San Francisco's Ocean View, Merced Heights, and Ingleside (OMI) Neighborhoods 1862 - 1959

A Historical Context Statement Prepared for the
San Francisco Historic Preservation Fund Committee

Prepared by Richard Brandi and Woody LaBounty
of the Western Neighborhoods Project
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Crowd gathered for the dedication of Sheridan Elementary School at Capitol Avenue and Lobos Street in Ocean View, 1910.

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OMI District of San Francisco



Introduction

The OMI[1] (Subject Area) is an area of southwestern San Francisco made up of smaller neighborhoods—Ocean View, Merced Heights, Ingleside, and Ingleside Terraces. The origins of each neighborhood are distinct and varied by time, social class, ethnicity, land use, and economic activity.

Historically, each neighborhood developed separately. Ocean View was platted during the 1860s but saw mostly agricultural uses during the 19th century. The Ingleside's birth depended heavily on gambling and racing institutions in the late 19th century, but its growth as a working class neighborhood only came after the end of those businesses. Ingleside Terraces developed as a "high class residential park" in the early 20th century with a master plan of curving thoroughfares and residential restrictions. Merced Heights emerged as an island of African-American home ownership after World War II, uphill from earlier residential parks and apartment complexes that banned minority ownership or occupation.

Building types in the neighborhoods are just as wide-ranging: small Victorian cottages and adjoined 1906 earthquake refugee "shacks;" large Craftsman houses of shingle and stone of the early 20th century; 1920s and 1930s detached Mediterranean Revival residences with clay tiled rooflines and decorative wall reliefs; and streamlined stucco tract row homes from the 1940s and 1950s.

By the late 1960s, infill construction had blurred the neighborhood boundaries; resident demographics trended closer together; and shared concerns over quality of life issues emerged. Larger community groups formed to address matters affecting all three neighborhoods, and the term "OMI" came into use to describe the greater district. Although historical and cultural differences between the original neighborhoods remain, political convenience and continuing work by umbrella community organizations have spread and ingrained the use of the name and the concept of a larger unified neighborhood.

This context statement was produced to recognize the OMI's deep history and provide a context for the historical resources that remain in the neighborhoods.



OMI community members, including Lonnie Lawson second from left, 1970s. (Courtesy of Lonnie Lawson.)

1 "OMI" is not an acronym. Residents pronounce each letter when using the term.

Methodology



Students from Lick-Wilmerding High School explore the Orizada rocks on Merced Heights, January 2009. (David Gallagher photo.)

The Historic Preservation and Planning Committee contracted with the Western Neighborhoods Project in August 2008 to prepare this historic context statement. A historic context is a study of the broad patterns of historical development in a community that may be represented or reflected by its historic resources.[2] Often a historic context is used to guide a survey of historical resources in an area or district. This report's scope is limited to a study of the OMI's history and does not include an architectural survey.

The authors conducted primary research at the San Francisco Public Library; California State Library in Sacramento, California; Bancroft Library at UC Berkeley; the Western Railway Museum in Rio Vista, California; and San Francisco's Municipal Transportation Agency archives.

Information from microfilmed newspapers, the online archives of the *San Francisco Chronicle,* a private collection of the community newspaper, *OMI News*, historic Sanborn fire insurance maps from 1899-1900 and 1913-15, and city directories from the 1870s through the 1930s was collected and analyzed. United States Census records from 1880, 1900, 1910, and 1920 provided population demographics, while city reports, masters' theses, historical maps and photographs, and private manuscripts were used to discover everything from the location of dairy farms to the schedule and fares of steam train lines in the 1870s.

Members of the OMI community generously brought photographs, property records, and memories to the authors at a series of public events, including the OMI Family Festival on September 13, 2008. Interviews with current and former OMI residents were invaluable in sending us in the right direction to discover early businesses and residents, and learn more about neighborhood dynamics and atmosphere. The authors would like to thank Linda Johnson, Maude Furlough, Lonnie Lawson, Peter Vaernet, Winifred Desch, Dan Weaver, Al Harris, Reverend Roland Gordon, Steve Wolf, Margie Whitnah, Dennis Calloway, Grant Ute, Maria Picar, and the late Minnie Ward.

2 U.S. Department of the Interior, "National Register Bulletin 24, Guidelines for Local Surveys: A Basis for Preservation Planning," National Park Service, http://www.nps.gov/nr/publications/bulletins/nrb24/chapter1.htm (accessed December 15, 2008).

Part 1

Name of Context: OMI District 1862-1959

Theme: Historic Residential Suburbs
Time Period: 1862–1959
Geographic Limits: OMI District of San Francisco.

Themes - Historic Residential Suburbs

The development of the OMI broadly reflects a variety of themes as described in the National Register Bulletin on Historic Residential Suburbs[3]: Railroad and Horsecar Suburbs, 1830 to 1890 (Ocean View); Streetcar Suburbs, 1888 to 1928 (Ingleside and Ingleside Terraces); and Post-World War II and Early Freeway Suburbs, 1945 to 1960 (Merced Heights). The Ocean View also reflects the birth of homestead associations, a type of 19th century land speculation found in San Francisco and other parts of the state.

Analysis of population demographics and building activity suggests that the OMI's growth and maturation was defined during San Francisco's reconstruction after the 1906 Earthquake and Fire, when farmland, hillsides, and a scattering of homesteads solidified into residential neighborhoods.[4]

This increase in OMI population during reconstruction brought pressure for infrastructure and transportation improvements. In the 1910s the creation of nearby residence parks in St. Francis Wood and Forest Hill, and the introduction of improved streetcar service via the Twin Peaks Tunnel, cemented the OMI's identity as a district of single-family homes owned by urban commuters.[5]

Transportation, in the form of electric streetcars, and railroads, became the key component to the OMI's expansion and desirability to builders, realtors and homebuyers in the 1920s and 1930s. This establishment of the OMI as a "streetcar suburb" transitioned to a similar dependency on the automobile as boulevard improvements and freeway construction better connected the district to downtown San Francisco and the peninsula in the 1950s.



K-Ingleside streetcar, Brighton and Grafton avenues, 1950. (Courtesy of Jack Tillmany.)

3 U.S. Department of the Interior, "Historic Residential Suburbs: Guidelines for Evaluation and Documentation for the National Register of Historic Places," 2002 http://www.nps.gov/nr/publications/bulletins/suburbs/index.htm (accessed December 15, 2008).

4 See the "Patterns of Development" section for specific data.

5 Richard Brandi, *San Francisco's West Portal Neighborhoods* (Charleston, South Carolina: Arcadia Publishing, 2005).

Time Period: 1862-1959

The time period for this context statement was chosen to start with the earliest documented development in the area ("San Miguel City," an 1862 subdivision). The National Register of Historic Places generally requires resources to be at least 50 years old for listing on the Register, and by 1959 all significant development of the Subject Area had been completed. This statement addresses some post-1959 demographic patterns and construction activity to provide context for the Subject Area's current composition.

Geographic limits



81 Bruce Street, 1910s.
(Courtesy of Mark Adams.)

The Subject Area is bounded on the east and south by the Interstate Highway 280 freeway, on the north by Ocean Avenue, and on the west by Junipero Serra Boulevard. The 500-foot-high east-west ridgeline of Merced Heights bisects the Subject Area, separating Ingleside and Ingleside Terraces on the north from Ocean View on the south. Post World War II development on the ridgeline itself created the Merced Heights and Ingleside Heights neighborhoods. Approximately 45,000 people live in the OMI, and, as of the 2000 United States Census, 45% of the population identifies itself as Asian-American, 25% as African-American, 14% as Latino and 13% as white.

More subtle factors define the Subject Area's outer boundaries. The Southern Pacific railroad route line, later replaced by Interstate Highway 280, separated the OMI from the Outer Mission neighborhoods. North of Ocean Avenue and west of Junipero Serra Boulevard, residential construction followed in the form of master-planned "residence parks." Except for Ingleside Terraces, the OMI developed earlier and more organically, with building construction dates and styles varying from lot to lot.

The OMI has one of the highest homeownership rates in San Francisco. Open space is primarily limited to the large Balboa Park on the OMI's eastern edge, rocky outcrops on Merced Heights, and Brooks Park on the western edge of the ridgeline. Playgrounds and playing fields are present at the Minnie and Lovie Ward recreation center and the Merced Heights playground. Ingleside Terraces has a few vest-pocket size green spaces and the small Sundial Park in Entrada Court.

The buildings in this heavily residential area generally extend the full width of their lots. While building heights range from one to four stories, and uses include commercial, residential and some combinations of both, the vast majority of structures are one-story residences over garages. Construction began as early as the 1870s in the Ocean View, 1890s in the Ingleside, 1900s on the east side of Merced Heights, 1910s in Ingleside Terraces, and 1940s on the west side of Merced Heights. New structures continue to replace older ones today, but the OMI was almost entirely developed by 1960, and the majority of the extant building stock appears to date from 1925-1955.

Part 2
Synthesis of Information

Natural History

To the north of the OMI is San Francisco's highest peak, Mount Davidson, 938' above sea level; and on the west is San Francisco's largest lake, Lake Merced. Merced Heights, a ridgeline 500' above sea level, bisects the Subject Area. Made up of Franciscan sandstone bedrock, the ridge rises and falls three times as it runs east to west with peaks at Thrift and Summit streets; Shields and Orizaba streets; and at Shields and Vernon streets (Brooks Park).

Both Merced Heights and Mount Davidson supported a mixed environment of scrub and grassland featuring bunchgrass, Pacific reed grass (*Calamagrostis nutkaensis*), blue-blossom ceonothus (now extirpated, but likely the source of Mount Davidson's early name, "Blue Mountain"), blue-eyed grass (*Sisyrinchium bellum*), Douglas iris, pink current (*Ribes sanquineum*), and golden yarrow. The west end of Merced Heights was often called "Pansy Hill" for the many johnny-jump-ups (*Viola tricolor*) that flowered there.[6] Prior to development, the Subject Area was well known for seasonal wildflowers.[7]

The valleys on the southern and eastern inclines of Merced Heights consisted of arable land that was cultivated and farmed into the mid-20th century. A nearby spring-fed pond to the east—named "Lake Geneva" on some maps[8]— stood in the vicinity of the block bordered by Geneva, Niagra, Delano and Cayuga streets, and acted as one source of Islais Creek. Now mostly underground, Islais Creek emptied into a large bay estuary at today's Islais Creek Channel.



The OMI was a popular wildflower-picking area in the early 1900s.
(Postcard view courtesy of Greg Gaar.)

Native Americans

Ohlone peoples occupied the San Francisco Bay Area thousands of years before the arrival of Europeans in the late 18th century. Culturally diverse Ohlone villages stretched from the Golden Gate east to the Carquinez Strait and south to Big Sur and Soledad. These communities, organized in "tribelets" ranging from 50 to 500 members, spoke eight to twelve distinct languages sharing a common linguistic root.[9] Named *costeños* (coastal people) by the Spanish—modified to *Costanoans* by later-arriving English speakers—the Ohlone suffered depredations, deaths from disease and attack, and cultural loss beginning with the 1770s Spanish

6 Greg Gaar and Ryder W. Miller, *San Francisco: A Natural History* (Charleston, South Carolina: Arcadia Publishing, 2006), 75-76.

