)



*** Required information**

Description (cont.)

There is a concrete parking lot at the front (south) of the property with a stand-alone metal post sign advertising the businesses operating from the property, which is accessible via 12th Street to the west and an unnamed alley to the east. The property does not display character-defining features of any particular style. The historic property boundary is limited to the legal parcel boundary of APN 626-241-27-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Strip Mall

The so-called strip mall first emerged as a distinct and identifiable commercial property type during the late 1940s. Commercial space in cities traditionally revolved around the pedestrian as well as the architectural forms that originated in the urban core, including storefronts placed along the front of the property lines along both sides of the street. This spatial order was not easily jettisoned in American cities and towns during the early post-World War II era. With the rise in automobile ownership, however, vehicular congestion caused by on-street parking had become a recognized problem in urban areas across the country. The automobile forced urban planners, architects, and developers to think about architecture in an entirely new way. Initially, planners sought to alleviate the congestion in towns by increasing commercial setbacks to allow for a small parking area in front of the building. They also preferred building designs with a one-story form, a unified façade with a minimal amount of architectural ornamentation, and a separate service area at the rear of the building. By the early 1950s, the widespread acceptance of the front parking area in commercial districts led to the spread of the strip mall typology in the suburbs, where land was more readily available for this type of commercial development (Manning 2009: 12-15, 20, 27).

The following character-defining features of the strip mall typology are based on criteria gathered from publications such as the Architectural Record, Architectural Forum, Architect and Engineer, and the 1948, 1954, and 1968 editions of the Community Builders Handbook prepared by the Community Builders' Council of the Urban Land Institute as presented in Matthew J. Manning's thesis, "The Death and Life of Great American Strip Malls: Evaluating and Preserving A Unique Cultural Resource" (Manning 2009: 39).

Character-defining/associative features of strip malls include:

- Single ownership or control
- Designed and built as a planned unit
- Single story
- Building set back from the public street or right-of-way
- Primary parking between the building and the street
- Minimum 3 to 1 ratio of parking area to building area
- Simple front façade oriented toward the parking area
- Separate rear service access
- Storefront entrances directly accessible from the parking area
- Straight line of stores tied together by a covered sidewalk along the storefronts (canopy, awning, arcade, etc.)
- Spaces for multiple tenants with partition walls between stores
- Flexible interior space customizable by tenants
- Individual exterior signage for each storefront
- Signage visible from passing vehicles

Property History

For the majority of its history, 1220 Palm Avenue has been occupied by automotive sales and repair shops. From its construction until circa 1986, 1220 Palm Avenue was occupied by Checker Auto Parts. It was managed by Ray Sheppard. In 1986, Checker Auto Parts' parent company, Lucky Stores, sold the company to Northern Pacific Corporation (IBSN 1986: 21; IBSN 1973: 16). In 2003, it was occupied by Kragen Auto Parts/Precision Foreign Car Service (The Star News 2003: 4). Since at least 2007, it has been occupied by Super Wash 'n Dry (Google Maps 2025).

In 1978, 1200 Palm Avenue was occupied by U-totem, a mini-mart (IBSN 1978: 12); it was occupied by a Circle K Store by 1985 (IBSN 1985: 20). In 2005, it was occupied by WY Market (The Star News 2005: 22). Since at least 2007, it has been occupied by Palm Avenue Market & Liquor (Google Maps 2025). Prior to the construction of the subject property, the parcel was a car lot occupied by several businesses in the 1960s, including Imperial Trailer Sales, and Severin Motors (CVSN 1962: 20; CVSN 1966: 3).

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1200-20 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed circa 1972, following a decades-long pattern of commercial development along Palm Avenue that intensified following World War II's conclusion in 1945. While post-war commercial development along Palm Avenue is an important local trend, construction along Palm Avenue had slowed by the end of the 1970s. As such, the subject property post-dates the significant period of post-World War II development in Imperial Beach and instead represents the general, more sporadic extension of commercial development along Palm Avenue that has continued to the present day. It has operated as numerous businesses including a liquor store, a laundromat, and an automotive repair shop, which do

not appear to have been innovative within their industries generally or within Imperial Beach specifically. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1200-20 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. The property has operated as numerous businesses including a liquor store, a laundromat, and various automotive repair/sales businesses. Research identified one individual, Ray Sheppard, who was the general manager of Checker Auto Parts that occupied 1220 Palm Avenue from circa 1974 to circa 1985; however, research did not identify information that would indicate Sheppard is an induvial important to our past.. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 1200-20 Palm Avenue does not fully embody the distinctive characteristics of any architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The subject property is an architecturally undifferentiated 1970s strip mall with no particular style. While it does retain character-defining features of the typology, including its single-story height and parking located between the building and the street, it is a common and indistinctive example of its type. It has also undergone alterations, including the likely remodeling of the south elevation of 1220 Palm Avenue, that have diminished its ability to convey its original 1970s appearance. There are other examples in Imperial Beach, San Diego County, California, and the nation. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C or CRHR Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed

under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys

References (cont.)

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2003. 2005, 2009, 2010, 2012, 2014, 2016, 2019, 2020, and 2022. Accessed June 4, 2025. https://www.historicaerials.com/viewer.

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1228 Palm Avenue

P1. Other Identifier: Map ID 17
*__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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 20; San Bernardino **B.M.**
c. Address 1228 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-241-19-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property is a single-story commercial building sited on Palm Avenue between 12th and Florence Street that exhibits elements of the Mid-Century Modern style (Photo 1). The building is a concrete masonry construction topped with a flat roof with an extended parapet on the south elevation. Fenestration consists of wood-frame picture windows on the south elevation, a metal-frame picture window and sliding window with security bars on the west elevation, and two boarded window frames on the east elevation. The primary entrance is located on the south elevation, which consists of a single-panel wooden door flanked by narrow floor to ceiling length windows. A secondary entrance is located on the west elevation covered with decorative metal security bars (Photo 2). *See Continuation Sheet.*

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo: (View, date, accession #) Photo 1, Primary (south) and west elevation, view looking northeast, IMG_0387

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
c. 1948 (Chula Vista Star 1948: 7)

***P7. Owner and Address:**
Greg and Michelle Nelson Family Trust
1220 5th Street
Imperial Beach, CA 91932

***P8. Recorded by:** (Name, affiliation, address)
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) 1228 Palm Avenue

B1. Historic Name: Greenwell Realtors, M.C. Wadley Insurance, Joyce Leach Accounting, Flesh Skin Grafix
B2. Common Name: Allstate
B3. Original Use: Commercial
B4. Present Use: Commercial
***B5. Architectural Style:** Mid-Century Modern
***B6. Construction History:** (Construction date, alterations, and date of alterations) The property was constructed in circa 1948 (Chula Vista Star 1948: 7) with aerial photographs suggesting no major additions or changes to the property's footprint (NETR2025a). Alterations include replacement doors; signage; elevated walkway on primary south elevation (observed).

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1228 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1228 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Flanegin, MA

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



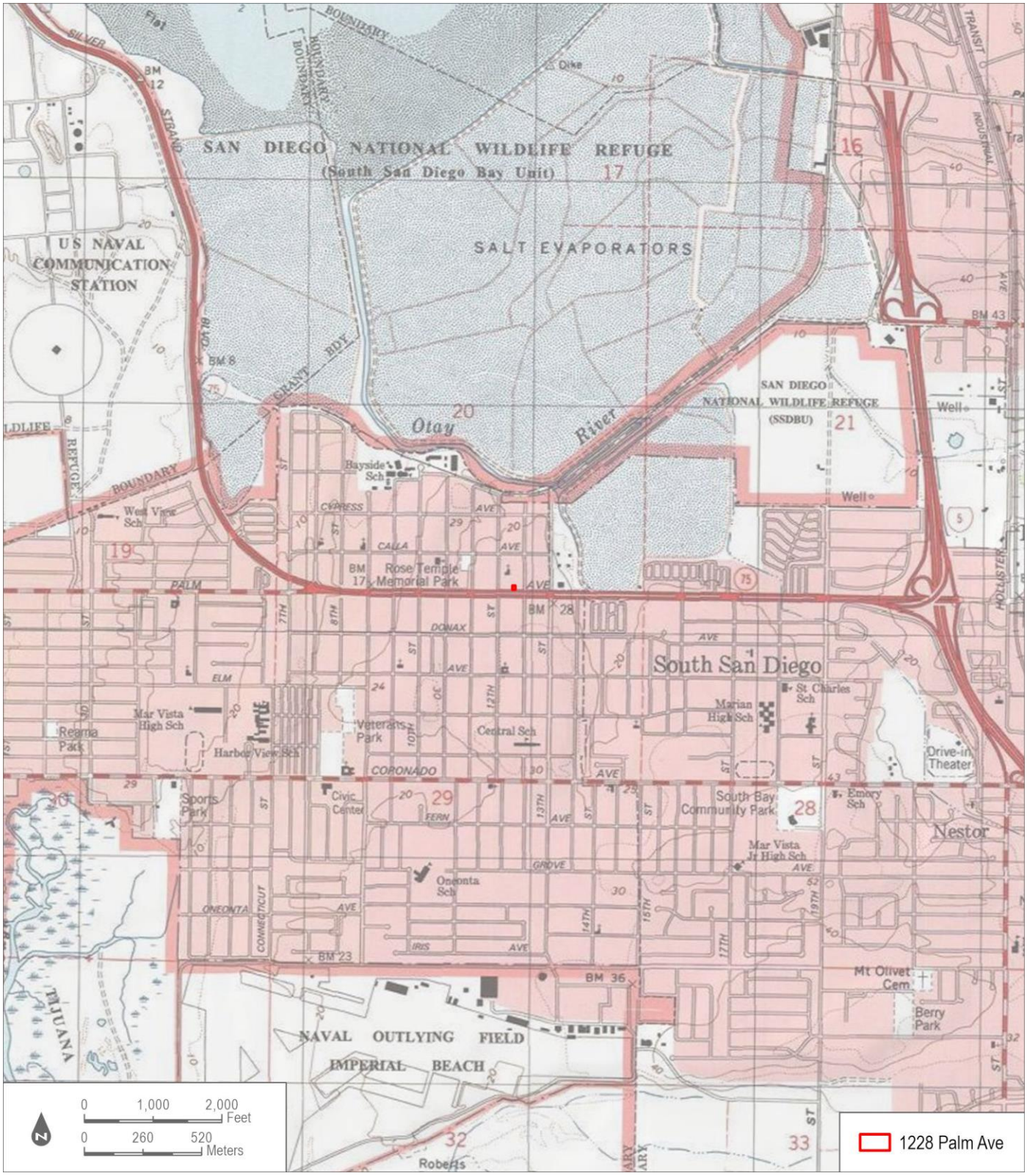
State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

***Resource Name or #** (Assigned by recorder) 1228 Palm Avenue

***Map Name:** *Imperial Beach, Calif.* ***Scale:** 1:24,000 ***Date of Map:** 1996 (2002 ed.)



*** Required information**

Description (cont.)

Fabric awnings are located above the fenestration on the south and west elevations. There is a sign affixed to the parapet on the primary elevation that reads "Allstate". The rear (north) elevation consists of a small, paved parking lot accessible via a paved driveway, as well as a fence to the east separating the subject property from 1240 Palm Avenue. The historic property boundary is limited to the legal parcel boundary of APN 626-241-19-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Property History

The subject property was constructed circa 1948 and housed Greenwell Realty, a real estate firm established by W.H. Greenwell and his wife Emma. The pair had also established an office in nearby Chula Vista (CVSN 1948: 7).

The M.C. Wadley Insurance Agency, which was associated with Marold C. Wadley and Theresa Wadley, occupied the property beginning in circa 1974 through circa 1990. Additional occupants included Joyce Leach (circa 1991 – circa 1994), Flesh Skin Grafix (1994), and Allstate Insurance (circa 2007 – present) (CVSN 1951: 1; IBSN 1974: 3; TSN 1990: 19; TSN 1991: 22; TSN 1994: 8; Google Earth 2025).

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1228 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed circa 1948, during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to locals and passing motorists. By 1955, for example, commercial development on Palm Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number of commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm Avenue, an important local trend, the subject property was one of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend. The subject property was occupied by numerous businesses over the years, including a real estate office, insurance companies including Wadley's

Insurance and Allstate Insurance, a tax preparator's office, and a tattoo shop, none of which appear to have been innovative within their industries or within Imperial Beach. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1228 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. Research identified several individuals associated with the businesses that occupied the subject property throughout its history: W.H. Greenwall, Emma Greenwall, Marold C. Wadley, Theresa Wadley, Joyce Leach, and James Michael Martin. Research did not uncover information that would indicate that these individuals were important to the past or made significant contributions to history. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 1228 Palm Avenue does not fully embody the distinctive characteristics of the Mid-Century Modern architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The subject property is a modest and architecturally undistinguished example of a late 1940's commercial building exhibiting influences of the Mid-Century Modern style (e.g., its boxy, horizontal proportions; picture windows; and simple geometric form). Due to its easily replicable components and economic efficiency, the Mid-Century Modern style was commonly applied to commercial buildings throughout California in the 1950s and 1960s. It is a ubiquitous example of its type and there are many similar examples in Imperial Beach, California, and the United States. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C, CRHR Criterion 3, or County Register Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR under all listing criteria due to a lack of significant associations and architectural merit. The subject property is not

currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

References (cont.)

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CVSN. 1951. "Greenwell Opens Realty Office." Newspapers.com: *Chula Vista Star-News* (Chula Vista, CA), 1. June 28, 1951.

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NETR (Nationwide Environmental Title Research, LLC). 2025b. Historic Topographic Maps of the Imperial Beach Project Area, Imperial Beach, CA, dating from 1904, 1908, 1911, 1915, 1920, 1928, 1932, 1941, 1943, 1955, 1960, 1962, 1977, 2002, 2012, 2015, 2018, and 2021. Accessed June 4, 2025. https://www.historicaerials.com/viewer.

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TSN. 1991. "Classifieds." Newspapers.com: *The Star-News* (Chula Vista, CA), 22. January 23, 1991.

TSN. 1994. "Fictious Business Name Statement, File No. 9413446." Newspapers.com: *The Star-News* (Chula Vista, CA), 8. August 10, 1994.

UC Santa Barbara. 2025. Historic Aerial Photographs of the Imperial Beach Project Area, Imperial Beach, CA, dating from 1963. Accessed June 4, 2025. https://mil.library.ucsb.edu/ap_indexes/FrameFinder/.

Photographs (cont.)

Photo 2. Primary (south) and partial view of east elevation, view to the northwest.



Source: IMG_0410; Dudek 2025

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1240 Palm Avenue

P1. Other Identifier: Map ID 18
*__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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 20; San Bernardino **B.M.**
c. Address 1240 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-241-28-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property is a one-story, commercial automotive services building with a concrete foundation, roughly L-shaped plan, and flat roof with an extensive overhang covering the recessed primary entrance on the south elevation (Photo 1). The primary entrance consists of a single-lite metal frame door. Fenestration includes metal frame picture, slider, and clerestory windows. There is a drive-thru garage located at the east elevation for car repairs (Photo 2). There is a metal fence around the primary entrance and landscaping consist of dirt with a palm tree and pygmy palms at the south elevation. There is a concrete parking lot at the rear (north) of the building. See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo: Photo 1, Primary (south) elevation, view looking north, IMG_0408

***P6. Date Constructed/Age and Sources:** ☒ Historic
c.1952 (Chula Vista Star 1952: 16)

***P7. Owner and Address:**
JLT Marquez Trust
810 Cooper Road
Chula Vista, CA 91911

***P8. Recorded by:**
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation**: (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.
***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) 1240 Palm Avenue

B1. Historic Name: Herb Potter Union Service, Palm Avenue Union Oil Service, Marquez Body Shop, White's Firestone, Silva's Auto Body, Carburetor Electric, Precision Foreign Car Service

B2. Common Name: LCP Auto

B3. Original Use: Commercial - automotive

B4. Present Use: Commercial - automotive

***B5. Architectural Style:** Mid-Century Modern

***B6. Construction History:** (Construction date, alterations, and date of alterations) The subject property was constructed circa 1952 (hula Vista Star 1952: 16). Observed alterations include: replacement vinyl frame-windows (c. 2020); replacement doors (c.2020); metal gates added to primary south elevation

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**

***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown

***B10. Significance: Theme** N/A **Area:** N/A

Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1240 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1240 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Flanegin, MA

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



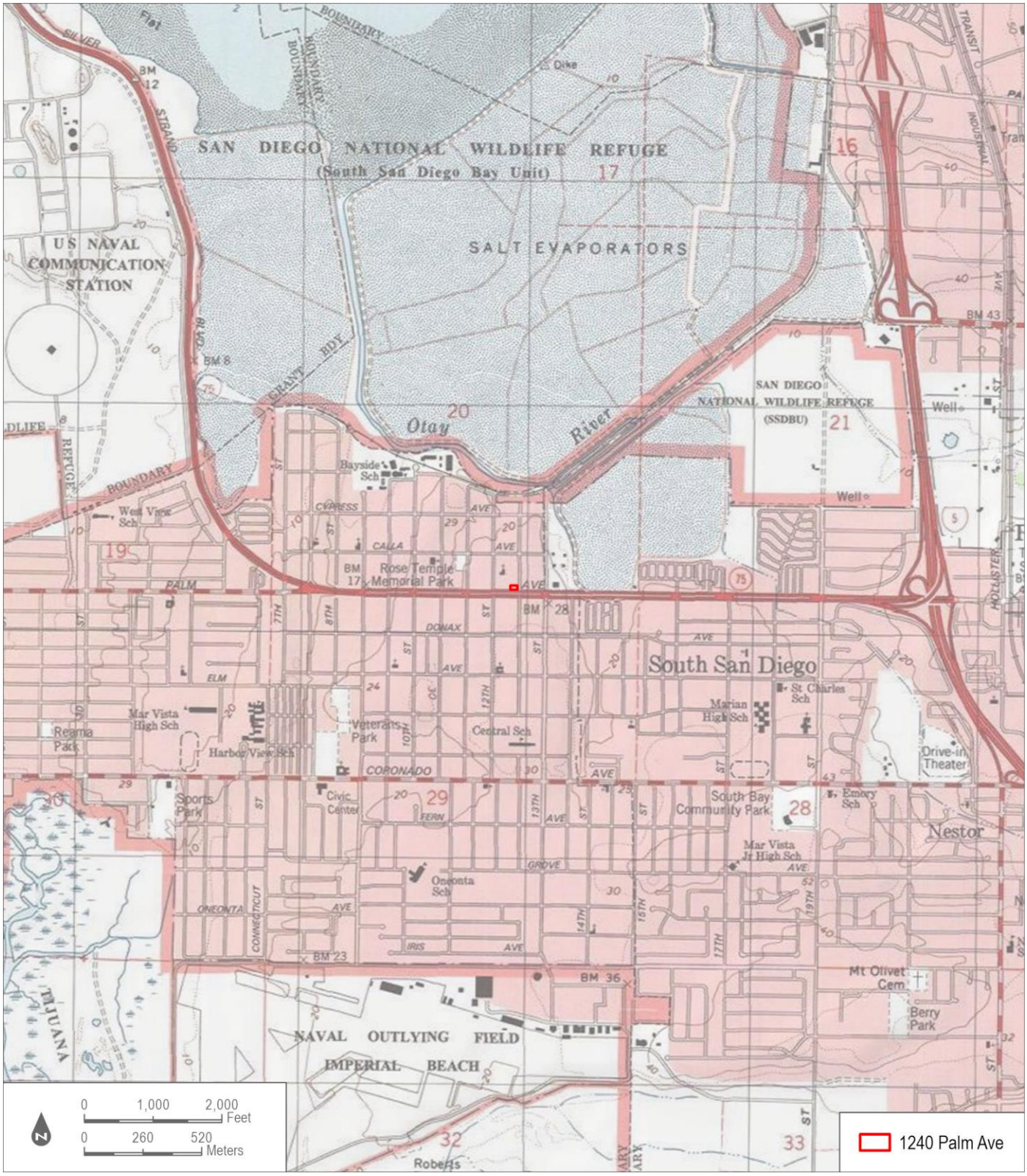
State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

Page 3 **of** 11
***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000

***Resource Name or #** (Assigned by recorder) 1240 Palm Avenue
***Date of Map:** 1996 (2002 ed.)



Description (cont.)

The property exhibits some elements of the Mid-Century Modern style, including its horizontal, boxy form; clerestory windows; and lack of exterior ornamentation. The historic property boundary is limited to the legal parcel boundary of APN 626-241-28-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

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Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Relevant Architectural Style: Mid-Century Modern (1940-1975)

Mid-Century Modern style (1940-1975) is reflective of International and Bauhaus styles popular in Europe in the early twentieth century. Early Modernists, including Rudolph Schindler, Richard Neutra, and Frank Lloyd Wright brought many elements of these design aesthetics and material experimentation to Southern California in the 1920s. The development of the Mid-Century Modern style in the United States was largely fostered by World War II. Prominent European practitioners of the International and Bauhaus styles, namely architects Ludwig Mies Van der Rohe and Walter Gropius, fled to the United States during World War II. Following the conclusion of the war in 1945, the United States became a manufacturing and industrial leader. Materials and aesthetics evolved to reflect modern innovations that dominated design and construction following the war.

Mid-Century Modern design was embraced intellectually as a departure from the past, but it was economically appealing for its ability to be mass-produced with standardized, affordable, and replicable designs that could accommodate many programmatic needs and site requirements. There was a need for a style that could meet the demand for mass construction of many property types – from residences to schools to offices – and convey the modern sensibility of an era that valued a departure from the past; middle-class growth; economic efficiency; and new material technology. The designs rarely incorporate applied ornamentation or references to historical styles. The Mid-Century Modern style was widely adopted in the building boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One- to two stories in height
- Low, boxy, horizontal proportions
- Simple geometric forms with a lack of exterior decoration

- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete
- Mass-produced materials
- Simple windows (metal or wood) flush-mounted and clerestory
- Industrially plain doors
- Floor to ceiling window walls
- Extensive use of sheltered exterior corridors, with flat or slightly sloped roofs supported by posts, piers, or pipe columns
- Modern signage
- Deeply recessed and or angled vestibules
- Integrated planters
- Projecting vertical elements

Property History

The subject property was constructed circa 1952 and housed a service station managed by Don Ablott, who continued to operate the business when it became Herb Potter Union Service in 1959 until 1962. The subject property was then known as Palm Avenue Union Oil Service from 1962 to 1968, during which time it was managed by Dan Rose in 1962 and subsequently by Larry Ablott (son of Don) in 1964. During this period, owners included LeRoy and Irma Hankins, Jean and Bernita McArthur, P.E. Todd, and James and Lou Ellen Guinn (CVSN 1952: 16; TSN 1959: 4; IBSN 1962: 3; IBSN 1963: 22; Vermeere: 6; IBSN 1964: 3; CVSN 1965: 1).

Marquez Body Shops occupied the property beginning in circa 1968 through 1971 when White's Firestone, associated with Douglas M. Williams, became the occupant until 1979. Louis Cruz was listed as the owner in 1979. Additional occupants included Silva's Auto Body (1982 – 1986), Carburetor Electric (1986 – circa 1995), Precision Foreign Car Service (1995 – 2018), and LCP Auto (circa 2020 – present) (IBSN 1968: 19; IBSN 1971: 17; IBSN 1979: 12; IBSN 1982: 29; IBSN 1986: 3; NCT 1995: 52; Google 2025).

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1240 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed circa 1952, during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to locals and passing motorists. By 1955, for example, commercial development on Palm Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm

Avenue, an important local trend, the subject property was one of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend. The subject property was occupied by numerous automotive service centers over the years, including Herb Potter Union Service, Palm Avenue Union 76 Oil Service, Marquez Body Shops, White's Firestone, and Silva's Auto Body, none of which appear to have been innovative within their industry or within Imperial Beach. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1240 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. Research identified several individuals associated with the businesses that occupied the subject property throughout its history: Don and Larry Ablott, Dan Rose, LeRoy and Irma Hankins, Jean and Bernita McArthur, P.E. Todd, James and Lou Ellen Guinn, and Louis Cruz. Research did not uncover information that would indicate that these individuals were important to the past or made significant contributions to history. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 1240 Palm Avenue does not fully embody the distinctive characteristics of the Mid-Century Modern architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The subject property is a modest and architecturally undistinguished example of an early 1950's commercial building exhibiting influences of the Mid-Century Modern style (e.g., its boxy, horizontal proportions; flat roof; and simple geometric form). Due to its easily replicable components and economic efficiency, the Mid-Century Modern style was commonly applied to commercial buildings throughout California in the 1950s and 1960s. It is a ubiquitous example of its type and there are many similar examples in Imperial Beach, California, and the United States. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C, CRHR Criterion 3, or County Register Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys

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Photographs (cont.)

Photo 2. East and partial view of primary (south) elevations, view to the west



Source: Dudek 2025

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1288-90 Palm Avenue

P1. Other Identifier: Map ID 19
*__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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 20; San Bernardino **B.M.**
c. Address 1288-90 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-242-10-00 and 626-242-11-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property contains an irregular in plan and one-story double-height commercial building. The concrete masonry unit building has a flat roof with a parapet and is painted with on the primary (south) and east elevations (Photo 1 and 2). A recessed metal main entry door is located on the primary elevation, and secondary metal doors are located on the rear (north) elevation. A concrete parking lot surrounds the west and rear elevations. Landscaping includes concrete planters with trees and shrubs along the east elevation. The historic property boundary is limited to the legal parcel boundary of APNs 626-242-10-00 and 626-242-11-00. The subject property is in overall good condition.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo: Photo 1, Primary (south) elevation, view looking north

***P6. Date Constructed/Age and Sources:** ☒ Historic
1950 (CVSN 1950: 3); 1962 (west elevation addition) (CVSN 1961: 12); 1971 (north elevation addition) (CVSN 1971: 22)

***P7. Owner and Address:**
Pacific Bell

***P8. Recorded by:**
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation**: (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.
***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z
***Resource Name or #** (Assigned by recorder) 1288-90 Palm Avenue

B1. Historic Name: AT&T
B2. Common Name: N/A
B3. Original Use: Commercial
B4. Present Use: Commercial
***B5. Architectural Style:** Utilitarian
***B6. Construction History:** (Construction date, alterations, and date of alterations) The property was constructed between 1950 and expanded on the west elevation in 1962 and north elevation in 1971 (CVSN 1950: 3; CVSN 1961: 12; CVSN 1971: 22). Observed alterations include replacement doors.

***B7. Moved?** ☒No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance:** **Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1288-90 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1288-90 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Flanegin, MA

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)

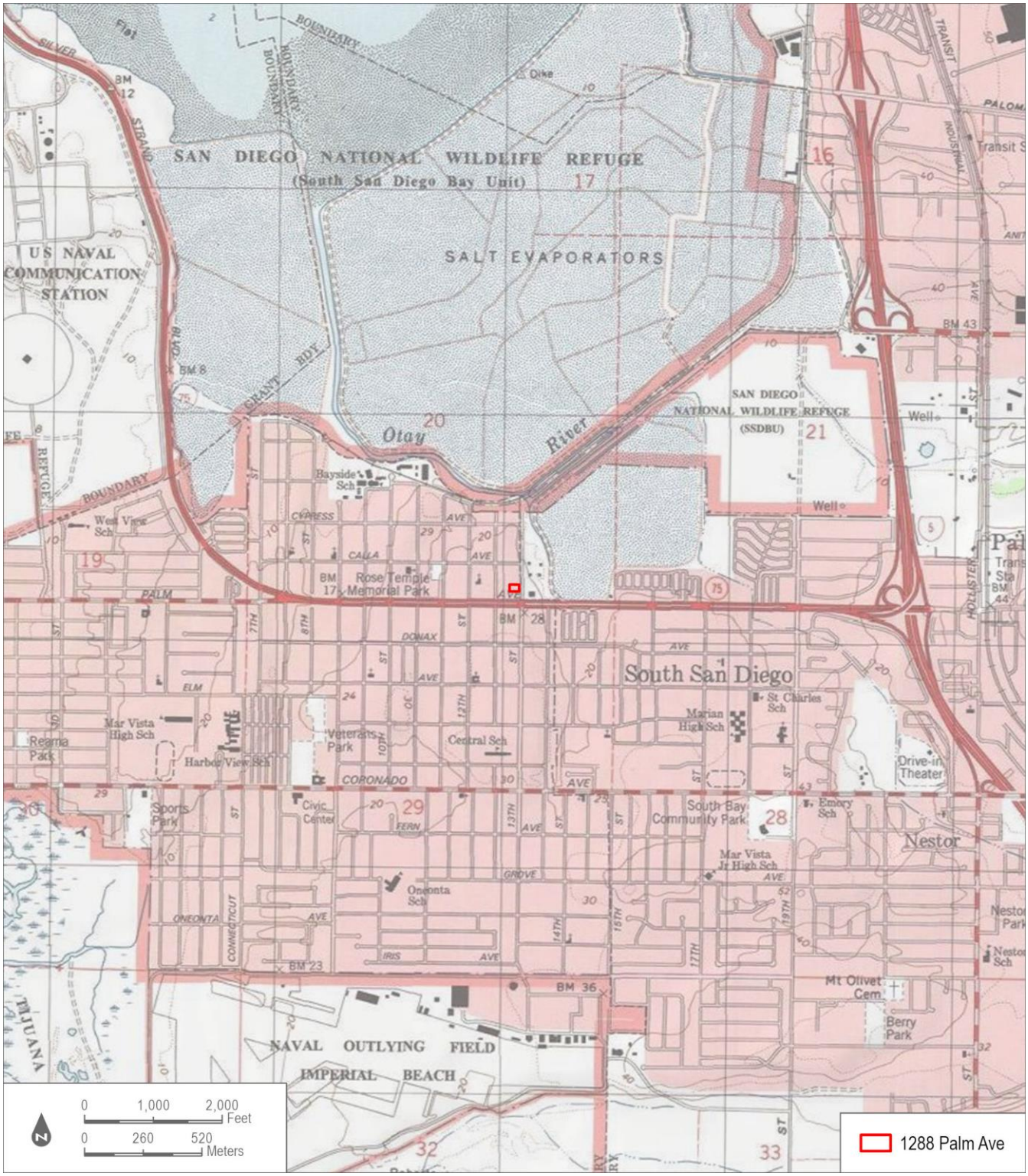


State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

Page 3 **of** 9 ***Resource Name or #** (Assigned by recorder) 1288-90 Palm Avenue
***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000 ***Date of Map:** 1996 (2002 ed.)



Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Property History

The subject property was constructed in 1950 as a Pacific Telephone and Telegraph Company communication equipment and switching station building managed by Cecil L. Adams (CVSN 1950: 3). A 7,050 square-foot concrete and brick addition was constructed by Gilbert J. Martin Company of La Jolla in 1962 valued at $63,500 on the building's west elevation to "meet the increased telephone needs of the Imperial Beach, Palm City, and Nestor area" (CVSN 1961: 12). The addition was constructed on a parcel with an existing building that was condemned by the City of Imperial Beach (IBSN 1963: 1). The Gilbert J. Martin Company was active in Southern California in the mid-century in general construction as well as in real estate investment and tract housing development (VCS 1956: 9). An addition was constructed on the north elevation in 1971 at a cost of nearly $160,000; at this time, the building was still occupied by the Pacific Telephone Company (CVSN 1971: 22). Presently, the building is an AT&T equipment and operations building.

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1288-90 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The subject property was constructed for the Pacific Telephone Company in 1950 and was subsequently expanded in 1962 and 1971 to accommodate the growing population of Imperial Beach. In the decades following World War II's conclusion in 1945, Imperial Beach's population expanded rapidly, with corresponding residential, commercial, and infrastructure development. . While post-World War II growth was an important trend regionally and in California, this property did not play a significant role in this trend. It was one of many constructed during this period of growth and did not influence this trend. The subject property was constructed as a Pacific Telephone & Telegraph communication equipment and switching station building. While the development of telephone infrastructure is an important trend, the subject property was one of many similar facilities in Southern California built to accommodate local communication needs and it does not appear to be significant within the history Pacific Telephone & Telegraph in California. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1288-90 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. The property has served as a Pacific Telephone & Telegraph and AT&T communication equipment building. Research identified the property's manager as Cecil L. Adams when it was first constructed; however, research did not indicate that Admas was an individual important to our past. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 1288-90 Palm Avenue does not fully embody the distinctive characteristics of any architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The subject property is an architecturally undifferentiated utilitarian telecommunications equipment building with no particular style. There is also no indication that the subject proeprty played an important or innovative role in the history of telecommunications equipment storage; it appears to be a standard facility used to aid local communication and it does not appear to be significant within the history of telephone infrastructure development in California. It is a common example of its type, and there are other examples in Imperial Beach, San Diego County, California, and the nation. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C or CRHR Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

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Photographs (cont.)

Photo 2. Primary (south) and west elevation, view looking northeast



Source: Dudek 2025 (IMG_0645)

Photo 3. Side (east) and partial view of rear (north) elevations, view to the southwest.



Source: Dudek 2025 (IMG_0652)

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1337 Palm Avenue

P1. Other Identifier: Map ID 20
*__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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 20; San Bernardino **B.M.**
c. Address 1337 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 627-012-09-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property contains an irregular plan, one-story commercial building with a drive-through along the rear (south) and east elevations of the building, patio seating, and a parking lot. The stucco clad building has a low-pitch red-clay tile cross-gable roof and a flat roof with a projecting Mission-like curved parapet. The main entrance on the northwest corner of the building contains a metal-frame fully glazed door, a secondary metal-frame fully glazed door is located on the east elevation and two metal rear doors are located on the rear elevation. See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph or Drawing



P5b. Description of Photo: Photo 1, East and partial view of north elevation, view to the southwest IMG_0367

***P6. Date Constructed/Age and Sources:** ☒ Historic
1966 (IBSN 1966: 4)

***P7. Owner and Address:**
Dannie and Curtis Young, Michel LoCicero
4330 Grace Road
Bonita, CA 91902

***P8. Recorded by:**
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation**: (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.
***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 ☐Sketch Map ☐Other (List):

B1. Historic Name: N/A
B2. Common Name: N/A
B3. Original Use: Commercial
B4. Present Use: Commercial
***B5. Architectural Style:** Modern style with elements of Mission Revival and Spanish Colonial Revival styles
***B6. Construction History:** (Construction date, alterations, and date of alterations) The subject proeprty was constructed in 1966 (IBSN 1966: 4). Historic aerial photographs show that the covered patio on the west elevation was constructed c. 1981 (NETR 2025a). Observed alterations include: possible re-roofing; window frame replacement; door replacements.