7 *Weekly Alta California,* "A Pleasant Ride," January 29, 1853.

8 "West End Map #1," San Francisco Recorder's Office, May 1, 1863, Book 2A&B, 45-47.

9 Malcolm Margolin, *The Ohlone Way* (Berkeley: Heyday Books, 1978). Researcher Randall Milliken has compared degree of difference in Ohlone languages to that of modern Portuguese to modern Italian. See Lowell John Bean, ed., *The Ohlone Past and Present* (Menlo Park: Ballena Press, 1994), 99.



Detail of Dance of native Californians at San Francisco de Assis Mission, California, 1816 by Ludwig Choris.

colonization of California, and continuing into the Mexican and American periods. Intense research into Ohlone society and history only began in the early 20th century and most serious scholarship dates from the last forty years.[10]

To date, no evidence of permanent Ohlone settlement has been found in the project area. Early Spanish accounts mention tule reed boats in the vicinity of Lake Merced, suggesting its use as at least a seasonal campsite,[11] and the valley between Mount Davidson and Merced Heights may have been a Native-American route to Lake Merced from inland settlements.

Spanish-Mexican Periods 1776-1847

Spanish colonization of the San Francisco peninsula began in 1776. Juan Bautista de Anza led an expedition of twelve from Monterey to identify sites for a fort (the Presidio of San Francisco) and a mission (San Francisco de Asis, commonly known as Mission Dolores). A full party of over 200 Spanish colonists arrived in June 1776 to build both,[12] using Ohlone people, indoctrinated to become Christians and citizens of the Spanish Empire, as an unpaid workforce. A nearby pueblo, Yerba Buena, was established as well.

Agriculture and cattle grazing were introduced to the land around the mission. Grazing land ranged as far as modern Bernal Heights, but the pueblo of Yerba Buena and Mission Dolores depended on supplemental produce and livestock produced farther down the peninsula at Mission Santa Clara.[13] A main road, the *El Camino Reãl,* connected these communities. A section of modern San Jose Avenue, just beyond the eastern boundary of the Subject Area, follows the line of the original *El Camino Reãl.*[14] Anecdotal reports of travelers using the spring at Lake Geneva as a watering stop have been handed down,[15] but no evidence of cultivation or settlement in the OMI during the Spanish colonial era has been identified.

Wars of independence began across Spanish America in 1810, with Mexico achieving its sovereignty in 1821. The Mexican Congress secularized the mission lands in 1833, making large tracts available to petitioners requesting ranch land from the government.

Jose de Jesus Noe applied to the California governor Pio Pico for one of these tracts in 1845, a square-league land grant near the established ranchos of Francisco de Haro and Jose Bernal,

10 Lowell John Bean, ed., *The Ohlone Past and Present* (Menlo Park: Ballena Press, 1994), xxii.

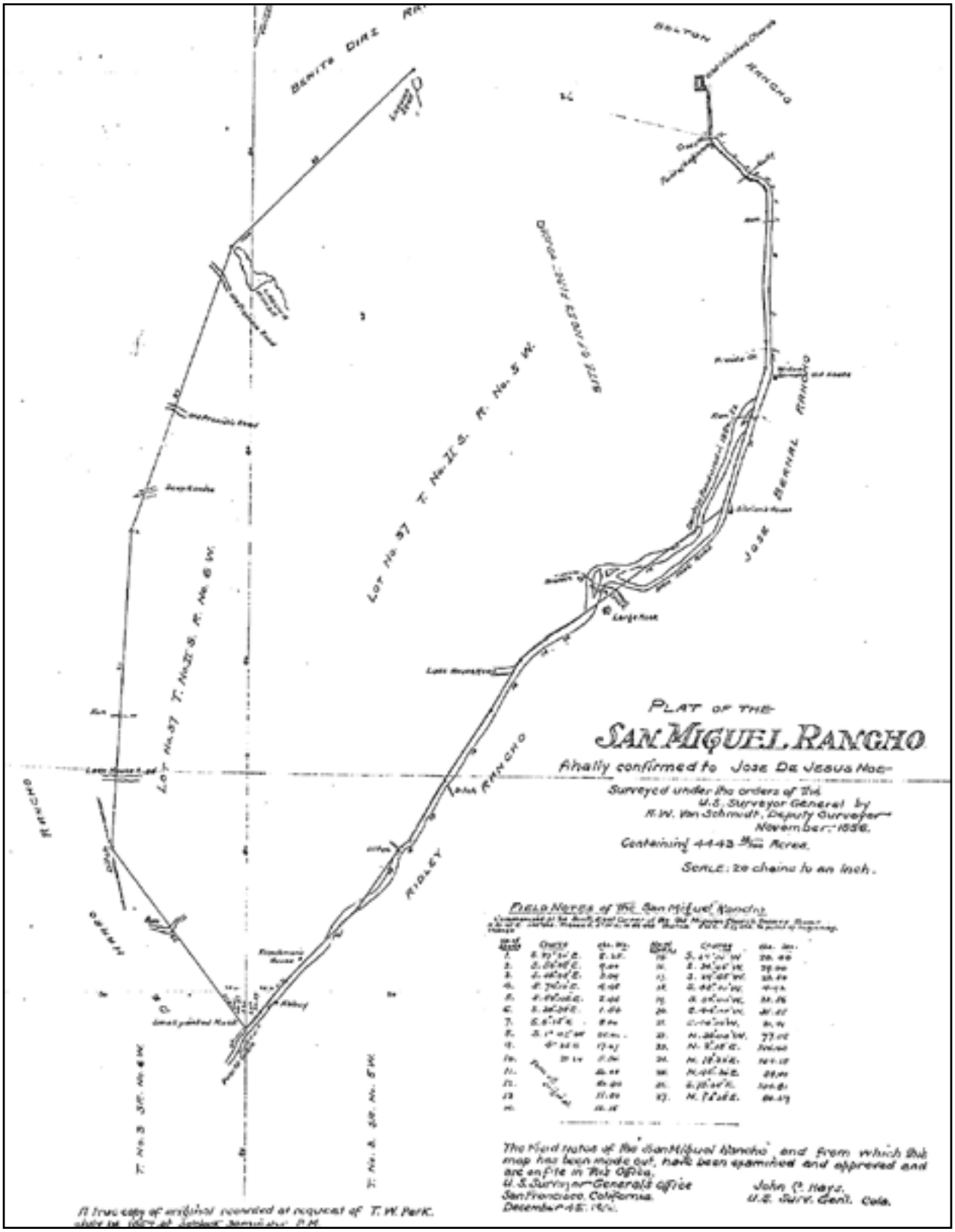
11 Laurence H. Shoup and Suzanne Baker, *Cultural Resource Overview Lake Merced Transport* (San Francisco Water Management Program, January 1981), 11.

12 Mel Scott, *The San Francisco Bay Area: A Metropolis in Perspective* (Berkeley: University of California Press, 1959), 9-11.

13 *Ibid,* 12.

14 Many early maps identify San Jose Road as the "old county road."

15 Walter G. Jebe, Sr., *San Francisco's Excelsior District* (Charleston, South Carolina: Arcadia Publishing, 2004), 7.



"Plat of the San Miguel Rancho," San Francisco Recorder's Office, July 1, 1857, Book 1, 72. The future OMI neighborhoods developed in the southern third of this land grant.

encompassing the Subject Area.[16] Noe already had a ranch in the Mission District, but he sought more space for his growing family and business holdings, which included a large orchard and grazing cattle. Pio granted Noe a portion of his request, land described as vacant in his petition, in December 1845, establishing the Rancho San Miguel.[17]

The boundaries of the Rancho San Miguel formed a rough octagonal diamond that included Mount Davidson and Merced Heights,[18] with the rancho's southern portion including the future OMI neighborhoods. The San Jose Road, today's San Jose Avenue, acted as the southeastern boundary of the ranch.

According to one report, Noe had up to 2,000 cattle grazing on the ranch along with 200 horses, and a large home.[19] Evidence of farming or grazing cattle specifically in the Subject Area has not been found.

Noe served various roles in the government of the nearby *pueblo*, or village, of Yerba Buena, and when the United States took control of the region in 1846, Noe was the acting *alcalde*, or mayor of Yerba Buena, soon to be renamed San Francisco.

American Period

As part of a war of expansion under the administration of James Polk, the United States took control of Yerba Buena on July 9, 1846. California formally became territory of the United States when the Treaty of Guadalupe Hildalgo ended the Mexican-American War (1846-1848). Although the treaty honored established Mexican land grants, American settlers squatted on many of the ranchos, forcing extensive litigation to prove land claims. Noe's claim of the Rancho San Miguel wasn't validated by the United States until late 1856.[20]

Even before validation of his holdings, Noe sold pieces of the Rancho San Miguel to various American speculators, including John Meirs Horner in 1852. Horner subdivided six hundred acres of the former rancho for sale as home lots. "Horner's Addition" encompassed today's neighborhoods of Eureka Valley, the Castro, and Noe Valley.[21]

Perhaps due to the area's remoteness from the city proper, and a lack of reliable public transportation, Horner's Addition sold poorly. Street and sewer works didn't arrive for much of the subdivision until the 1880s and 1890s.

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16 A league was approximately 4,400 acres.

17 Mae Silver, *Rancho San Miguel* (San Francisco: Ord Street Press, 2001), 31-32.

18 Both Mount Davidson and Merced Heights were often referred to as the "San Miguel Hills."

19 William Heath Davis, *Sixty Years in California* (San Francisco: A.J. Leary, 1889), 596. Noe's house stood on the site of today's 55 Woodward Street. After his death, his widow and children moved to a house near 14th Street and Mission Street.

20 "Plat of the San Miguel Rancho," San Francisco Recorder's Office, July 1, 1857, Book 1, 72.

21 "Plat map of Horner's Addition," San Francisco Recorder's Office, Book C-D, 144-145.

Agricultural Uses

The first intensive use of the land in the future OMI was agricultural and centered in Ocean View. As early as the 1860s, produce farming was the most profitable business in northern California.[22] From the early days of the Gold Rush, vegetable farms were a common sight in the valleys and low-lying areas in southern San Francisco from Lake Merced to Visitacion Valley.[23]

Most of the farmers were Italian immigrants from Genoa, who worked outlying areas, such as Mission Valley, Noe Valley, Hayes Valley, Ocean View, Bayview, Lake Merced, Visitation Valley, and West Portal.[24] The sandy soil was remarked upon as ideal for vegetables as early as 1855.[25] Entire families and hired hands intensively cultivated ten area plots with well water pumped by windmills and used fertilizer supplied from horse manure. The produce was loaded into horse drawn wagon in the early morning hours and driven several hours to the Colombo Market,[26] a vegetable exchange established in 1876 at Davis and Front streets between Clark Street (no longer extant) and Pacific Avenue. Once called the "greatest vegetable market in the world,"[27] Colombo Market thrived for nearly 100 years.[28]

Little is known about the people who farmed in the OMI. The 1880 census and directory lists 17 farmers or dairymen living on the Ocean House Road or the old San Jose Road,[29] but because the area was so sparsely settled, no specific street addresses are given. Most were of Italian, Irish, or German descent.

After the turn of the 20th century, farming in San Francisco became less attractive. Younger generations preferred to work for wages and live in houses with indoor plumbing, electricity, and other modern conveniences.[30] As San Francisco's population grew, reaching 343,000 in 1900, demand for home sites increased. Disputes over irrigation and water rights intensified as well. Ocean View farmers were occasionally fined for using local

1880 OMI farmers and dairy owners
(from United States Census)

Ocean House Road:
- Thomas Brann
- Herman Burfriend
- Alonzo DeHaro (Dairy)
- William Dennison
- Bernard Farley
- Samuel Glasco
- Frank Lagomarsino
- Malacies Norton
- Jackson Powell
- Mary Riley (Dairy)
- William Ryan

San Jose Road:
- William McGilligan (Dairy)
- George C. Smart (Dairy)

Ocean View:
- John Bauer
- Patrick Breen (Dairy)
- Thomas Quinn
- John Sletright

22 Dino Cinel, *From Italy to San Francisco* (Stanford: Stanford University Press, 1982), 214.
23 Deanna Paoli Gumina, *The Italians of San Francisco 1850-1930* (The Center for Migration Studies of New York, 1978), 99.
24 Gumina, 99.
25 *Hutchings' California Magazine,* June 1855, 534.
26 *San Francisco Chronicle,* "Where the Land Gives Most to the Acre, Italian Vegetable Gardens of San Francisco," sec. A, January 18, 1903.
27 Gumina, 101.
28 Gumina, 101-107. The market moved after the 1906 earthquake and fire to Washington and Front streets between Davis and Drumm. By the 1950s, the produce market and related businesses covered 51 acres of prime real estate. The produce market was razed in early 1960s to build the Redevelopment Agency's Golden Gateway Project. See Peter Booth Wiley, *National Trust Guide San Francisco* (John Wiley and Sons, 2000), 84.
29 Tenth Census of the United States, Sup. District 1, E.D. 181, June 1880.
30 Richard Brandi, "Farms, Fire and Forest: Adolph Sutro and Development West of Twin Peaks," *The Argonaut* 14, no. 1 (Summer 2003): 42.



Above: Site of Alemany Boulevard, looking south. Agricultural activity in Ocean View lasted until the mid-20th century.

Below: Shaded areas represent large farming and dairy areas around and in the OMI neighborhoods in 1900. (Raymond Stevenson Dondero, "The Italian Settlement in San Francisco" (Master's thesis, UC Berkeley, 1953), 57.



creek or artesian well water,[31] and even evicted from rented land, accused of polluting reservoirs with fertilizer run off.[32]

While some farms survived in or around Ocean View and San Jose Avenue until the 1940s,[33] the transformation of OMI agricultural land into residential tracts or transit corridors was almost complete by World War II.

The Industrial School and Ingleside Jail

The Industrial School, a county-created juvenile detention and rehabilitation center, was the first significant non-agricultural development in the OMI. In the 1850s, San Francisco faced a great increase in juvenile crime. A Grand Jury report called for a facility outside of the prison system specifically for juvenile offenders. The *San Francisco Bulletin* agreed:

> "The absolute necessity for an establishment of this kind in our city, to rescue the hundreds of deserted and vagrant children now in our midst, from a life of vice, degradation and crime must be apparent to all."[34]

In July 1854, the City and County of San Francisco bought 100 acres of land from John Horner for a "House of Refuge" to serve as this facility.[35] The House of Refuge lot was purchased for $15,000, covering today's City College of San Francisco campus, Balboa Park, and the section of Interstate 280 freeway separating them.

Because of funding issues, the House of Refuge or "Industrial School" (named for the goal of teaching its youth habits of industry) wasn't built and opened until 1859. The original building stood on the higher west end of the lot, currently the site of the City College football field. The east side of the lot, now Balboa Park, was described as "fine arable land" where Industrial School residents planted and tended crops for use by the school.[36]

The Industrial School was plagued by mismanagement from the beginning. Intended as a more humane way to rehabilitate juvenile offenders, it often had the opposite effect, as younger children whose only crime might be homelessness would be incarcerated with felonious teenagers. Just two years after



Above: The San Francisco-San Jose Railroad tracks passed in front of the Industrial School.

Below: Southwest side of the County Jail building in the 1920s.
(Both images courtesy of Angus Macfarlane.)



31 *San Francisco Call,* "Ocean View Vegetable Men Allege Persecution, Improvement Club Denounces Court for Fining Growers for Using Artesian Water," October 11, 1908.

32 *San Francisco Chronicle,* "Spring Valley Ejects Tenants, Water company Claims Vegetable Gardens Pollute City's Supply and Prohibits Them," August 17, 1904.

33 Raymond Stevenson Dondero, "The Italian Settlement of San Francisco" (Master's thesis, UC Berkeley, 1953), 57.

34 *San Francisco Bulletin,* "The Industrial School or House of Refuge," May 6, 1858.

35 San Francisco Recorder's Office, Liber. 43, 413. Deed recorded July 28, 1854. Advertisements both by the city looking for a site to purchase and from Horner selling lots were printed side by side in *San Francisco Evening Journal,* April 8, 1854.

36 *San Francisco Bulletin,* "Location for the site of the Industrial School," July 20, 1858.



Closing of the Ingleside Jail in 1934.

its establishment, a public investigation into the facility's ineffectiveness and poor management almost shut it down.

In 1876, in response to overcrowding in city jails, San Francisco constructed a "House of Correction" beside the Industrial School.[37] Intended as a lock-up for criminals considered being capable of rehabilitation, the House of Correction received its first prisoner September 4, 1876. The House of Correction was notoriously uncomfortable, if not inhumane. In 1908, reformers protested that paired-up prisoners shared cells just 6 feet long, 4 ½' feet wide, and 6 ½' feet high.[38] Eventually the facility became known as the Ingleside Jail, named after the adjacent residential neighborhood of the same name.[39]

Problems with the Industrial School continued. In 1885, a Grand Jury concluded that "failure is inherent in the system; failure is written over it everywhere," and recommended the school's closure.[40] In 1891, when California established new reform schools in Whittier and Ione, the Industrial School ceased operations, and San Francisco used the building as the County Jail for Women. The east side of the House of Refuge lot beyond the railroad right-of-way continued to be used agriculturally by the facilities up the hill until the establishment of the land as Balboa Park in 1908.

Part of the original Industrial School building was demolished after damage from the 1906 Earthquake. The rest remained in operations until 1934, when prisoners were transferred to other facilities to clear the site for the new City College of San Francisco campus. No buildings from the Industrial School or jail complex are extant.

San Francisco and San Jose Railroad

In 1864, the San Francisco and San Jose Railroad Company linked San Francisco to San Jose with a single-track steam line that snaked across the Mission district, through the Bernal Cut,[41] along today's Circular Drive, past the site of the Industrial School and Ingleside Jail (today's Balboa Park), down San Jose Avenue, Palmetto and Niantic streets, before curving south through

37 In searching for a location for the House of Correction, the city considered the east half of the House of Refuge lot but cited its agricultural use should continue as "the land there is the best" and "large crops have always been raised on it." — *San Francisco Chronicle,* "Selecting a Site of a House of Correction," November 24, 1872.

38 Jack Black, *You Can't Win* (Edinburgh, London, San Francisco: AK Press, 2000)

39 The jail's existence may have inhibited residential development in the area, although to date no specific evidence of this has been discovered. For the origins of the name "Ingleside," see the section on Ingleside residential development (page 22).

40 *San Francisco Bulletin,* "Grand Jury Report a Thorough Review of School Department Affairs," June 12, 1885.

41 The Bernal Cut is a manmade gap between the intersection of Mission and Randall streets and the intersection of San Jose and St. Mary avenues. Created for the Southern Pacific railroad to pass through the hill separating the Mission District from Glen Canyon, the Cut was widened for automobile traffic and streetcar use in 1927.



The route of the San Francisco and San Jose Railroad, bought by the Southern Pacific in 1868, is identified as the "Monterey line" in the 1899 Coast Survey map at left. The Elkton station (location marked with an "E") and Ocean View station (location marked with an "O"), along with a series of surrounding "flag stops" serviced the OMI area.



The Southern Pacific's Ocean View station was a passenger stop as well as a major siding with a spur accommodating 91 railroad cars. The station was a one story, gable roof, wood building typical of the Southern Pacific's smaller train stations of the period and is no longer extant. Nothing remains today that suggests Ocean View's railroad past. (Walter Rice and Emiliano Echeverria, *When Steam Ran on the Streets of San Francisco* (Forty Fort, PA: Harold E. Cox, 2002), 69



The intersection of rail and streetcar lines at Sickles Avenue, Sagamore Street, and San Jose Avenue was nicknamed "Death's Crossing" by Ocean View residents because of the frequency of accidents. 1904 photo, looking northeast. (Courtesy of the Western Railway Museum.)

Daly City.[42] Major stops in the future OMI neighborhoods were "Elkton Station," situated near Ocean and San Jose Avenue, and approximately where BART's Balboa Station is located today; and "Ocean View Station," at the junction of San Jose Avenue, Sickles, and Plymouth streets.[43]

In the early 1860s, the promise and potential of a rail line along the eastern edge of the OMI (the route of the present day Interstate Highway 280) encouraged several homestead associations to buy land, establish tracts, and offer lots for sale in the area,[44] and it may have also stimulated agricultural expansion, as farmers anticipated using the railroad to deliver crops to market.[45] In June 1862, the first subdivision of land in the OMI was "San Miguel City" (from San Jose Road to Howth Street, and from Ocean Road to Mount Vernon) on the east edge of the Merced Heights ridgeline overlooking the railroad route.[46]

Despite the optimism, the railroad did not deliver a population boom to the area, nor apparently did it provide farmers with an efficient delivery system for their goods.[47] To a potential lot buyer of the 1860s and 1870s, there was plenty of reasonably priced land and housing available in the Mission District and Western Addition, closer to jobs downtown, conveniently served by horse car and cable car lines. The steam train fares to OMI were also considerably higher than other forms of urban transit at the time,[48] and price may have been a factor for local farmers, who

42 The entrance to the Industrial School still led by dirt path from San Jose Avenue, crossing the railroad tracks. Today's Sgt. Young Lane to the Ingleside police station marks a section of this path. The San Francisco terminal was at 25th and Valencia streets with an extension to 16th and Harrison streets. By 1872, the line extended farther into San Francisco to Third and Townsend streets

43 The Elkton station may have earlier been called "San Miguel station" as an 1872 map shows this appellation for a stop located at Ottawa Street and San Jose Avenue.