***B7. Moved?** ☒No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown (typology designed by Robert McKay) b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1337 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1337 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Flanegin, MA

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



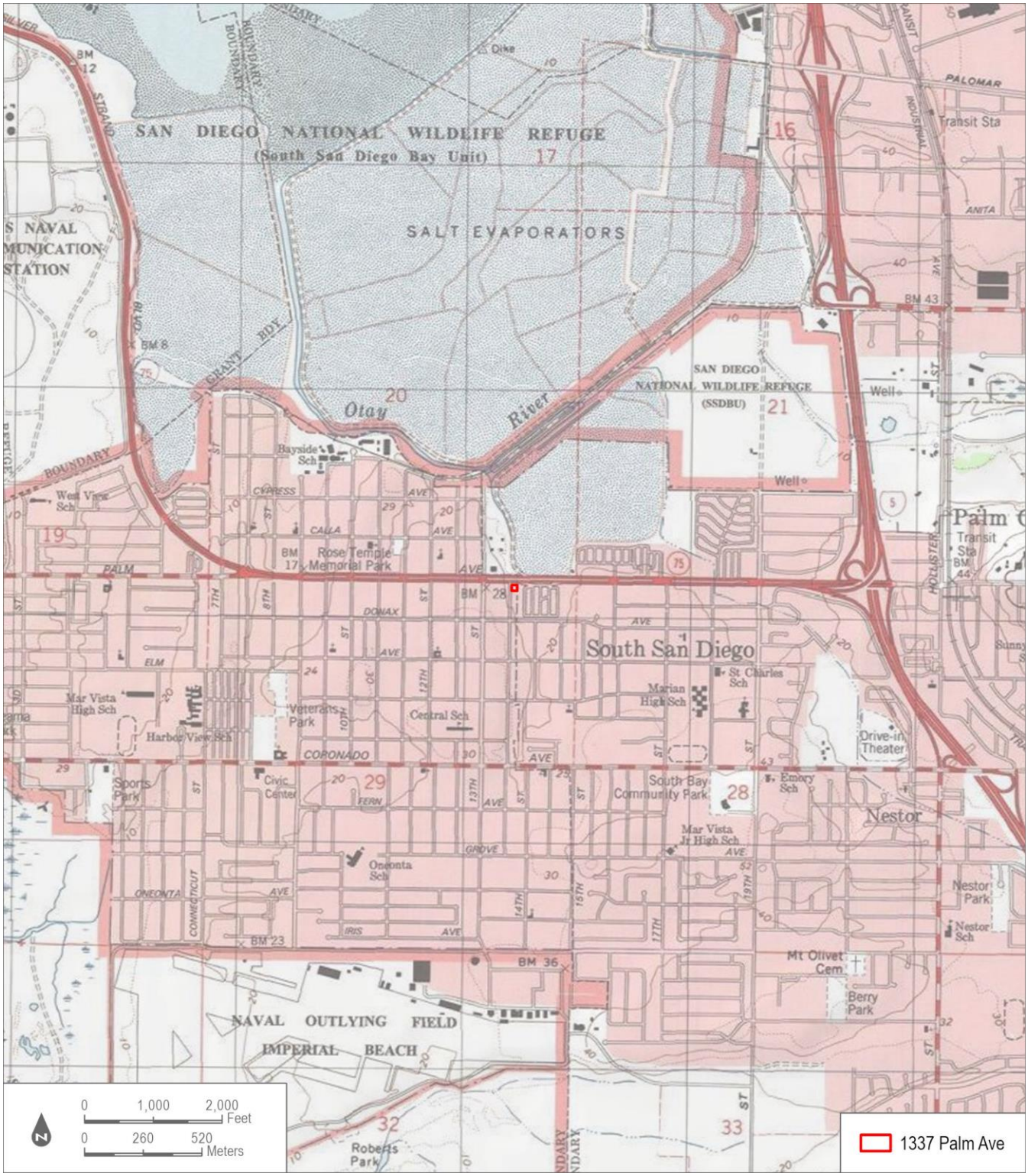
State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

***Resource Name or #** (Assigned by recorder) 1337 Palm Avenue

***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000 ***Date of Map:** 1996 (2002 ed.)



*** Required information**

Description (cont.)

Fenestration consists of a variety of metal-sash windows including arched and rectangular fixed windows and a sliding window on the east elevation. The west elevation includes a patio seating area covered by a wood pergola. Landscaping includes lawns, shrubs, and trees. The historic property boundary is limited to the legal parcel boundary of APN 627-012-09-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Drive-Thru Restaurant

Drive-thru commercial buildings generally are typified by several broad features: they provide goods or services to customers while the customers remain in their automobile, they highlight the interaction between the service provider and the auto-borne customer, and they are developed on sites that provides maneuvering space of the interaction between automobiles and the building (Prosser and Herrick 2016: 69). These building types became more popular in the 1920s, concurrent with increased access to the automobile. Drive thru restaurants in Southern California originated with the Pig Stand food chain; however, it was not until the end of World War II (1945) that the drive-thru restaurant came into its own as a building type (Herrick and Proctor 2016: 75). The earliest documented drive-thru in Southern California was an In-N-Out Burger stand that was established in Baldwin Park in 1948 (Prosser and Herrick 2016: 75). The proliferation of drive-thru restaurants was interconnected to the post-war boom in car sales, auto-oriented culture, and freeway construction Many fast food brands still in operation today originated where founded in Southern California during and in the two decades following World War II, including Tommy's (1946), Jack in the Box (1951), Carl's Junior (1961), and Wienerschnitzel (1961), among many others (Visit California 2025; Prosser and Herrick 2016: 75). Drive-thru restaurants were often designed with elements of Programmatic, Google, or mid-Century Modern elements to appeal to passing motorists and create an identifiable brand identify. Early examples of drive-thru restaurants have the point of contact between a drive and restaurant as a primary architectural feature of the building, with the drive-thru or drive-up window being placed on the primary elevation and were "announced with a dominant canopy or shapes the layout of the building by means of a bisecting breezeway. Either way, the point of contact is celebrated and leaves no doubt as to the importance of the drive-thru purpose of the building" (Prosser and Herrick 2016: 75).

However, as these brands expanded outside of Southern California and throughout the county in the 1970s and beyond, designs became increasingly standardized for scalability and cost efficiency. These later restaurants often followed uniform designs and tended to be more utilitarian or simplified than their predecessors, frequently

utilizing prefabricated components. On these later examples, the Drive-thru point of contact windows were frequently situated on the side or rear of a structure and are not intended to be an architectural feature of note (Prosser and Herrick 2016: 75).

Character-defining features of drive-thru restaurants include (Prosser and Herrick 2016: 79):

- Retains most of the essential character defining features of the type
- Drive-thru features are still readable from the period of significance
- Of a style or mixture of styles typical of the period of construction such as Mid-Century Modern, Googie, and Programmatic
- Of the design and layout typical of adapting to the needs of the automobile (e.g. approach and departure drive to and from point of service, architectural differentiation of point of service)
- Typically associated with a particular company and/or architects/designers
- Signage may be prominent

Property History

The subject property was constructed in 1966 as a Taco Bell drive-thru restaurant. An opening ribbon-cutting ceremony were held on November 18, 1966 with Taco Bell officials Ken Kyle, Fred Langlotz, and Al Kennerly in attendance, as well as local franchise owners Joe Di Rienzo and Jim Hobel of Chula Vista (IBSN 1966: 4). Founded by Glen Bell, the first Taco Bell opened in Downey, California in 1962. in 1962 in Downey, California by Glen Bell. Architectural designer Robert McKay, who later went on to design Wienerschnitzel's early A-frame buildings, designed the original Taco Bell style, which intentionally took elements of the Mission and Spanish Colonial Revival styles to reflect early California buildings. Characteristic features of original Taco Bell buildings include stucco, brick, red tile roofs, and rounded arches and hundreds of early Taco Bells were designed with these components before it was phased out (Buck 2022). PepsiCo purchased Taco Bell in 1978 from Glen Bell - at this time, Taco Bell expanded substantially and the style and aesthetic moved away from the original Mission/Spanish Colonial aesthetic to a more basic rectilinear form. As of 2023, Taco Bell had more than 8,000 restaurants, most of which are operated as franchises (Taco Bell 2025).

The property was occupied by Taco Bell until at least 1996 (TSN 1996: 27). Subsequent occupants include Burritos Santana (circa 2011-2015) and Burritos Luna (2015-present) (Google Maps).

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1337 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed ;in 1967, following a decades-long pattern of commercial development along Palm Avenue that intensified following World War II's conclusion in 1945. While post-war commercial development along Palm Avenue is an important local trend, construction along Palm Avenue had slowed by the end of the 1970s. As such, the subject property post-dates the significant period of post-World War II development in Imperial Beach and instead represents the general, more sporadic extension of commercial development along Palm Avenue that has continued to the present day. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial

Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1337 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. Research identified several individuals associated with eh ownership or occupancy of the subject proeprty, including local Taco Bell franchise owners Joe Di Rienzo and Jim Hobel; however, research did not identify information that would indicate the individuals are important to our past. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 1337 Palm Avenue does not fully embody the distinctive characteristics of any Modern architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The subject property is a former Taco Bell constructed in 1967. Early Taco Bell buildings were designed by Robert McKay to harken to California's architectural past with elements of the Mission and Spanish Colonial Revival styles, including red tile roof, arches, and stucco; however, they were not fully articulated expressions of either style. While the subject proeprty retains characteristics of early Taco Bell design, it is not a particularly notable example and there were hundreds of similar buildings with identical stylistic elements designed by Taco Bell in the 1960s and 1970s before its sale to PepsiCo in 1978. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C or CRHR Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

References (cont.)

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UC Santa Barbara. 2025. Historic Aerial Photographs of the Imperial Beach Project Area, Imperial Beach, CA, dating from 1963. Accessed June 4, 2025. https://mil.library.ucsb.edu/ap_indexes/FrameFinder/.

Photographs (cont.)

Photo 2. Side (west) and rear elevations of the building, view to the northeast.



Source: Dudek 2025

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1253 Palm Avenue

P1. Other Identifier: Map ID 21
*__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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 20; San Bernardino **B.M.**
c. Address 1253 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-312-01-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property located at 1253 Palm Avenue contains a rectangular plan, one-story commercial building with a covered drive through along the rear (south) elevation. The painted stucco clad building is topped with a clay-tile side-gable roof. A metal-frame fully glazed storefront door on the primary (north) elevation is the main entrance to the building. A secondary metal-frame fully glazed door is located on the east elevation. Fenestration includes wood-sash fixed window and a metal-sash sliding drive through window on the rear elevation. The drive through on the rear elevation is covered by a stucco clad porte-cochere with a flat roof. See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo: Photo 1, Primary (north) elevation, view looking southwest, (Google Maps 2022)

***P6. Date Constructed/Age and Sources:** ☒ Historic
1979 (San Diego County Assessor's Office)

***P7. Owner and Address:**
Franklin Family 1997 Trust
40 El Rancho Vista
Chula Vista, CA 91910

***P8. Recorded by:**
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.
***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) 1253 Palm Avenue

B1. Historic Name: Wienerschnitzel
B2. Common Name: N/A
B3. Original Use: Fast food drive-thru restaurant
B4. Present Use: Fast food drive-thru restaurant
***B5. Architectural Style:** Postmodern
***B6.Construction History:** (Construction date, alterations, and date of alterations) The property was constructed in 1979 (San Diego County Assessor's Office). Observed alterations include: replacement doors; replacement metal-frame windows; possible re-roofing

***B7. Moved?** ☒No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1253 Palm Avenue does not meet the criteria for the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1253 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes)

***B12. References:** See Continuation Sheet

B13. Remarks:

***B14. Evaluator:** Claire Cancilla, MSHP

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)

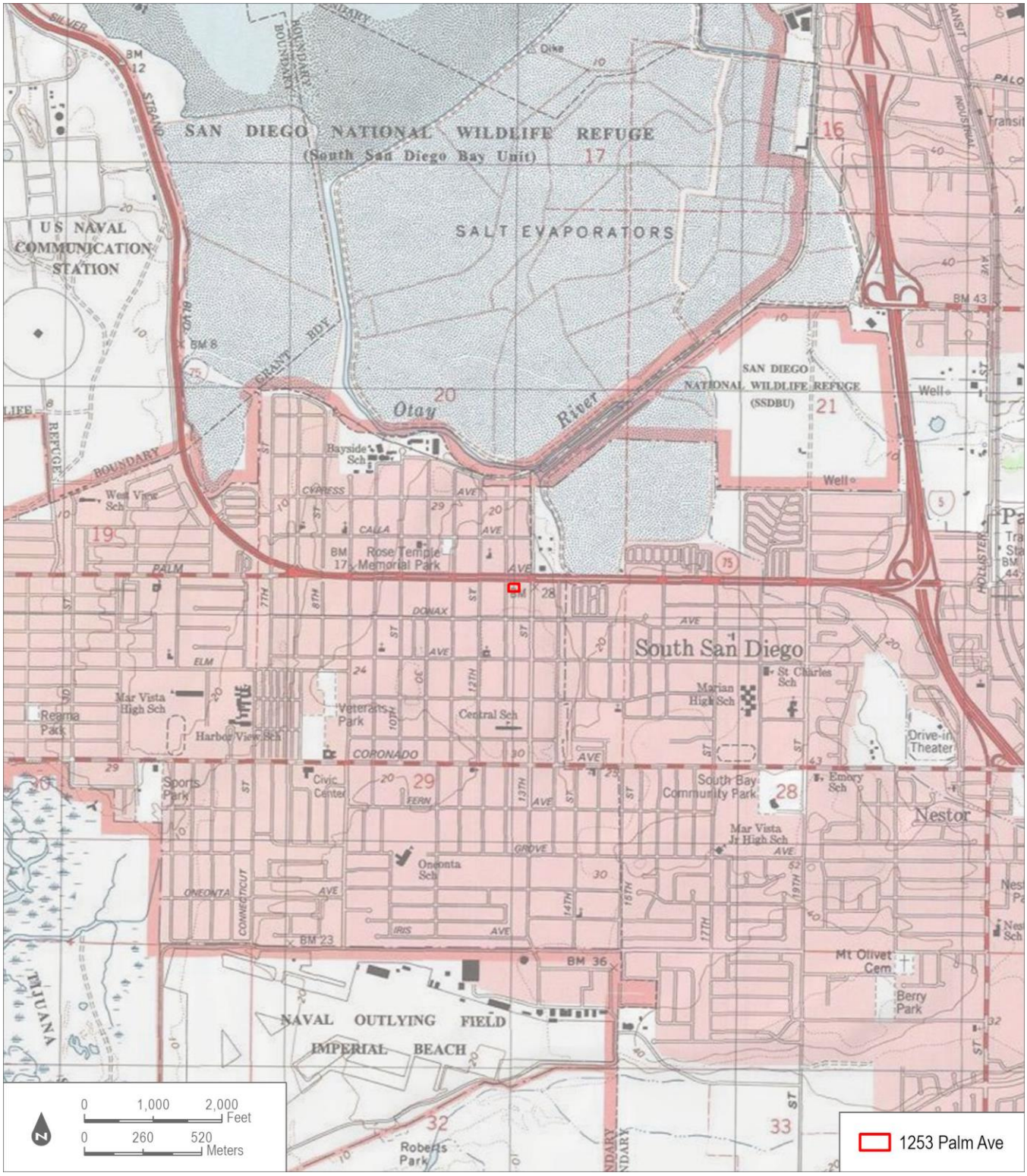


State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

Page 3 **of** 10 ***Resource Name or #** (Assigned by recorder) 1153 Palm Avenue
***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000 ***Date of Map:** 1996 (2002 ed.)



Description (cont.)

A driveway on the north boundary of the property leads to an asphalt drive through surrounding the building. Landscaping includes lawns and concrete masonry unit planters with shrubs and trees. The historic property boundary is limited to the legal parcel boundary of APN 626-312-01-00. The subject property is in overall good condition

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

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Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Drive-Thru Restaurant

Drive-thru commercial buildings generally are typified by several broad features: they provide goods or services to customers while the customers remain in their automobile, they highlight the interaction between the service provider and the auto-borne customer, and they are developed on sites that provides maneuvering space of the interaction between automobiles and the building (Prosser and Herrick 2016: 69). These building types became more popular in the 1920s, concurrent with increased access to the automobile. Drive thru restaurants in Southern California originated with the Pig Stand food chain; however, it was not until the end of World War II (1945) that the drive-thru restaurant came into its own as a building type (Herrick and Proctor 2016: 75). The earliest documented drive-thru in Southern California was an In-N-Out Burger stand that was established in Baldwin Park in 1948 (Prosser and Herrick 2016: 75). The proliferation of drive-thru restaurants was interconnected to the post-war boom in car sales, auto-oriented culture, and freeway construction Many fast food brands still in operation today originated where founded in Southern California during and in the two decades following World War II, including Tommy's (1946), Jack in the Box (1951), Carl's Junior (1961), and Wienerschnitzel (1961), among many others (Visit California 2025; Prosser and Herrick 2016: 75). Drive-thru restaurants were often designed with elements of Programmatic, Google, or mid-Century Modern elements to appeal to passing motorists and create an identifiable brand identify. Early examples of drive-thru restaurants have the point of contact between a drive and restaurant as a primary architectural feature of the building, with the drive-thru or drive-up window being placed on the primary elevation and were "announced with a dominant canopy or shapes the layout of the building by means of a bisecting breezeway. Either way, the point of contact is celebrated and leaves no doubt as to the importance of the drive-thru purpose of the building" (Prosser and Herrick 2016: 75).

However, as these brands expanded outside of Southern California and throughout the county in the 1970s and beyond, designs became increasingly standardized for scalability and cost efficiency. These later restaurants often

followed uniform designs and tended to be more utilitarian or simplified than their predecessors, frequently utilizing prefabricated components. On these later examples, the Drive-thru point of contact windows were frequently situated on the side or rear of a structure and are not intended to be an architectural feature of note (Prosser and Herrick 2016: 75).

Character-defining features of drive-thru restaurants include (Prosser and Herrick 2016: 79):

- Retains most of the essential character defining features of the type
- Drive-thru features are still readable from the period of significance
- Of a style or mixture of styles typical of the period of construction such as Mid-Century Modern, Googie, and Programmatic
- Of the design and layout typical of adapting to the needs of the automobile (e.g. approach and departure drive to and from point of service, architectural differentiation of point of service)
- Typically associated with a particular company and/or architects/designers
- Signage may be prominent

Property History

Since its construction in 1979, the subject property has been a drive-thru Wienerschnitzel. Called Der Wienerschnitzel until 1978 when the current logo was designed and the "Der" was dropped, the chain was founded in Wilmington, Los Angeles in 1961 by former Taco Bell employee John Galardi. By 1968, there were 200 locations. Early Wienerschnitzel restaurants were designed by Robert McKay, who also designed early Taco Bell drive-thru restaurants. These buildings, which became the restaurants "identifying image" (Prosser and Herrick 2016: 77), were standardized A-frame designs with steep, red-tile roofs. These early A-frames made the drive-up window an architectural feature of its basic design by creating breezeways transversely bisecting the A-frame. In the 1970s, as the brand expanded to new locations and states, the design of Wienerschnitzel became less uniform and restaurants opened that were larger, had indoor seating rather than a drive-up or drive-thru window, and were less stylistically distinct. As of 2021, the company franchises 330 restaurants in 10 states (IBSN 1984: 37; The Star-News 1990: 32; Buck 2021; Prosser and Herrick 2016: 76-77).

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1253 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed in 1979, following a decades-long pattern of commercial development along Palm Avenue that intensified following World War II's conclusion in 1945. While post-war commercial development along Palm Avenue is an important local trend, construction along Palm Avenue had slowed by the end of the 1970s. As such, the subject property post-dates the significant period of post-World War II development in Imperial Beach and instead represents the general, more sporadic extension of commercial development along Palm Avenue that has continued to the present day. The subject property has been a Wienerschnitzel since its construction and there is no indication that it is significant or innovative within the history of Wienerschnitzel, the fast-food industry generally, or within Imperial Beach. industry generally or within Imperial Beach specifically. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California,

or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1253 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. Research did not identify any particular individuals associated with the ownership or operation of the subject property and there is no information to indicate that the founder of Wienerschnitzel, John Galardi, had any direct associations with the subject property. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 1253 Palm Avenue does not fully embody the distinctive characteristics of the Postmodern style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. Unlike the subject property, more distinctive examples of the style give primary emphasis to the main facade by incorporating historical elements, a mix of unusual exterior materials, and historical allusions to give visual interest to the building. Originally constructed as a fast-food Wienerschnitzel drive-thru in 1978, property is a standard drive-thru fast food restaurant that does not embody any particular architectural style. Unlike the earlier distinctive A-frame Wienerschnitzel restaurants constructed in the 1960s designed by Robert McKay that came to typify the brand, the subject property is reflection of the brand's expansion in the 1970s when the A-frame design was abandoned and the company constructed larger, less distinctive buildings. The subject property therefore lacks sufficient design and construction value to meet NRHP Criterion C or CRHR Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

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Photographs (cont.)

Photo 2. Side (west) and partial view of the covered driveway on the rear elevation, view to the east.



Source: Google Maps 2022

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1237-39 Palm Avenue

P1. Other Identifier: Map ID 22
*__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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 20; San Bernardino **B.M.**
c. Address 1237-39 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-311-15-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property is an irregular in plan, one-story commercial building. The concrete masonry unit clad building is topped by a flat roof with a projecting concrete overhang along the primary (north) elevation (Photo 1). Two metal-frame, fully glazed storefront entrances are located on the primary (north) elevation (Photo 2). Fenestration includes metal-frame fixed full-length windows. Landscaping includes trees and shrubs. The historic property boundary is limited to the legal parcel boundary of APN 626-311-15-00. The subject property is in overall good condition.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo: Photo 1, East and primary (north) elevation, view looking southwest, IMG_0400

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
1965 (San Diego County Assessor's Office)

***P7. Owner and Address:**
SukiMarket LLC
1239 Palm Avenue
Imperial Beach, CA 91932

***P8. Recorded by:**
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.
***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 ☐Sketch Map ☐Other (List):

*NRHP Status Code 6Z
*Resource Name or # (Assigned by recorder) 1237-39 Palm Avenue

B1. Historic Name: State Farm; Public Finance Corporation; Imperial Beach Travel Center; Ideal Choice Insurance
B2. Common Name: N/A
B3. Original Use: Commercial
B4. Present Use: Commercial
*B5. **Architectural Style:** Mid-Century Modern
*B6. **Construction History:** (Construction date, alterations, and date of alterations) The property was constructed in 1965 (San Diego County Assessor's Office). There are no known alterations.

*B7. **Moved?** ☒No ☐Yes ☐Unknown **Date:** **Original Location:**
*B8. **Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
*B10. **Significance:** **Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1237-39 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1237-39 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

*B12. **References:** See Continuation Sheet

B13. Remarks: None

*B14. **Evaluator:** Claire Cancilla, MSHP

*Date of Evaluation: June 15, 2025

(This space reserved for official comments.)



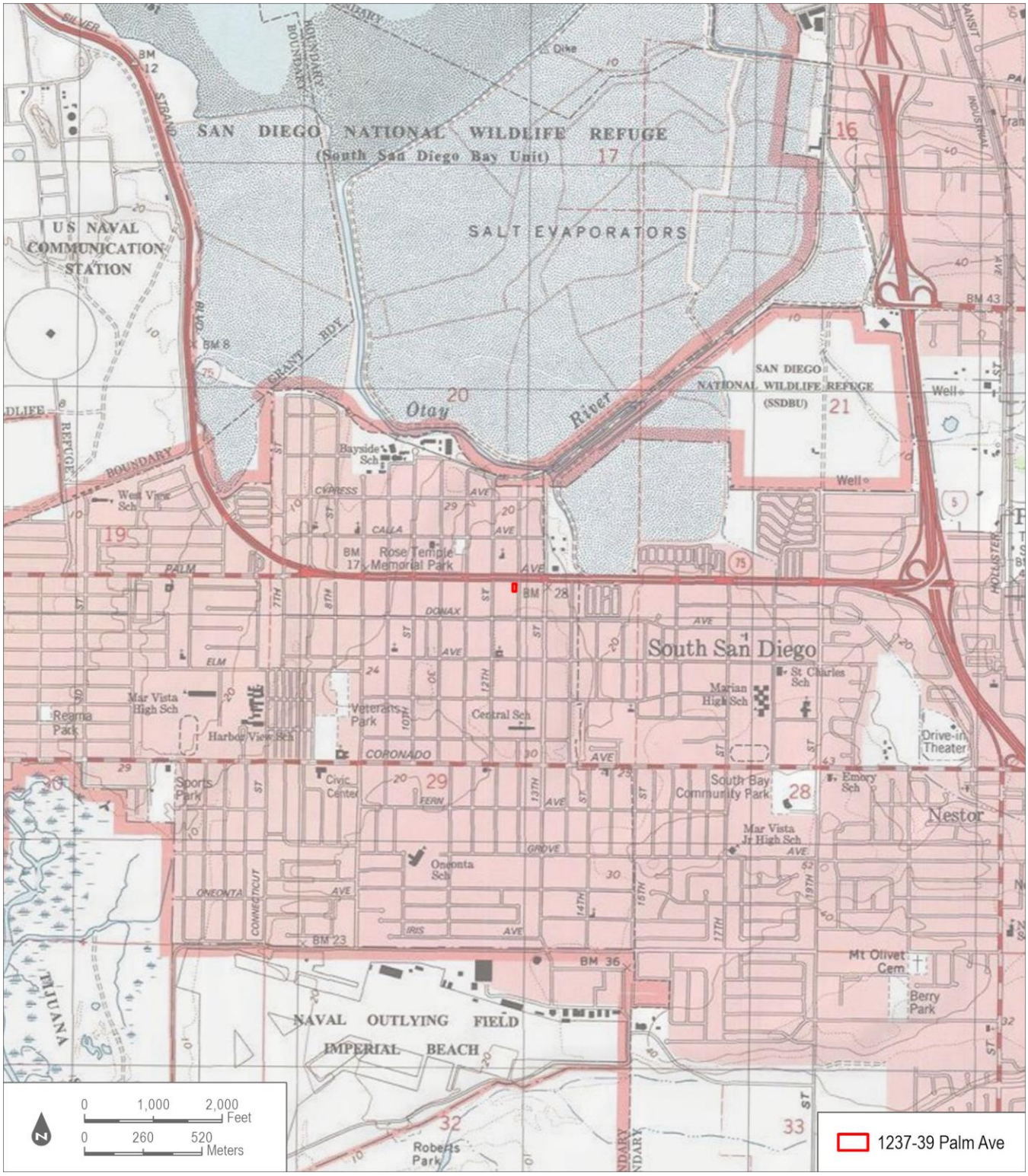
State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

***Resource Name or #** (Assigned by recorder) 1237-39 Palm Avenue

***Map Name:** *Imperial Beach, CA* ***Scale:** 1:24,000 ***Date of Map:** 1996 (2002 ed.)



*** Required information**

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as

service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Relevant Architectural Style: Mid-Century Modern (1940-1975)

Mid-Century Modern style (1940-1975) is reflective of International and Bauhaus styles popular in Europe in the early twentieth century. Early Modernists, including Rudolph Schindler, Richard Neutra, and Frank Lloyd Wright brought many elements of these design aesthetics and material experimentation to Southern California in the 1920s. The development of the Mid-Century Modern style in the United States was largely fostered by World War II. Prominent European practitioners of the International and Bauhaus styles, namely architects Ludwig Mies Van der Rohe and Walter Gropius, fled to the United States during World War II. Following the conclusion of the war in 1945, the United States became a manufacturing and industrial leader. Materials and aesthetics evolved to reflect modern innovations that dominated design and construction following the war.

Mid-Century Modern design was embraced intellectually as a departure from the past, but it was economically appealing for its ability to be mass-produced with standardized, affordable, and replicable designs that could accommodate many programmatic needs and site requirements. There was a need for a style that could meet the demand for mass construction of many property types – from residences to schools to offices – and convey the modern sensibility of an era that valued a departure from the past; middle-class growth; economic efficiency; and new material technology. The designs rarely incorporate applied ornamentation or references to historical styles. The Mid-Century Modern style was widely adopted in the building boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One- to two stories in height
- Low, boxy, horizontal proportions
- Simple geometric forms with a lack of exterior decoration
- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete
- Mass-produced materials
- Simple windows (metal or wood) flush-mounted and clerestory

- Industrially plain doors
- Floor to ceiling window walls
- Extensive use of sheltered exterior corridors, with flat or slightly sloped roofs supported by posts, piers, or pipe columns
- Modern signage
- Deeply recessed and or angled vestibules
- Integrated planters
- Projecting vertical elements

Property History

The subject property was built in 1965 and has been a commercial building since its construction. The year it was constructed, it was occupied by the Public Finance Corporation (IBSN 1965: 17). By 1989, it was occupied by the Imperial Beach Travel Center and had previously been occupied by a Goodwill (The Star News 1989: 13). Since at least 2007, the property has been occupied by a State Farm Insurance Company office and, since 2017, Ideal Choice Insurance (Google 2025). Newspapers indicate that prior to the construction of the subject property, there was a residential property on the lot (Gaines 1951: 20).

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1144-1148 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed in 1965, during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to locals and passing motorists. By 1955, for example, commercial development on Palm Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm Avenue, an important local trend, the subject property was one of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend. As such, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1237-1239 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. The property has had several commercial occupants since its construction, including Public Finance Corporation (1965) and Imperial Beach Travel Center (1989); however, research did not identify any particular individuals associated with the businesses that occupied the subject property. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 1237-1239 Palm Avenue does not fully embody the distinctive characteristics of the Mid-Century Modern architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The subject property lacks design and construction value and is recommended not eligible under NRHP Criterion C and CRHR Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

References (cont.)

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Photographs (cont.)

Photo 2. Primary (north) elevation, of the subject property, view to the south



Source: Dudek 2025

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1221-35 Palm Avenue

P1. Other Identifier: Map ID 23
*__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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 20; San Bernardino **B.M.**
c. Address 1221-35 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-311-14-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property was constructed circa 1964 as a commercial building. It consists of two buildings on a shared lot: a Quonset hut adapted for commercial usage (1233-1235 Palm Avenue) (Photo 1) and an adjacent commercial box building (1221-1223 Palm Avenue) (Photo 2). The stucco clad buildings are rectangular in plan and one-story in height. The Quonset hut has a curved corrugated metal roof, and the box building has a flat roof. Metal-frame fully glazed store front doors accessed by concrete staircases are located on the primary (north) elevations of the buildings. Fenestration includes metal-frame fixed windows. The historic property boundary is limited to the legal parcel boundary of APN 626-311-14-00. The subject property is in overall good condition.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo: Photo 1, Primary (north) elevation of 1233-1235 Palm Avenue, view looking southwest, IMG_0396

***P6. Date Constructed/Age and Sources:** ☒ Historic
c. 1964 (NETR 2025a)

***P7. Owner and Address:**
SDCA Investments LLC
11171 Corte Cangrejo
San Diego, CA 92130

***P8. Recorded by:**
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z
***Resource Name or #** (Assigned by recorder) 1221-35 Palm Avenue

B1. Historic Name: Quonset Plaza; Jay Curtis Realty
B2. Common Name: N/A
B3. Original Use: Commercial
B4. Present Use: Commercial
***B5. Architectural Style:** Quonset hut (1233-35 Palm Avenue); Utilitarian – commercial box (1221-1223 Palm Avenue)
***B6. Construction History:** (Construction date, alterations, and date of alterations) The subject property was constructed circa 1959 (NETR 2025a). Observed alterations to 1233-35 Palm Avenue include: addition of a stucco commercial frontage with non-original metal storefronts, windows, and entryway. Observed alterations to 1221-1225 Palm Avenue: replacement metal frame windows and doors.