44 See the Ocean View Residential Development section for more information.

45 "A great many acres of land on the San Miguel and Merced ranches, whose patches of 'flowers-de-luce' testify that they never knew the plow before, are being plowed now in prospect of the completion of the road…"— *San Francisco Evening Bulletin,* "How the San Jose Railroad Gets On," April 12, 1862.

46 "San Miguel City," San Francisco Recorder's Office, June 9, 1862, Book 1, pages 103-104.

47 From surviving accounts, it appears the farmers relied on horse drawn wagons and not the rail line in Ocean View to move their produce to the market.

48 For example, the one-way fare from 4th and Townsend streets to Ocean View in 1884 was 15 cents, three times as much as cable car or horse car fares. (1884 train schedule, "San Jose Timetables" http://www homepage.mac.com/rbowdidge/railroad/timetables/index.html and James H. Turner, "History of Public Transit in San Francisco, 1850-1948," (Transportation Technical Committee, City and County of San Francisco, June 1948), 18-22. A realtor advertised in 1890 that the monthly fare to Ocean View was $3. While this is less than in 1884, the fare was still 30% higher than cable or streetcar fares. (Assuming an average of 22 commute days per month, a $3 monthly fare is 13.6 cents

continued to use horse drawn wagons to move their produce to market.[49]

As OMI neighborhoods began to grow in the 1880s and 1890s, some residents did use the steam train for commuting, but only because they were deprived of better transportation options to the area.[50] The noise and soot from steam engine coal brakes became a constant source of local complaint. The Southern Pacific, which bought the San Francisco and San Jose line in 1868, opened a new route along the bay shore in 1907, avoiding residential San Francisco neighborhoods.[51] The original line continued to be used for freight and a few passenger trains for the benefit of the Ocean View residents, who had "no other means of transportation."[52]

Service and demand continued to decrease as the use of private automobiles and interurban lines increased. The old route was used sporadically for passengers into the early 1920s, and for freight until 1942, when the Southern Pacific abandoned a section of the line between San Miguel Street and the intersection of 23rd and Folsom streets. The rest of the line, from Ocean Avenue to San Bruno, was taken out in the late 1950s to make way for the Interstate Highway 280 freeway.[53]

The Southern Pacific line within San Francisco was not an important passenger carrier, Transit historians Walter Rice and Emiliano Echeverria noted "…the slow infrequent Ocean View Trains were at a competitive disadvantage for intra-San Francisco passengers, compared to the faster, lower fare more frequent trolley cars."[54]

Ocean View Residential Development

In 1861, the State of California passed legislation enabling the formation of homestead associations.[55] The purported mission of these associations was to purchase large tracts of land subscribed to by multiple buyers. The association paid off the land in monthly installments with dues from the member owners. When the tract was paid off, the land was divided into lots among the subscribers. The legislation set off a boom of homestead associations in San Francisco, largely in the southern part of the city.[56] Advertised as a way for workingmen to own property, the associations were frequently used for speculative investment, with "homesteaders" owning shares in two or three different associations, hoping to sell their shares for inflated amounts after the land division.

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a day, while horse cars and cable cars were a nickel one-way.)

49 Scholars have not addressed the impact of Southern Pacific's main line to San Jose on San Francisco's residential development.

50 *San Francisco Chronicle,* "Another Cable Road," February 3, 1889.

51 As well as avoiding other problems with the original line, such as the need for additional ("helper") locomotives to traverse the grade from the Mission district (near sea level) to Ocean View (elev. 291').

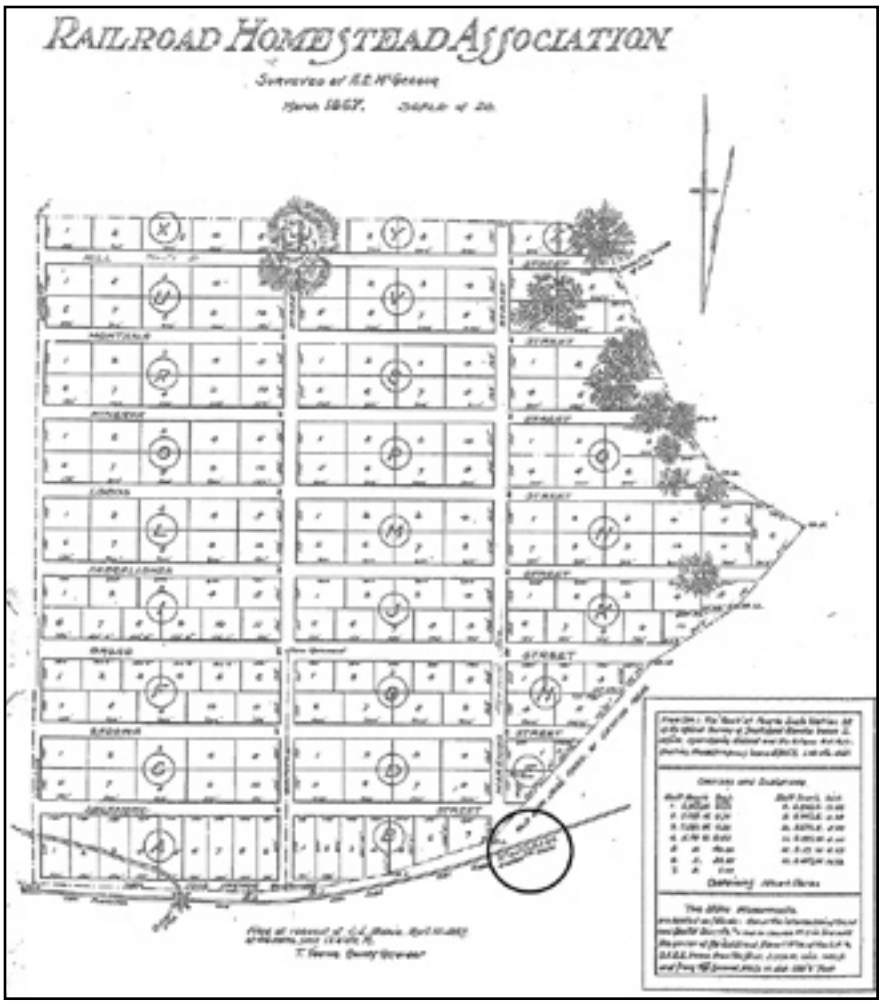
52 *San Francisco Chronicle,* "Will Keep Depot at Third Street," January 30, 1913. Quote is from F. W. Hoover, Southern Pacific Agent.

53 Rice, 61-69.

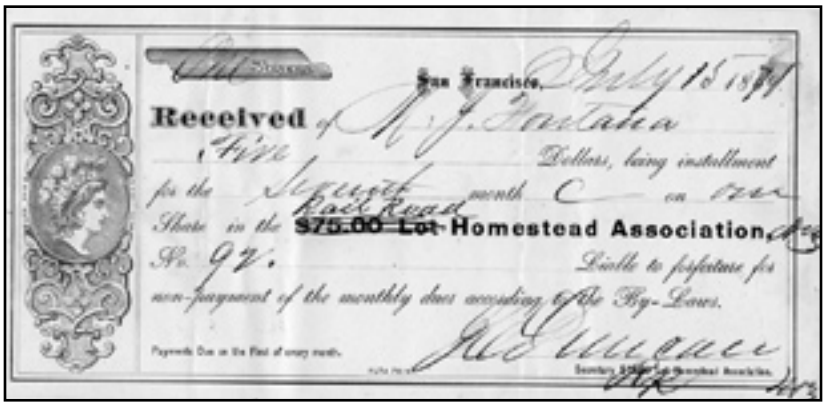
54 Rice, 68.

55 Theodore Henry Hittell, *The General Laws of the State of California* (San Francisco: A.L. Bancroft and Company, 1872), 174-178.

56 *Daily Evening Bulletin,* "Homestead Associations," November 29, 1862.



First map of the Railroad Homestead Association, March 1867. (San Francisco Recorder's Office.) San Francisco-San Jose Railroad station circled at lower right.



Share certificate in the Railroad Homestead Association, 1871. (Western Neighborhoods Project collection.)

The boom in homestead associations coincided with the plans for the San Francisco-San Jose Railroad and a number of associations formed along the planned route.[57] Just south of the San Miguel City tract, the Ocean View neighborhood began as the product of two homestead associations: the Railroad Homestead Association and the City Land Association.

The Railroad Homestead Association[58] incorporated on November 1, 1864 after purchasing 150 acres of land from Levi Parsons, Esq. for $60,000.[59] The board of trustees included James L. Blaikie, F. Friske, Charles S. Capp, and J.R. Mead.[60] The association paid $3,500 in cash as a down payment on the land, and sold 200 shares at $300 a share. Individual investors deposited $20 and paid $10 a month to join the association. Fines for late payments and extra fees for improvements to the property, as voted on by the shareholders, could also be imposed. The company distributed shares, in receipt of the first monthly installment of ten dollars, on December 6, 1864.[61] The name of the homestead association referred to the proximity of the rail line on the east border of the tract, promoted as an asset when one of the more frequent criticisms of homestead association lands was their remoteness and inaccessibility.

When payments for the Railroad Homestead Association tract were completed in 1867, A.E. McGregor surveyed the lands, platting the east half of today's Ocean View neighborhood. The fifty-acre tract placed Orizaba Street as the western boundary and today's Thrift Street as the northern boundary, while on the east and south, the property line wrapped around the Merced Heights ridge and the old San Jose Road. The San Francisco and San Jose railroad's "San Miguel Station" stood at the southeast corner of the tract. The map was filed with the city on April 15, 1867, and the lots distributed to shareholders the same day, with $3,225 realized in premiums.[62]

With the exception of Hill Street (today's Thrift Street) and Marengo Street (today's Plymouth Avenue), all of the original street names from the 1867 map are in use today. Broad Street, as its name suggests, was platted wider than the other thoroughfares of the tract, perhaps in anticipation of its use as a commercial corridor. The association initially divided each block into large lots, most 200 by 125 feet in size.

The *San Francisco Bulletin* warned those interested in a homestead association to consider the drawbacks:

> "Would he like to live on his distant homestead? How will his wife enjoy the solitude of the charming residence, three, four, five or six miles from town? In stormy weather how will he like to foot it through the mire to work? Or if there is a railroad, will he and the little 'its' relish solitude rather than society, country rather than city, a suburban far-off residence rather than a home with the sound of bells?"

Daily Evening Bulletin, "Homestead Associations," November 29, 1862.

57 "West End Map #1 and #2," San Francisco Recorder's Office, May 1, 1863, Book 2A&B, 45-47

58 Not to be confused with the Pacific Railroad Homestead Association, which was laid out the Glen Park area.

59 Parsons, a prominent attorney, likely didn't own the property himself. He acted as an agent and representative for many monied interests over his long career, and filed the plat map for the earlier "San Miguel City" tract.