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1221-35 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1221-35 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

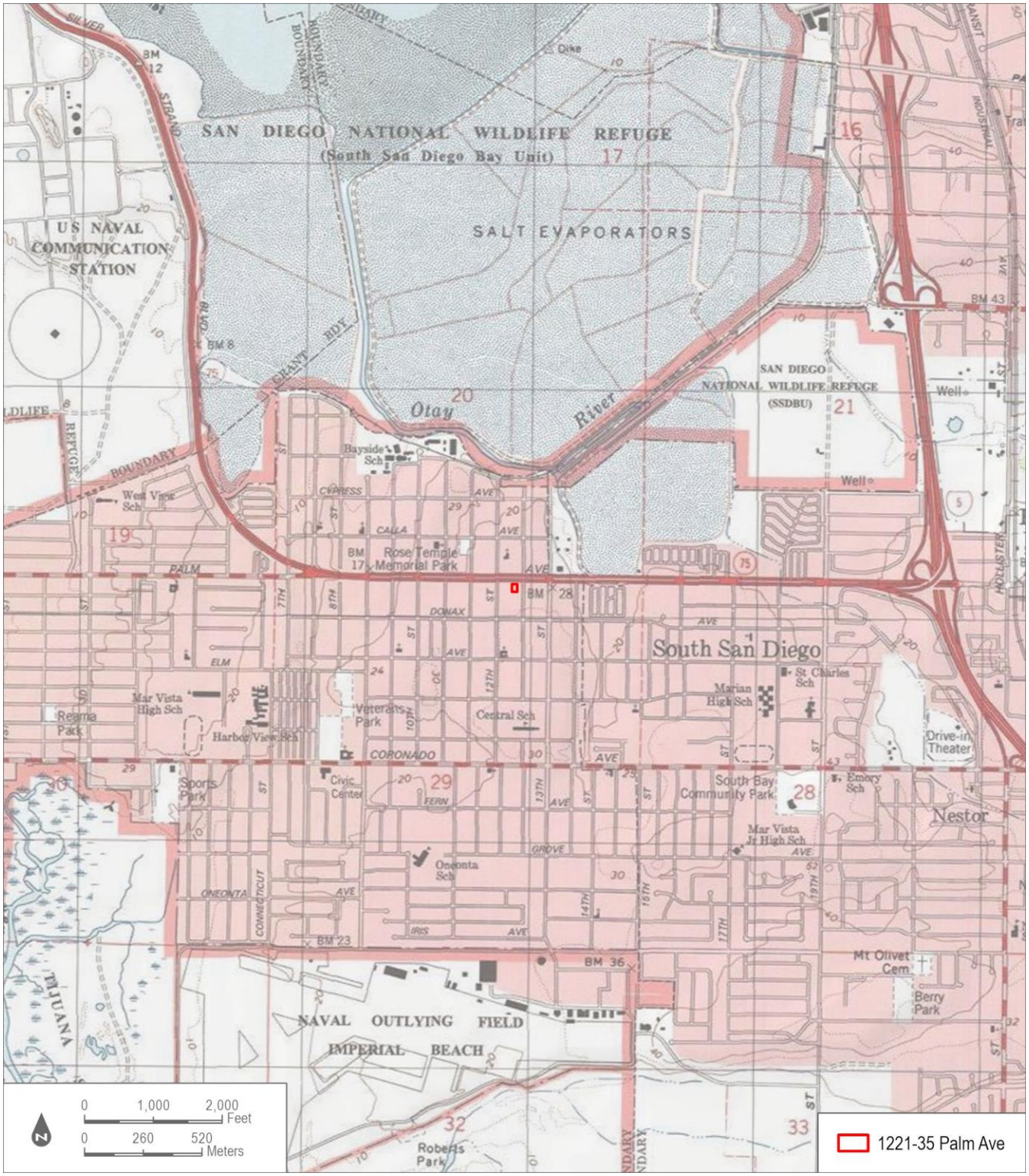
B13. Remarks: None

***B14. Evaluator:** Claire Cancilla, MSHP

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)




SAN DIEGO NATIONAL WILDLIFE REFUGE
(South San Diego Bay Unit)
SALT EVAPORATORS
US NAVAL COMMUNICATION STATION
SAN DIEGO NATIONAL WILDLIFE REFUGE (SSDBU)
Otay River
South San Diego
Nestor
NAVAL OUTLYING FIELD IMPERIAL BEACH
TIJUANA
Rose Temple Memorial Park
Bayside Sch
West View Sch
Mar Vista High Sch
Regena Park
Harbor View Sch
Veterans Park
Central Sch
Civic Center
Sports Park
Marian High Sch
St Charles Sch
Drive-in Theater
South Bay Community Park
Emory Sch
Mar Vista Jr High Sch
Oneonta Sch
Mt Olivet Cem
Berry Park
Roberts Park
0 1,000 2,000 Feet
0 260 520 Meters
1221-35 Palm Ave

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Quonset Hut

The Quonset hut structure is a metal semi-circular roof and wall structure erected and attached to a concrete pad and currently used for large vehicle storage. It consists of folded, accordion-like galvanized steel segment walls that spring an arch to form the convex roof. Each segment is attached with steel screws at the fold, then attached to the foundation pad. Although the form first emerged in England during World War I, Quonset huts were pioneered for the US military at Quonset Point, Rhode Island in 1941 by the George A. Fuller and Company (Decker and Chiei 2005: 2). Fuller and Company's Quonset hut improved upon the design of the British military's Nissen hut, designed by Peter Nissen in 1916. The Quonset hut was designed to be constructed quickly with a continuous arch and metal structure that could be adapted for a variety of uses. Throughout its period of popularity the Quonset hut was used largely used by the military for storage, assembly halls, or barracks. After World War II, manufacturers of Quonset huts such as Great Lakes Steel Corporation and Stran-Steel promoted the adaptive reuse of Quonset huts for civilian life, marketing their products to for use as temporary housing for returning veterans, single-family homes, agricultural storage, assembly halls, commercial uses, and light industrial buildings. (Decker and Chiei 2005; PCR Services 2007; HRG 2015: 2-6).

Character-defining/associative features of the Quonset hut include:

- Half-cylinder shape, with wood or metal rib framing
- Rectangular plan
- Clad in corrugated metal sheeting
- Oversized doors
- Steel-frame industrial windows, typically divided-light

Property History

The buildings at 1221-1235 Palm Avenue were constructed circa 1964. The Quonset hut at 1233-1235 Palm Avenue has been used for commercial purposes since at least 1973; research did not uncover information that indicated it had a military or civic use prior to its use as a commercial building. Research identified several historical occupants of the subject property. These include the following at 1233-1235 Palm Avenue: Cutlass

Marine (1973); Jay Curtis Realty (circa 1976 - circa 1980); and Happy Tails Dog Grooming owned by Kathleen Heisterberg (c. 1979) (CBSN 1973: 41; IBR 1976: 10; BSN 1976: 17; CVSN 1979: 43; CVSN 1980: 42). Research did not identify substantial biographical information on any individuals assocaited with these businesses.

In addition, research identified that the Imperial Beach Star-News offices operated out of 1223 Palm Avenue from at least 1983 to 1984 (IBSN 1984: 3; IBSN 1983: 3). The Imperial Beach Star News was a local paper. It was named the Imperial Beach Star News in 1960 and grew out of several decades of acquisitions and mergers of other small local papers. The paper was taken over by Lowell Blankfort and Rowland in 1961. In 1972 it was sold to Harte-Hanks Newspapers of Texas and became part of the six-paper San Diego Urban Newspaper Group, and then as sold to Worrell enterprises in 1986 and appears to have ceased operating out of the subject property (SBHS 2025)

Statement of Significance

Under NRHP and CRHR Criteria A/1, the buildings at 1221-1235 Palm Avenue lack a direct and important association with any event significant in local, state, or national history. The commercial properties were constructed circa 1964, during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to locals and passing motorists. By 1955, for example, commercial development on Palm Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm Avenue, an important local trend, the subject property was one of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend. As such, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

The subject buildings were occupied by numerous businesses over the years, including *The Imperial Beach Star-News* at 1233 Palm Avenue, a notable local paper. While this was a locally important newspaper, research indicated the paper occupied the subject proeprty only in 1983 and 1984, a limited time period after which time it was acquired and appears to have left the subject proeprty. As such, it does not appear that there is a significant associative connection between the subject property and the newspaper. Other businesses that have occupied the subject buildings include a dog groomer, Cutlass Marine, and a realty business, none of which appear to have been innovative within their industries or within Imperial Beach. The subject buildings are also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred oat the subeject buildings. Therefore, the buildings at 1221-1235 Palm Avenue do not meet NRHP Criterion A or CRHR Criterion 1 and are recommended not eligible.

Under NRHP and CRHR Criteria B/2, the buildings at 1221-1235 Palm Avenue lack a significant association with the productive life of any person important in local, state, or national history. Research identified several individuals associated with businesses that occupied the subject buildings through their history, including Kathleen Heisterberg who operated Happy Tails Dog Grooming from 1235 Palm Avenue in 1976 and Jay Curtis who operated a real estate business from 1233 Palm Avenue circa 1976 to circa 1980. Research did not uncover information that would indicate that these individuals were important to the past or made significant contributions to history. Due to a lack of identified significant associations with any persons important in our past, the subject buildings are recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial buildings at 1221-1235 lack architectural distinction and are not known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The building at 1233-1235 Palm Avenue is a Quonset hut that has been altered to serve as a commercial structure/ With its half-cylinder shape and rectangular plan, the subject building displays some of the characteristics of the Quonset hut, but due to alterations including the addition of a stucco commercial frontage with non-original metal windows and doors that have diminished architectural features that would otherwise be considered distinctive of the type, it does not represent a fully developed articulation of the typology. The subject building at 1221-1225 Palm Avenue is an undifferentiated commercial box building that does not display the distinctive characteristics of any particular style; similar examples are located in Imperial Beach, San Diego County, and California. Research did not identify an architect for the subject buildings, they appear unlikely to have been constructed by a master architect or builder. It is a ubiquitous example of its type and there are many similar examples in Imperial Beach, California, and the United States. Overall, the subject buildings lack sufficient design and construction value to meet NRHP Criterion C, CRHR Criterion 3, or County Register Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject buildings are not significant as a source, or likely source, of important historical information, nor do they appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the subject buildings lack significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed

under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

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Photographs (cont.)

Photo 2. Primary (north) and west elevation of 1221-1225 Palm Avenue, view looking southeast



Source: Dudek 2025

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1215 Palm Avenue

P1. Other Identifier: Map ID 24
*__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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 20; San Bernardino **B.M.**
c. Address 1215 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-311-02-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property is a one-story, rectangular plan single-family residence exhibiting influences of the Minimal Traditional style (Photograph 1). The residence has a concrete foundation and is topped with a low-pitched gable roof clad in composition shingle. The building is clad in stucco with horizontal wood cladding on the bottom half of the primary (north) elevation. Fenestration includes single vinyl-frame slider windows on the primary north elevation (replacement). The primary entrance is located on the north elevation and is covered by metal security bars and is accessible via a concrete path and two concrete steps. See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP2. Single Family Property
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo: (View, date, accession #) Photo 1, Primary (north) elevation, view looking south, IMG_0389

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
1953 (San Diego County Assessor's Office)

***P7. Owner and Address:**
Alejandra and Esther Pacheco
760 8th Street
Imperial Beach, CA 91932

***P8. Recorded by:** (Name, affiliation, address)
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) 1215 Palm Avenue

B1. Historic Name: N/A
B2. Common Name: N/A
B3. Original Use: Commercial
B4. Present Use: Commercial
***B5. Architectural Style:** Minimal Traditional
***B6.Construction History:** (Construction date, alterations, and date of alterations) The subject property was constructed in 1953 (San Diego County Assessor's Office). Observed alterations include: replacement vinyl frame-windows; replacement primary door on north elevation; re-roofing; re-stucco.

***B7. Moved?** ☒No ☐Yes ☐Unknown **Date:** **Original Location:**

***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1215 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1215 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Cancilla, MSHP

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



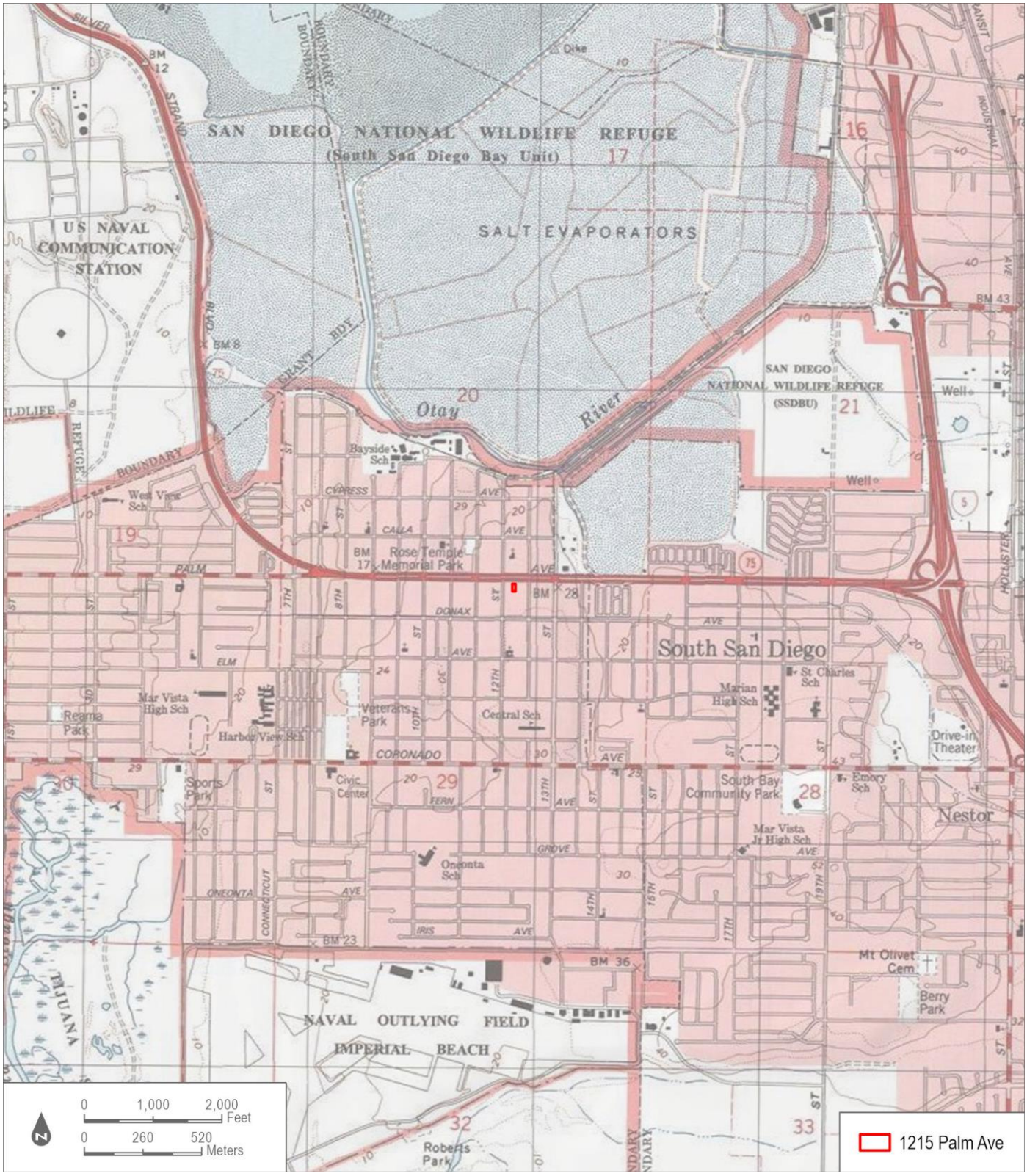
State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

***Resource Name or #** (Assigned by recorder) 1215 Palm Avenue

***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000 ***Date of Map:** 1996 (2002 ed.)



*** Required information**

Description (cont.)

Landscaping consist of grass at the front (north), side, and rear (south) yards. There are some mature trees in the rear yard. Aerial imagery indicates that there is a rectangular in-plan ancillary building situated at the southeast corner of hte lot which has a gable roof; however, this building was not visible from teh public right-of-way. The historic property boundary is limited to the legal parcel boundary of APN 626-311-02-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

During Imperial Beach's early development, housing was mostly located to the north and west. Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Minimal Traditional (c. 1935-1950)

The Minimal Traditional style was a nationally prevalent style that emerged during the Great Depression. Minimal Traditional homes were designed to be simplistic, economical, and able to be produced at a mass scale. The prevalence of the style was the result of federal policies. Franklin D. Roosevelt enacted the National Housing Act in 1934, creating the Federal Housing Administration (FHA). The Minimal Traditional style house was explicitly preferred in FHA guidelines for homeowners to secure FHA-insured home loans. The style continued to be popular through World War II and the postwar housing boom, due to the increased use of factory-produced materials, the ability to be quickly mass-produced and deployed, and the general rejection of excessive, material-intensive Craftsman, Victorian, or Period Revival styles. The popularity of the Minimal Traditional style faded by the mid-1950s as the effects of the Great Depression and war-time fiscal conservativism were forgotten (ARG 2019; Caltrans 2011: 67-70; McAlester 2018: 586-589).

Character-defining features of the Minimal Traditional style for residential properties include:

- Small scale
- One-story or one-and-a-half stories in height
- Low- or intermediate-pitched gable roof with little to no eave overhang

- Typically features double-hung windows with either multi-pane or simulated multi-pane
- Window placement occasionally includes two windows set near the building corner
- Exterior cladding materials may include vertical and horizontal wood boards, shingles, brick veneer, and board-and-batten siding
- Minimal, limited architectural decoration, usually American Colonial Revival in character
- Roof dormers are rare, except on Cape Cod-style Minimal Traditional houses
- May have an attached or detached garage

Property History

Since its construction in 1965, the subject property has been a single-family residence. It is presently owned by Alejandra and Esther Pacheco; however, research, through Newspapers.com, California Digital Newspaper Collection, and GenealogyBank did not identify any information on historical owners or occupants of the subject property. Additional research, conducted through Ancestry.com's Index to Public Records, Calisphere, and Google Books, also did not identify owners or occupants of the property.

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1215 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The residential building was constructed in 1953, during a post-World War II population boom in Imperial Beach and California at large that resulted in rapid residential development, including several housing subdivisions north of Imperial Beach Boulevard that were constructed the same year as the subject property. While post-World War II residential growth was an important trend regionally and in California, this property did not play a significant role in this trend. It was one of many constructed during this period of growth and did not influence this trend. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1215 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. Alejandra and Esther Pacheco are the present owners of the subject property and do not appear to be people important to our past. Research did not identify any historical owners or occupants. Due to a lack of identified significant associations with any persons important in our past, the subject property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 1215 Palm Avenue does not fully embody the distinctive characteristics of any particular Modern architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The subject property is a modest and architecturally undistinguished example of an early 1950s single-family residence. With its small-scale, one-story height, and limited architectural decoration, the subject building displays some of the characteristics of the Minimal Traditional style aesthetic, but it does not represent a fully developed articulation of the style. It is a ubiquitous example of its style and type and there are many similar examples in Imperial Beach,

San Diego County, California, and the nation. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C or CRHR Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR under all listing criteria due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

References (cont.)

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1205 Palm Avenue

P1. Other Identifier: Map ID 25
***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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 20; San Bernardino **B.M.**
c. Address 1205 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-311-01-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property contains a rectangular in plan and one-story in height commercial building. The stucco clad building has a flat roof with a parapet and wood-shingle shed roofs supported by wood-posts along the primary (north) and west elevations. A metal main entry door is recessed on the northwest corner of the primary elevation and features stone veneer cladding. Fenestration includes vinyl-sash fixed windows and a metal door on the west elevation. An asphalt driveway surrounds the primary, west, and rear (south) elevations of the building. The historic property boundary is limited to the legal parcel boundary of APN 626-311-01-00. The subject property is in overall good condition.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo: Photo 1, West and north elevations, view to the southeast, IMG_0381

***P6. Date Constructed/Age and Sources:** ☒ Historic
1962 (San Diego County Assessor's Office)

***P7. Owner and Address:**
Alejandra and Esther Pacheco
760 8th Street
Imperial Beach, CA 91932

***P8. Recorded by:**
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation**: (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.
***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 ☐Sketch Map ☐Other (List):

B1. Historic Name: Marco's Bar & Grill; Red Hawk Steak House
B2. Common Name: N/A
B3. Original Use: Restaurant/bar
B4. Present Use: Restaurant/bar
***B5. Architectural Style:** Mid-Century Modern
***B6.Construction History:** (Construction date, alterations, and date of alterations) The subject property was constructed in1962 (San Diego County Assessor's Office). Observed alterations include: aluminum frame window replacements; possible re-siding on some elevation; roof re-shingling

***B7. Moved?** ☒No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1205 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1205 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Cancilla, MSHP

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



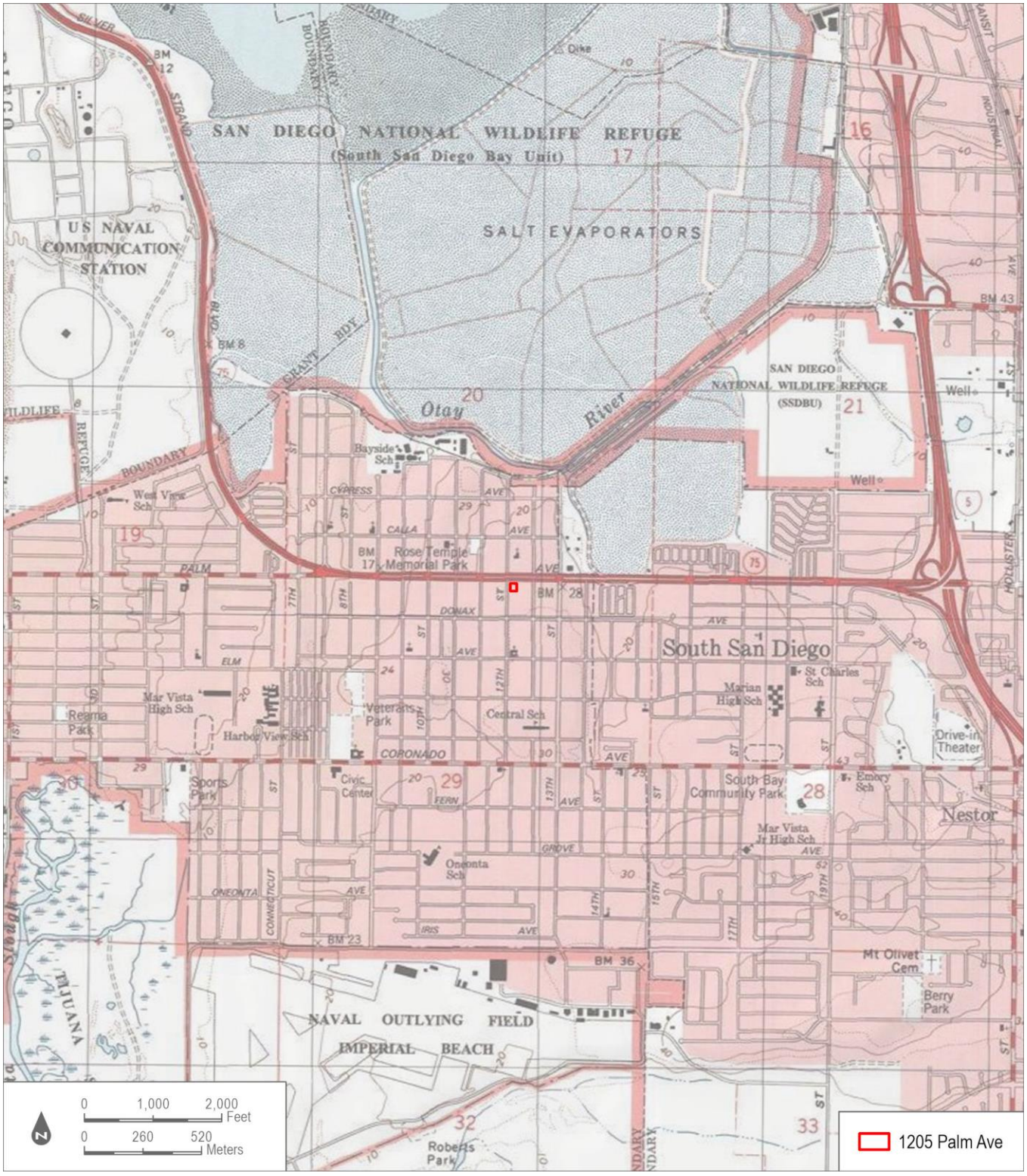
State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

Page 3 **of** 10
***Map Name:** *Imperial Beach, CA* ***Scale:** 1:24,000

***Resource Name or #** (Assigned by recorder) 1205 Palm Avenue
***Date of Map:** 1996 (2002 ed.)



Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Relevant Architectural Style: Mid-Century Modern (1940-1975)

Mid-Century Modern style (1940-1975) is reflective of International and Bauhaus styles popular in Europe in the early twentieth century. Early Modernists, including Rudolph Schindler, Richard Neutra, and Frank Lloyd Wright brought many elements of these design aesthetics and material experimentation to Southern California in the 1920s. The development of the Mid-Century Modern style in the United States was largely fostered by World War II. Prominent European practitioners of the International and Bauhaus styles, namely architects Ludwig Mies Van der Rohe and Walter Gropius, fled to the United States during World War II. Following the conclusion of the war in 1945, the United States became a manufacturing and industrial leader. Materials and aesthetics evolved to reflect modern innovations that dominated design and construction following the war.

Mid-Century Modern design was embraced intellectually as a departure from the past, but it was economically appealing for its ability to be mass-produced with standardized, affordable, and replicable designs that could accommodate many programmatic needs and site requirements. There was a need for a style that could meet the demand for mass construction of many property types – from residences to schools to offices – and convey the modern sensibility of an era that valued a departure from the past; middle-class growth; economic efficiency; and new material technology. The designs rarely incorporate applied ornamentation or references to historical styles. The Mid-Century Modern style was widely adopted in the building boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One- to two stories in height
- Low, boxy, horizontal proportions
- Simple geometric forms with a lack of exterior decoration
- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete
- Mass-produced materials

- Simple windows (metal or wood) flush-mounted and clerestory
- Industrially plain doors
- Floor to ceiling window walls
- Extensive use of sheltered exterior corridors, with flat or slightly sloped roofs supported by posts, piers, or pipe columns
- Modern signage
- Deeply recessed and or angled vestibules
- Integrated planters
- Projecting vertical elements

Property History

The subject property is a restaurant and bar constructed in 1963. From its construction until circa 2011, the proeprty was occupied by the Red Hawk Steak House and was operated by Gene and Jackie Smith. In 1968, a newspaper writer described visiting the Red Hawk, saying that "you always receive a big welcome here form Gener or Jakie. Makes you feel like family" (Rolfes 1968: 9). The restaurant was taken over by Mike Halowell in 1991. According to Google Maps imagery, the restaurant remained the Red Hawk until circa 2011, when it became Marco's Fine Italian Food and Pizza, which continues to operate out of the proeprty to the present day (CVSN 1963: 15; 1974: 21; Brents 2003: 10; Miller 1992: 13).

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1205 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed in 1963, during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to locals and passing motorists. By 1955, for example, commercial development on Palm Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm Avenue, an important local trend, the subject property was one of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1205 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. The subject property opened as the Red Hawk Steak House in 1963, and was operated by Gene and Jackie Smith until it was taken over by Mike Halowell

in 1991. Research did not uncover information that would indicate that these individuals important to the past or made significant contributions to history. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 1205 Palm Avenue does not fully embody the distinctive characteristics of any particular Modern architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The subject property is a modest and architecturally undistinguished example of a 1960s commercial restaurant. With its boxy, horizontal proportions, stucco cladding, and simple geometric form with a lack of exterior decoration, the subject building displays some of the characteristics of the Mid-Century Modern style aesthetic, but it does not represent a fully developed articulation of the style. The proeprty is a ubiquitous example of its type and there are similar examples in Imperial Beach, San Diego County, California, and the nation. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C or CRHR Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys

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Photographs (cont.)

Photo 2. West and south elevations, view to the northeast



Source: Dudek 2025

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1185 Palm Avenue

P1. Other Identifier: Map ID 26
***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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 20; San Bernardino **B.M.**
c. Address 1185 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-302-16-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject project contains a rectangular plan, one-story commercial building with a low-pitched front-gable roof featuring overhanging closed eaves with exposed rafters (Photo 1). Cladding is a combination of brick, stucco, and wood board-and-batten. A set of metal-frame fully glazed main entrance doors are located on the primary (north) elevation. Fenestration includes metal-sash fixed windows. An asphalt driveway surrounds the building and includes four gas pumps. Landscaping includes lawns, trees, and shrubs in concrete planters surrounding the parking lot. The historic property boundary is limited to the legal parcel boundary of APN 626-302-16-00. The subject property is in overall good condition.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph or Drawing



P5b. Description of Photo: Photo 1, Primary (north) and east elevations, view looking southwest, IMG_0415

***P6. Date Constructed/Age and Sources:** ☒ Historic
c. 1972 (NETR 2025a)

***P7. Owner and Address:**
Thrifty Oil Company
539 S Main Street
Findlay, OH 45840

***P8. Recorded by:**
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.
***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 ☐Sketch Map ☐Other (List):

B1. Historic Name: ARCO
B2. Common Name: N/A
B3. Original Use: Gas station
B4. Present Use: Gas station
***B5. Architectural Style:** Elements of Contemporary
***B6.Construction History:** (Construction date, alterations, and date of alterations) The subject property was constructed c. 1972 (NETR 2025a). Observed alterations include: replacement aluminum frame windows and primary entrance on north elevation (likely as part of a renovation from a garage/service station to store); updated gas pumps and canopy
***B7. Moved?** ☒No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1185 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1185 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Cancilla, MSHP

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



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

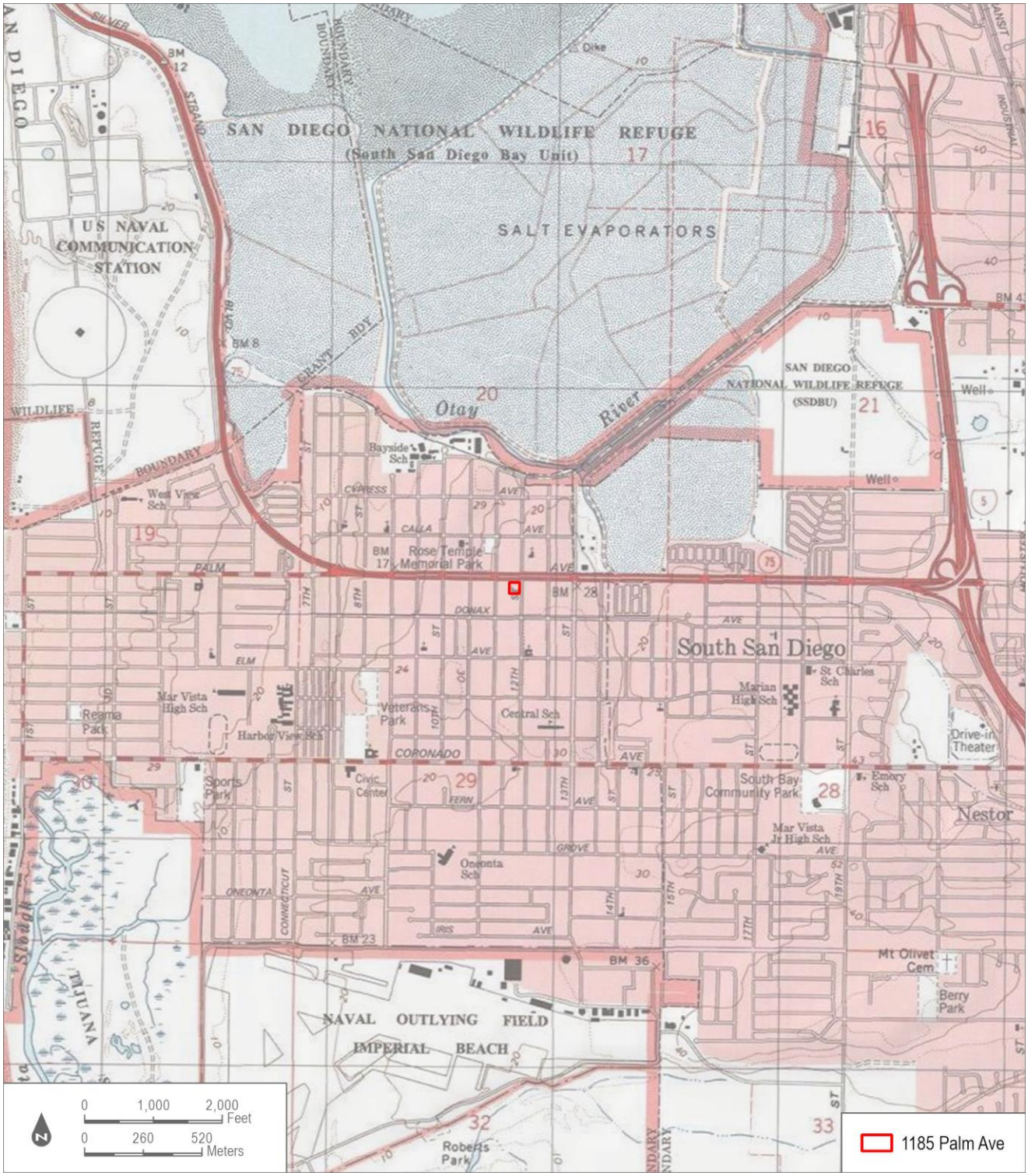
LOCATION MAP

Primary #
HRI#
Trinomial

***Resource Name or #** (Assigned by recorder) 1185 Palm Avenue

***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000

***Date of Map:** 1996 (2002 ed.)



*** Required information**

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Gas and Service Stations

While there were many variations for the service station, some of which included additional services such as repairs and car washing, the utilitarian filling station was the most common in the 1920s. These service stations usually consisted of a rectangular building that housed offices, restrooms, and service bays along with a canopy covering gasoline pumps and were typically surrounded by concrete and oriented to be conveniently accessible from the road. While this basic form remained popular for decades, as the 1920s went on many service stations became increasingly elegant and elaborate and were designed in popular residential Period Revival styles (Prosser and Herrick 2016: 24-34; Beresford 2015; Randl ND; History Colorado ND; Jakle and Sculle 1994).

During and after the Great Depression, service stations in Southern California tended to be designed in the Streamline Moderne and International styles. As oil and gas companies continued to consolidate power and resources during this period, the desire for consistent branding led to the greatest standardization of service stations forms. Walter Dorwin Teague, an industrial designer, created an oblong box service station prototype for Texaco in the 1930s, which soon became a standard form for service stations across the country. The oblong box service stations consist of an often-prefabricated oblong box with a flat roof, canopy, and interior spaces of an office with a large display window, restrooms, and service bays (Prosser and Herrick 2016: 24-34; Beresford 2015; Randl ND; History Colorado ND; Jakle and Sculle 1994).

In the post-World War II years, some stations began to apply more exuberant Googie elements to appeal to the ever-increasing number of motorists, but standardized Oblong service stations continued to be the most prevalent form. By 1960, the multi-pump, self-service station had become common. In the 1970s, it was most common for gas stations to be constructed with a consistent, standardized plan intended to be nationally recognizable with clear branding/signage (Prosser and Herrick 2016: 24-34; Beresford 2015; Jakle and Sculle 1948).

Character-Defining / Associative Features of Gas/Service Stations

- Typically oriented to offer convenient automobile access from the street
- Situated on a concrete lot

- Layout and design features that reflect the accommodation of the automobile
- May reflect corporate design associated with a particular oil company and/or architects/designers
- Early examples may have influences of popular styles of the day, such as Spanish Colonial Revival, Streamline Moderne, and Googie
- Canopies over service islands are common
- Later examples may be prefabricated
- Typically have an oblong box form and may or may not have service bays depending on date of construction
- Presence of corporate / brand signage and / or logos

Contemporary Style (1945-1990)

Contemporary buildings are prevalent throughout the entire United States between 1945 and 1990 and were common in California at roughly the same time. The style rejects traditional decoration and exterior sleekness in favor of its interior, so much so that the plans and facades of the building are less unifying and more a reflection of the interior spaces use. There is also a relationship between outdoor spaces and interior rooms; in residential architecture, this can connect living space to gardens; in commercial spaces, it can provide an outlet from office space to a courtyard, garden, or park (McAlester 2018: 329-634).

Character-defining features of the Contemporary Style for commercial properties include:

- Low pitched gable roofs
- Exposed roof beams
- Wide, overhanging eaves
- Windows generally in gable ends
- Materials (wood, brick, glass concrete block) evoking a variety of textures
- Asymmetrical main façade
- Recessed or obscured entry

Property History

Since its construction circa 1972, the subject property has been a gas/service station. It began to offer automotive repair services in 1975, at which time it was owned by the Gulf Oil Company of California (IBSN 1975: 13). In teh 1970s and 1980s, Gulf Oil Corporation sold a significant portion of its California service stations to Thrifty Oil Company, which owned the subject proeprty by 1983 and countries to own it to the present day and operate it as an ARCO (CVSN 1983; 24;UPI 1980; ParcelQuest 2025).

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1185 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed circa 1978, following a decades-long pattern of commercial development along Palm Avenue that intensified following World War II's conclusion in 1945. While post-war commercial development along Palm Avenue is an important local trend, construction along Palm Avenue had slowed by the end of the 1970s. As such, the subject property post-

dates the significant period of post-World War II development in Imperial Beach and instead represents the general, more sporadic extension of commercial development along Palm Avenue that has continued to the present day. It has been a gas station since its construction and there is no information to indicate the property was significant within the history of gas/service stations generally, or within Imperial Beach specifically. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1185 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. Research did not identify any individuals associated with the ownership or operation of the subject proeprty. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 1185 Palm Avenue does not fully embody the distinctive characteristics of any particular architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The subject property is a modest and architecturally undistinguished example of an early 1970s gas station and former service station. Iti exhibits some elements of the Contemporary style (e.g., its low pitched gable roof, exposed roof beams, and wide overhanging eaves); however, it is an undistinguished and ubiquitous example of its type and there are many similar examples in Imperial Beach. Research did not identify the original architect but it appears unlikely to be the work of a master. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C, CRHR Criterion 3, or County Register Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to

a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys

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NETR (Nationwide Environmental Title Research, LLC). 2025b. Historic Topographic Maps of the Imperial Beach Project Area, Imperial Beach, CA, dating from 1904, 1908, 1911, 1915, 1920, 1928, 1932, 1941, 1943, 1955, 1960, 1962, 1977, 2002, 2012, 2015, 2018, and 2021. Accessed June 4, 2025. https://www.historicaerials.com/viewer.

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Photographs (cont.)

Photo 2. Primary (north) elevation and pumps associated with 1186 Palm Avenue, view to the southeast



Source: Dudek 2025

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1177-81 Palm Avenue

P1. Other Identifier: Map ID 27

*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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 20; San Bernardino **B.M.**

c. Address 1177-81 Palm Avenue City Imperial Beach Zip 91932

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

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-302-02-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property is a one-story commercial building with a rectangular footprint located mid-block between Florida Street to the west and 12th Street to the east. It presently houses two commercial businesses at 1177 Palm Avenue (west) and at 1181 Palm Avenue (east).The subject property is clad in stucco and topped with a flat roof. Visible fenestration is limited to the primary (south) and consists of a single vinyl-frame picture window on the northeast elevation at 1181 Palm Avene and an additional two covered windows at 1177 Palm Avenue. See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building

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

P5a. Photograph or Drawing



P5b. Description of Photo: (View, date, accession #) Photo 1, Primary (north) elevation, view looking southwest, IMG_0429

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
1979 (San Diego County Assessor's Office)

***P7. Owner and Address:**
Edward J. Wedelstedt Revocable Trust
1655 Pleasant Way
Pasadena, CA 91105

***P8. Recorded by:** (Name, affiliation, address)
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation**: (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z
***Resource Name or #** (Assigned by recorder) 1177-81 Palm Avenue

B1. Historic Name: N/A
B2. Common Name: N/A
B3. Original Use: Commercial
B4. Present Use: Commercial
***B5. Architectural Style:** Utilitarian
***B6. Construction History:** (Construction date, alterations, and date of alterations) Constructed in 1979. Replacement vinyl frame-windows on primary elevation; re-stucco; addition of accessible ramps on the northwest elevation (observed). Date of alterations are unknown.

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1177-81 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1177-81 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Cancilla, MSHP

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



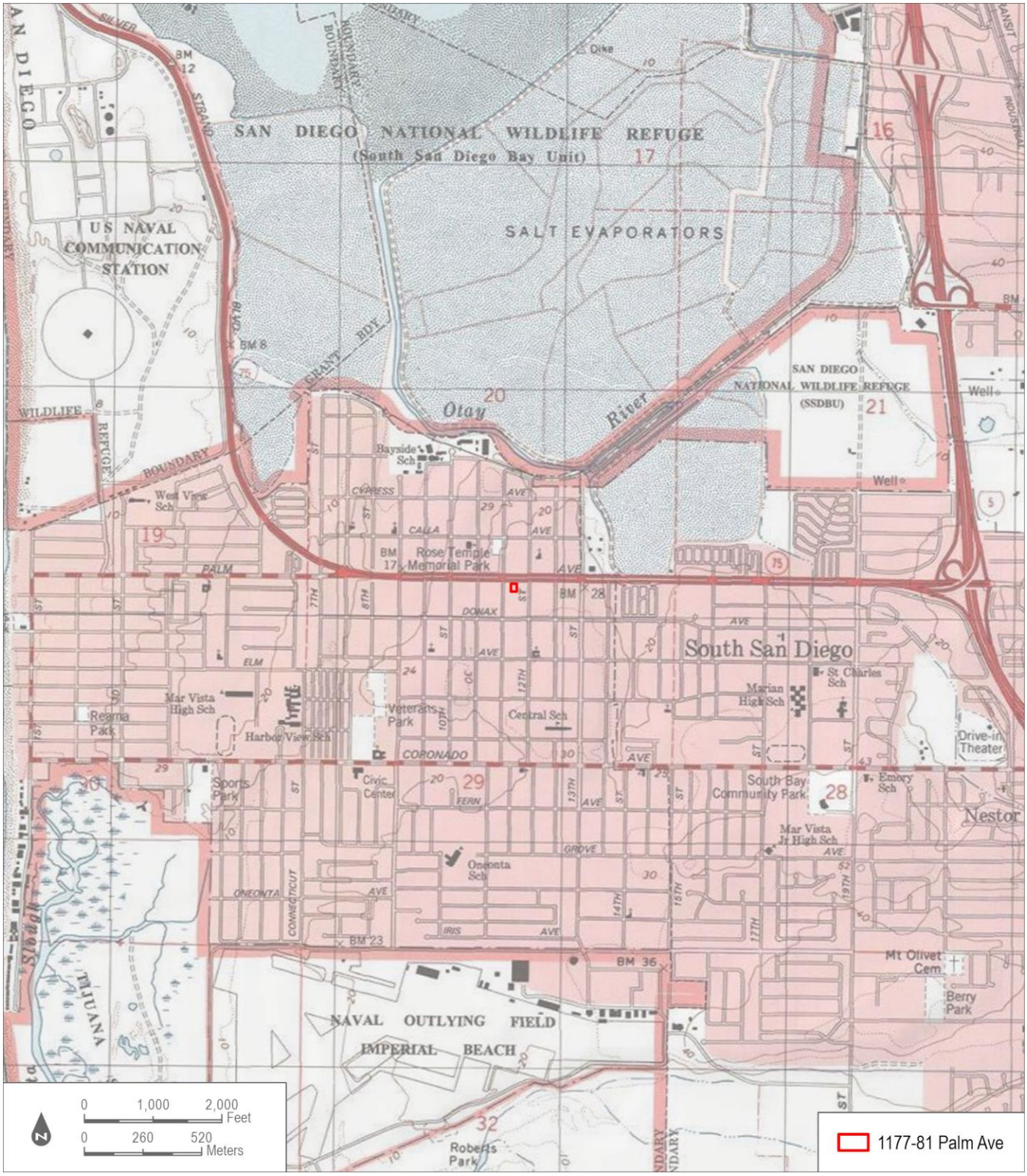
State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

***Resource Name or #** (Assigned by recorder) 1177-81 Palm Avenue

***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000 ***Date of Map:** 1996



*** Required information**

Description (cont.)

The entrance to 1177 Palm Avenue is recessed and consists of an aluminum two-lite door, with both windows covered and accessible via a concrete ramp with a metal handrail. The primary entrance at 1181 Palm Avenue is a wood single-lite door. The building has a concrete parking lot located at the rear (west) and east elevations. The historic property boundary is limited to the legal parcel boundary of APN 626-302-02-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Property History

The subject property has been a commercial building since its construction in 1979. By 1988, 1177 Palm Avenue was occupied by Palm Avenue Books, an adult bookstore, which continued to occupy the building until at least 1996 (Trageser 1988: 1; North County Times 1996: 20). In 1988, the property (1181 Palm Avenue) was occupied by H&R Block (CBSN 1988: 38). Today, the building houses a Romantix adult store (1177 Palm Avenue) and Locker Room Barber Shop (1181 Palm Avenue).

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1177-81 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed circa 1978, following a decades-long pattern of commercial development along Palm Avenue that intensified following World War II's conclusion in 1945. While post-war commercial development along Palm Avenue is an important local trend, construction along Palm Avenue had slowed by the end of the 1970s. As such, the subject property post-dates the significant period of post-World War II development in Imperial Beach and instead represents the general, more sporadic extension of commercial development along Palm Avenue that has continued to the present day. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1177-81 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. Research did not identify any particular

individuals associated with the ownership or operation of the subject property. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 975 Palm Avenue does not fully embody the distinctive characteristics of an architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The subject property is a modest and architecturally undistinguished example of a utilitarian late 1970s commercial box building. The property does not display any physical characteristics of a particular style; therefore, it cannot be considered a true representative of a particular type, period, or method of construction. It is a ubiquitous example of a commercial property and there are many similar examples in Imperial Beach, California, and the United States. Archival research failed to reveal the subject property's architect and/or builder but due to its simple and scaled-down design it is unlikely the work of a master. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C and CRHR Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR under all listing criteria due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

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Photographs (cont.)

Photo 2. Primary (north) elevation, view to the southeast



Source: Dudek 2025

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1155 Palm Avenue

P1. Other Identifier: Map ID 28
***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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 20; San Bernardino **B.M.**
c. Address 1155 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-302-20-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property contains a rectangular plan, one-story commercial building with a flat roof featuring a parapet and projecting concrete overhangs on the primary (north) and west elevations (Photo 1). Cladding is a combination of concrete masonry units and vertical wood board. Two metal-frame fully glazed storefront doors are located on the primary elevation and a secondary metal-frame fully glazed storefront door is located on the west elevation. Fenestration includes metal-sash sliding windows obscured by metal security screens on the west elevation. The east elevation features a painted mural (Photo 2). An asphalt parking lot surrounds the west and rear (south) elevations. See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph or Drawing



P5b. Description of Photo: Photo 1, Primary (north) elevation and west elevation, view looking southeast

***P6. Date Constructed/Age and Sources:** ☒ Historic
c. 1972 (NETR 2025a)

***P7. Owner and Address:**
Martin Michael & Gale Family Trust
1489 Connecticut Street
Imperial Beach, CA 91932

***P8. Recorded by:**
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation**: (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.
***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) 1155 Palm Avenue

B1. Historic Name: N/A
B2. Common Name: N/A
B3. Original Use: Commercial
B4. Present Use: Commercial
***B5. Architectural Style:** Mid-Century Modern
***B6. Construction History:** (Construction date, alterations, and date of alterations) The property was constructed circa 1972 (NETR 2025a). Observed alterations include replacement metal frame windows.

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1155 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1155 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Cancilla, MSHP

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



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

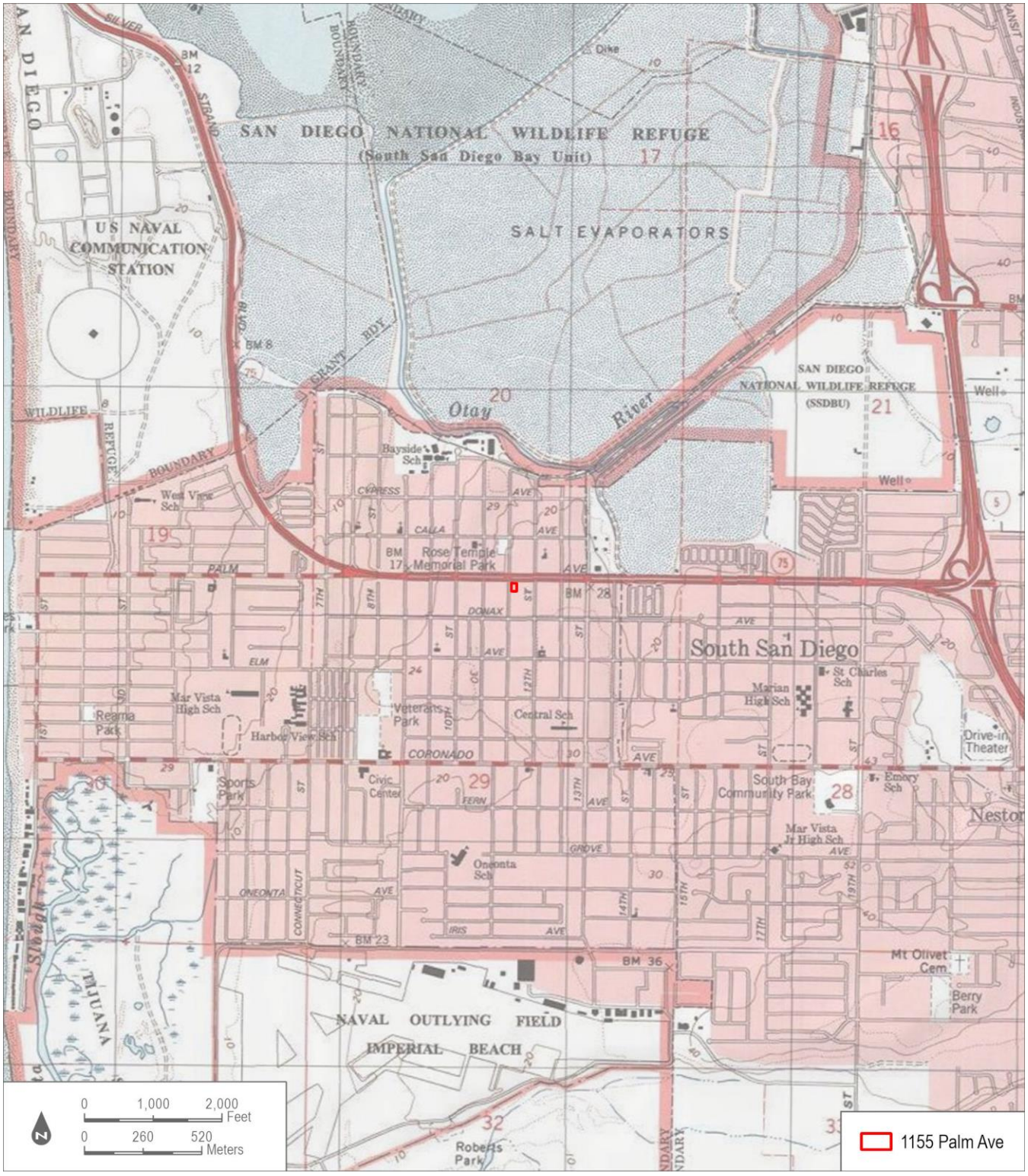
LOCATION MAP

Primary #
HRI#
Trinomial

***Resource Name or #** (Assigned by recorder) 1155 Palm Avenue

***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000

***Date of Map:** 1996 (2002 ed.)



*** Required information**

Description (cont.)

Landscaping includes trees and shrubs in concrete planters along the primary and west elevations. The historic property boundary is limited to the legal parcel boundary of APN 626-302-20-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Relevant Architectural Style: Mid-Century Modern (1940-1975)

Mid-Century Modern style (1940-1975) is reflective of International and Bauhaus styles popular in Europe in the early twentieth century. Early Modernists, including Rudolph Schindler, Richard Neutra, and Frank Lloyd Wright brought many elements of these design aesthetics and material experimentation to Southern California in the 1920s. The development of the Mid-Century Modern style in the United States was largely fostered by World War II. Prominent European practitioners of the International and Bauhaus styles, namely architects Ludwig Mies Van der Rohe and Walter Gropius, fled to the United States during World War II. Following the conclusion of the war in 1945, the United States became a manufacturing and industrial leader. Materials and aesthetics evolved to reflect modern innovations that dominated design and construction following the war.

Mid-Century Modern design was embraced intellectually as a departure from the past, but it was economically appealing for its ability to be mass-produced with standardized, affordable, and replicable designs that could accommodate many programmatic needs and site requirements. There was a need for a style that could meet the demand for mass construction of many property types – from residences to schools to offices – and convey the modern sensibility of an era that valued a departure from the past; middle-class growth; economic efficiency; and new material technology. The designs rarely incorporate applied ornamentation or references to historical styles. The Mid-Century Modern style was widely adopted in the building boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One- to two stories in height
- Low, boxy, horizontal proportions
- Simple geometric forms with a lack of exterior decoration

- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete
- Mass-produced materials
- Simple windows (metal or wood) flush-mounted and clerestory
- Industrially plain doors
- Floor to ceiling window walls
- Extensive use of sheltered exterior corridors, with flat or slightly sloped roofs supported by posts, piers, or pipe columns
- Modern signage
- Deeply recessed and or angled vestibules
- Integrated planters
- Projecting vertical elements

Property History

From at least 1976 until circa 1993 the building was occupied by Leadingham Realty Inc (IBSN 1976: 23; IBSN 1988: 5; The Star-News 1991: 5). The company sold real estate in Imperial Beach and the surrounding area for approximately three decades; in 1993, Imperial Beach Councilman Steve Haskins accused the company of unfair business practices (Dougherty 1993:1). The building is presently occupied by FSG Tattoo.

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1155 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed circa 1972 during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to locals and passing motorists. By 1955, for example, commercial development on Palm Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm Avenue, an important local trend, the subject property was one of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend.

The subject property was occupied a real estate businesses from circa 1976 until circa 1993 which did not appear to have been innovative within its industry or within Imperial Beach. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1155 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. The property was occupied by Leadingham Realty from at least 1976 until circa 1993; however, research did not identify any particular individuals associated with the businesses that occupied the subject property. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 1155 Palm Avenue does not fully embody the distinctive characteristics of the Mid-Century Modern architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The subject property is a modest and architecturally undistinguished example of an early 1970s commercial building exhibiting some influences of the Mid-Century Modern style (e.g., its boxy, horizontal proportions and simple geometric form with a lack of exterior decoration). Due to its easily replicable components and economic efficiency, the Mid-Century Modern style was commonly applied to commercial buildings throughout California in 1950s to 1970s. It is a ubiquitous example of its type and there are many similar examples in Imperial Beach, California, and the United States. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C, CRHR Criterion 3, or County Register Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

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Photographs (cont.)

Photo 2. Side (east) and partial view of primary (south) elevation, view to the southwest



Source: Dudek 2025

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1115 Palm Avenue

P1. Other Identifier: Map ID 30

*__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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 20; San Bernardino **B.M.**

c. Address 1115 Palm Avenue City Imperial Beach Zip 91932

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

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-301-23-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property contains two rectangular plan, one-story commercial buildings. The building on the northwest corner of the property has a flat roof with a parapet and a composition-shingle overhang on the primary (north) elevation (Photo 1). Cladding is a combination of brick on the east and west elevations, and stucco on the primary and rear (south) elevations. The primary elevation contains a set of metal-frame fully glazed main entry doors, and a door obscured by a metal security screen on the rear elevation provides secondary access. Fenestration includes metal-sash fixed windows on the primary elevation and a vinyl-sash sliding window with a metal security screen on the rear elevation. See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building

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

P5a. Photograph or Drawing



P5b. Description of Photo: Photo 1, Primary (north) and west elevations, view looking southeast, IMG_0496

***P6. Date Constructed/Age and Sources:** ☒ Historic
1953 (San Diego County Assessor's Office) and 1967 (IBSN 1967: 7)

***P7. Owner and Address:**
Singing Palms LLC
PO Box 968
Imperial Beach, CA 91933

***P8. Recorded by:**
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

B1. Historic Name: N/A
B2. Common Name: N/A
B3. Original Use: Commercial
B4. Present Use: Commercial
***B5. Architectural Style:** Mid-Century Modern
***B6.Construction History:** (Construction date, alterations, and date of alterations) The commercial building was constructed in 1953 (San Diego County Assessor's Office) with the automated car added in 1967 (IBSN 1967: 7). Observed alterations include: replacement metal frame-windows and doors on the primary (north) elevation.

***B7. Moved?** ☒No ☐Yes ☐Unknown **Date:** **Original Location:**

***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1115 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1115 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Claire Cancilla, MSHP

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



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

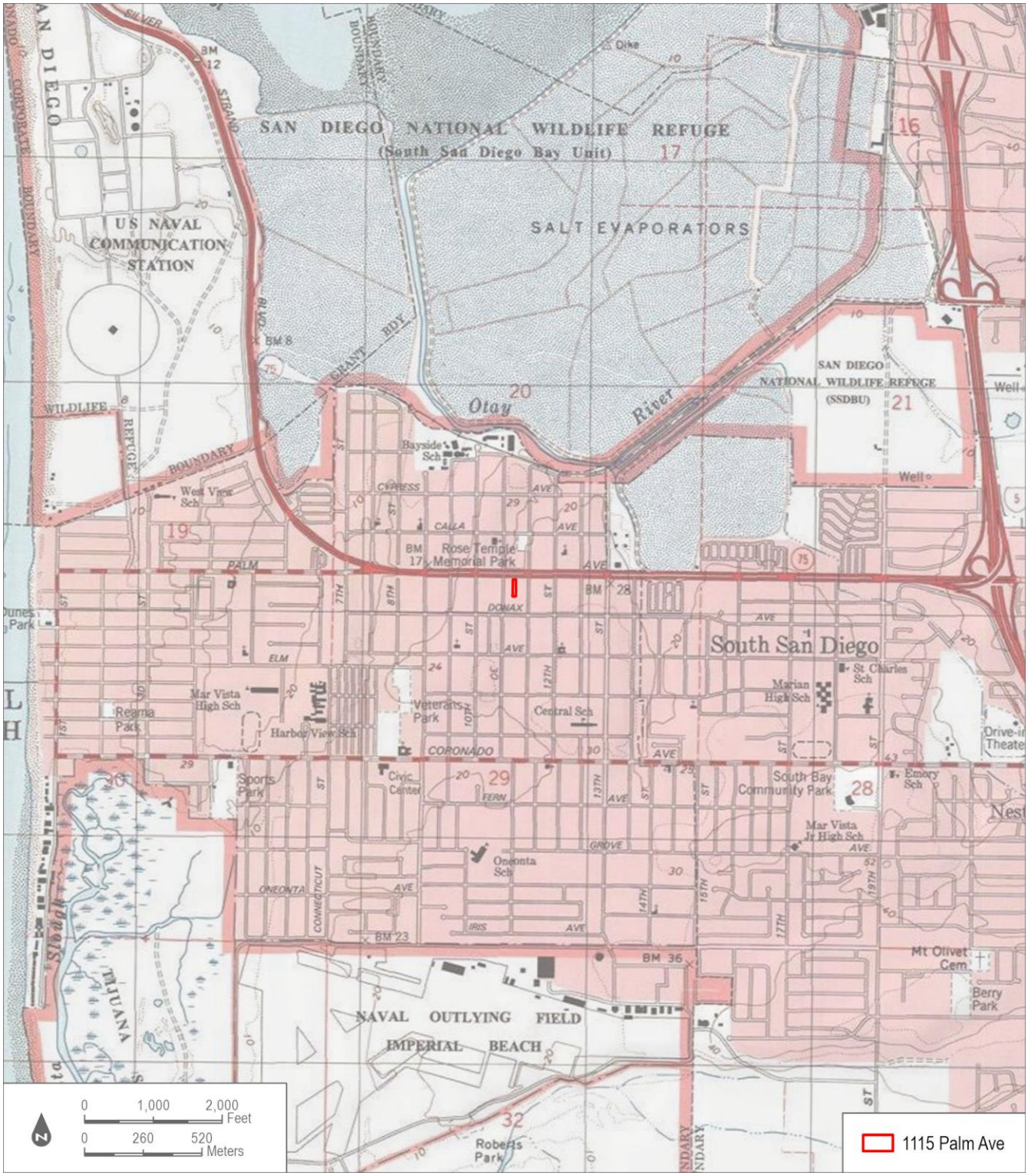
LOCATION MAP

Primary #
HRI#
Trinomial

***Resource Name or #** (Assigned by recorder) 1115 Palm Avenue

***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000

***Date of Map:** 1996 (2002 ed.)



*** Required information**

Description (cont.)

The concrete masonry unit building on the rear of the property had a flat roof and two covered vehicle lanes with hoses and vacuums. The primary (north), west, and rear (south) elevations include vertical wood-board cladding along the top of each elevation, and corrugated metal cladding along the bottom of the west elevation (Photo 2). Fenestration includes a metal door on the rear elevation. Asphalt paving surrounds the buildings on the property, and concrete planters along the west and east boundaries of the property contains trees and shrubs. The historic property boundary is limited to the legal parcel boundary of APN 626-301-23-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976:

143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Car Washes

Car washes show how a building type's "design and site layout are shaped by accommodation to the needs of automobile as well as the stylistic and economic trends of the day" (Prosser and Herrick 2016: 57). Early car washes were typically part of service stations or parking garage, with a vehicle remaining stationary to be washed hand. By the late 1920s,there were some experiments in stand-alone facilities with semi-mechanized features and a linear concept. In the late 1930s, experiments in a mechanized linear car wash assembly-lines had developed further; however, it was not until the mid-1950s that the linear concept was fully mechanized (Prosser and Herrick 2016: 53). Car washes in this period were simple long, rectilinear pavilions that pulled or pushed a car mechanically and had large washers and dryers with attendants stationed at key points to facilitate the process (Prosser and Herrick 2016: 53). The simplicity and form of these carwashes lent themselves to the use of Googie elements to appeal to passing motorists, usually with tall pylons and exuberant signage. Car washes were ubiquitous in the 1960s, but by the end of the decade, Googie was out of fashion and "along with it, the structural expressionism of the car wash" (Prosser and Herrick 2016: 58). In the 1970s, car wash forms were streamlined, technology standardized, and the linear car wash "often retreated into a factory-like enclosed building" (Prosser and Herrick 2016: 57) with minimal ornamentation.

Character-defining features of car washes include (Prosser and Herrick 2016: 58):

- Retains most of the essential character defining features of the type
- May have Googie or programmatic elements, particularly signage and pylons
- Of the layouts typical of adapting to the needs of the automobile, specifically the linear layout that allowed movement through different stages of the washing process

- May be associated with particular companies and/or architects/designers

Property History

The subject property consists of an office building constructed 1953 at the front of the lot and a car wash constructed in 1967 at the rear of the lot. In 1963, the office building was occupied by Marold C. Wadley Complete Insurance Service (CVSN 1963: 4). In 1967, E.F. Mikkelson Jr. requested a permit to construct an automatic car wash at the rear of 115 Palm Avenue (IBSN 1967: 7).

Relevant Architectural Style: Mid-Century Modern (1940-1975)

Mid-Century Modern style (1940-1975) is reflective of International and Bauhaus styles popular in Europe in the early twentieth century. Early Modernists, including Rudolph Schindler, Richard Neutra, and Frank Lloyd Wright brought many elements of these design aesthetics and material experimentation to Southern California in the 1920s. The development of the Mid-Century Modern style in the United States was largely fostered by World War II. Prominent European practitioners of the International and Bauhaus styles, namely architects Ludwig Mies Van der Rohe and Walter Gropius, fled to the United States during World War II. Following the conclusion of the war in 1945, the United States became a manufacturing and industrial leader. Materials and aesthetics evolved to reflect modern innovations that dominated design and construction following the war.

Mid-Century Modern design was embraced intellectually as a departure from the past, but it was economically appealing for its ability to be mass-produced with standardized, affordable, and replicable designs that could accommodate many programmatic needs and site requirements. There was a need for a style that could meet the demand for mass construction of many property types – from residences to schools to offices – and convey the modern sensibility of an era that valued a departure from the past; middle-class growth; economic efficiency; and new material technology. The designs rarely incorporate applied ornamentation or references to historical styles. The Mid-Century Modern style was widely adopted in the building boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One- to two stories in height
- Low, boxy, horizontal proportions
- Simple geometric forms with a lack of exterior decoration
- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete
- Mass-produced materials
- Simple windows (metal or wood) flush-mounted and clerestory
- Industrially plain doors
- Floor to ceiling window walls
- Extensive use of sheltered exterior corridors, with flat or slightly sloped roofs supported by posts, piers, or pipe columns

- Modern signage
- Deeply recessed and or angled vestibules
- Integrated planters
- Projecting vertical elements

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1155 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed in 1953 with an addition of an automated car wash in 1967 during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to locals and passing motorists. By 1955, for example, commercial development on Palm Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm Avenue, an important local trend, the subject property was one of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend.

The subject property was occupied by an insurance company and automated car wash businesses, none of which appear to have been innovative within their industries or within Imperial Beach. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1155 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. The property has had several commercial occupants since its construction, including Marold C. Wadley Complete Insurance Service (CVSN 1963: 4) and an automated car wash constructed by E.F. Mikkelson Jr. in 1967 (IBSN 1967: 7). Research did not uncover information that would indicate that Mikkelson was important to the past or made significant contributions to history. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial buildings at 1155 Palm Avenue do not fully embody the distinctive characteristics of the Mid-Century Modern architectural style, nor are they known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The commercial building on the subject parcel is a modest and architecturally undistinguished example of an early 1950s commercial building exhibiting influences of the Mid-Century Modern style (e.g., its boxy, horizontal

proportions; picture windows; and simple geometric form with a lack of exterior decoration). Due to its easily replicable components and economic efficiency, the Mid-Century Modern style was commonly applied to commercial buildings throughout California in the 1950s and 1960s. It is a ubiquitous example of its type and there are many similar examples in Imperial Beach, California, and the United States. The car wash building The subject property is an architecturally undifferentiated late-1960s car wash with no particular style. It does not embody any particular design or aesthetic trends within the history of car wash design and is simply a standard linear, enclosed, mechanized car wash. Overall, the subject property lacks sufficient design and construction value to meet NRHP Criterion C, CRHR Criterion 3, or County Register Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

References (cont.)

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NETR (Nationwide Environmental Title Research, LLC). 2025b. Historic Topographic Maps of the Imperial Beach Project Area, Imperial Beach, CA, dating from 1904, 1908, 1911, 1915, 1920, 1928, 1932, 1941, 1943, 1955, 1960, 1962, 1977, 2002, 2012, 2015, 2018, and 2021. Accessed June 4, 2025. https://www.historicaerials.com/viewer.

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Photographs (cont.)

Photo 2. Primary (north) and east elevation of the rear building, view to the southwest.



Source: Google Maps 2022

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 1085 Palm Avenue

P1. Other Identifier: Map ID 31
*__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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 20; San Bernardino **B.M.**
c. Address 1085 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-291-14-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The commercial property at 1085 Palm Avenue was constructed in 1964. The building is T-shaped in plan with a flat roof sheathed in rolled composition roofing and standing seam metal roofing behind a flat parapet wall. Exterior walls are clad in stone veneer and painted stucco. Surrounding the building is a concrete and asphalt surface street parking lot. Along the rear (south) edge of the lot are mature trees and shrubs. The northernmost portion of the building displays four gas pumps under a flat canopy roof. The southernmost portion of the building is accessed by a concrete ramp with metal railings and two concrete steps. Fenestration includes metal fixed storefront windows and a pair of metal storefront doors. See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

Photograph 1



P5b. Description of Photo: Photo 1, Primary (north) and east elevations; view looking southwest, IMG_0515

***P6. Date Constructed/Age and Sources:** ☒ Historic
1964 (San Diego County Assessor's Office)

***P7. Owner and Address:**
1085 Palm LLC
5523 Meadows Del Mar
San Diego, CA 92130

***P8. Recorded by:**
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.
***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z
***Resource Name or #** (Assigned by recorder) 1085 Palm Avenue

B1. Historic Name: N/A
B2. Common Name: N/A
B3. Original Use: Commercial
B4. Present Use: Commercial – automotive
***B5. Architectural Style:** N/A
***B6. Construction History:** (Construction date, alterations, and date of alterations) The property was constructed in 1964. Observed alterations include replacement metal frame-windows, replacement entry doors, re-roofing, the infill of fenestration on primary (north) elevation, recladding, removal of mansard roofline, installation of new gas pumps, and resurfacing of the parking lot (2018).

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1085 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1085 Palm Avenue. See Continuation Sheet.