60 *Daily Evening Bulletin,* "Annual Report of the Railroad Homestead Association," November 28, 1865.

61 *Daily Evening Bulletin,* "Railroad Homestead Association," December 6, 1864.

62 *Daily Evening Bulletin,* "Railroad Homestead Distribution," April 17, 1867.



The street plan of the City Land Association ignored the topography of the land by laying a grid up and over the Merced Heights ridgeline. (San Francisco Recorder's Office.)

In 1870, the tract was subdivided a second time as the "Railroad Homestead Association #2," suggesting that many of original subscribers were not homesteaders, but speculators. The map for this second association, filed with the County Recorder on June 24, 1870, divided some block sections into 25-foot wide lots.[63] Three hundred shares were offered at $135 each and the lower price was advertised as proof "that this is really a homestead for the people."[64]

Another homestead corporation, the City Land Association, was formed in 1868 to offer land west of the Railroad Homestead Association tract. City Surveyor William P. Humphries platted the property in 1868, but the subdivision map wasn't formally filed with the city until August 24, 1870. The City Land tract abutted the Railroad Homestead Association land at Orizaba Avenue, but east-west streets were not aligned with the Railroad Association's street grid, creating dead-ends and a dip connecting Randolph and Broad streets. Today's Holloway Avenue acted as the northern boundary of the tract, and from its intersection with modern Junipero Serra Boulevard, the boundary followed the Rancho San Miguel line, running due south to Sargent Street before continuing on a diagonal southeast, to roughly the intersection of Ralston Way and Ramsell Street, and then due east to Orizaba Street. Ocean View retains many of the street names designated by the association: Bright, Vernon, Arch, Victoria, Randolph and Shields. Like the map for the Railroad Homestead, topography was not considered when laying out the street. Humphries dropped a rectilinear grid over the slopes and peak of Merced Heights, creating steep streets, some impassable to traffic.

Compared to the $200 a share of the first Railroad Homestead Association, City Land advertised lots for just $90, payable in $4 monthly payments without interest. The difference may reflect both a public's growing unwillingness to invest in homestead associations after the initial boom, and the further remove of the City Land tract from downtown.

Other incentives to invest in the property (which the corporation assured was near the railroad line and still "within San Francisco's corporate limits") included a plan to build a limited number of houses for sale, saving homesteaders even more effort.[65] New streetcar lines to service the tract were promised in the near future, and buyers of multiple lots, or family members purchasing properties separately, were guaranteed lots grouped together.[66] These strategies proved successful enough that the City Land Association was able to distribute land shares

63 Some of the large lots are still intact, such as the 200' wide property on the south side of Broad Street between Capitol and Plymouth avenues.

64 *Daily Evening Bulletin,* "Railroad Homestead Association, No. 2," April 26, 1869.

65 It is unknown if these houses were ever constructed, and where specifically they were located.

66 *Daily Evening Bulletin,* "City Land Association," April 27, 1868; May 4, 1868; May 8, 1868; May 11, 1868.

in just two years. In April 1870, 1,130 subscribers were allocated 2,400 lots.[67]

Yet another subdivision of Railroad Homestead Association lots occurred in 1871, this time including a two-story hotel, a two-story house and twelve cottages to be sold and the proceeds divided among shareholders. Whether the association constructed these structures to jumpstart the community, or inherited them from former shareholders who abandoned the area is unknown. Share prices in the new subdivision were just $65.[68] By the mid-1870s, lots in the Railroad Homestead Association tract resold for less than half of the original share price.[69]

The Ocean View neighborhood, born of two overly optimistic homestead associations, grew slowly. Affordable areas closer to jobs and stores, with basic infrastructure and cheaper, faster, and more reliable transportation were readily available elsewhere in San Francisco for working class families at the time.[70]

Nonetheless, a small community did take root on the homestead lots during the 1870s, centered on the railroad station at the intersection of Sickles Avenue, San Jose Avenue, and Sagamore Street. Bars and roadhouses were built adjacent to this junction of roads and rails, catering to both locals and travelers. Institutions such as Wolfe's, Murphy's, and the Tell House provided drinks and food on the ground floor, with meeting halls and lodging upstairs. These establishments became hubs of activity for the neighborhood and their proprietors played active roles in building up the community.

After a period of being called the "Railroad Homestead tract" or "City Land property," new names emerged for the neighborhood. For a short time both the settlement and the small rail station were called "San Miguel" after the original rancho.[71] But by the mid 1880s the use of "Ocean View" took over for both the station and neighborhood. Anecdotes of train riders having the first chance to view the Pacific while headed south have been passed down as a possible origin of this name.

The community began organizing, forming improvement clubs to petition for city services, such as fire stations, water service, and a public school.[72] Some groups even held fund-raising events in order to buy blocks farther up the hill and cut streets through to improve circulation between the Ocean View and Ingleside.[73]

In the early 1900s, the Southern Pacific Company, which had acquired the single track San Francisco and San Jose Railroad



The Tell House (not extant) on Sickles Avenue beside the Ocean View railroad station was a "cupping" house (a place to drink) and boarding house for Swiss and German immigrants during the 1920s. German was spoken in the house and some of the lodgers were veterans of the Kaiser's army. A bar and dining room was open during the weekends. The house was once thought to have been a stage wagon stop and had stained glass windows in a back room that may have been a waiting room for the stage.[1]

67 *Daily Evening Bulletin,* "Finance and Trade," March 26, 1870; *Daily Evening Bulletin,* "City Land Association—Ninety Dollar Lots," April 5, 1870.

68 *Daily Evening Bulletin,* "For the New Year, Railroad Homestead No. 3," January 24, 1871.

69 Advertisement, *Daily Evening Bulletin,* January 13, 1876. Railroad Homestead #2 lot for sale (Lot 15, block I): $135.

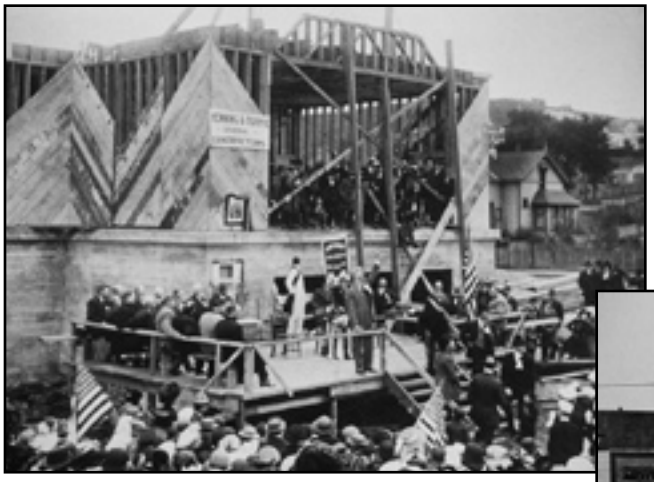
70 See discussion of transportation issues in the San Francisco and San Jose Railroad section.

71 *San Francisco Directory,* 1880-1881.

72 *Daily Evening Bulletin,* "Board of Education," September 3, 1885.

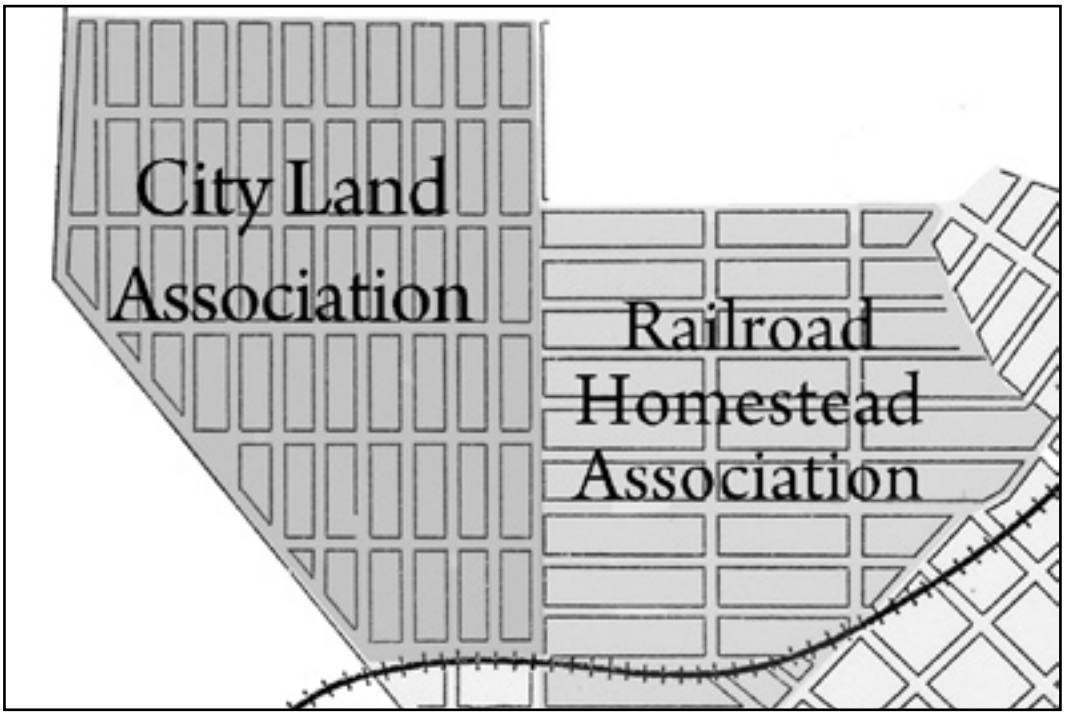
73 *San Francisco Chronicle,* "Ladies Win Out in Ocean View," August 30, 1909.

1 Interview with Ray Muther, October 29, 2008. Muther's father lived in the house in 1928 which was owned by a relative, Theodore Houser, who purchased it in 1921.





Ocean View in 1910: dedication of Sheridan School (above), and looking south down Capitol Street across Farrallones Street. (Both courtesy of Greg Gaar.)



Street plans of the two major homestead associations in Ocean View were unaligned, abutting at Orizaba Street.

in 1868, considered adding an additional track along the entire length of the route to accommodate increased traffic along the Peninsula.[74] Mission District residents, objecting to the smoke, soot, and noise of the coal-fired steam engines, and the danger of the railroad crossings, wanted the line rerouted altogether.[75]

The trains posed just as severe a safety hazard to Ocean View residents—the street-grade track intersection at Sickles and San Jose avenues was called "Death's Crossing" because of frequent and often fatal collisions.[76] But lacking the extensive and reliable streetcar service of the Mission District, Ocean View fought to retain the railroad,[77] while lobbying for better streetcar service.[78]

With rail fares too high for working class families, and a paucity of other transportation options, Ocean View developed slowly. In 1900, almost forty years after the land was subdivided, there were only about 200 buildings in Ocean View, 159 of them dwellings, the remaining barns, small businesses, or civic structures.[79]

Ocean View residents kept lobbying both for lower intra-city fares on the Southern Pacific and Ocean Shore[80] rail lines, and for increased service, alleging the Southern Pacific ran only enough trains to maintain its franchise over the line.[81]

By the early 1900s Ocean View resembled, if not a major urban neighborhood, then at least a mostly self-reliant suburban village, and easily the major center of population in the OMI at the time. The Ocean View population was overwhelmingly blue-collar; its residents labored for local farms or railroad companies, worked in a trade or factory.[82] Small residential structures were typical of the area, often with a windmill or water tank on the lot. Sheds, barns, and livestock areas mixed with houses and the occasional small store.