B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Nicole Frank, MSHP

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)

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

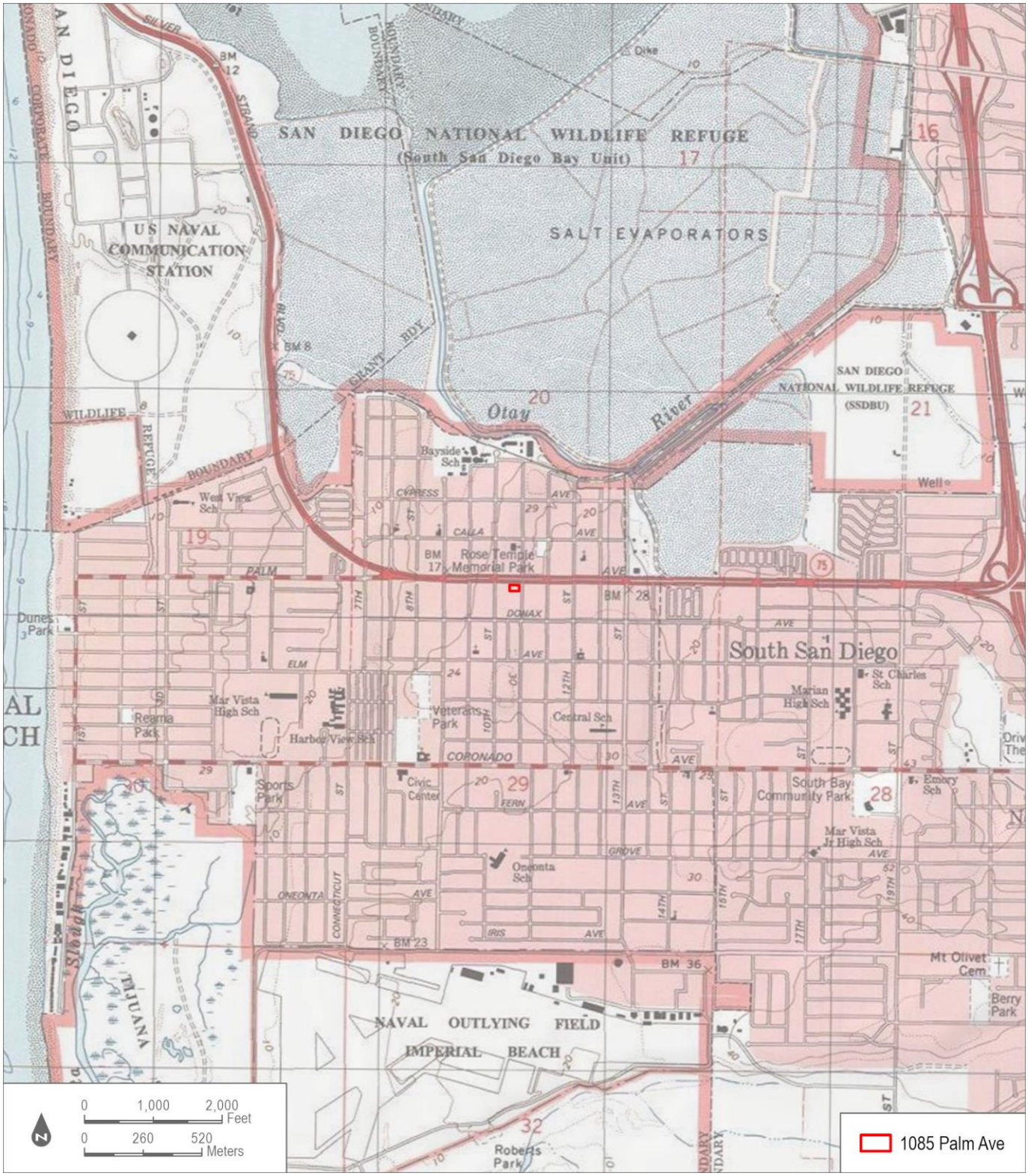
LOCATION MAP

Primary #
HRI#
Trinomial

***Resource Name or #** (Assigned by recorder) 1085 Palm Avenue

***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000

***Date of Map:** 1996 (2002 ed.)



*** Required information**

Description (cont.)

Observed alterations include replacement metal frame-windows, replacement entry doors, re-roofing, the infill of fenestration on primary (north) elevation, recladding, removal of mansard roofline, installation of new gas pumps, and resurfacing of the parking lot (2018). The historic property boundary is limited to the legal parcel boundary of APN 626-291-14-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

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Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Gas and Service Stations

While there were many variations for the service station, some of which included additional services such as repairs and car washing, the utilitarian filling station was the most common in the 1920s. These service stations usually consisted of a rectangular building that housed offices, restrooms, and service bays along with a canopy covering gasoline pumps and were typically surrounded by concrete and oriented to be conveniently accessible from the road. While this basic form remained popular for decades, as the 1920s went on many service stations became increasingly elegant and elaborate and were designed in popular residential Period Revival styles (Prosser and Herrick 2016: 24-34; Beresford 2015; Randl ND; History Colorado ND; Jakle and Sculle 1994).

During and after the Great Depression, service stations in Southern California tended to be designed in the Streamline Moderne and International styles. As oil and gas companies continued to consolidate power and resources during this period, the desire for consistent branding led to the greatest standardization of service stations forms. Walter Dorwin Teague, an industrial designer, created an oblong box service station prototype for Texaco in the 1930s, which soon became a standard form for service stations across the country. The oblong box service stations consist of an often-prefabricated oblong box with a flat roof, canopy, and interior spaces of an office with a large display window, restrooms, and service bays (Prosser and Herrick 2016: 24-34; Beresford 2015; Randl ND; History Colorado ND; Jakle and Sculle 1994).

In the post-World War II years, some stations began to apply more exuberant Googie elements to appeal to the ever-increasing number of motorists, but standardized Oblong service stations continued to be the most prevalent form. By 1960, the multi-pump, self-service station had become common. In the 1970s, it was most common for gas stations to be constructed with a consistent, standardized plan intended to be nationally recognizable with clear branding/signage (Prosser and Herrick 2016: 24-34; Beresford 2015; Jakle and Sculle 1948).

Character-Defining / Associative Features of Gas/Service Stations

- Typically oriented to offer convenient automobile access from the street
- Situated on a concrete lot
- Layout and design features that reflect the accommodation of the automobile
- May reflect corporate design associated with a particular oil company and/or architects/designers
- Early examples may have influences of popular styles of the day, such as Spanish Colonial Revival, Streamline Moderne, and Googie
- Canopies over service islands are common
- Later examples may be prefabricated
- Typically have an oblong box form and may or may not have service bays depending on date of construction
- Presence of corporate / brand signage and / or logos

Property History

The automotive commercial property at 1085 Palm Avenue was constructed in 1964 as the Jim Guinn Union Service Station owned and operated by James M. Guinn (CVSN 1965: 15). Archival research did not identify an original architect, builder, contractor, or engineer associated with the construction of the property. Archival research failed to reveal substantial information on Guinn. By 1966, the subject property was owned by Raymond L. Farmer and operated under the name Ray's Union Service (CVSN 1966: 11). The subject property continued to operate as a gas and service station into the present under multiple different names and ownership. Known company names include Union 76, Gene's Union 76, and Gene's 76 Service in the 1970s, 1980s, 1990s, and the early 2000s (IBSN 1970: 2; IBSN 1989: 32; TSN 1999: 8; TSN 2003: 16). The subject property was vacant between 2014 and 2016. In 2017, it was purchased by 1085 Palm LLC and operated as a Mobil gas and service station and underwent a large-scale renovation. The property remains as a Mobil gas and service station into the present.

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1085 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed in 1964, following a decades-long pattern of commercial development along Palm Avenue that intensified following World War II's conclusion in 1945. While post-war commercial development along Palm Avenue is an important local trend, construction along Palm Avenue had slowed by the end of the 1970s. The subject property has operated as a gas and service station since its construction and there is no information to indicate the property was significant within the history of gas/service stations generally, or within Imperial Beach specifically. It is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Archival research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1085 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. The subject property was associated with multiple individuals including James M. Guinn and Raymond L. Farmer. Archival research failed to reveal substantial information on Guinn and Farmer, and they are unlikely to be significant people within the history of gas and service stations. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 1085 Palm Avenue does not fully embody the distinctive characteristics of any particular architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. Research did not identify the original architect but it appears unlikely to be the work of a master. The subject property is a modest and architecturally undistinguished example of a 1960s gas station and former service station. In 2018, the subject property underwent a large-scale renovation which included the following alterations: replacement metal frame-windows, replacement entry doors, re-roofing, the infill of fenestration on primary (north) elevation, recladding, removal of mansard roofline, installation of new gas pumps, and resurfacing of the parking lot. These alterations removed important original character defining features of the property, and there are no longer any characteristics that embody its 1960s period of construction. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C and CRHR Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

***Resource Name or #:** (Assigned by recorder) 1003 and 1025 Palm Avenue

P1. Other Identifier: Map ID 32

*__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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 20; San Bernardino **B.M.**

c. Address 1003 and 1025 Palm Avenue City Imperial Beach Zip 91932

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

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APNs 626-291-15-00; 626-291-01-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The commercial property at 1003 and 1025 Palm Avenue was constructed 1950 and 1963 respectively. The building is irregular in plan and displays a flat roof sheathed in rolled composition roofing with a flat parapet wall and exterior cladding of painted stucco, patterned and square concrete masonry blocks, and stone veneer. The left section of the building (1025 Palm Avenue) displays a partial width integral vestibule accessed by a concrete ramp with metal railing. Vertical bands of square concrete masonry blocks divide the right side of the primary (north) elevation. See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building

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

Photograph 1



P5b. Description of Photo: Photo 1, Primary (north) and east elevations, view looking southwest, IMG_0523

***P6. Date Constructed/Age and Sources:** ☒ Historic
1003 Palm Ave. 1950; 1025 Palm Ave. 1963 (San Diego County Assessor's Office)

***P7. Owner and Address:**
Atomic Investments INC. and Group Eight
3200 Highland Ave., B4-2
National City, CA 91950

***P8. Recorded by:**
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:** June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

B1. Historic Name: N/A
B2. Common Name: N/A
B3. Original Use: Commercial
B4. Present Use: Commercial
***B5. Architectural Style:** Mid-Century Modern
***B6. Construction History:** (Construction date, alterations, and date of alterations) 1003 Palm Avenue was constructed in 1950; 1025 Palm Avenue was constructed in 1963. Observed alterations include replacement metal frame-windows, replacement doors, recladding sections of primary (north) elevation, removal of integral planters, and re-roofing (dates unknown).

***B7. Moved?** ☒No ☐Yes ☐Unknown **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: M.H. Golden Construction Co. (1025 Palm Ave)
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

1003 and 1025 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 1003 and 1025 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Nicole Frank, MSHP

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



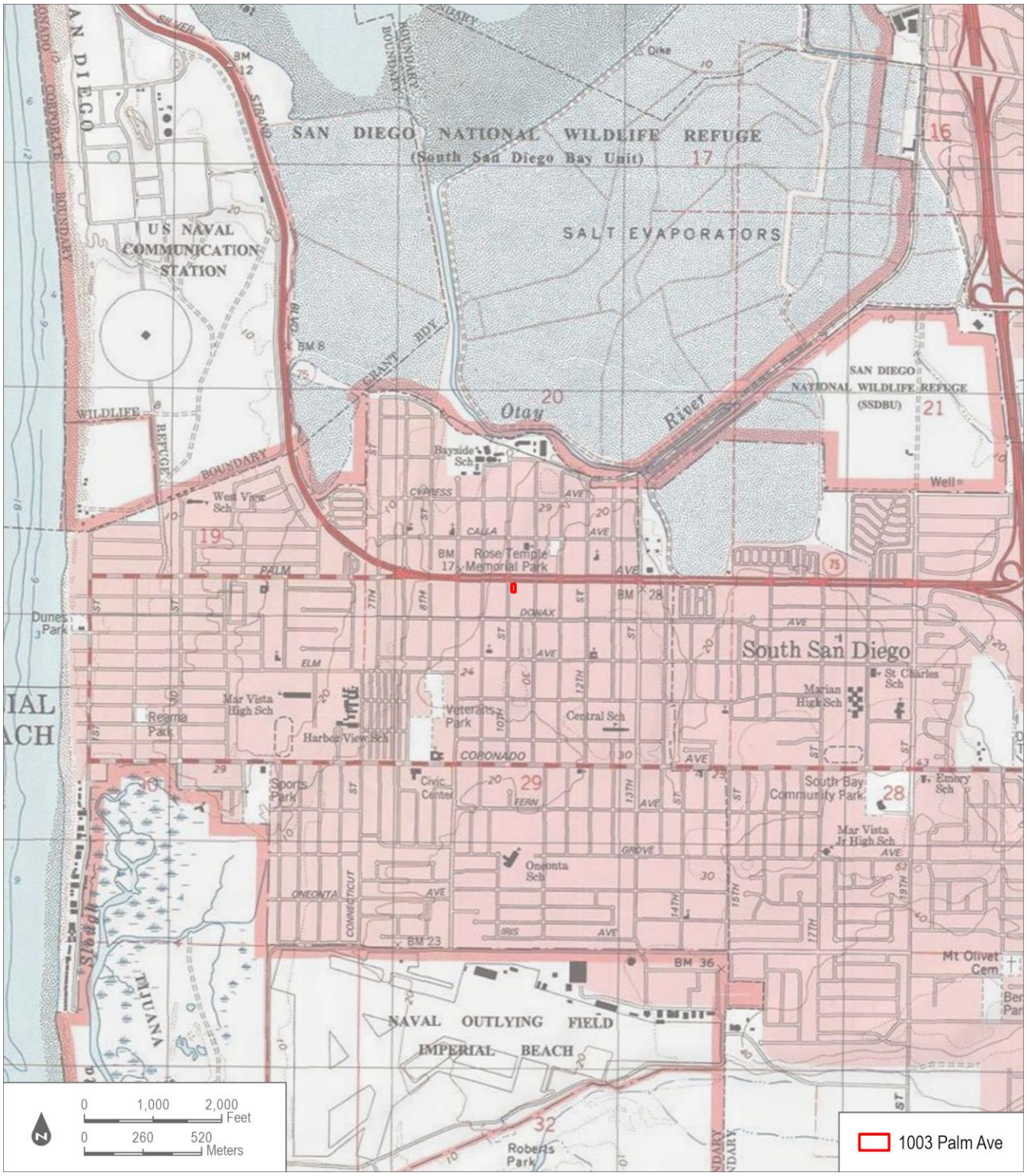
State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

***Resource Name or #** (Assigned by recorder) 1003 and 1025 Palm Avenue

***Map Name:** *Imperial Beach, Calif.* ***Scale:** 1:24,000 ***Date of Map:** 1996 (2002 ed.)



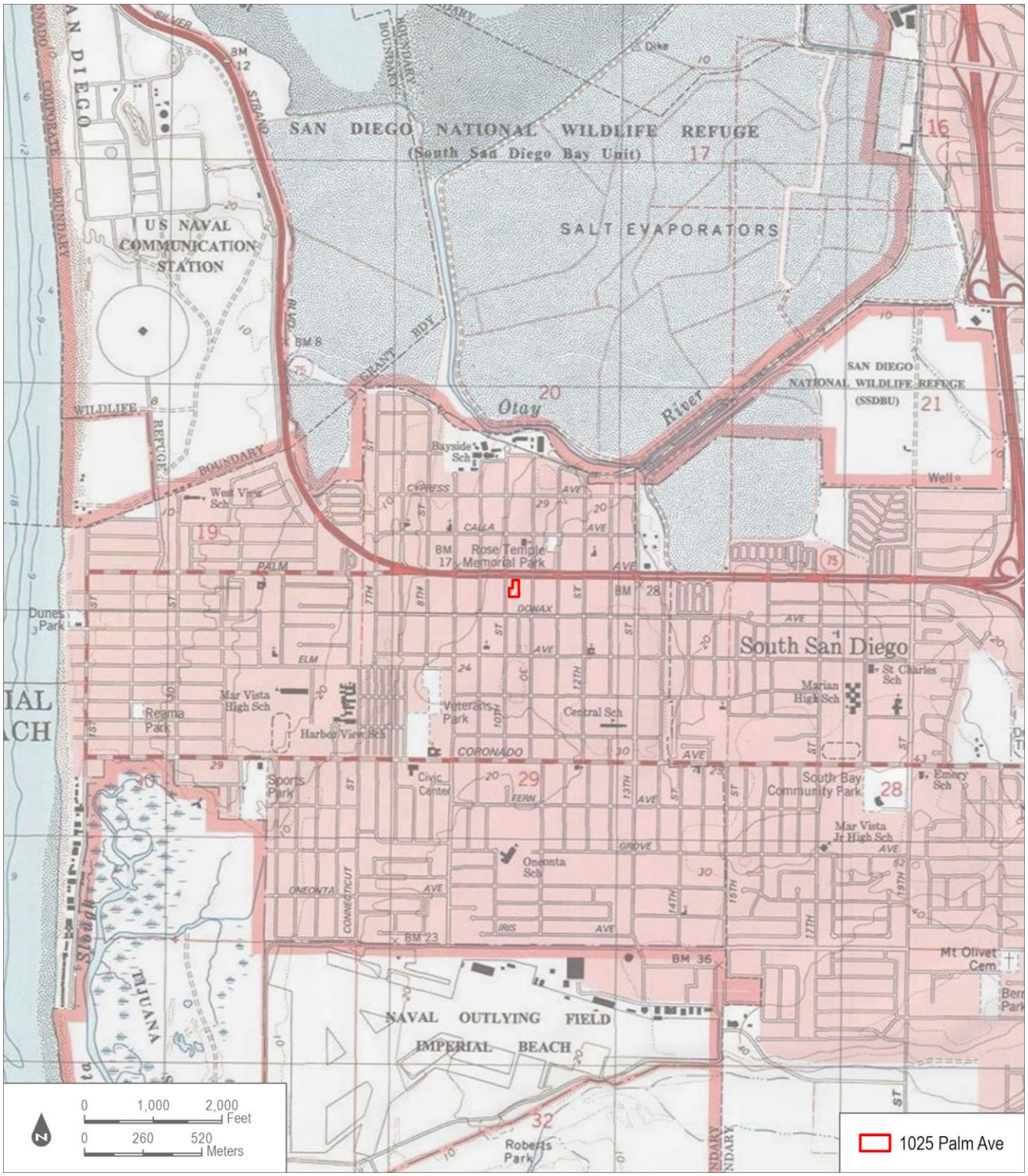
*** Required information**

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

LOCATION MAP

Primary #
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Trinomial

Page 4 **of** 11 ***Resource Name or #** (Assigned by recorder) 1003 and 1025 Palm Avenue
***Map Name:** *Imperial Beach, Calif.* ***Scale:** 1:24,000 ***Date of Map:** 1996 (2002 ed.)



Description (cont.)

Fenestration includes fixed metal storefront windows, horizontal sliding and fixed metal windows, and a pair of metal storefront entry doors. The right section of the building (1003 Palm Avenue) is slightly lower than the left portion and is accessed by a concrete ramp with metal railing. Fenestration includes fixed metal storefront windows that wrap around the side of the building and two pairs of metal storefront entry doors. Surrounding the storefront windows is a linear projecting stucco decorative surround. Observed alterations include replacement metal frame-windows, replacement doors, recladding sections of primary (north) elevation, removal of integral planters, and re-roofing (dates unknown). Elements of the Mid-Century Modern architectural style include being one-story in height, low, boxy, horizontal proportions, simple geometric forms with a lack of exterior decoration, asymmetrical, flat roofed with parapets, stucco and concrete exterior, mass-produced materials, and simple windows. The historic property boundary is limited to the legal parcel boundary of APNs 626-291-15-00 and 626-291-01-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

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Relevant Architectural Style: Mid-Century Modern (1940-1975)

Mid-Century Modern style (1940-1975) is reflective of International and Bauhaus styles popular in Europe in the early twentieth century. Early Modernists, including Rudolph Schindler, Richard Neutra, and Frank Lloyd Wright brought many elements of these design aesthetics and material experimentation to Southern California in the 1920s. The development of the Mid-Century Modern style in the United States was largely fostered by World War II. Prominent European practitioners of the International and Bauhaus styles, namely architects Ludwig Mies Van der Rohe and Walter Gropius, fled to the United States during World War II. The United States became a manufacturing and industrial leader. Materials and aesthetics evolved to reflect modern innovations that dominated design and construction following the war.

Mid-Century Modern design was embraced intellectually as a departure from the past, but it was economically appealing for its ability to be mass-produced with standardized, affordable, and replicable designs that could accommodate many programmatic needs and site requirements. There was a need for a style that could meet the demand for mass construction of many property types – from residences to schools to offices – and convey the modern sensibility of an era that valued a departure from the past; middle-class growth; economic efficiency; and

new material technology. The designs rarely incorporate applied ornamentation or references to historical styles. As a result, many industrial buildings in the style are often "decorated boxes," plain buildings with applied ornament to suit the era and appear more modern without reflecting the activity inside the building. Commercial buildings of this style incorporated new elements such as sleek Modern signage, aluminum awnings, and canopies, deeply recessed and or angled vestibules, floor-to-ceiling window walls, integrated planters, and projecting vertical elements. Many property types exhibit the characteristics of the Mid-Century Modern style; however, not all Mid-Century Modern designs rise to the level of significant examples of the architectural style. Practitioners of the style were focused on the most cutting-edge materials and techniques. The Mid-Century Modern style was widely adopted in the building boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One- to two stories in height
- Low, boxy, horizontal proportions
- Simple geometric forms with a lack of exterior decoration
- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete
- Mass-produced materials
- Simple windows (metal or wood) flush-mounted and clerestory
- Industrially plain doors
- Floor to ceiling window walls
- Extensive use of sheltered exterior corridors, with flat or slightly sloped roofs supported by posts, piers, or pipe columns
- Modern signage
- Deeply recessed and or angled vestibules
- Integrated planters
- Projecting vertical elements

Property History

The commercial property at 1003 Palm Avenue was constructed in 1950. Archival research did not identify an original architect, builder, contractor, or engineer associated with the construction of the property. The first known occupant was an appliance store called Advance Appliance which was soon replaced by a retail store called the Clothes Line in the early 1950s (ET 1954: 23). In 1951, a post office sub-station was established in the Clothes Line Department Store at the property (CVSN 1951: 4). It is unknown how long the sub-station was in service at the property. By the mid-1960s, the property was occupied by the Government Employee's Buying Service, Inc. and later Ship's Service, a furniture and appliance store, in the 1970s into the 1980s (SDUDB 1965: 11; ET 1971: 34). By 1990, the property remained a furniture store under a different name, Discount Furniture Center and became Everyday Furniture by the mid-2000s (TT 1989: 12). Everyday Furniture closed in 2013, and the property became associated with the commercial property to the direct east, 1025 Palm Avenue. By 2014, both properties were California American Water and remain as such into the present.

The property at 1025 Palm Avenue was constructed in 1963 as the Imperial Beach Branch of the Security First National Bank. It was described as "contemporary design" and included approximately 7,200 square feet of office space, a staff room, conference rooms, and two-teller drive-up windows. Exterior details included "a large eye-brow canopy" and integral planters. Interior features included recessed lighting, acoustic tile ceiling, air-conditioning, and modern fixtures (IBSN 1962: 4). The building was constructed by M.H. Golden Construction Co. of San Diego (IBSN 1963: 2). M.H. Golden Construction Co. was established by builder Robert M. Golden's father in 1927. Golden later became the president and later chairman of the company. Between 1927 and its purchase by Centex Corp. of Dallas in 1982, the company constructed multiple San Diego landmarks including the Civic Center in the downtown Community Concourse, the Mission Valley Center shopping mall, the Imperial Bank Tower, and the West Terminal at Lindbergh Field (Lee 1991). The Imperial Beach Branch of the Security First National Bank's ribbon cutting took place on May 20, 1963, under the supervision of bank manager Virgil J. Matheny. Matheny served as assistant manager of the Chula Vista Branch and was employed by the bank since 1947 after his discharge from the U.S. Navy (IBSN 1963: 2). The property was occupied by the bank into the 1990s when the branch closed after being acquired by a larger bank corporation. The property then became a retail store and later California American Water, which it remains into the present.

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 1003 and 1025 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed in 1950 and 1963, during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to locals and passing motorists. By 1955, for example, commercial development on Palm Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm Avenue, an important local trend, the subject property was two of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend. The commercial property at 1003 Palm Avenue was constructed in 1950 and was predominately a retail store. There's no indication this property is significant within the commercial history of Imperial Beach. The commercial property at 1025 Palm Avenue was constructed in 1963 as the Imperial Beach Branch of the Security First National Bank. Despite being a long-standing business within the Imperial Beach area, there's no indication that the construction and operation of the bank marked a significant event in the history of the area. Rather it was one of multiple banks in the area intended to service local customers. The property is also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 1003 and 1025 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. Archival research failed to reveal any person or persons directly associated with 1003 Palm Avenue. The property at 1025 Palm Avenue was associated with bank manager Virgil J. Matheny. Theres no indication that Matheny achieved a high level of significance as a bank manager nor is he important to the past or made significant contributions to history. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 1003 and 1025 Palm Avenue does not fully embody the distinctive characteristics of the Mid-Century Modern architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. Research did not identify an architect or builder for 1003 Palm Avenue. The building at 1025 Palm Avenue was constructed in 1963 by M.H. Golden Construction Co. of San Diego. Between 1927 and its purchase by Centex Corp. of Dallas in 1982, the construction company constructed multiple San Diego landmarks including the Civic Center in the downtown Community Concourse, the Mission Valley Center shopping mall, the Imperial Bank Tower, and the West Terminal at Lindbergh Field. In comparing the subject property to the other properties constructed by M.H. Golden Construction Co. in San Diego, it fails to rise to the level of being distinctive or one of their best examples from this phase of their work. Rather it was one of many small-scale commercial properties constructed by the company during the 1960s. The subject property displays several character defining features of the Mid-Century Modern style, including its one-story height, low, boxy, horizontal proportions, simple geometric forms with a lack of exterior decoration, asymmetrical, flat roofed with parapets, stucco and concrete exterior, mass-produced materials, and simple windows. Due to its easily replicable components and economic efficiency, the Mid-Century Modern style was commonly applied to commercial buildings throughout California in the 1950s and 1960s. It is a ubiquitous example of its type and there are many similar examples in Imperial Beach, California, and the United States. Additionally, the property has undergone multiple large-scale alterations that have removed original distractive characteristics of the Mid-Century Modern style. These alterations include replacement metal frame-windows, replacement doors, recladding sections of primary (north) elevation, removal of integral planters, and re-roofing (dates unknown). Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C, CRHR Criterion 3, or County Register Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical

and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 995 Palm Avenue

P1. Other Identifier: Map ID 33
*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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 30; San Bernardino **B.M.**
c. Address 995 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-282-22-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The commercial property located at 995 Palm Avenue was constructed in 1950 (Photograph 1). The property is rectangular in plan with a flat roof sheathed in rolled composition roofing and exterior walls clad in horizontal wood boards, stone veneer, and rough textured painted stucco. A flat awning runs the length of the primary (north) elevation and wraps around the east elevation. The building abuts the pedestrian sidewalk and concrete surface street parking lot is located to the direct south. A partial width integral patio is located on the primary (north) elevation. The subject property does not contain any landscaping. Fenestration includes metal storefront doors, a fixed metal window, and a metal rollup window. See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo: (View, date, accession #) Photo 1, Primary (north) elevation, view looking south, IMG_0546

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
1950 (San Diego County Assessor's Office)

***P7. Owner and Address:**
Marigold Investors LLC
12320 Lorient Ct.
San Diego, CA 92130

***P8. Recorded by:** (Name, affiliation, address)
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z
***Resource Name or #** (Assigned by recorder) 995 Palm Avenue

B1. Historic Name: N/A
B2. Common Name: N/A
B3. Original Use: Commercial
B4. Present Use: Bar
***B5. Architectural Style:** Mid-Century Modern
***B6. Construction History:** (Construction date, alterations, and date of alterations) Constructed in 1950: Alterations include replacement windows; replacement doors; re-roofing; infill of fenestration on primary (north) elevation; removal of integral planter; recladding. Date of alterations is unknown.

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

995 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 995 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Nicole Frank, MSHP

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



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

LOCATION MAP

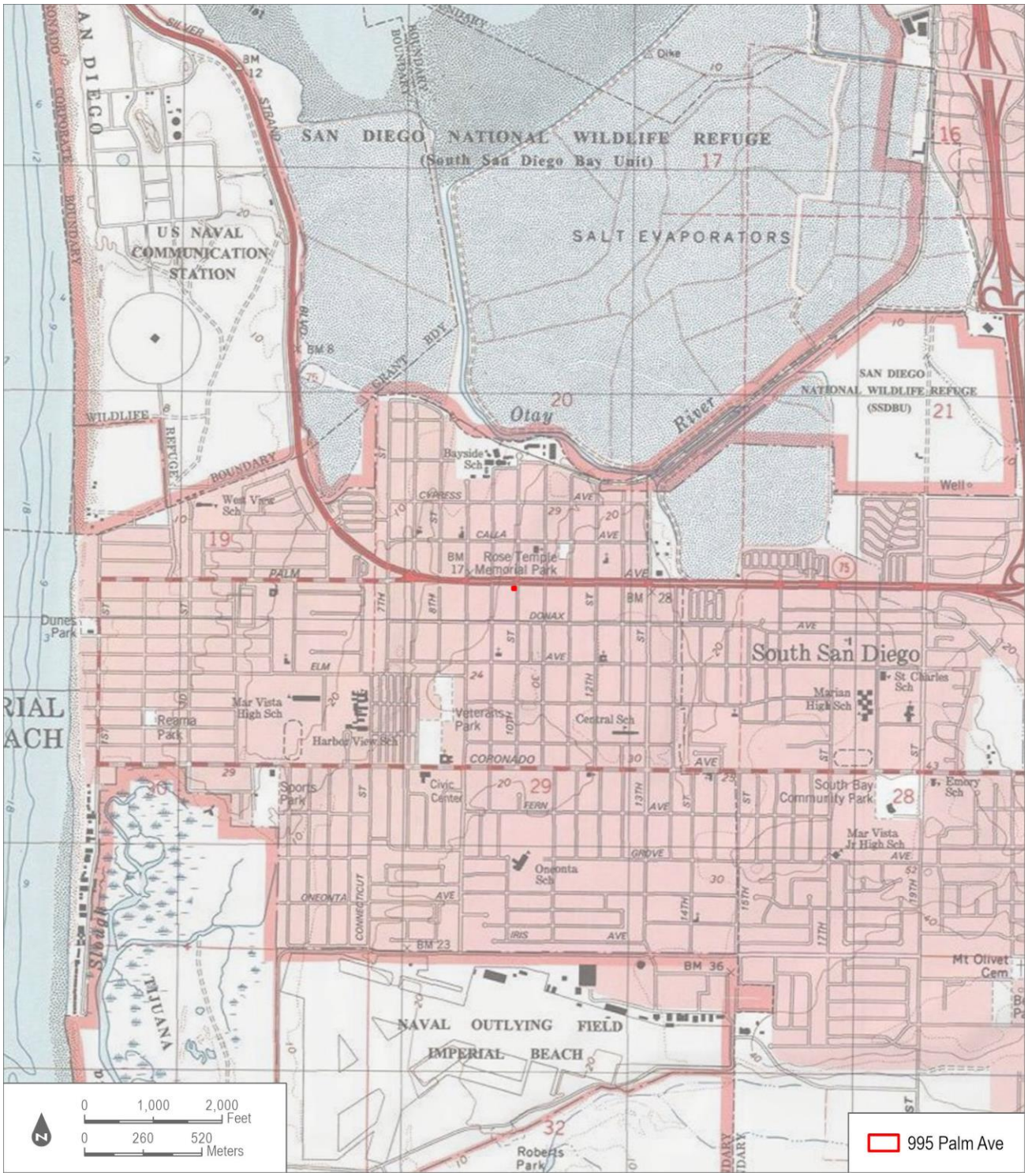
Primary #
HRI#
Trinomial

***Resource Name or #** (Assigned by recorder) 995 Palm Avenue

***Map Name:** Imperial Beach, CA

***Scale:** 1:24,000

***Date of Map:** 1996 (2002 ed.)



*** Required information**

Description (cont.)

Observed alterations include replacement windows; replacement doors; re-roofing; infill of fenestration on primary (north) elevation; recladding (date unknown). Elements of the Mid-Century Modern architectural style include being one-story in height, low, boxy, horizontal proportions, simple geometric forms with a lack of exterior decoration, asymmetrical, flat roofed, stucco exterior, mass-produced materials, and simple windows. The historic property boundary is limited to the legal parcel boundary of APN 626-282-22-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976:

143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Relevant Architectural Style: Mid-Century Modern (1940-1975)

Mid-Century Modern style (1940-1975) is reflective of International and Bauhaus styles popular in Europe in the early twentieth century. Early Modernists, including Rudolph Schindler, Richard Neutra, and Frank Lloyd Wright brought many elements of these design aesthetics and material experimentation to Southern California in the 1920s. The development of the Mid-Century Modern style in the United States was largely fostered by World War II. Prominent European practitioners of the International and Bauhaus styles, namely architects Ludwig Mies Van der Rohe and Walter Gropius, fled to the United States during World War II. The United States became a manufacturing and industrial leader. Materials and aesthetics evolved to reflect modern innovations that dominated design and construction following the war.

Mid-Century Modern design was embraced intellectually as a departure from the past, but it was economically appealing for its ability to be mass-produced with standardized, affordable, and replicable designs that could accommodate many programmatic needs and site requirements. There was a need for a style that could meet the demand for mass construction of many property types – from residences to schools to offices – and convey the modern sensibility of an era that valued a departure from the past; middle-class growth; economic efficiency; and new material technology. The designs rarely incorporate applied ornamentation or references to historical styles. As a result, many industrial buildings in the style are often "decorated boxes," plain buildings with applied ornament to suit the era and appear more modern without reflecting the activity inside the building. Commercial buildings of this style incorporated new elements such as sleek Modern signage, aluminum awnings, and canopies, deeply recessed and or angled vestibules, floor-to-ceiling window walls, integrated planters, and projecting vertical

elements. Many property types exhibit the characteristics of the Mid-Century Modern style; however, not all Mid-Century Modern designs rise to the level of significant examples of the architectural style. Practitioners of the style were focused on the most cutting-edge materials and techniques. The Mid-Century Modern style was widely adopted in the building boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One- to two stories in height
- Low, boxy, horizontal proportions
- Simple geometric forms with a lack of exterior decoration
- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete
- Mass-produced materials
- Simple windows (metal or wood) flush-mounted and clerestory
- Industrially plain doors
- Floor to ceiling window walls
- Extensive use of sheltered exterior corridors, with flat or slightly sloped roofs supported by posts, piers, or pipe columns
- Modern signage
- Deeply recessed and or angled vestibules
- Integrated planters
- Projecting vertical elements

Property History

The commercial property at 995 Palm Avenue was constructed in 1950 as Roy's Market owned by Charles G. Skyes (CVSN 1950: 8). Archival research did not identify an original architect, builder, contractor, or engineer associated with the construction of the subject property. Archival research did not reveal substantial information on Skyes. By the mid-1950s, the subject property became the Silver Sands Café, a cocktail lounge and piano bar. The bar was later renamed the Silver Sands Cocktail Lounge. In 1962, the bar's owner Paul O'Blenness renovated the property and added facilities for dancing and live entertainment (Rolfes 1962: 18). In 1977, O'Blenness sold the subject property to Garland R. Cornett and Gene R. Glaser (IBSN 1977: 46). The property remained the Silver Sands into the early 2000s, it then became Crystal Cove, a cocktail bar, between the mid-2000s and the 2010s. The subject property was vacant between 2014 and 2017. Subsequent occupants included IB Public House (2017-2021), Jax Fire Pit (2022-2023), and Coral Sports Bar (2023-present).

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 995 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed in 1950, during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on

Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to locals and passing motorists. By 1955, for example, commercial development on Palm Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm Avenue, an important local trend, the subject property was one of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend. The subject property was constructed in 1950 as a grocery store, for most of its existence it operated as the Silver Sands Cocktail Lounge between the mid-1950s and the early 2000s. Despite the Silver Sand being a long-term fixture in Imperial Beach, there is no indication that it was an innovative within the bar industry or within Imperial Beach. Additionally, there is no evidence to suggest that the subject property is directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 995 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. Archival research identified several individuals associated with the subject property through the ownership of businesses that occupied the property. These individuals included: Charles G. Skyes, Paul O'Blenness, Garland R. Cornett, and Gene R. Glaser. Despite being productive members of the community through owning a commercial business in the area, research did not uncover information that would indicate that these individuals are important to our past or made significant contributions to history. It is not enough that a person is a member of a profession; it must be proved that they gained importance within that profession. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 995 Palm Avenue does not fully embody the distinctive characteristics of the Mid-Century Modern architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The subject property is a heavily altered and architecturally undistinguished example of a 1950s commercial building exhibiting some influences of the Mid-Century Modern style, including its one-story height, low, boxy, horizontal proportions, simple geometric forms with a lack of exterior decoration, asymmetrical, flat roofed, stucco exterior, mass-produced materials, and simple windows. Due to its easily replicable components and economic efficiency, the Mid-Century Modern style was commonly applied to commercial buildings throughout California in the 1950s into the 1960s. It is a ubiquitous example of its type and there are many similar examples in Imperial Beach, California, and the United States. Additionally, alterations have affected the subject property's design including a large-scale renovation circa 2016 which included the replacement of windows and doors, re-roofing, the infill of fenestration on the primary (north) elevation, the removal of an integral planter, and recladding. Archival research failed to reveal the subject property's architect and/or builder but due to its simple and scaled-down design it is unlikely the work of a master. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C and CRHR Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR under all listing criteria due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 987-89 Palm Avenue

P1. Other Identifier: Map ID 34
*__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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 29; San Bernardino **B.M.**
c. Address 987-89 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-282-21-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The commercial property located at 987-89 Palm Avenue was constructed in 1960 (Photograph 1). The building is setback from the pedestrian right of way and is accessed by a concrete vehicle parking lot along the primary (north) elevation. To the rear of the property is a surface street parking lot. The subject property does not have any landscaping. The building is divided into two sections, the left section, 989 Palm Avenue, and the right section 987 Palm Avenue. The property is relatively rectangular in plan with a flat roof sheathed in rolled composition roofing. The left section, 989 Palm Avenue, is clad with painted stucco and sections of brick veneer. A flat awning runs the length of the primary (north) elevation. Fenestration includes fixed storefront windows and a pair of stormfront doors. See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo: (View, date, accession #) Photo 1, Primary (north) elevation, view looking south, IMG_0547

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
987 Palm pre-1953; 989 Palm c. 1959 (NETR 2025)

***P7. Owner and Address:**
Elizabeth A Duran Living Trust 02-23-06, Nancy D. Garcia
859 Carolina Street
Imperial Beach, CA 91932

***P8. Recorded by:** (Name, affiliation, address)
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) 987-89 Palm Avenue

B1. Historic Name: N/A
B2. Common Name: N/A
B3. Original Use: Commercial
B4. Present Use: Commercial – Automotive
***B5. Architectural Style:** Utilitarian with Mid-Century Modern Elements
***B6.Construction History:** (Construction date, alterations, and date of alterations) 987 Palm constructed pre-1953; 989 Palm constructed c. 1959 (NETR 2025). 989 Palm Avenue: Observed alterations include replacement windows, replacement doors, fenestration infill, and re-roofing (dates unknown). 987 Palm Avenue: Observed alterations include replacement windows, a replacement door, fenestration infill, and re-roofing (dates unknown).

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**

***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

987-89 Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 987-89 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Nicole Frank, MSHP

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)



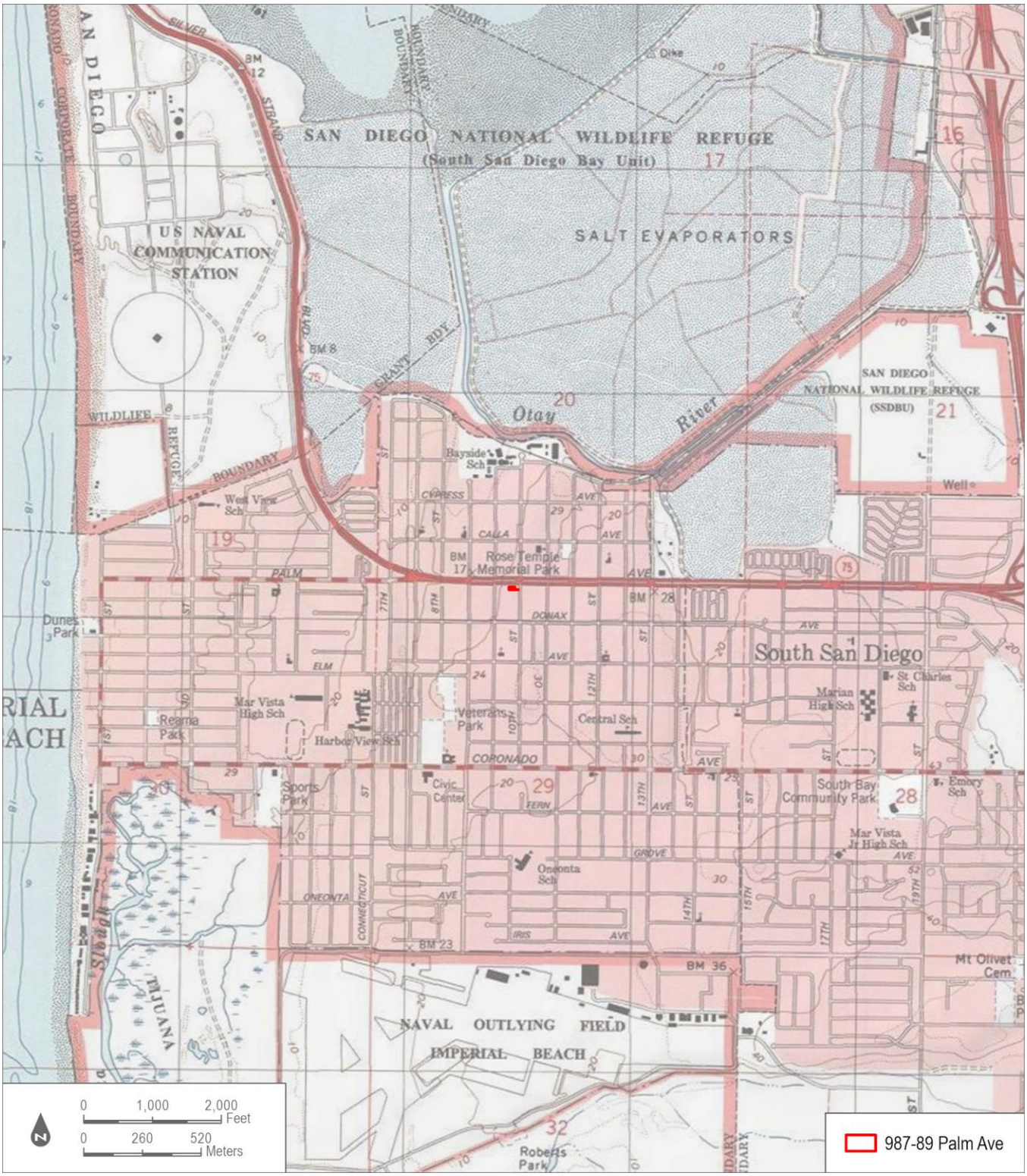
State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

Page 3 **of** 10
***Map Name:** Imperial Beach, CA

***Resource Name or #** (Assigned by recorder) 987-89 Palm Avenue
***Scale:** 1:24,000
***Date of Map:** 1996 (2002 ed.)



*** Required information**

Description (cont.)

The building displays elements of the Mid-Century Modern architectural style including being one-story in height, low, boxy, horizontal proportions, simple geometric forms with a lack of exterior decoration, asymmetrical, flat roofed, stucco and brick exterior, mass-produced materials, and simple windows. Observed alterations include replacement windows, replacement doors, fenestration infill, and re-roofing (dates unknown). The right section, 987 Palm Avenue, is clad with painted stucco with a stepped parapet roofline. The right section of the property does not display characteristics of an architectural style. Fenestration includes storefront windows, one storefront door, and one roll up single car width garage door. Observed alterations include replacement windows, a replacement door, fenestration infill, and re-roofing (dates unknown). The historic property boundary is limited to the legal parcel boundary of APN 626-282-21-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first

occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Relevant Architectural Style: Mid-Century Modern (1940-1975)

Mid-Century Modern style (1940-1975) is reflective of International and Bauhaus styles popular in Europe in the early twentieth century. Early Modernists, including Rudolph Schindler, Richard Neutra, and Frank Lloyd Wright brought many elements of these design aesthetics and material experimentation to Southern California in the 1920s. The development of the Mid-Century Modern style in the United States was largely fostered by World War II. Prominent European practitioners of the International and Bauhaus styles, namely architects Ludwig Mies Van der Rohe and Walter Gropius, fled to the United States during World War II. The United States became a manufacturing and industrial leader. Materials and aesthetics evolved to reflect modern innovations that dominated design and construction following the war.

Mid-Century Modern design was embraced intellectually as a departure from the past, but it was economically appealing for its ability to be mass-produced with standardized, affordable, and replicable designs that could accommodate many programmatic needs and site requirements. There was a need for a style that could meet the demand for mass construction of many property types – from residences to schools to offices – and convey the modern sensibility of an era that valued a departure from the past; middle-class growth; economic efficiency; and new material technology. The designs rarely incorporate applied ornamentation or references to historical styles. As a result, many industrial buildings in the style are often "decorated boxes," plain buildings with applied ornament to suit the era and appear more modern without reflecting the activity inside the building. Commercial buildings of this style incorporated new elements such as sleek Modern signage, aluminum awnings, and canopies, deeply

recessed and or angled vestibules, floor-to-ceiling window walls, integrated planters, and projecting vertical elements. Many property types exhibit the characteristics of the Mid-Century Modern style; however, not all Mid-Century Modern designs rise to the level of significant examples of the architectural style. Practitioners of the style were focused on the most cutting-edge materials and techniques. The Mid-Century Modern style was widely adopted in the building boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One- to two stories in height
- Low, boxy, horizontal proportions
- Simple geometric forms with a lack of exterior decoration
- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete
- Mass-produced materials
- Simple windows (metal or wood) flush-mounted and clerestory
- Industrially plain doors
- Floor to ceiling window walls
- Extensive use of sheltered exterior corridors, with flat or slightly sloped roofs supported by posts, piers, or pipe columns
- Modern signage
- Deeply recessed and or angled vestibules
- Integrated planters
- Projecting vertical elements

Property History

The commercial property at 987 Palm Avenue was constructed pre-1953 as an automotive commercial property. Archival research did not identify an original architect, builder, contractor, or engineer associated with the construction of the building. During the 1960s, the property was named Mason's Ford Clinic and specialized in brake work, general automotive work, and tune-ups. The property was later named Mason's Automotive Clinic (IBSN 1963: 5). Since as late as the 1960s, the subject property was owned by John G. Mason and operated under the business name Mason's. Archival research failed to reveal substantial information on Mason. In 1985 Antonio and Rosa Duran purchased the 3,500 square foot building for $240,000 from Zondra Scmit and continued to use the property as an auto repair center (SDU 1985: 97). The property currently operates under the name Sophisticated Auto Repair.

The commercial property at 989 Palm Avenue was constructed circa 1959 and shared a party wall with 987 Palm Avenue. Archival research did not identify an original architect, builder, contractor, or engineer associated with the construction of the building. The two buildings are also located on the same lot (APN 626-282-21-00). The building

at 989 Palm Avenue was constructed circa 1959 as a commercial property. The building was primarily used for retail and automotive purposes and was occupied by multiple businesses including Crowley's Appliance in the 1960s, Hutchison Auto Parts during the 1970s, S&R Transmission in the 1990s, and IB Auto Service Inc. in the 2000s (IBSN 1963: 3; CVSN 1973: 10; SDUT 2002: 113). The property currently operates under the name Sophisticated Auto Repair.

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 987-89 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. According to historic aerials the commercial property was constructed pre-1953 and circa 1959, during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to locals and passing motorists. By 1955, for example, commercial development on Palm Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm Avenue, an important local trend, the subject property was one of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend. The subject property was occupied by multiple automotive and retail businesses since its construction, including Mason's Ford Clinic, Mason's Automotive Clinic, Crowley's Appliance, Hutchison Auto Parts, and S&R Transmission. Archival research failed to reveal substantial information on these businesses, and none appear to have been innovative within the automotive and retail industry within Imperial Beach. They are also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 987-89 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. Archival research identified several individuals associated with the subject property through the ownership of businesses that occupied the property. These individuals included: John G. Mason, Antonio and Rosa Duran, and Zondra Scmit. Despite being members of the Imperial Beach community and business owners, research did not uncover information that would indicate that these individuals are important to the past or made significant contributions to history. It is not enough that a person is a member of a profession; it must be proved that they gained importance within that profession. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 987-89 Palm Avenue does not fully embody the distinctive characteristics of the Mid-Century Modern architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The right portion of

the property, 987 Palm Avenue, does not display any character defining features of an architectural style and is utilitarian in design. The left portion of the property, 989 Palm Avenue, is a modest and architecturally undistinguished example of a late 1950s commercial building exhibiting influences of the Mid-Century Modern style including one-story in height, low, boxy, horizontal proportions, simple geometric forms with a lack of exterior decoration, asymmetrical, flat roofed, stucco and brick exterior, mass-produced materials, and simple windows. Due to its easily replicable components and economic efficiency, the Mid-Century Modern style was commonly applied to commercial buildings throughout California in the 1940s into the 1960s. It is a ubiquitous example of its type and there are many similar examples in Imperial Beach, California, and the United States. Additionally, alterations have affected the subject property's design including replacement windows, replacement doors, fenestration infill, re-roofing, and fenestration infill (dates unknown). Archival research failed to reveal the subject property's architect and/or builder but due to its simple and scaled-down design it is unlikely the work of a master. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C and CRHR Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR under all listing criteria due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

References (cont.)

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 975 Palm Avenue

P1. Other Identifier: Map ID 35
***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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 29; San Bernardino **B.M.**
c. Address 975 Palm Avenue City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-282-03-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The brick commercial property located at 975 Palm Avenue was constructed circa 1959 (Photograph 1). The property is rectangular in plan with a flat roof sheathed in rolled composition roofing and exterior walls clad in brick with a band of painted stucco along the roofline along the primary (north) elevation. The building is setback from the pedestrian sidewalk and is accessed by a concrete driveway to the direct north of the building. The property does not display any landscaping. Fenestration includes three metal roll up garage doors, two are single car width and one is double car width on the primary (north) elevation. See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo: (View, date, accession #) Photo 1, Primary (north) and east elevations, view looking southwest, IMG_0606

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
c. 1959 (NETR 2025)

***P7. Owner and Address:**
John G. Mason Revocable Living Trust 11-19-15
975 Palm Avenue
Imperial Beach, CA 91932

***P8. Recorded by:** (Name, affiliation, address)
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) 975 Palm Avenue

B1. Historic Name: N/A
B2. Common Name: N/A
B3. Original Use: Commercial – Automotive
B4. Present Use: Commercial – Automotive
***B5. Architectural Style:** Utilitarian
***B6.Construction History:** (Construction date, alterations, and date of alterations) The property was constructed in c. 1959 (NETR 2025). Observed alterations include re-roofing.

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**

***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

975 Palm Avenue does not meet the criteria for the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 975 Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Nicole Frank, MSHP

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)

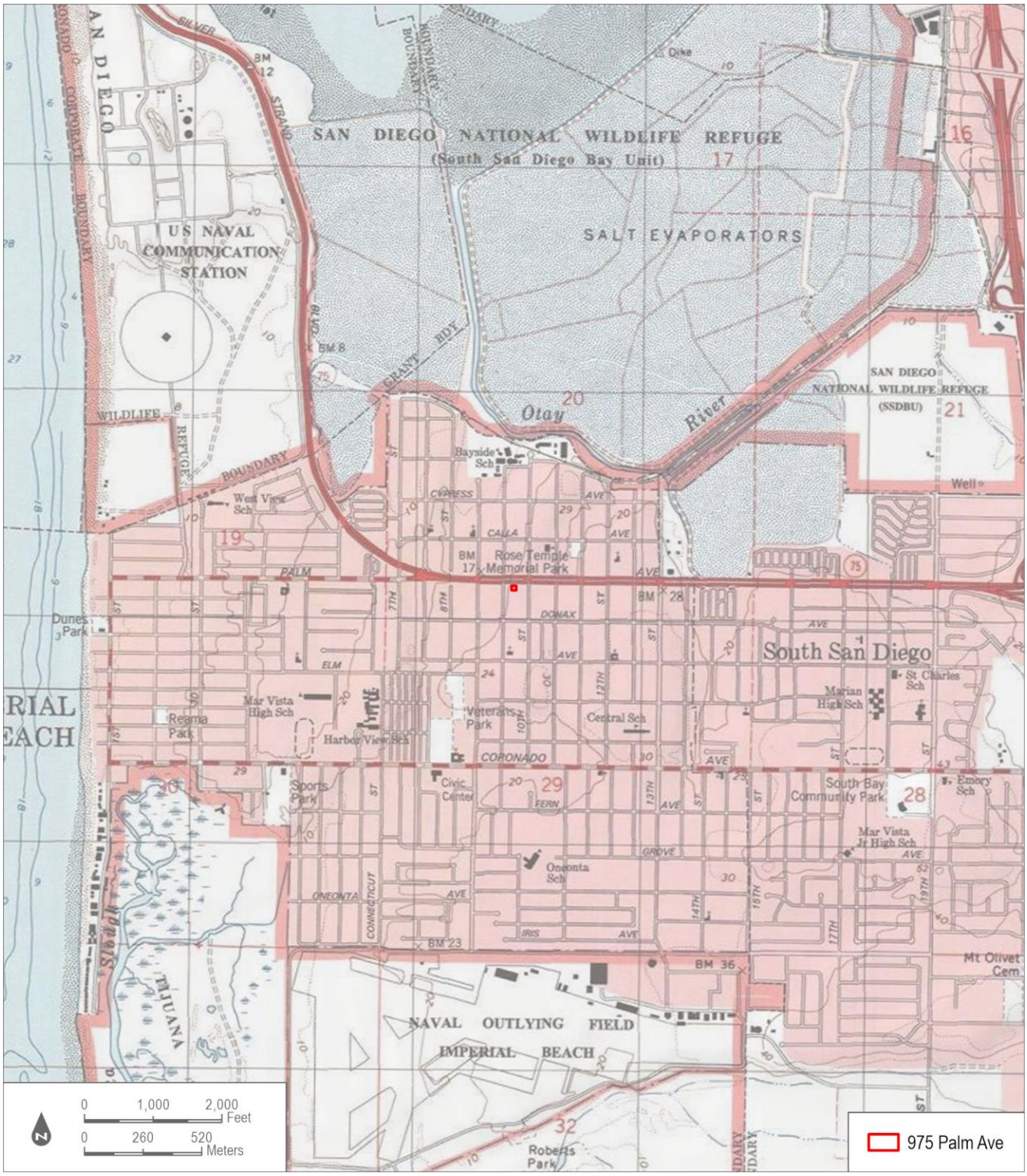


State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

Page 3 **of** 8 ***Resource Name or #** (Assigned by recorder) 975 Palm Avenue
***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000 ***Date of Map:** 1996 (2002 ed.)



Description (cont.)

A flat metal awning runs the length of the primary (north) elevation. A metal pole sign is located at the northwest corner of the property and displays the business name "Mason's Auto Clinic" and a replica car hood (Photograph 2). The subject property does not display character defining features of an architectural style. Observed alterations include re-roofing (date unknown). The historic property boundary is limited to the legal parcel boundary of APN 626-282-03-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Property History

The commercial property at 975 Palm Avenue was constructed circa 1959 as an automotive property. Archival research did not identify an original architect, builder, contractor, or engineer associated with the construction of the subject property. Since as late as the 1960s, the subject property was owned by John G. Mason and operated under the business name Mason's. Archival research failed to reveal substantial information on Mason. Name iterations of business that operated at the subject property included Mason's Automotive in the 1960s, Mason's Wheel & Brake Services in the 1970s, and Mason's Wheel-Brake-Muffler in the 1980s (CVSN 1967: 22; CVSN 1976: 8; IBSN 1982: 29). The subject property is currently named Mason's Auto Clinic and remains under the ownership of John G. Mason's Living Trust.

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 975 Palm Avenue lacks a direct and important association with any event significant in local, state, or national history. The subject property was constructed circa 1959 for the purpose of commercial automotive use, during a period of increased population growth and corresponding commercial expansion in Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to locals and passing motorists. Specifically, these included automotive businesses. By 1955, for example, commercial development on Palm Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm

Avenue, an important local trend, the subject property was one of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend. Since the 1960s the subject property was occupied by automotive businesses including Mason's Automotive in the 1960s, Mason's Wheel & Brake Services in the 1970s, and Mason's Wheel-Brake-Muffler in the 1980s. Despite these businesses being longer-term fixtures in Imperial Beach, none appear to have been innovative within the automotive industry within Imperial Beach. They are also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 975 Palm Avenue lacks a significant association with the productive life of any person important in local, state, or national history. Archival research identified an association with John G. Mason, who owned the subject property as early as the 1960s and whose living trust continues to own the property. Despite being a productive member of the community through owning a long-standing business in the area, research did not uncover information that would indicate that Mason is important to the past or made significant contributions to history. It is not enough that a person is a member of a profession; it must be proved that they gained importance within that profession. There is no indication that Mason made advancements within the automotive industry. Due to a lack of identified significant associations with any persons important in our past, the subject property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 975 Palm Avenue does not fully embody the distinctive characteristics of an architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The subject property is a modest and architecturally undistinguished example of a utilitarian 1950s brick commercial building. The property does not display any physical characteristics of a particular style; therefore, it cannot be considered a true representative of a particular type, period, or method of construction. It is a ubiquitous example of an automotive commercial property and there are many similar examples in Imperial Beach, California, and the United States. Archival research failed to reveal the subject property's architect and/or builder but due to its simple and scaled-down design it is unlikely the work of a master. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C and CRHR Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject

property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR under all listing criteria due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

References (cont.)

Adams, Freda Compton Elliot. 1976. A History of Imperial Beach. Accessed in-person at the San Diego County Library – Imperial Beach Branch, June 2025.

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City of Imperial Beach. 2024. General Plan & Local Coastal Plan. Adopted October 19, 1994. Updated June 2024. Accessed June 5, 2025. https://imperialbeachca.gov/DocumentCenter/View/2388/General-Plan-LCP-Updated-2024.

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1985, 1986, 1987, 1988, 1989, 1990, 1991, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2002, 2003. 2005, 2009, 2010, 2012, 2014, 2016, 2019, 2020, and 2022. Accessed June 4, 2025. https://www.historicaerials.com/viewer.

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Photographs (cont.)

Photograph 2. Metal sign at subject property, view to southeast (IMG_0577).



Source: Dudek 2025.

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) 951 Palm Avenue/715 Emory Street

P1. Other Identifier: Map ID 36
***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** *Imperial Beach, Calif.* **Date** 2018 **T** 18S; **R** 2W; SW ¼ **of** SW ¼ **of Sec** 29; San Bernardino **B.M.**
c. Address 951 Palm Avenue/715 Emory Street City Imperial Beach Zip 91932
d. UTM: (Give more than one for large and/or linear resources) Zone mE mN
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN 626-282-01-00

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The brick commercial property located at 951 Palm Avenue/715 Emory Street was constructed in 1948 (Photograph 1). The property is relatively rectangular in plan with a flat roof sheathed in rolled composition roofing and exterior walls clad in painted stucco and a band of brick veneer along the primary (north) elevation. The building is accessed by a concrete ramp, which runs along the primary (north) elevation. A surface street parking lot is located to the direct south of the property. Landscaping includes a mature tree and a section of grass along the west elevation. Fenestration includes metal horizontal and fixed windows, metal fixed picture windows, and composition entry doors. See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 Story Commercial Building
***P4. Resources Present:** ☒Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph 1



P5b. Description of Photo: (View, date, accession #) Photo 1, Primary (north) and west elevations, view looking southeast, IMG_0578

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
1948 (San Diego County Assessor's Office)

***P7. Owner and Address:**
Joseph O'Connor and Michael Gallo
951 Palm Avenue
Imperial Beach, CA 91932

***P8. Recorded by:** (Name, affiliation, address)
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☐Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) 951 Palm Avenue/715 Emory Street

B1. Historic Name: N/A
B2. Common Name: N/A
B3. Original Use: Commercial
B4. Present Use: Bar
***B5. Architectural Style:** Utilitarian with Mid-Century Modern Elements
***B6.Construction History:** (Construction date, alterations, and date of alterations) The property was constructed in 1948 (San Diego County Assessor's Office). Observed alterations include: replacement metal frame-windows; replacement doors; re-roofing; infill of fenestration on primary (north) elevation

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**

***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

951 Palm Avenue/715 Emory Street does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to 951 Palm Avenue/715 Emory Street. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Nicole Frank, MSHP

***Date of Evaluation:** June 15, 2025

(This space reserved for official comments.)

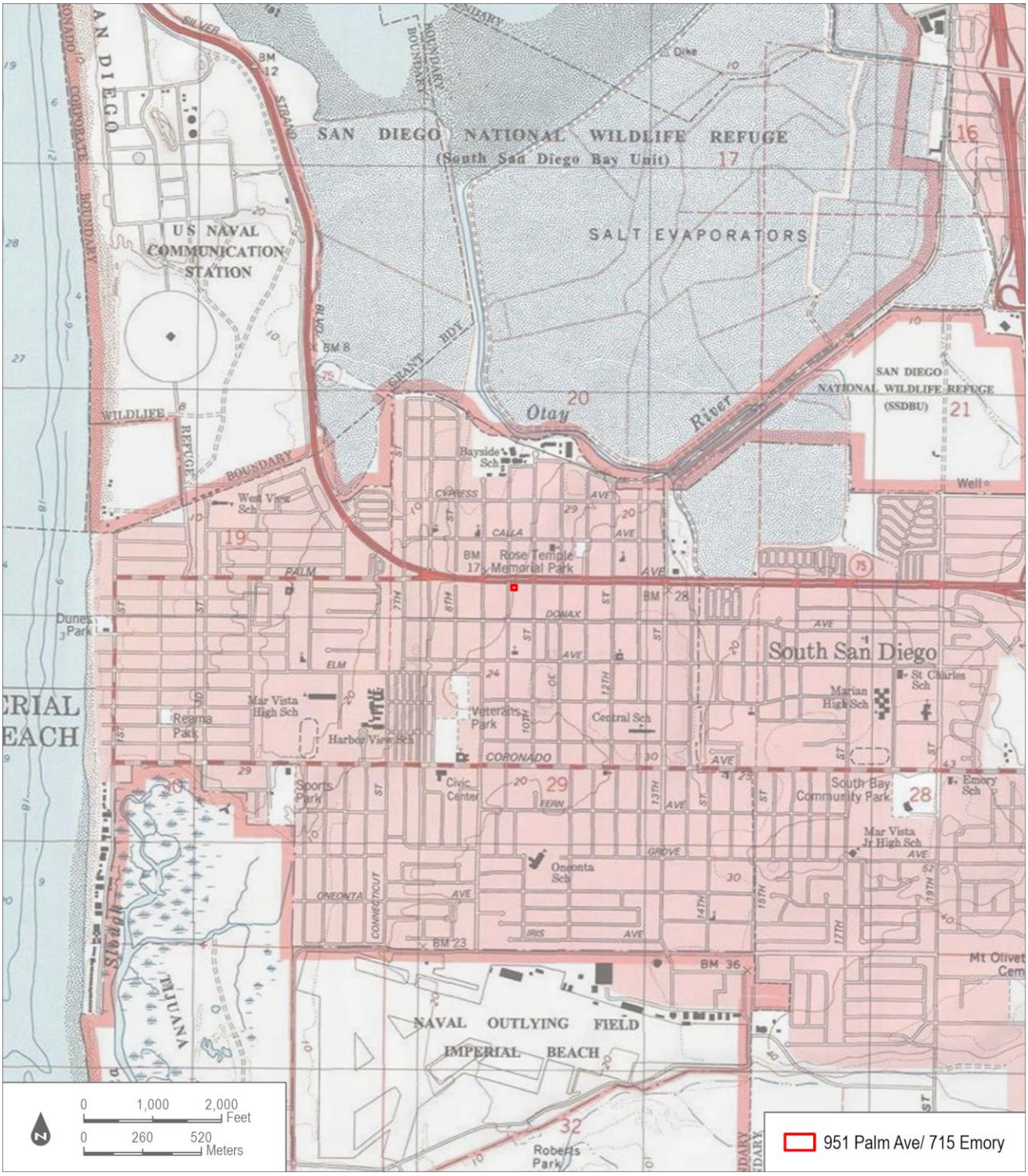


State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

Page 3 **of** 9 ***Resource Name or #** (Assigned by recorder) 951 Palm Avenue/715 Emory Street
***Map Name:** Imperial Beach, CA ***Scale:** 1:24,000 ***Date of Map:** 1996 (2002 ed.)



Description (cont.)

Observed alterations include replacement metal frame-windows, replacement doors, re-roofing, and the infill of fenestration on primary (north) elevation (date unknown). Elements of the Mid-Century Modern architectural style include being one-story in height, low, boxy, horizontal proportions, simple geometric forms with a lack of exterior decoration, asymmetrical, flat roofed, stucco and brick exterior, mass-produced materials, and simple windows. The historic property boundary is limited to the legal parcel boundary of APN 626-282-01-00. The subject property is in overall good condition.

Significance (cont.)

Historic Context

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976:

143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets. In circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025). By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Relevant Architectural Style: Mid-Century Modern (1940-1975)

Mid-Century Modern style (1940-1975) is reflective of International and Bauhaus styles popular in Europe in the early twentieth century. Early Modernists, including Rudolph Schindler, Richard Neutra, and Frank Lloyd Wright brought many elements of these design aesthetics and material experimentation to Southern California in the 1920s. The development of the Mid-Century Modern style in the United States was largely fostered by World War II. Prominent European practitioners of the International and Bauhaus styles, namely architects Ludwig Mies Van der Rohe and Walter Gropius, fled to the United States during World War II. The United States became a manufacturing and industrial leader. Materials and aesthetics evolved to reflect modern innovations that dominated design and construction following the war.

Mid-Century Modern design was embraced intellectually as a departure from the past, but it was economically appealing for its ability to be mass-produced with standardized, affordable, and replicable designs that could accommodate many programmatic needs and site requirements. There was a need for a style that could meet the demand for mass construction of many property types – from residences to schools to offices – and convey the modern sensibility of an era that valued a departure from the past; middle-class growth; economic efficiency; and new material technology. The designs rarely incorporate applied ornamentation or references to historical styles. As a result, many industrial buildings in the style are often "decorated boxes," plain buildings with applied ornament to suit the era and appear more modern without reflecting the activity inside the building. Commercial buildings of this style incorporated new elements such as sleek Modern signage, aluminum awnings, and canopies, deeply recessed and or angled vestibules, floor-to-ceiling window walls, integrated planters, and projecting vertical elements. Many property types exhibit the characteristics of the Mid-Century Modern style; however, not all Mid-Century Modern designs rise to the level of significant examples of the architectural style. Practitioners of the style

were focused on the most cutting-edge materials and techniques. The Mid-Century Modern style was widely adopted in the building boom that followed World War II, particularly in the newly sprawling developments radiating from Southern California's major urban centers including San Diego and Imperial Beach (ARG 2016: 98; Gebhard and Winter 2003; Morgan 2004; Moruzzi 2013: E6).

Character-defining features of the Mid-Century Modern style for commercial properties include:

- One- to two stories in height
- Low, boxy, horizontal proportions
- Simple geometric forms with a lack of exterior decoration
- Commonly asymmetrical
- Flat roofed without coping at roofline; flat roofs hidden behind parapets or cantilevered canopies
- Expressed post-and-beam construction in wood or steel
- Exterior wall materials include stucco, brick, or concrete
- Mass-produced materials
- Simple windows (metal or wood) flush-mounted and clerestory
- Industrially plain doors
- Floor to ceiling window walls
- Extensive use of sheltered exterior corridors, with flat or slightly sloped roofs supported by posts, piers, or pipe columns
- Modern signage
- Deeply recessed and or angled vestibules
- Integrated planters
- Projecting vertical elements

Property History

The commercial property at 951 Palm Avenue/715 Emory Street was constructed in 1948 as Lucille's Restaurant. Archival research did not identify an original architect, builder, contractor, or engineer associated with the construction of the subject property. The restaurant served meals, sandwiches, and short orders and was owned and operated by Lucille Grothe (CVS 1948: 9). Archival research failed to reveal substantial information on Grothe. By the early 1960s, the property operated as the Hi-Ho Club, a "beer bar" that expanded into the neighboring property, 955 and 959 Palm Avenue, in 1975 (IBST 1975: 33). The Hi-Ho Club was owned for almost 20 years by Anne Carrier. Carrier came to Imperial Beach in 1955 from Shreveport, Louisianna and opened the Hi-Ho Club at the property in the 1960s. She was known in the area as being an avid walker. In 1986 Carrier sold the property to Joe O'Connor and retired (Moreno 2011). The property then became the Scoreboard, a sports bar and grill which it remains as into the present. Celina and Otto Rodas purchased the Scoreboard in 2021 (Selgi-Harrigan 2023).