Wolfe's Hall (not extant), 1907.
Elias Wolfe moved to Ocean View about 1880, opening his roadhouse and meeting hall of the same name on the corner of Plymouth Avenue and Sickles Street. Lectures, dances, rallies, and meetings of neighborhood improvement clubs were all held at the hall. Wolfe helped start the first school in the area, and was designated one of the "honored settlers" of the neighborhood at the dedication of the new Sheridan School in 1910. His original building burned down in 1891 and his rebuilt hall and bar lasted as an Ocean View institution years after his death in the 1910s. (Detail of photo courtesy of the Western Railway Museum.)

74 As opposed to the Ocean View area, the more remote areas of the Peninsula depended on the steam train for personal travel and freight delivery.

75 The Mission District population grew from 23,000 to 36,000 between 1870 and 1900. Vehicular traffic, including new horse car and streetcar lines, added to the difficulty of getting steam trains through city streets.

76 *San Francisco Chronicle,* "Accident at Death's Crossing, Electric Car Smashed by a Locomotive," May 30, 1900. Several residents of the Ocean View were struck and killed by trains: *San Francisco Chronicle,* "Struck by a Train," June 10, 1903.

77 *San Francisco Chronicle,* "Mission Wants Tracks Removed," May 30, 1902.

78 *San Francisco Chronicle,* "Good Service to be Given, Manager Chapman Says the United Railroads Plan Improvements," January 23, 1903.

79 Sanborn Fire Insurance Map, San Francisco, 1899-1900, vol. 6.

80 The short-lived Ocean Shore Railroad (1905-1920) to Half Moon Bay ran from 12th and Mission streets through present-day Alemany Boulevard and partially parallel to the Southern Pacific line in the Ocean View, but it had minimal impact on the OMI.

81 *San Francisco Chronicle,* "Better Rail Service for Ocean View Sought, Improvement Club Asks Aid of the Railroad Commission," December 28, 1912.

82 See the Demographic Patterns section for a more detailed analysis.



Sutro forest along Ocean Avenue near the site of the Ingleside Racetrack, 1909. (United Railroads photo.)



Promotional sketch of Adolph Sutro's Lakeview subdivision, 1890. (California State Library, Sutro branch.)

Ingleside Residential Development

In the 1850s a number of roadhouses—serving as bars, restaurants, and often as illegal gambling venues—opened near Lake Merced. These early roadhouses included the Lake House, Rockaway House, and the Ocean House, and were intentionally located in the remote and rural area for both natural beauty and a degree of remove from scrutiny. All were reached via a path running west from the San Jose Road, through the valley between Mount Davidson and Merced Heights, to Lake Merced. This "Lake House Road," or "Ocean House Road," was mentioned in newspapers as early as 1853,[83] and accommodated coach-lines by 1854.[84] Smaller, but similar establishments opened along the road to siphon off business.[85] This road evolved into Ocean Avenue, today a major commercial strip, transit corridor, and northern boundary of the OMI District.

In 1881, Adolph Sutro bought a large portion of the former Rancho San Miguel, including the eastern half of the Ocean House Road. Sutro made his fortune in the creation of a ventilation and drainage tunnel for the Comstock Lode silver mines in Nevada. When he sold out of the project, he returned to San Francisco and quickly earned a reputation of mixing public philanthropy with financial pragmatism. Sutros' balancing act between civic charity and profit speculation is demonstrated in his treatment of his properties straddling the Ocean House Road.

The land north of the road—which Sutro started optimistically calling the "Grand Ocean Boulevard"—was dedicated to a massive tree-planting project in the 1880s. "Sutro Forest" was established as both a beautification initiative and horticultural science park. Although Sutro planned a diversity of vegetation for his forest, quick-growing bluegum eucalyptus trees quickly dominated the landscape. The forest stretched north from Ocean House Road over Mount Davidson and Twin Peaks to the Inner Sunset district.

In 1890, on the other side of Ocean House Road from his forest, Sutro platted the land for a residential development named "Lakeview." The future Ingleside District's street grid, and most of its street names, came from this subdivision.[86]

Being remote from the city proper and lacking direct public transportation downtown, the subdivision sold poorly and didn't attract the middle class buyers Sutro sought. Ten years after Lakeview's creation, it only had 223 residents, with professions limited to support of the vegetable farms to the east and south (farmers, teamsters), the nearby racetrack (hostlers, saddlers, jockeys), or the weekend business from day-trippers and racing fans (saloon keepers, bar tenders).[87] Sutro didn't provide Lakeview

83 *Weekly Alta California,* "A Pleasant Ride," January 29, 1853.

84 Lake House advertisement, *Alta California,* June 19, 1854.

85 Of all the early roadhouses in the area, only one is extant. The Trocadero, built in 1892, still stands within Stern Grove, about a half-mile north of the original Ocean Road.

86 "Lakeview, a portion of Rancho San Miguel, San Francisco, 1890," advertising broadside and map, California State Library, Sutro Branch.

87 Ten percent of the Lakeview population were bartenders,

with basic street grading, sewers, or utilities, perhaps discouraged by slow initial sales.[88]

Most people called the Lakeview area "Ingleside," referring to the Ingleside Inn, a popular roadhouse at the corner of the Ocean Road and today's Junipero Serra Boulevard. When the Ingleside racetrack opened in the neighborhood in 1895, the "Lakeview" name completely succumbed to Ingleside, living on only in some official maps.[89]

The Ocean House Road—generally called Ocean Avenue by the 1890s—received a fair amount of weekend traffic as a pleasure drive. Sporting men traveled west to the roadhouses, while families and children journeyed to the beaches or the wildflower fields east of Lake Merced.

The first buildings along Ocean Avenue were constructed to take advantage of this beach traffic. Saloons and restaurants spaced out along the drive through the valley.[90] These businesses also depended on the crowds brought by two large recreational facilities established on Ocean Avenue in the 1890s: the Ingleside Coursing Park and the Ingleside Racetrack.



Ingleside Inn building at Ocean Avenue and Junipero Serra Boulevard, 1925. (Bancroft Library, UC Berkeley.)

Ingleside Coursing Park

The Ingleside Coursing Park, a dog-racing track, opened in the 1890s just north of the OMI, on the current site of the reservoirs west of today's Phelan Avenue. The facility changed ownership frequently as business and political climates varied. Denouncements against the track as creating "a generation of thieves," were frequent among pastors and preachers.[91] When residential building increased in the early 1900s the track's popularity with its neighbors diminished, and in 1909 a petition with the names of 250 Ingleside residents calling for the track's closure was presented to the Board of Supervisors.[92] The track closed for good in 1910.



Ingleside Racetrack and grandstand, 1895. (Courtesy of Greg Gaar.)

Ingleside Racetrack

The Ingleside Racetrack opened on Thanksgiving, November 28, 1895, drawing over 10,000 people to the area on that day alone. The Pacific Jockey Club, led by Edward Corrigan, built the track on land now bounded by Ashton Avenue, Junipero Serra Boulevard, Ocean Avenue and Holloway Street (today's Ingleside Terraces).

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saloonkeepers, and their families. Twelfth Census of the United States, Sup. District 1, E.D. 141-142, June 1900.

88 Sanborn Fire Insurance Maps, San Francisco, 1899-1900, vol. 6. Maps 724, 725, 726 show eleven windmills and tank houses used with wells in Lakeview.

89 "Lakeview" was resurrected by the African-American community, many of whom still call Ocean View that name.

90 No buildings from the 19th century survive on Ocean Avenue today; the earliest extant structure, constructed in 1900, is 1831-35 Ocean Avenue.

91 *San Francisco Call,* "Gamblers Given Scoring," July 23, 1906.

92 *San Francisco Call,* "Supervisors Asked to Stop Coursing, January 10, 1909.



The Ingleside Racetrack hosted not only horse races (above, circa 1900), but also bicycle and automobile races. (Courtesy of Greg Gaar.)

To cater to the appetites and thirsts of the racing crowd, more roadhouses, restaurants and saloons opened nearby.[93] The transportation companies also responded, establishing new spur lines to serve the track. The Southern Pacific ran a spur from the line around the west side of Ocean View to reach the racetrack. In December 1895, the Market Street Railway extended its Mission Street electric line west on Ocean Avenue. Construction of this extension from Excelsior Avenue and Mission Street took just six days. Suddenly the former Lakeview neighborhood had streetcar service.[94]

The racetrack's success depended heavily on the gambling that accompanied the racing. When the city banned betting on horse or dog races in March 1899, the track stopped running horses, and arranged for other novelties to draw crowds. Bicycle races were held at Ingleside, and in September 1900, an automobile race drew 8,000 to the track. In 1902, the Board of Supervisors passed a law legalizing betting for forty days a year, and horse racing returned to Ingleside, sharing the track with automobile and bicycle races. Racing crowds began migrating to tracks down the peninsula at Tanforan and across the bay in Emeryville, where gambling restrictions were looser and racing seasons were extended.[95]

After ten years of up and down success, the Ingleside Racetrack held its final race on December 30, 1905. The track was used as a refugee camp following the earthquake and fires that struck the city in April 1906, and the land was later developed as a "residence park" in the early 1910s. No racetrack buildings are extant.

1906 Earthquake and Fire

On the morning of April 18, 1906, a great earthquake shook San Francisco. The quake collapsed buildings, toppled chimneys, warped streetcar lines, and destroyed water mains. Fires began in different locations, merging and growing into an uncontrollable storm. After three days, almost five square miles of the city's core lay destroyed. Some 3,000 San Franciscans lost their lives, and more than 225,000 suddenly found themselves homeless. Many left the city immediately. Others searched for shelter in the unburned parts of town or camped outside in the streets, empty lots, or city parks.

Money was sent from across the country and around the world to aid the city and a Relief Corporation was formed to administer these funds. Formal refugee camps were created in place of the

93 Seven Ocean Avenue structures are shown next to the racetrack on the 1899-1900 Sanborn maps; five are listed as saloons while the other two are described vacant. Of the fifteen total structures on Ocean Avenue between Ashton Avenue and Harold Avenue, ten were saloons. Sanborn Fire Insurance Map, San Francisco, 1899-1900, vol. 6, maps 724, 725, 726.