Statement of Significance

Under NRHP and CRHR Criteria A/1, the property at 951 Palm Avenue/715 Emory Street lacks a direct and important association with any event significant in local, state, or national history. The commercial property was constructed in 1948, during a period of increased population growth and corresponding commercial expansion in

Imperial Beach broadly and on Palm Avenue specifically following World War II's conclusion in 1945. Palm Avenue was expanded to four lanes in 1955 and to six lanes circa 1963 and many businesses opened along this major thoroughfare to cater to locals and passing motorists. By 1955, for example, commercial development on Palm Avenue included the Miracle Shopping District (demolished) that was located between 9th and Delaware Street. Palm Avenue's large number commercial businesses ranged from beauty salons and barber shops to car dealerships, motels, hotels, and restaurants. By the 1960s, Palm Avenue was firmly established as a commercial center in Imperial Beach. While the subject property is associated with the pattern of post-World War II commercial development along Palm Avenue, an important local trend, the subject property was one of many commercial buildings constructed in the post-World War II years and did not play a significant role in this trend and did not influence this trend. The subject property was occupied by three known businesses since its construction, Lucille's Restaurant (1948-1960s), the Hi-Ho Club (1960s-1986), and the Scoreboard (1986-present). Despite these businesses being longer-term fixtures in Imperial Beach, none appear to have been innovative within the restaurant and bar industries or within Imperial Beach. They are also not known to be directly associated with any events that have made a significant contribution to the history of Imperial Beach, San Diego County, California, or the nation. Research also did not identify a significant historical event that occurred on the property. Therefore, the subject property does not meet NRHP Criterion A or CRHR Criterion 1 and is recommended not eligible.

Under NRHP and CRHR Criteria B/2, the property at 951 Palm Avenue/715 Emory Street lacks a significant association with the productive life of any person important in local, state, or national history. Archival research identified several individuals associated with the subject property through the ownership of businesses that occupied the property. These individuals included: Lucille Grothe, Anne Carrier, Joe O'Connor, and Celina and Otto Rodas. Despite being productive members of the community through owning a long-standing business in the area, research did not uncover information that would indicate that these individuals are important to the past or made significant contributions to history. It is not enough that a person is a member of a profession; it must be proved that they gained importance within that profession. Due to a lack of identified significant associations with any persons important in our past, the property is recommended not eligible under NRHP Criterion B or CRHR Criterion 2.

Under NRHP and CRHR Criterion C/3, the commercial building at 951 Palm Avenue/715 Emory Street does not fully embody the distinctive characteristics of the Mid-Century Modern architectural style, nor is it known to represent the work of a master, possess high artistic value, or be a component of a potential or existing historic district. The subject property is a modest and architecturally undistinguished example of a late 1940s commercial building exhibiting influences of the Mid-Century Modern style including one-story in height, low, boxy, horizontal proportions, simple geometric forms with a lack of exterior decoration, asymmetrical, flat roofed, stucco and brick exterior, mass-produced materials, and simple windows. Due to its easily replicable components and economic efficiency, the Mid-Century Modern style was commonly applied to commercial buildings throughout California in the 1940s into the 1960s. It is a ubiquitous example of its type and there are many similar examples in Imperial Beach, California, and the United States. Additionally, alterations have affected the subject property's design including replacement metal frame-windows, replacement doors, re-roofing, and the infill of fenestration on primary (north) elevation (date unknown). Archival research failed to reveal the subject property's architect and/or builder but due to its simple and scaled-down design it is unlikely the work of a master. Overall, the property lacks sufficient design and construction value to meet NRHP Criterion C and CRHR Criterion 3.

Under NRHP and CRHR Criteria D/4, the subject property is not significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about historic construction methods, materials, or technologies. This technology is well understood through contemporary trade journals and scientific monographs. As such, the property lacks significance under NRHP Criterion D and CRHR Criterion 4.

Integrity Considerations

Because the subject property lacks sufficient significance to meet any of the criteria for listing in the NRHP or CRHR, an integrity analysis was considered immaterial. To be eligible for listing in either register, a resource must first meet one or more of the significance criteria outlined above before a determination can be made as to whether the resource retains its historic character and can convey its significance. In the case of the subject property, the evaluation found that it lacked the necessary significance to warrant further analysis of its physical and historic integrity.

Summary of Evaluation Findings

The subject property was evaluated in consideration of NRHP and CRHR criteria and integrity requirements. As a result of the evaluation, the subject property is recommended not eligible for inclusion in the NRHP or CRHR under all listing criteria due to a lack of significant associations and architectural merit. The subject property is not currently designated or listed under any national, state, or local landmark programs, nor has it been previously identified as eligible for local designation by any historical resource surveys.

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) Palm Avenue

P1. Other Identifier: Map ID 37; State Route 75, SR-75, Highway 75

*__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** *Imperial Beach, Calif.* **Date** 2021 **T** 18 S; **R** 2 W; **of Sec** 19,20,29; San Bernardino **B.M.**

c. Address N/A City Imperial Beach Zip 91932

d. UTM: (Give more than one for large and/or linear resources) Multiple Datums (See Continuation Sheet)

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
The segment of Palm Avenue begins just northwest of the intersection of Rainbow Drive and Palm Avenue, and curves southeast until the intersection of 9th Street and Palm Avenue, continuing east, ending until slightly east of the intersection of Georgia Street and Palm Avenue.

***P3a.** **Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The 1.08 mile-long segment of Palm Avenue is primarily a six-lane highway situated in the northern area of the City of Imperial Beach. Portions of the segment, between west of Rainbow Drive and 7th Street, range from two-to-three lanes on either side of the highway. Palm Avenue east of 7th Street ranges from three-to-four lanes on either side. The concrete and asphalt paved highway fluctuates between 85 and 114 feet wide. However, a portion of Palm Avenue splits off south of Triangle Park at 7th Street, and has a width of approximately 60 feet. A median divides the highway, with widths ranging from 9 to 18 feet, containing dual streetlights and intermittent landscaping consisting of mature palm trees, small palms, bushes, and shrubs. The roadway is in overall good condition. The boundary includes the roadway and its right-of-way. (See Continuation Sheet)

***P3b.** **Resource Attributes:** (List attributes and codes) HP37. Highway/ Trail AH7. Roads/ Trails/ Railroad Grades

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

P5a. Photograph 1



P5b. Description of Photo: Photo 1, view of Palm Avenue from 7th Street looking southeast, June 5, 2025

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
Circa 1903 (Palm Ave) and circa 1953 (SR75 realignment with Palm Avenue) / E.M. Burbeck (map) and USGS 1953

***P7. Owner and Address:**
City of Imperial Beach
825 Imperial Beach Blvd
Imperial Beach, CA 91932

***P8. Recorded by:**
Claire Cancilla and Katie Ahmanson
Dudek
605 3rd Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 4 - 5, 2025

***P10. Survey Type:** Intensive

***P11.** **Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. Cultural Resources Inventory and Evaluation Report Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California. Prepared for CR Associates.

***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 ☒Sketch Map ☐Other (List):

B1. Historic Name: Palm Avenue
B2. Common Name: Palm Avenue, Highway 75, SR 75
B3. Original Use: Road
B4. Present Use: Highway
***B5. Architectural Style:** N/A
***B6. Construction History:** (Construction date, alterations, and date of alterations) In circa 1903, Palm Avenue was built as an east-west horizontal corridor, likely consisting of a dirt road. In 1938, Highway 75, along Palm Avenue in Imperial Beach, is first noted. By circa 1953, Highway 75 is realigned with the newly relocated Silver Strand Boulevard, which breaks from Palm Avenue at Delaware Street, curving north towards Coronado. In April 1955, Highway 75 at Palm Avenue is widened from two to four lanes. Again in circa 1963, Palm Avenue from 7th to 13th Streets is widened to six lanes (E.M. Burbeck 1903; State of California 1938; USGS 1953; National City Star-News 1955: 2; UCSB 2025; NETR 2025b).

***B7. Moved?** ☐**No** ☒**Yes** (realigned) ☐**Unknown** **Date:** **Original Location:**
***B8. Related Features:** Six major intersections with traffic lights

B9a. Architect: N/A b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

The subject segment of Palm Avenue does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). There is no local criteria for the City of Imperial Beach. The property was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The property is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to the subject segment of Palm Avenue. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Andrea Dumovich Heywood, M.H.C., Architectural Historian

***Date of Evaluation:** June 24, 2025

(This space reserved for official comments.)

(Sketch Map with north arrow required.)

See Sketch Map Sheet

State of California - The Resources Agency **Primary#**
DEPARTMENT OF PARKS AND RECREATION **HRI #**

LINEAR FEATURE RECORD

Trinomial

 ***Resource Name or #** (Assigned by recorder) Palm Avenue

***Recorded by:** Claire Cancilla and Katie Ahmanson, Dudek ***Date:** June 4 - 5, 2025 ☒ Continuation ☐ Update

Historic and/or Common Name: Palm Avenue, Highway 75, SR 75

L2a. Portion Described: ☐ Entire Resource ☒ Segment ☐ Point Observation **Designation:** Datum

b. Location of point or segment:

The segment of Palm Avenue begins just northwest of the intersection of Rainbow Drive and Palm Avenue, and curves southeast until it straightens out as a horizontal corridor at the intersection of 9th Street and Palm Avenue, continuing east, ending until slightly east of the intersection of Georgia Street and Palm Avenue.

All Datums are located in Zone 11S:

Datum 1 (start of segment): 488884.43 mE/3605244.48 mN

Datum 2: 489499.15 mE/3605145.46 mN

Datum 3 (end of segment): 490080.44 mE/3605171.59 mN

L3. Description: (Describe construction details, materials, and artifacts found at this segment/point. Provide plans/sections as appropriate.) The recorded segment varies between 85 and 114 feet in width and features a curved, four-lane design west of Delaware Street with each lane measuring approximately 12 feet in width, and a straight, six-lane design from Delaware to 13th Streets, with each lane approximately 11 feet in width.

L4. Dimensions: (In feet for historic features and meters for prehistoric features.)

a. Top Width The roadway (excluding sidewalks) varies between 85 to 114 feet.

b. Bottom Width N/A

c. Height of Depth At grade

d. Length of Segment 1.08 miles

L4e. Sketch of Cross-Section (include scale) **Facing:** East at 9th Street along Palm Avenue



L5. Associated Resources: None

L6. Setting: (Describe natural features, landscape characteristics, slope, et., as appropriate.) The highway segment is bounded by the Silver Strand Bikeway and South Bay Salt Works to the north, Sand Dollar Beach to the west, and a mixture of residential, commercial, and industrial buildings to the east and south, circa 1950s to present.

L7. Integrity Considerations: The original 1903 roadway was joined with SR75 in circa 1938 and a portion of Palm Avenue was realigned with SR75 in circa 1953, and was then expanded in 1955 and again in circa 1963.

L8a. Photograph, Map or Drawing

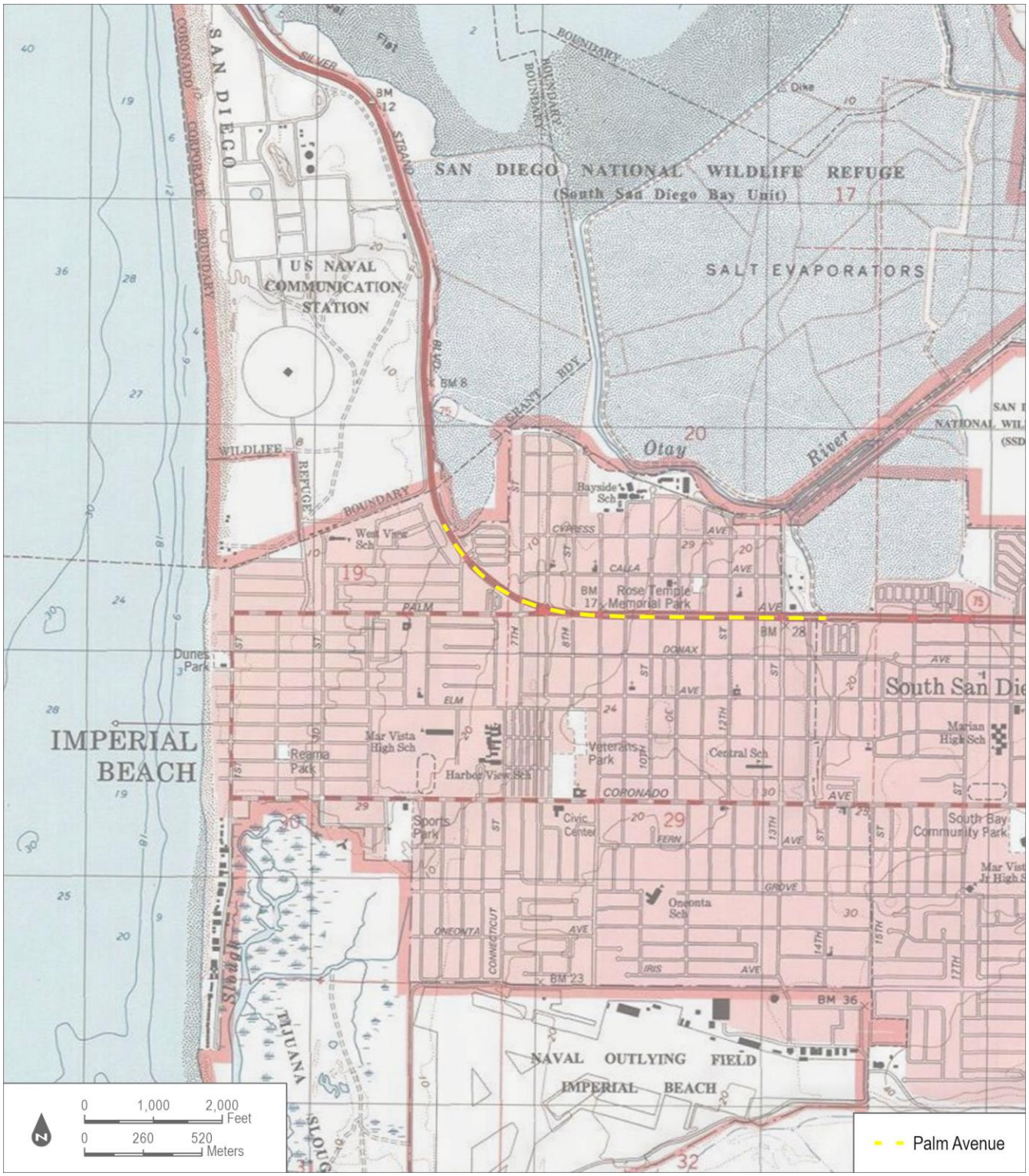


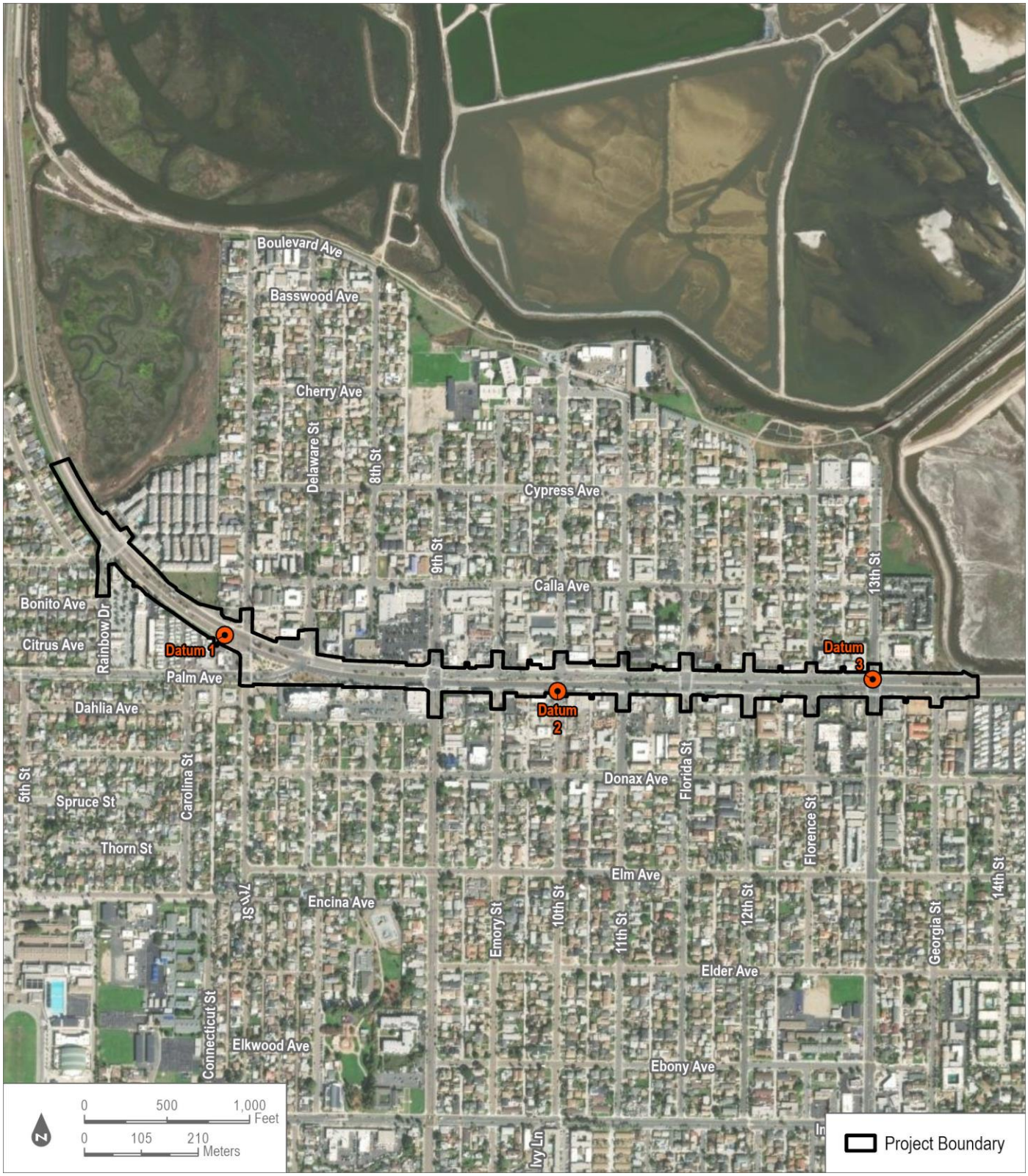
L8b. Description of Photo, Map, or Drawing: (View, scale, etc) Photo 2, view of Palm Avenue from 13th Street looking southwest, June 5, 2025

L9. Remarks: None

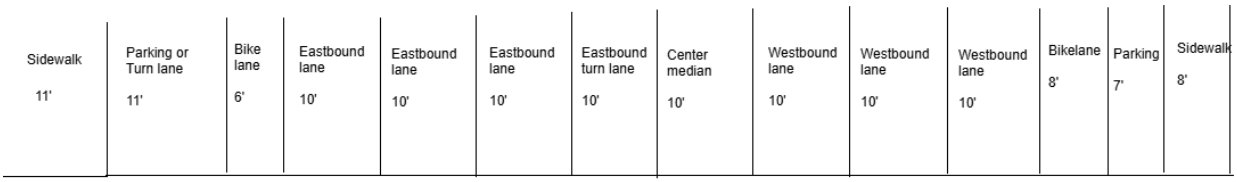
L10. Form Prepared by:
Andrea Dumovich Heywood
Dudek
605 3rd Street
Encinitas, CA 92024

L11. Date: June 24, 2025


SAN DIEGO NATIONAL WILDLIFE REFUGE
(South San Diego Bay Unit)
SALT EVAPORATORS
U S NAVAL COMMUNICATION STATION
IMPERIAL BEACH
NAVAL OUTLYING FIELD
IMPERIAL BEACH
Otay River
Bayside Sch
West View Sch
Rose Temple Memorial Park
Dunes Park
Mar Vista High Sch
Reama Park
Harbor View Sch
Veterans Park
Central Sch
Civic Center
Sports Park
Oneonta Sch
Marian High Sch
South Bay Community Park
South San Die
TIJUANA SLOUGH
0 1,000 2,000 Feet
0 260 520 Meters
Palm Avenue


Boulevard Ave
Basswood Ave
Cherry Ave
Delaware St
8th St
Cypress Ave
9th St
Calla Ave
13th St
Bonito Ave
Rainbow Dr
Citrus Ave
Datum 1
Palm Ave
Datum 2
Datum 3
Dahlia Ave
5th St
Carolina St
Spruce St
Donax Ave
Florida St
Thorn St
Florence St
Elm Ave
14th St
7th St
Encina Ave
Emory St
10th St
11th St
12th St
Georgia St
Elder Ave
Connecticut St
Elkwood Ave
Ebony Ave
Ivy Ln
N
0 500 1,000 Feet
0 105 210 Meters
Project Boundary

L4e. Sketch of Cross-Section (include scale) **Facing (Cont.):** East at 9th Street along Palm Avenue



Description (cont.)

Both north and south sides feature green paved bike lanes from 9th to 13th Streets. The western side of the highway segment lacks sidewalks for approximately 468 feet until a concrete sidewalk is located on the north side of the highway. Both sides feature intermittent modern concrete sidewalks, with landscaping, seating, sidewalk curb cuts, streetlights, speed limit signs, utility boxes, and parking areas. The south side features intermittent tree gates. The highway sits at grade. Following multiple repairs and expansions over time, the highway does not retain its original alignment as observed on historical maps. The original road did not include highway 75 as it was a straight path from east to west and did not curve to the northwest as it currently does.

Significance (cont.)

Historic Context

In 1769, Father Serra traversed the Tijuana River to find the Kumeyaay villages located in present day Imperial Beach. The area then developed from an 1846 Spanish land grant to Pedro Cabrillo. In the 1850s, it was referred to as Monument City, and later South San Diego. In 1867, R.P. Morrison filed an early subdivision plot in South San Diego, and by the 1880's, many of South San Diego's early settlers arrived at the area known today as Imperial Beach. To entice residents of Imperial Valley—an inland desert region located in present-day Imperial and Riverside counties—subdivisions formed as summer beach retreats from the hot, arid inland climate. The name Imperial Beach directly references Imperial Valley and the population it hoped to attract (South Bay Historical Society Bulletin 2016: 1; City of Imperial Beach 2024; Daugherty 1994).

The town's first wooden sidewalks, general store, post office, café, and dance pavilion were all built in the early 1900s. Its original fishing pier, constructed in circa 1910 by the South San Diego Investment Company as a tourist attraction, included a boardwalk spanning two blocks long with a bathhouse. The pier, bathhouse, and boardwalk were all destroyed in winter storms between 1948-1953 (City of Imperial Beach 2024; Daugherty 1994). In 1963,

the pier was rebuilt, however a portion was lost in a 1980 storm, and then rebuilt again in 1982, and repaired later in 1989 (South Bay Historical Society Bulletin 2016: 5).

In addition to tourism, military land use has been a constant presence in Imperial Beach since the start of World War I. Ream Field opened in 1910 as an aviation field, known today as the Naval Outlying Landing Field Imperial Beach. There, Charles F. Walsh and Bernard F. Roehring designed and engineered airplanes. The U.S. Navy opened the Oneonta Gunnery School in Ream Field in 1918 for pilot training during World War I. The U.S. Army also began Border Field outpost in 1916, and expanded it in the 1920s with five machine gun circular ranges at the beach and 35 additional buildings by World War II (South Bay Historical Society Bulletin 2016: 5-6)

During Imperial Beach's early development, housing was mostly located to the north and west. Built in 1887, the Italianate Style Grissom house was built at 554 10th Street and remains the earliest extant residence. Owner Frank Grissom served in Battery A of the 19th Coast Artillery and moved into the home in 1950 (South Bay Historical Society Bulletin 2016: 2).

Between 1904 and 1928, South San Diego's roadway pattern remained mostly consistent, with major arterials Palm Avenue and Imperial Beach Boulevard running east to west. Palm Avenue extended from Palm City to the east all the way to the coast on the west, while further south and parallel to Palm Avenue, Imperial Beach Boulevard extended from Nestor to the east and terminated inland, approximately half a mile from the coast (NETR 2025b). During the early 1900s, Palm Avenue, between 1st and 10th streets, serviced a trolley line that linked travelers by boat from northern Coronado and San Diego's Market Street to southern Imperial Beach. The trolley line and boat service ended following a destructive 1916 flood that destroyed its infrastructure (City of Imperial Beach 2024). With unpaved roads, the South San Diego area was mainly served by trains and horses through the 1920s (Adams 1976: 60).

In 1929, multiple subdivisions were built, including the Silver Strand Beach Gardens along the coast near the pier and Imperial Beach Gardens south of Palm Avenue (South Bay Historical Society Bulletin 2016: 7). From the late 1930s through World War II, population growth intensified in the San Diego region as the defense industry attracted workers throughout the United States, which thus created a need for more housing. In 1939, several cottage structures were moved from Coronado's Tent City to Imperial Beach. Some Tent City homes extant today include 184, 243, 251, 252, and 260 Dahlia Avenue, located in the Silver Strand Beach Gardens development (South Bay Historical Society Bulletin 2016: 9).

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north

and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

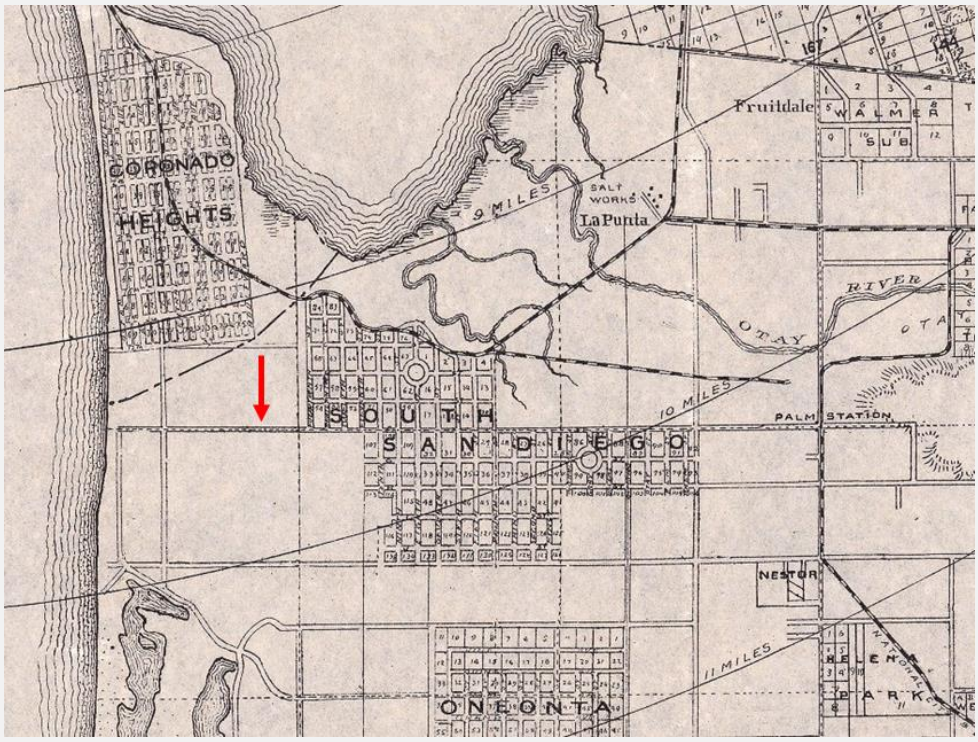
By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Development of Palm Avenue

Imperial Beach originally developed as a tourist destination in the late 1800s through early 1900s. Much of its early infrastructure, including roads, served its visitors as well as an emerging community. In 1903, Palm Avenue is first identified on a historic map of San Diego. Although the street name "Palm Avenue" is not labeled until 1904 in a topographic map, its pathway is clearly defined, spanning east to west through South San Diego from slightly east of Palm Station (located in present-day Palm City) to the beach, with subdivisions to the north and south (E.M. Burbeck 1903).

Exhibit 1. Section of a 1903 topographic map of the San Diego region, showing Imperial Beach labeled as South San Diego, with Palm Avenue (red arrow) running east to west from Palm Station to the Pacific Ocean.



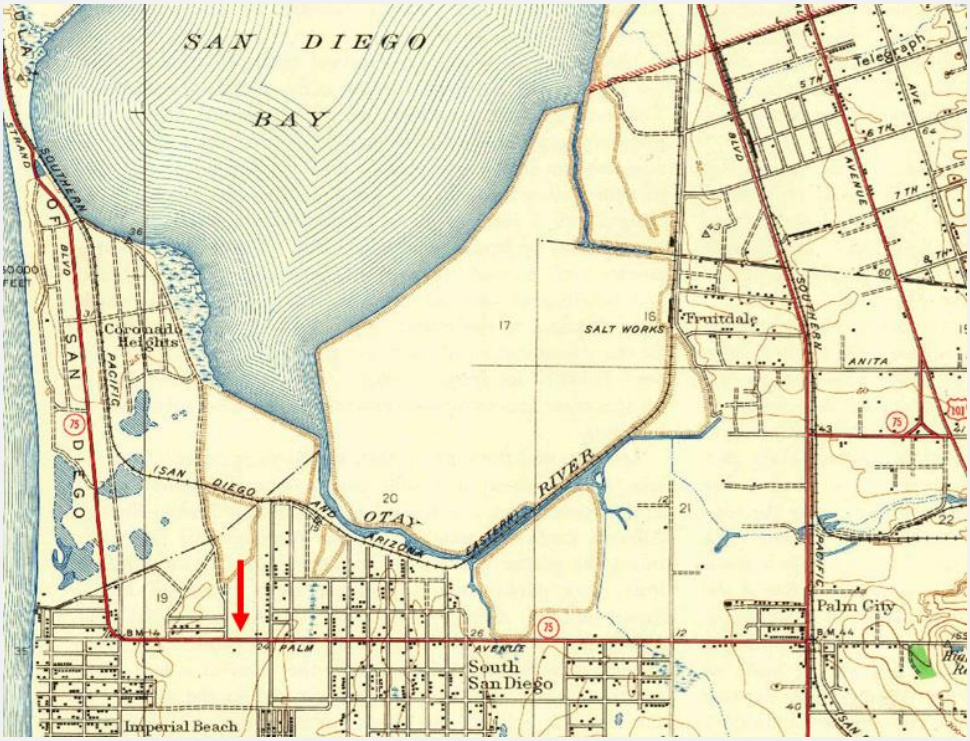
Source: E.M. Burbeck. 1903. Map of The City of San Diego, California.

Palm Avenue likely developed as a dirt road in the early 1900s. Local historian Freda Compton Elliott Adams describes in 1920, the nearest paved road in Imperial Beach was located in Chula Vista (Adams 1976: 60). Based on early 1900s maps, Palm Avenue served as a linkage point with Palm Station and the National City and Otay Railroad, which ran from Tia Juana to the south to San Diego in the north. The Coronado Railroad, also present in 1903, ran a U-shaped route from Coronado Island going south along the peninsula (later known as Silver Strand Beach) and continuing through present-day Imperial Beach, to the north to National City (USGS 1904).

From circa 1910 to 1916, Palm Avenue serviced a trolley line between 1st and 10th streets, which linked vessel travelers from northern Coronado and San Diego's Market Street to southern Imperial Beach. In 1910, E.S. Babcock, builder of the Hotel del Coronado, had dredged a channel to the present-day north-end of 10th Street to allow boats to travel from San Diego and Coronado to South San Diego and the Imperial Beach Railroad. In 1916, a major storm disrupted the Otay Dam which flooded the channel with silt, permanently halting the passenger boats and destroying the existing railroad system (City of Imperial Beach 2024).

In 1933, Highway 101 was constructed to the east of Imperial Beach and Palm City, in the Otay Valley (Adams 1976: 60). California State Route 75 (SR 75), originally referred to as "Highway 75"—a central highway that ran through Imperial Beach along Palm Avenue connecting present-day Interstate 5 to the east to Coronado and San Diego to the north—is first shown in a 1938 California Department of Public Works highway map (State of California 1938). Highway 75's pathway is more clearly defined in a 1943 topographic map, spanning Coronado Island to the north and running south along Silver Strand Boulevard, then connecting to the west segment of Palm Avenue near the coast, and from Palm Avenue running to the east to Palm City, and turning north to ultimately connect to Highway 101 (USGS 1943).

Exhibit 2. Section of a 1943 topographic map of the San Diego region and Imperial Beach, with Highway 75 first clearly shown along Palm Avenue (red arrow).



Source: USGS (U.S. Geological Survey). 1943. "San Ysidro Quadrangle" [map]. 1:31680. 7.5-Minute Series (Topographic). Reston, Virginia: USGS.

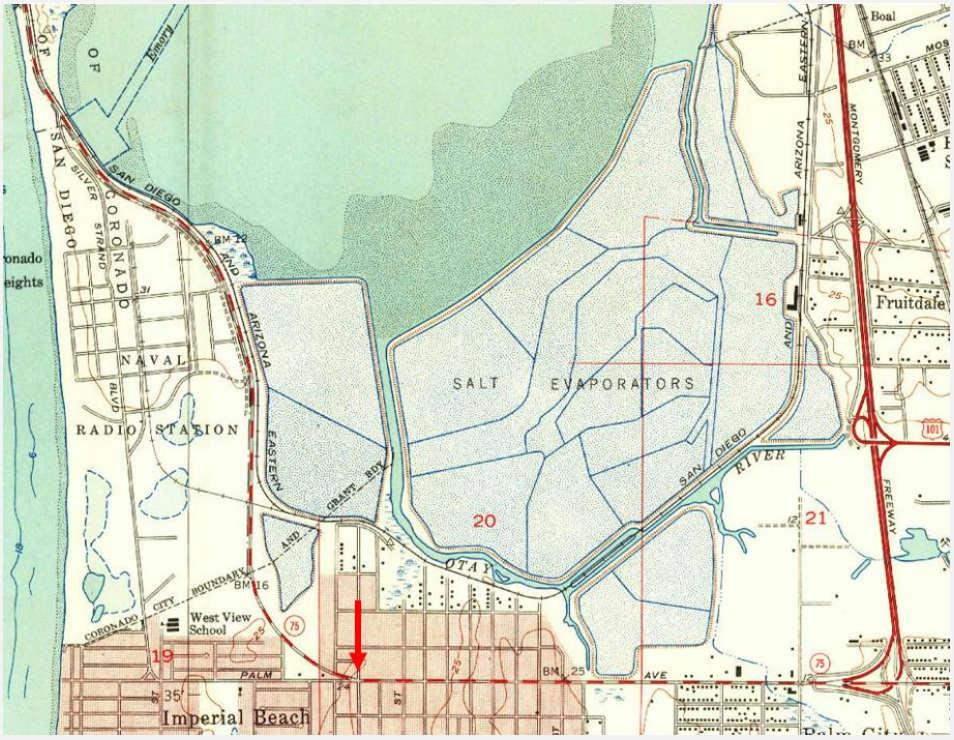
A photo from 1950 suggests that Highway 75 may have been realigned at that time (Adams 1976: 86). However, it is not made clear until a 1953 topographic map confirms Highway 75's realignment with the newly relocated Silver Strand Boulevard, just east of Ratio Station. This route shows Palm Avenue's present-day alignment with connects with Highway 75 at present-day Delaware Street (USGS 1953).