94 Rice, 66.

95 Angus Macfarlane, "Race Tracks of the West Side: Ingleside Racetrack," Western Neighborhoods Project, http://www.outsidelands.org/ingleside-race-track.php (accessed November 7, 2008).

ad hoc and temporary ones set up in parks and squares in the disaster's aftermath. Among the temporary hospitals set up after the quake, one was organized at the Ingleside racetrack.[96]

Initially, those refugees in need of extra care—the elderly, incompetent, handicapped—were directed to Camp 6 in Golden Gate Park. When Thomas H. Williams offered the land and buildings of his Ingleside racetrack for the Relief Corporation's long term use, the track buildings, piped-in water, streetcar access, and the site's proximity to the city's Alms House made it an attractive site for these "special needs" refugees.[97]

Hundreds of horse stalls were renovated to create single rooms for camp residents. Haylofts were converted into dormitories, and communal kitchens and dining rooms were installed with storage facilities and a butcher shop on the grounds.

Almost 500 refugees moved into "Ingleside Model Camp" in October 1906. It closed in January 1908, when campers were transferred to the new Relief Home opened on the grounds of the old Alms House, but reopened for a short time in March 1908 to admit patients from the condemned City and County Hospital and residents displaced after a fire in one of the Alms House buildings. The population of Ingleside camp peaked at about 800, with a total of 1,287 people passing through the camp in its fifteen months of existence.[98]

Intended for those unable to support themselves—the aged, the handicapped and the convalescent—the camp did not admit children. Seventy-five percent of the inmates were over 50 years old.[99] A population of older and infirm refugees, however, did not preclude discipline problems at Ingleside. A report on the camp noted: "The restlessness of the inmates and the accessibility of Ingleside to five saloons at the gate and to the street cars made a rather strict regulation of admission and discharge necessary."[100]

The refugee camps were run in the manner of military bases. Residents were required to perform labor and chores in relation to their ability, both to keep the camp running efficiently and to fend off boredom for the residents. At Ingleside Camp, twelve acres of land were tilled for potatoes, cabbages and turnips; a dairy was established; and tailoring, carpentry, shoe repair and sewing shops were created. If a woman could sew she was expected to put in two days of work a week in the camp shop.[101]



Camp Ingleside hospital was created out of a former racetrack building. (Charles Weidner photograph, 1907.)

96 *San Francisco Call,* "Hospitals Under Health Department Jurisdiction," May 1, 1906. *San Francisco Call,* "Reconstruction Plans Are Nearing Maturity," May 15, 1906. The refugees who gathered at the Ingleside relief station particularly required bed coverings and shoes: *San Francisco Call,* "Conditions in Spring Valley," May 5, 1906.

97 Russell Sage Foundation, *San Francisco Relief Survey* (New York: Survey Associates Inc., 1913), 321-322.

98 *Ibid,* 323. Initially plans for many more refugees on the site were proposed: *San Francisco Call,* "Ten Thousand Refugees to be Housed in Buildings at Ingleside Tract," August 4, 1906.

99 *Ibid,* 330.

100 *Ibid,* 325.

101 *Ibid,* 326. The results were prodigious: six thousand garments and 754 curtains made at Ingleside Camp.



Farley's Hall in Ingleside, about 1910 (not extant). Bernard Farley was an early settler in the area, farming land near Ocean Avenue and today's Junipero Serra Boulevard beginning in the 1860s. Farley also opened a small bar, hosted boxing matches and illegal dog fights, and promoted an elixir he called "B. Farley's Wonderful Discovery." Farley operated one of the first meeting spaces in the area, and he donated "Farley's Hall" as a church space to refugees after the 1906 earthquake and fire. (Photograph courtesy of St. Emydius Catholic Church.)

Eighty-three percent of Ingleside camp residents were born outside the United States, twenty-four percent in Ireland.[102] This may have influenced the foreign-born demographic that became evident in the Ingleside neighborhood in the first years after the earthquake and the closing of the Ingleside camp in January 1908.

The mass dislocation of thousands of working class San Franciscans after the 1906 Earthquake and Fire meant a population boom for outlying neighborhoods. The former Lakeview subdivision saw its first significant residential building activity at this time, with most new construction within a block south of Ocean Avenue.

Six years before the earthquake and fires, the 1899-1900 Sanborn Fire Insurance maps show 57 buildings in a rectangle formed by Ashton Avenue and Howth Street, Ocean Avenue and Holloway/Bruce avenues. Fifteen of the 57 buildings fronted on Ocean Avenue. Less than a decade after the disaster, the 1913-15 Sanborn Fire Insurance maps show 278 buildings in the same zone (almost a five-fold increase), with 47 structures fronting Ocean Avenue,[103] and over 400 buildings in the Lakeview/ Ingleside area overall. The population increased five fold in the Ingleside, and by 78% in Ocean View in the decade following the earthquake.

Growth of the OMI after the 1906 Earthquake & Fire
(Data from Sanborn maps and U.S. Censuses)

Buildings	**1900**		**1915**
Ingleside	57		450
Ocean View	206		916
Population	**1900**	**1910**	
Ingleside	473	2,412	
Ocean View	1,039	1,853	

*Merced Heights buildings and population are included, allocated north/south between Ingleside and Ocean View.

An unknown number of earthquake refugee cottages, removed from the relief camps across the city, were hauled to the Ingleside and Ocean View and joined together as "starter homes" on empty lots. Examples of residences created from earthquake cottages can be seen at 74 Lobos, 233 Broad, and 254 Montana streets.[104] Small earthquake cottage settlements, formed of shacks rented out by entrepreneurial landowners, arose after the camps closed along Niantic Avenue and the Hillcrest area of Daly City just south of the OMI. When these settlements broke up, earthquake refugee cottages were moved again to empty lots on the OMI.

102 *Ibid,* 331.

103 All but three of these structures stood on the south side of Ocean Avenue, as the north side was still owned by the Sutro estate and still heavily forested.

104 Others are suspected to exist between Howth Street and San Miguel Street and on uphill blocks of the Ingleside.

Because refugees often found new homes near the relief camps they occupied, some of Ingleside's oldest religious institutions have their origins in the Ingleside Camp.[105] By 1911, Ingleside had a Roman Catholic church (operating out of three joined shacks), a United Presbyterian Church, and a public school.[106]

Just to the east of Ingleside, smaller subdivisions took root on the eastern edge of the Merced Heights ridgeline after the earthquake. "San Miguel City," platted in 1862, didn't have any building activity until the first decade of the 20th century.[107] One-story cottages built for railway employees, farm and poultry workers,[108] were soon joined by larger houses in the Craftsman, Dutch Colonial Revival, and Edwardian styles in the 1910s and 1920s.

The post-quake growth of the Ingleside and surrounding neighborhoods led to the creation of numerous neighborhood groups, formed in part to pressure the city for improved services and amenities. In 1906, the community secured the construction of a new fire station (not extant),[109] on a corner of the House of Refuge lot at San Jose Avenue and Ocean Avenue.



Homes on San Jose Avenue near Lakeview Avenue, 1922. (Courtesy of Western Railway Museum.)

Balboa Park

On July 22, 1908, the City of San Francisco granted all of the House of Refuge lot—excluding the jail complex, reservoirs, and the new firehouse—to the Park Department, and suddenly the neighborhood could claim the second biggest public park in the city. A police station (Ingleside Station, 1 Sgt. Young Lane, extant) was constructed on the grounds when the Park Department ceded a section for that purpose in June 1909.[110]

Balboa Park and the Ingleside police station were dedicated together October 9, 1910 in a public event that drew hundreds, including twenty-two neighborhood improvement clubs. Running races and baseball games contested by residents and members of various city departments inaugurated Balboa Park as primarily a facility for sports.[111]

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105 The Ingleside Presbyterian Church at 1345 Ocean Avenue began as a Sunday school for camp refugees in the basement of the Robinson Apartments at the northwest corner of Faxon and DeMontfort avenues.

106 The current St. Emydius church opened on Ashton and DeMontfort avenues in 1913, across the street from the former relief camp. Farragut School, constructed in 1910, is no longer extant.

107 Sanborn Fire Insurance Map, San Francisco, 1899-1900, vol. 6. show no structures between Harold Avenue and the Southern Pacific railroad tracks. The Twelfth Census of the United States, June 1900, shows a few residents in the area, presumably either in new buildings or dwellings too humble to be represented on the Sanborn maps.

108 Twelfth Census of the United States, Sup. District 1, E.D. 141-142, June 1900.

109 San Francisco Recorder's Office, Ordinance 274, recorded April 12, 1901. This lot was granted to the Fire Department in 1901, but wasn't built for five years. It was demolished in the late 1950s when a new station was constructed at Phelan and Ocean avenues.

110 Police station lot granted by petition to Park Commission by Police Department, June 1909. San Francisco Recorder's Office.

111 *San Francisco Examiner,* "Memorable Exercises Attend Celebration," October 10, 1910.



Market Street Railway streetcar on Ocean Avenue below Ingleside Jail, 1890s. (Courtesy of Western Railway Museum.)



Geneva Office Building, 2008.
The City of San Francisco designated the Geneva Office Building (extant) a city landmark in 1985. The 1989 Loma Prieta earthquake severely damaged the structure, prompting MUNI to abandon the property for operations. The agency prepared to raze the site for a parking lot in the late 1990s, but objections from neighborhood groups, and eventually the mayor, killed the plan. In 2004, the property was transferred to the Recreation and Park Department for use as an arts and history center pending rehabilitation funding. (Photograph by Joseph Stubbs.)

Transportation's Impact on Development in the OMI

At the time of Balboa Park's creation, the area to the southwest of the park on the border of OMI had already evolved into a significant urban transit hub.

Horse car and cable car lines never served the OMI, but beginning in 1895, the "Ingleside line" streetcar of the Market Street Railway (MSR) ran out Mission Street from the Ferry Building, turned west on Ocean Avenue, and terminated at the entrance to the Ingleside Racetrack. The MSR eventually extended this line, the #12 Mission & Ingleside, to Junipero Serra Boulevard, Sloat Boulevard, and Ocean Beach, making it one of the longest streetcar routes in the city. The line was eliminated in 1948, and partly replaced by motor coach service.

In 1901, the San Francisco and San Mateo Railway (SFSMR) built a new company car house and office building at 2301 San Jose Avenue at Geneva Avenue. The SFSMR had inaugurated electric streetcar service in San Francisco in 1892, and its powerhouse stood at the juncture of Circular Drive, Sunnyside Avenue (now Monterey Boulevard), and Acadia Street.

Just after completion of the Geneva complex, the SFSMR was consolidated into the United Railroads.[112] Operated by the United Railroads and its successor company, the Market Street Railway, the Geneva building housed more cars than any other barn in the city's electric car era, and was transferred to the Municipal Railway (MUNI) in 1944.[113]

In 1907 the United Railroads constructed its primary maintenance shops and yards to the northwest of the Geneva facility and beside the Southern Pacific's Elkton Station. These "Elkton Yards" served both of the United Railroads' successor companies, the Market Street Railway (1921-1944) and Municipal Railway (1944-1977).