Exhibit 3. 1950 photo of Palm Avenue, view east, prior to Palm Avenue's widening in 1955. Part of the Miracle Shopping District was constructed by this time (red box).



Source: Adams, Freda Compton Elliot. 1976. *A History of Imperial Beach*.

Exhibit 4. Section of a 1953 topographic map of the San Diego region and Imperial Beach, with Palm Avenue's present-day alignment, showing Highway 75 splitting from Palm Avenue near Delaware Street (red arrow).



Source: USGS (U.S. Geological Survey). 1953. "San Ysidro Quadrangle" [map]. 1:24000. 7.5-Minute Series (Topographic). Reston, Virginia: USGS.

In 1952, the South Bay District Chamber of Commerce approved a resolution to request the State Highway Commission widen Highway 75 along Palm Avenue between Palm City and Silver Strand Boulevard. The proposed widening would expand the two-lane highway to four lanes with an additional 100 feet, including "a 22-foot island, with a 24-foot double lane on either side of the island thus leaving a 15-foot strip on each side of the double lanes for future use," along with new traffic lights (Chula Vista Star 1952: 7). Hazardous traffic conditions along Palm Avenue were cited in the resolution, noting more than 7,500 cars traversed this stretch of Palm Avenue daily and upwards of 13,000 on Sundays (Chula Vista Star 1952: 7). In October 1954, the California Highway Commission approved the request to widen Highway 75 along Palm Avenue, allocating $800,000 to the project (National City Star-News 1954: 20). The Palm Avenue/Highway 75 widening project forced multiple businesses to surrender their parking along with the demolition of some buildings along Palm Avenue (Adams 1976: 86). In April 1955, the improved four-lane Highway 75 officially opened (Chula Vista Star-News 1955: 17). In commemoration of this new dedication, Imperial Beach hosted a three-day celebration consisting of a "street dance carnival" and

parade, with a strict dress code of "Western or Indian garb" for the entire South Bay community (National City Star-News 1955: 2).

At the time of the Highway 75 widening, numerous businesses were located along Palm Avenue. Particularly, the Miracle Shopping District, between 9th and Delaware Streets, had an array of commercial businesses in 1955 which included: Bill Kile's Palm Avenue Service Station, Pennysaver, M&M Dept. Store, Clothesline Department Store, Finelli's Men's Store, Village Barber Shop, Konrad Clem's Record Shop, John R. Robertson Chevrolet, Imperial Beach Beauty Salon, Estes Hardware, Graham's Market, Bob Tschakert's Chevron Station, Woody's Beauty Walk, Will's Lumber Co., South Bay Chevrolet, Sullivan's Food Center, Chase Electric and one lone bank, Security Trust and Savings, Greenwell Realty and Insurance, Bunny Inn, Tides Inn, Imperial Beach Grocery, Sid's Bakery, Jessie's Opportunity Shop, Benson's Liquor, Beachcomber, The Clock, The Triangle Café, Neil's Automotive Service, Mahoney's TV, Geroge's Drive-In Baker's Hardware, Strand Realty, Silver Strand Food Store, Lucille's Café, Robert's Electric, DuVall's Junior Department Store, Piggly Wiggly, O.E. McGee's Jewelers, Jonie's Coffee Shop, Western Auto Supply, and South Bay Drugs (Adams 1976: 94). Many commercial buildings along Palm Avenue were utilitarian in design, and often automobile-focused such as service stations. Small commercial establishments, including restaurants and cafes, also peppered lots near the coast along First Street, and along Palm Avenue near 2nd and 3rd streets.

Exhibit 5. A 1956 photograph of the Miracle Mile Shopping District showing an array of businesses.



Source: Adams, Freda Compton Elliot. 1976. *A History of Imperial Beach*.

Again in circa 1963, the SR 75 portion along Palm Avenue in Imperial Beach was widened by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR

2025b). In the 1980s through 1990s, development along Palm Avenue in the project area was primary auto-focused with gas stations, fast food restaurants, strip malls, and auto centers, among other uses, which were mainly built as simple box buildings (Google 2025; ParcelQuest 2025). In the 2000s, building typologies continued to center around the automobile in addition to apartment buildings, credit unions, the Imperial Beach Health Center, and grocery stores (Google 2025; ParcelQuest 2025).

By circa 2012, the Miracle Shopping District was demolished (NETR 2025a). In circa 2019, Caltrans relinquished ownership of SR75 along Palm Avenue to the City of Imperial Beach. It continues to serve as the City's main entrance and acts as a major commercial and mixed-use arterial roadway (City of Imperial Beach 2019).

Evaluation

The following evaluation is based on NRHP and CRHR criteria. The City of Imperial Beach does not have local designation criteria.

Under NRHP Criterion A and CRHR Criterion 1, the subject segment of Palm Avenue does not have a direct association with any event(s) important in transportation history. To meet Criteria A/1, a road must possess a significant and demonstratable association within the theme of transportation. The significant association may lie within the context of agricultural, commercial, industrial, or residential development. Significant road corridors can be characterized by the important connections that they made or by the types and volumes of traffic they carried. Outlined below is a list of considerations that the current evaluation applied before concluding that the subject highway segment does not possess the necessary associative significance to meet NRHP Criterion A or CRHR Criterion 1.

The road corridor opened to settlement in a region where there was no existing (or virtually no other existing) regional road, railroad, or navigable river by providing the only long-distance transportation option.

Palm Avenue does not meet this consideration because it evolved from what was likely a dirt road that originally connected from Palm Station in Palm City to present-day Imperial Beach. Although it facilitated access to Imperial Beach's coast, it developed after a network of roadways and railroad systems had been developed in the greater San Diego region, and is not the first roadway in South San Diego. Even though Palm Avenue led from Palm Station to Imperial Beach's pier and tourist attractions, it existed prior to the coastal development.

The road corridor provided the only long-distance transportation option.

Palm Avenue does not meet this consideration because it was a local city road and was not constructed as part of a long-distance state or interstate highway when originally established. Although State Highway 75 was located along Palm Avenue in Imperial Beach, the highway originated in circa 1938, after Palm Avenue first formed, and was not the only long-distance transportation option (State of California 1938).

Construction of the road followed a significant increase in the rate of settlement.

An increase in settlement was seen throughout the City of Imperial Beach in the late 1800s - early 1900s and cannot be attributed to the opening of Palm Avenue, or any one road in particular. Instead, the rate of settlement during this period on the westside of Imperial Beach resulted from increased tourism and related town development. Therefore, Palm Avenue does not meet this consideration because the popularity and use of the road as a tourist attraction did not result in a significant increase in the rate of settlement.

The road corridor provided transportation between a significant class of resource and an important transfer point or terminal market.

Palm Avenue does not meet this consideration because it did not serve as an important corridor between a significant class of resource and an important transfer point or market. The road was used locally by residents for day-to-day needs and by tourists seeking the Imperial Beach boardwalk and coastline. It was not specifically built to terminate at a transfer point or market as it was built in circa 1903, prior to the 1910 pier, and ran through multiple towns

including Palm City (E.M. Burbeck 1903). Although Palm Avenue originally connected with Palm Station in Palm City, the transfer point along the National City and Otay Railroad was not the only one in the region as there was a well-established railroad network at the time of Palm Avenue's development. The National City and Otay Railroad ran from Tia Juana to the south to San Diego in the north. The Coronado Railroad, also present in 1903, ran a U-shaped route from Coronado Island going south along the peninsula (later known as Silver Strand Beach) and continuing through present-day Imperial Beach, to the north to National City (USGS 1904).

The road corridor was an influential component of the state's highway system, or it made important early connections within the network or with other modes of transportation.

Palm Avenue does not meet this consideration because it was not constructed as part of the State of California's highway system. Palm Avenue developed as a local road in South San Diego in circa 1903. State Highway 75 was located along Palm Avenue in Imperial Beach in circa 1938, after Palm Avenue first formed and after numerous other state highways were constructed (State of California 1938). Although Palm Avenue originally connected with Palm Station in Palm City, the transfer point along the National City and Utay Railroad was not the only one in the region as there was a well-established railroad network at the time of Palm Avenue's development.

The road corridor provided a critical link or junction between two or more important highway corridors, and that connection led to a significant expansion of the state's transportation network or directly contributed to the expansion of commercial, industrial, or agricultural activity.

Palm Avenue does not meet this consideration because it was used mainly by residents and tourists in the area, rather than as a critical link between highway corridors. The adjacent U.S. Highway 101, to the east of the City of Imperial Beach, had already been built in 1933 when SR 75 was first established along Palm Avenue in circa 1938.

Overall, the available research did not indicate that Palm Avenue possesses sufficient associative significance to meet NRHP Criterion A or CRHR Criterion 1.

Under NRHP Criterion B and CRHR Criterion 2, the subject segment of Palm Avenue lacks a significant association with any individual important in the road development or transportation history of California or in history in general. Additionally, the construction and maintenance of Palm Avenue represents the collective effort of a group of local individuals, rather than the work of any single person. Research uncovered no individual associated with the subject road segment whose contribution to history rose to the level of singular importance necessary for listing in the NRHP or CRHR under Criteria B/2.

Under NRHP Criterion C and CRHR Criterion 3, the subject segment of Palm Avenue lacks distinction with regard to a particular roadway type, a period, or a method of road construction. The roadway in its current form is representative of standardized, modern road design, and it lacks innovation in terms of its overall design, form, and function. Additionally, research did not yield any information to suggest that the road is associated with the work of a master engineer or builder. Overall, the current evaluation found the subject road segment lacks the necessary amount of design and construction value to meet NRHP Criterion C or CRHR Criterion 3.

Lastly, the subject segment of Palm Avenue does not appear to be significant as a source, or likely source, of important historical information, nor does it appear likely to yield important information about road construction materials, methods, or technologies. As such, the subject road segment lacks significance under NRHP Criterion D and CRHR Criterion 4.

To be eligible for listing at the national or state level, a property must first meet one or more of the significance criteria as discussed above before a determination can be made as to whether the property retains its historic character and possesses sufficient physical integrity to convey its significance. In the specific case of Palm Avenue, an integrity analysis was considered immaterial because the evaluation found that the resource lacks the necessary significance to warrant further analysis of its physical and historic integrity.

Conclusion:

In conclusion, the subject segment of Palm Avenue lacks sufficient significance to meet any of the criteria for inclusion in the NRHP as outlined under 36 CFR § 60.4 or the CRHR as described under PRC § 5024.1(c), either

individually or as a contributing element to an existing or potential historic district. As such, the subject segment of Palm Avenue is not considered a historic property under Section 106 of the National Historic Preservation Act per 36 CFR § 800.16(l)(1), nor is it considered a historical resource for the purposes of CEQA pursuant to Section 15064.5(a)(2)-(3) of the CEQA Guidelines.

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Photographs (cont.)

Photo 3. View from Datum 1 (Start of Segment), looking west (7057).



Source: Dudek 2025

Photo 4. View from Datum 2, looking west (7019)



Source: Dudek 2025

Photo 5. View from Datum 3 (End of Segment), looking east (7036)



Source: Dudek 2025

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

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code Reviewer Date

 ***Resource Name or #:** (Assigned by recorder) Imperial Beach Storm Drain System

P1. Other Identifier: Map ID 38

*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** *Imperial Beach, Calif.* **Date** 2021 **T** 18 S; **R** 2 W; **of Sec** 19,20,29; San Bernardino **B.M.**

c. Address N/A City Imperial Beach Zip 91932

d. UTM: (Give more than one for large and/or linear resources) Multiple Datums (See Sketch Map Sheet)

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
The segment of Palm Avenue, known as the project area, begins just northwest of the intersection of Rainbow Drive and Palm Avenue, and curves southeast until the intersection of 9th Street and Palm Avenue, continuing east, ending until slightly east of the intersection of Georgia Street and Palm Avenue. Within the project area are three storm drain features (see Sketch Map on Continuation Sheet 4).

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

In 2025, the current storm drain system in Imperial Beach consists of stormwater lines and storm drain outfalls, located throughout the urbanized city. The stormwater lines are classified as open and closed channels, the majority of which are closed (located underground) and span the distance of several street blocks, some of which span approximately 2,000 feet. The open channels are located in the north, northwest, central, and south parts of the city, and range approximately one to several parcels long, some of which measure around 500 feet long (City of Imperial Beach 2025). See Continuation Sheet.

***P3b. Resource Attributes:** (List attributes and codes) HP20. Canal/ Aqueduct

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

P5a. Photograph 1



P5b. Description of Photo: Photo 1, View of a storm drain outfall (storm drain feature 1) east of Palm Avenue, looking southwest

***P6. Date Constructed/Age and Sources:**
☒ Historic ☐ Prehistoric ☐ Both
Citywide system: Circa early 1950s (Adams 1976: 87), project area features: circa 2017 and circa 2019 (NETR 2025a)

***P7. Owner and Address:**
City of Imperial Beach
825 Imperial Beach Blvd
Imperial Beach, CA 91932

***P8. Recorded by:**
Claire Cancilla, MSHP (Dudek)
605 Third Street
Encinitas, CA 92024

***P9. Date Recorded:**
June 5, 2025

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Dudek. 2025. *Palm Avenue Complete Multimodal Corridor Project, Imperial Beach, California*. Prepared for CR ASSOCIATES.

***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 ☒Sketch Map ☐Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) Imperial Beach Storm Drain System

B1. Historic Name: Imperial Beach Storm Drain System
B2. Common Name: Imperial Beach Storm Drain System
B3. Original Use: Storm Drain System
B4. Present Use: Storm Drain System
***B5. Architectural Style:** N/A
***B6. Construction History:** (Construction date, alterations, and date of alterations) The citywide storm drain system was originally constructed in circa early 1950s (Adams 1976: 87). The storm drain features located in the project area along Palm Avenue were likely altered in 1955, when Palm Avenue was first widened from two to four lanes, and again in circa 1963 when it was widened to six lanes between 7th and 13th Streets (Chula Vista Star-News 1955: 17; UCSB 2025). The three storm drain features recorded in this DPR that are within the project area are dated as follows: storm drain feature 1: circa 2017; storm drain feature 2: circa 2019; and storm drain feature 3: circa 2019 (NETR 2025a; Google Earth 2025).

***B7. Moved?** ☒**No** ☐**Yes** ☐**Unknown** **Date:** **Original Location:**
***B8. Related Features:** N/A

B9a. Architect: Unknown b. Builder: Unknown
***B10. Significance: Theme** N/A **Area:** N/A
Period of Significance N/A **Property Type** N/A **Applicable Criteria** N/A
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

Imperial Beach Storm Drain System does not meet any of the criteria for listing in the National Register of Historic Places (NRHP) or California Register of Historical Resources (CRHR). The system was evaluated in accordance with Section 106 of the National Historic Preservation Act (Section 106) and Section 15064.5 (a)(2)-(3) of the CEQA Guidelines using the criteria outlined in Section 5024.1 of the California Public Resources Code. The system is not considered a historic property for the purposes of Section 106 or a historical resource under CEQA. As such, this evaluation assigns a 6Z California Historical Resources Status Code to Imperial Beach Storm Drain System. See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes) None

***B12. References:** See Continuation Sheet

B13. Remarks: None

***B14. Evaluator:** Andrea Dumovich Heywood, MHC

***Date of Evaluation:** June 24, 2025

(This space reserved for official comments.)

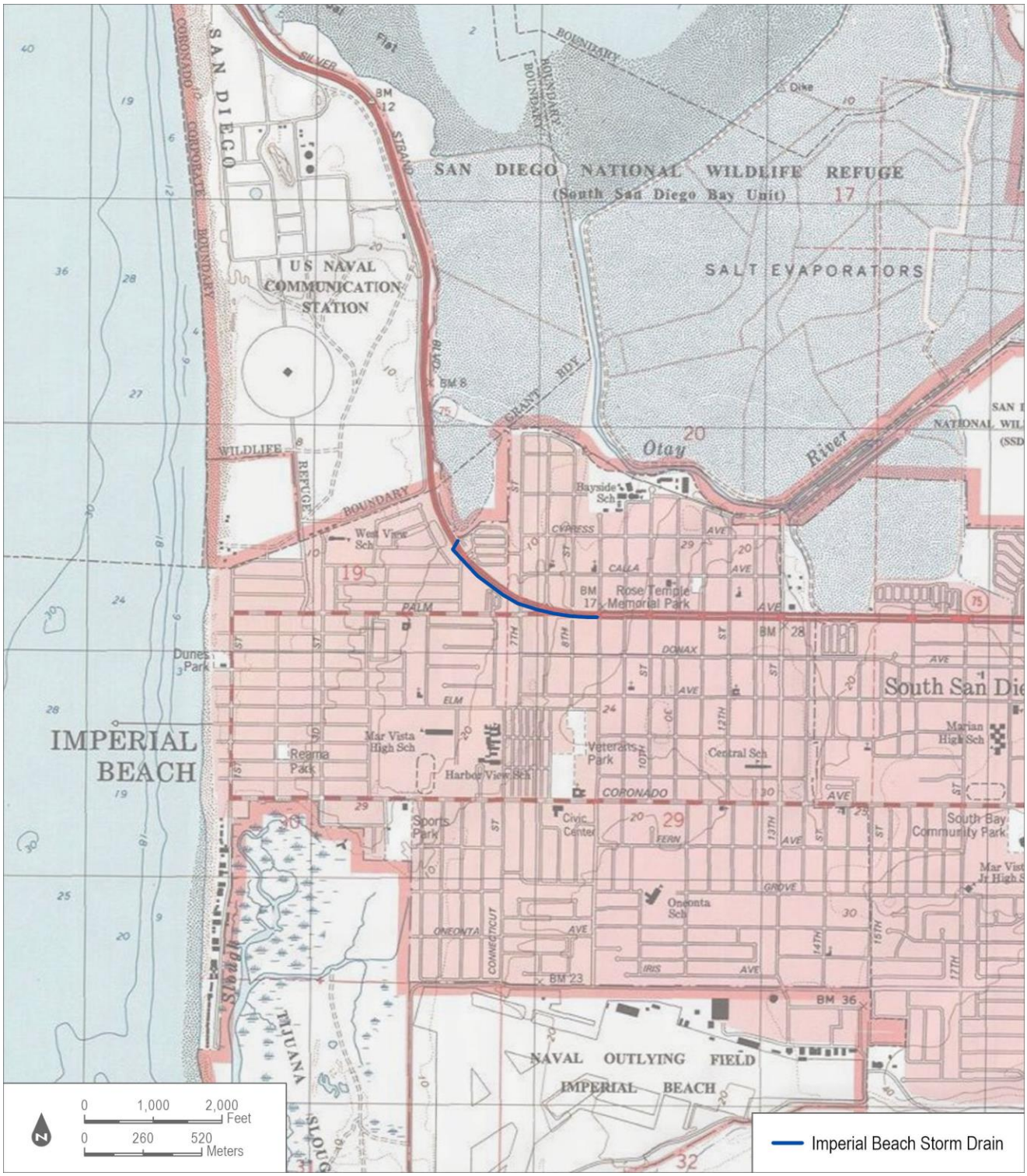
See Continuation Sheet

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

LOCATION MAP

Primary #
HRI#
Trinomial

Page 3 **of** 11 ***Resource Name or #** (Assigned by recorder) Imperial Beach Storm Drain System
***Map Name:** ***Scale:** 1:24,000 ***Date of Map:** 1996 (2002 ed.)



*** Required information**

Sketch Map (cont.)



Description (cont.)

Storm Drain Feature 1: The storm drain system along the decommissioned SR75, at Palm Avenue just north of Rainbow Drive, consists of three small diameter storm drain outfalls—one on the south side of Palm Avenue and two on the north side—with a fourth in close proximity to the other two on the north side of the street, but further inland. A storm drain outfall on the north side connects to one on the south side through a closed channel that runs under Palm Avenue, approximately 120 feet long. The storm drain outfall on the south side of Palm Avenue connects to an open channel approximately 130 feet long, that runs southeast and adjacent to Palm Avenue. The open channel connects two closed channels at the intersection of Rainbow Drive and Palm Avenue, which flow southeast for approximately 100 feet and southwest for approximately 135 feet (City of Imperial Beach 2025).

Storm Drain Feature 2: A storm drain feature is located south of Triangle Park, on the south side of Palm Avenue, where Palm Avenue splits into two roadways, south of Delaware Street, and immediately north of the Hampton Inn. This storm drain feature consists of an open channel approximately 160 feet long. That runs east to west adjacent to Palm Avenue. The open channel connects to a closed channel consisting of one metal screen and one storm drain.

Storm Drain Feature 3: A storm drain feature is located on the south side of Palm Avenue, near 9th Street. It consists of one closed storm drain inlet built into the curb of Palm Avenue.

Significance (cont.)

Historical Overview of Imperial Beach

In 1769, Father Serra traversed the Tijuana River to find the Kumeyaay villages located in present day Imperial Beach. The area then developed from an 1846 Spanish land grant to Pedro Cabrillo. In the 1850s, it was referred to as Monument City, and later South San Diego. In 1867, R.P. Morrison filed an early subdivision plot in South San Diego, and by the 1880's, many of South San Diego's early settlers arrived at the area known today as Imperial Beach. To entice residents of Imperial Valley—an inland desert region located in present-day Imperial and Riverside counties—subdivisions formed as summer beach retreats from the hot, arid inland climate. The name Imperial Beach directly references Imperial Valley and the population it hoped to attract (South Bay Historical Society Bulletin 2016: 1; City of Imperial Beach 2024; Daugherty 1994).

The town's first wooden sidewalks, general store, post office, café, and dance pavilion were all built in the early 1900s. Its original fishing pier, constructed in circa 1910 by the South San Diego Investment Company as a tourist attraction, included a boardwalk spanning two blocks long with a bathhouse. The pier, bathhouse, and boardwalk were all destroyed in winter storms between 1948-1953 (City of Imperial Beach 2024; Daugherty 1994). In 1963, the pier was rebuilt, however a portion was lost in a 1980 storm, and then rebuilt again in 1982, and repaired later in 1989 (South Bay Historical Society Bulletin 2016: 5).

In addition to tourism, military land use has been a constant presence in Imperial Beach since the start of World War I. Ream Field opened in 1910 as an aviation field, known today as the Naval Outlying Landing Field Imperial Beach. There, Charles F. Walsh and Bernard F. Roehring designed and engineered airplanes. The U.S. Navy opened the Oneonta Gunnery School in Ream Field in 1918 for pilot training during World War I. The U.S. Army also began Border Field outpost in 1916, and expanded it in the 1920s with five machine gun circular ranges at the beach and 35 additional buildings by World War II (South Bay Historical Society Bulletin 2016: 5-6)

During Imperial Beach's early development, housing was mostly located to the north and west. Built in 1887, the Italianate Style Grissom house was built at 554 10th Street and remains the earliest extant residence. Owner Frank Grissom served in Battery A of the 19th Coast Artillery and moved into the home in 1950 (South Bay Historical Society Bulletin 2016: 2).

Between 1904 and 1928, South San Diego's roadway pattern remained mostly consistent, with major arterials Palm Avenue and Imperial Beach Boulevard running east to west. Palm Avenue extended from Palm City to the east all the way to the coast on the west, while further south and parallel to Palm Avenue, Imperial Beach Boulevard extended from Nestor to the east and terminated inland, approximately half a mile from the coast (NETR 2025b). During the early 1900s, Palm Avenue, between 1st and 10th streets, serviced a trolley line that linked travelers by boat from northern Coronado and San Diego's Market Street to southern Imperial Beach. The trolley line and boat service ended following a destructive 1916 flood that destroyed its infrastructure (City of Imperial Beach 2024). With unpaved roads, the South San Diego area was mainly served by trains and horses through the 1920s (Adams 1976: 60).

In 1929, multiple subdivisions were built, including the Silver Strand Beach Gardens along the coast near the pier and Imperial Beach Gardens south of Palm Avenue (South Bay Historical Society Bulletin 2016: 7). From the late 1930s through World War II, population growth intensified in the San Diego region as the defense industry attracted workers throughout the United States, which thus created a need for more housing. In 1939, several cottage structures were moved from Coronado's Tent City to Imperial Beach. Some Tent City homes extant today include 184, 243, 251, 252, and 260 Dahlia Avenue, located in the Silver Strand Beach Gardens development (South Bay Historical Society Bulletin 2016: 9).

Imperial Beach developed its early infrastructure throughout the 1940s with newly paved streets, streetlights, and the completion of a new community center on 19th Street (Adams 1976: 71; Daugherty 1994). Numerous civic groups were formed in the 1940s to aid community development, such as the Imperial Beach Civic Group (1945), Sanitary District (1949), and Imperial Beach Fireman's Auxiliary (1949), among others. By 1949, the South Bay area's population reached approximately 9,600. Housing, as shown in a 1953 aerial, was composed of several subdivisions north and south of Palm Avenue, in and near the coastal area—most of which were single-story Ranch and Minimal Traditional style tract homes. North and south of Palm Avenue, between 9th and 13th streets, housing remained scattered with some undeveloped residential lots throughout. Similarly, in 1953, several housing subdivisions were north of Imperial Beach Boulevard near the coast, as well as some scattered residences north and south of the boulevard further inland (NETR 2025a). An aerial ten years later shows that nearly all vacant lots north and south of Palm Avenue were infilled and much of the vacant land was also developed north and south of Imperial Beach Boulevard (UCSB 2025). To service the growing population, commercial development took flight in Imperial Beach in the late 1940s through early 1950s (Adams 1976:72,75,87).

Notable post-World War II commercial development includes the 1948 Miracle Shopping District on the south side of Palm Avenue (demolished circa 2012), between Delaware and 9th streets, constructed by family builders Andrew, Mary, and Clem E. Norcross, along with Mr. and Mrs. John Frier. The Miracle Shopping District served as Imperial Beach's first strip mall where shoppers could find a cluster of stores in one location. Also in 1948, the Norcross family built the town's first civilian theater at 9th Street and Palm Avenue, which was later extended to Delaware Street (Adams 1976: 87-88). In 1950, The Clothesline department store, located in Palm City, opened its second location at 1003 Palm Avenue in Imperial Beach. According to local historian Freda Compton Elliott Adams, it was "the largest and most modern store of any erected in the Palm Avenue Shopping area or anywhere in the Palm City-Imperial Beach area at that time" (Adams 1976: 90). The Clothesline operated its Palm Avenue location until it closed in 1964.

By 1955, numerous businesses were established in Imperial Beach and particularly along Palm Avenue. By July 18, 1956, Imperial Beach incorporated as San Diego County's tenth city, ranging four-and-a-half square miles. Cecil H. Gunthrop served as the City's first mayor, with Miles Bowler as vice-mayor (Adams 1976: 105). City Hall first occupied a fire station building at 166 Palm Avenue in the late 1950s. However, by March 22, 1963, construction began on the new Civic Center (City of Imperial Beach 2024; Daugherty 1994). In 1972, A 15-acre park across from City Hall at 840 Coronado Avenue opened as Marina Vista Park (later renamed Veterans Park) (Adams 1976: 143). By 1976, Imperial Beach boasted a population of 22,100 (Adams 1976: 148).

In the 1980s through early 2000s, commercial and auto-focused development, such as gas stations, fast food restaurants, strip malls, and auto centers, continued to develop along the major arterials such as Palm Avenue (Google 2025; ParcelQuest 2025). Today, the City of Imperial Beach continues to be a tourist beach destination with approximately 400,000 visitors per year, and a population of 27,434 as of 2019 (City of Imperial Beach 2019).

Imperial Beach Storm Drain System

South San Diego (present day Imperial Beach) lacked stormwater infrastructure until circa 1950s. Prior to the 1950s, flood control consistently remained a problem. A destructive 1916 flood destroyed a trolley line along Palm Avenue, between 1st and 10th streets (City of Imperial Beach 2024). In 1927, the Tia Juana River watershed flooded as "proper flood controls had not been constructed," and Palm Avenue between 13th and 15th street experienced nine feet of floodwater (Adams 1976: 61).

Following World War II, the Imperial Beach storm drain system slowly began to develop along with other major city infrastructure as "contractors began in earnest to build up the area" in the early 1950s (Adams 1976: 87). In the latter half of the Twentieth Century, storm drain development often went hand-in-hand with street improvement projects. In circa 1963, Caltrans widened the SR 75 highway along Palm Avenue in Imperial Beach by another two lanes between 7th and 13th streets, making it a six-lane highway with three lanes in each direction (UCSB 2025; NETR 2025b). Through widening the highway, stormwater management systems, including the existing storm drain outfalls and open and closed channels along this stretch of Palm Avenue were likely added at this time. Shortly after, in 1965, City Manager Robert L. Wynn spearheaded several storm drain and street improvement projects throughout Imperial Beach. The "first and largest" storm drain project from 1965, known as the Coronado Avenue Project, "was finished in time to spare the city the worst of the flooding from recent heavy rains" (Imperial Beach Star-News 1965: 4). The Coronado Avenue Project involved widening Coronado Avenue (known as Imperial Beach Boulevard) from 13th to Connecticut streets in conjunction with a new storm drain system that removed existing sumps or collections of water. Ham Brothers were awarded the construction contract of $178,066 (Imperial Beach Star-News 1965: 4). However, despite Imperial Beach's attempts at storm drain management, flooding continued to plague the area. In February of 1988, Imperial Beach experienced substantial flooding throughout the entire city (Imperial Beach Star-News 1988: A-1 and A-3). Currently, with additional threats of climate change and sea level rise, Imperial Beach continues to battle ongoing flooding issues that have plague the area since its early establishment.

Statement of Significance

National Register of Historic Places / California Register of Historical Resources

Under NRHP Criterion A and CRHR Criterion 1, the subject storm drain features in the project area along Palm Avenue do not have a direct association with any event(s) that have made a significant contribution to the broad patterns of our history or stormwater management history. The City's stormwater system comprises an assortment of channelized natural waterways and other common mid- to late-twentieth century water management infrastructure constructed as ancillary support for the overall system to help manage stormwater runoff in efforts to avoid property damage to neighboring residential, commercial, and industrial development. Most of the system was created after 1950 and expanded upon in the mid-1950s, mid-1960s, and 2010s, when Caltrans expanded Highway 75/Palm

Avenue. While this system is part of the broad theme of flood control in the City, as well as part of late-stage infrastructure development by the City in the 1960s, allowing for expanded residential and commercial development, it is representative of ubiquitous infrastructure created to support growth and development throughout Imperial Beach and can be commonly found in cities and towns throughout California and the United States. Although stormwater system facilities provide necessary, community-sustaining infrastructure, they only exist to support an established community. Residential and commercial development was already occurring in the post–World War II decades and the system did not drive or enhance this development. As such, neither the stormwater system nor its individual components possess adequate associative historical significance with events that have contributed to broad patterns of history to qualify for consideration under National Register of Historic Places (NRHP) Criterion A or California Register of Historical Resources (CRHR) Criterion 1.

To be found eligible under NRHP/CRHR Criterion B/2 a property must be directly tied to an important person and the place where that individual conducted or produced the work for which he or she is known. The City's stormwater conveyance system is a regional water management system that represents the collective efforts of many people who planned, maintained, and upgraded the system after the pioneering elements of the overall flood management system were in place. As such, the stormwater conveyance system is not known to have any historical associations with people important to the nation's or state's past. Due to a lack of identified significant associations with important persons in history, neither the system nor its individual components qualify for consideration under NRHP Criterion B or CRHR Criterion 2.

The City's stormwater conveyance structures in the project area reflect twenty-first century improvements and expansion of the Imperial Beach water management system, with the intention of completing ongoing regular maintenance and repairs to provide reliable flood risk reduction for the City. The City's stormwater conveyance facilities represent components of larger flood control systems that are commonly found throughout California where regulated water systems are required and where population centers have been established and subsequently expanded. Components of these systems feature standardized designs and are built using a similar method of construction. As such, the stormwater system components comprise undistinguished examples of twenty-first century flood control infrastructure and are not important for their design or construction value. In summary, the system's structures are not known to be innovative or associated with master engineers. The design is not distinctive, nor do the system's structures represent engineering advancements or prototype of design. Therefore, neither the stormwater conveyance system nor its individual components qualify for consideration under NRHP Criterion C or CRHR Criterion 3.

There is no evidence to indicate that Imperial Beach stormwater conveyance system facilities and structures are likely to yield additional information about flood control technology during the twentieth century. This technology is well understood though contemporary trade journal and scientific monographs. Therefore, neither the system nor its individual structures qualify for consideration under NRHP Criterion D or CRHR Criterion 4.

To be eligible for listing at the national or state level, a property must first meet one or more of the significance criteria as discussed above before a determination can be made as to whether the property retains its historic character and possesses sufficient physical integrity to convey its significance. In the specific case of the city's stormwater system, an integrity analysis was considered immaterial because the evaluation found that the resource lacks the necessary

significance to warrant further analysis of its physical and historic integrity.

Conclusion:

In conclusion, the stormwater system and its individual components within the subject segment of Palm Avenue lacks sufficient significance to meet any of the criteria for inclusion in the NRHP as outlined under 36 CFR § 60.4 or the CRHR as described under PRC § 5024.1(c). As such, the subject stormwater system segment of Palm Avenue is not considered a historic property under Section 106 of the National Historic Preservation Act per 36 CFR § 800.16(l)(1), nor is it considered a historical resource for the purposes of CEQA pursuant to Section 15064.5(a)(2)-(3) of the CEQA Guidelines.

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Photographs (cont.)

Photo 2. View of an open channel and a storm drain outfall (storm drain feature 2), view to the east.



Source: Dudek 2025

Photo 3. View of an storm drain inlet (storm drain feature 3), view to the southwest.



Source: Google 2025