In 1929, a peak year, the Elkton facility employed 226 men, constructed 26 new car bodies and overhauled 316 cars. Personnel both built and scrapped streetcars, burning car bodies in the lower yard. The grounds featured the main shop with sixteen tracks leading inside, a separate paint shop, an open materials storage area, and a first aid hospital. On the west side of San Jose Avenue and both sides of Geneva Avenue—which at the time dead-ended in the facility—the Market Street Railway owned about a dozen residential buildings it rented to employees. These buildings ranged from small four and five room cottages to two-story flats, and were demolished after 1944.[114] Part of the facility was claimed for the Balboa Park BART station in the late 1960s, and the rest of the maintenance shops closed for the construction of MUNI's Curtis E. Green Metro Center on May 30, 1977.

Despite being a historical nexus of rail lines, the area did not draw large-scale residential development until the 1910s.

112 San Francisco Landmarks Preservation Advisory Board, *Final Case Report: San Francisco and San Mateo Railroad Office Building,* May 6, 1985.
113 Charles A. Smallwood, *The White Front Cars of San Francisco* (South Gate, CA: Interurbans, 1970), 395.
114 *Ibid,* 381-393.

Streetcars connected to jobs downtown, but the long and congested routes through the Mission District limited the area's appeal to developers and prospective homebuyers.[115] Many of those who did move into San Miguel City and a new abutting subdivision named "Columbia Heights" worked locally, employed by the transportation companies near Balboa Park: motormen, conductors, maintenance works, clerks and their families.[116]

In 1918 the Twin Peaks Tunnel opened to serve San Francisco's city-owned transit system, the Municipal Railway (MUNI). The MUNI streetcars cut straight through Twin Peaks from West Portal Avenue, stopped at the underground Forest Hill station, and emerged at Castro and Market Streets to continue to the Ferry Building. The tunnel's promise of a quick commute downtown[117] opened up the growth of neighborhoods west of Twin Peaks, and also made the land around Ocean Avenue more attractive to potential residents and developers.

The first MUNI line through the Twin Peaks Tunnel was the K-Ingleside, which ran from West Portal Avenue to Junipero Serra Boulevard before continuing on Ocean Avenue to Brighton Avenue. Entering the 1920s, Ocean Avenue had two streetcar lines to serve rapidly growing OMI neighborhoods.



#12 streetcar at Ocean Avenue and Cedro Way beside Ingleside Terraces, 1913. (Courtesy of Greg Gaar.)

Ingleside Terraces Development

In January 1910, Thomas Williams announced plans to sell the Ingleside Racetrack land, almost 150 acres in total, "to make a beautiful residence park out of the property." Williams' vision for the land mirrored the ideals and methodology of popular new subdivisions born out of the "City Beautiful" movement: "There will be no square blocks or straight streets in the tract. The whole area will be laid out in the highest style of the landscape gardener's art. There will be winding boulevards bordered with lawns, trees and flowers."[118]

Residence parks, sometimes called "residential parks," were aimed at high-end buyers. Developers offered exclusivity in these tracts by setting minimum construction prices, defining design guidelines, and restricting property use (no business or agricultural activity), and occupancy: covenants typically barred all but Caucasians from buying or living in the tract.[119]

Residence parks featured curvilinear streets and avenues that followed the contours of the land and usually were adorned with

115 In the midst of small farms, with land easier to acquire than rentals, the United Railroads built its own employee housing at the Elkton Yards in 1907.

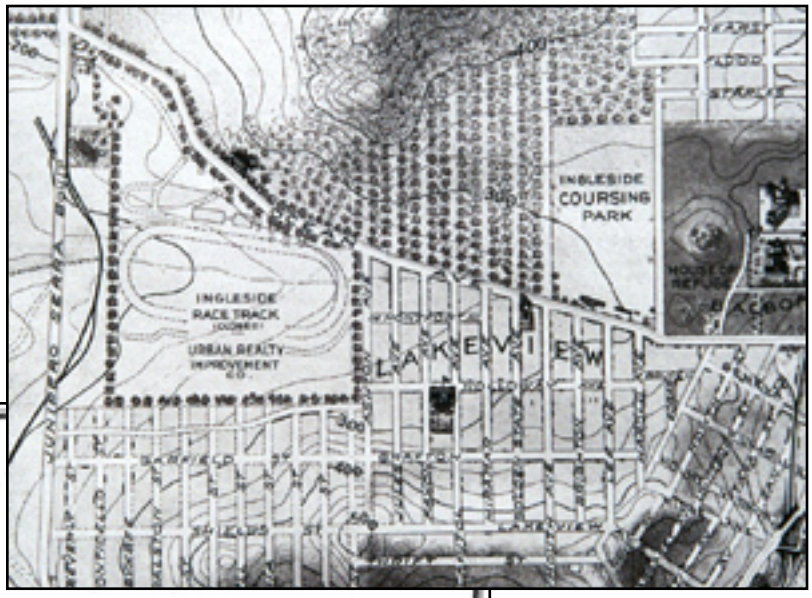
116 Thirteenth Census of the United States, Sup. District 4, E.D. 82-84, April 1910.

117 In the tunnel, cars could reach speeds of up to 50 miles per hour while avoiding the traffic and intersection stops the car lines through the Mission District faced.

118 *San Francisco Chronicle,* "Option is Given on the Ingleside Track," January 28, 1910. Williams planned to be an investor in the proposed development on the land.

119 See Robert M. Fogelson, *Bourgeois Nightmares: Suburbia, 1870-1930* (Yale University Press, 2005) for a history of restrictive covenants in the United States.

The designer of Ingleside Terraces followed the oval of the former racetrack to create Urbano Drive. (Right map courtesy of Greg Gaar; below map courtesy of Margie Whitnah.)





ornamental street furniture: benches, stairways, plinths, urns, gates, and fountains.

Joseph A. Leonard, manager of the Urban Realty Improvement Company, paid Williams $400,000 for the option on the racetrack property in February 1910, announcing that "No expense will be spared in improving and building up the tract with suburban homes so as to make it an ideal residence park."[120]

Leonard was born in Texas, and both a developer and architect trained in mechanical engineering in New York State and architecture in Philadelphia. In the 1880s and 1890s he built large Queen Anne homes in Alameda in a five-block area named "Leonardville." In the early 1900s, he and a partner developed the Jordan Park neighborhood in San Francisco's Richmond District, and at the time of the Ingleside purchase he was designing and selling large Craftsman homes in "Richmond Heights" near 10th Avenue and Balboa Street.[121]

In a nod to the land's history, the Urban Realty Improvement Company used the loop of the former racetrack as the centerpiece of the Ingleside Terraces street layout and called it Urbano Drive,[122] which acted as the main boulevard of the subdivision, with arterials curving through and away from the loop. The street plan had large lot sizes, ranging from 50 by 100 feet to 67 by 150 feet, with prices from $1,400 to $4,000.[123] House prices ranged from $6,000 to $20,000, affordable only to upper income families.[124] Leonard designed many of the first houses in Ingleside Terraces, including his own at 90 Cedro Way (San Francisco landmark #213).[125]

Leonard tried to turn the tract's remote location into a benefit, advertising an "unobstructed marine view" from Ingleside Terraces, while always promoting and promising improved rail transportation to the area. He published personal letters from the United Railroads promising better service, and advertised Ingleside Terraces as "just beyond the western portal of Twin Peaks Tunnel" five years before the tunnel's opening.[126]

Residence parks of the era usually featured elaborate street furniture. Ingleside Terraces had a number of separate entrance gates with rustic stone pillars connected by decorative ironwork spans. The name of the new subdivision was emblazoned upon both the pillars and arches. The Urban Realty Improvement



90 Cedro Way, San Francisco landmark #213, was designed and lived in by Joseph Leonard and later by Assistant District Attorney Cecil Poole, who integrated Ingleside Terraces. (Photograph by Woody LaBounty.)

120 *San Francisco Call,* "Will Sell Ingleside Racetrack for Homes," February 26, 1910.

121 Dave Weinstein, "Signature Style: Joseph A. Leonard," *San Francisco Chronicle,* April 10, 2004.

122 An artful Latinization of the Urban Realty Improvement Company name.

123 *San Francisco Chronicle,* "Ingleside Terraces Attract Many Buyers," October 12, 1912.

124 Urban Realty Improvement Co., *The Sun Dial at Ingleside Terraces with Comments on Homes,* San Francisco, California, circa 1914.

125 Tim Kelley, "Landmarks Designation Report," Planning Commission Case Report No. 1999.714L. Landmarks File #213, San Francisco Planning Department.

126 Advertisement, *San Francisco Chronicle,* November 30, 1912. Leonard prominently pushed for the tunnel's creation.



The Ingleside Terraces Sundial Park, 1914. (Courtesy of Greg Gaar.)



Early Ingleside Terraces' houses on Victoria Street, circa 1915. (Courtesy of Greg Gaar.)

Company created a circular park in Entrada Court, embellished with an oversized sundial atop a reflecting pool illuminated by electric colored lights. Beneath the sundial was a small fountain in the form of a two seal heads. Four classical columns encircling the sundial and pool marked the ordinal directions.

Urban Realty used the sundial as a promotional curiosity to draw out prospective buyers and had an elaborate dedication ceremony for it in 1913 with an allegorical performance by forty-eight adults and eleven children dressed as sylphs and nymphs, and including live storks pushing baby carriages, an electrical light display, and a dance held in the old racetrack clubhouse.[127] A promotional booklet with views of the sundial park, the Ingleside Terraces street plan, and some of the first homes and floorplans, equated in importance the opening of the Panama Canal and the eventual existence of the Twin Peaks Tunnel: "The Panama Canal Unites the Atlantic and the Pacific. The Twin Peaks Tunnel Unites San Francisco and Ingleside Terraces." The brochure described what one could expect to find at Ingleside Terraces, without mentioning the fog that often blankets the area:

> A few minutes' ride by trolley out of the deafening roar of the business center of San Francisco there is a garden spot---a green amphitheater overlooking the shining reaches of the blue Pacific. It spreads out under the sun like an old Italian villa. By a series of velvety terraces, the uppermost of which is crowned by a thick wood of pine and cedar, it drops down to a sunken garden wherein lies a great stone sundial, the largest and most magnificent sundial in the world.

The United States' entry into World War I in 1916, and the resulting unavailability of building materials reserved for the war effort, stalled construction and sales in Ingleside Terraces until after the long-anticipated Twin Peaks Tunnel opened in February 1918. When building resumed in the 1920s, Leonard had passed the operations over to his son George L. Leonard, who formed a partnership with Charles H. Holt in February 1922.[128] Leonard & Holt acted as a design, construction, and real estate firm, aggressively building up Ingleside Terraces in the mid 1920s.

Rather than large, expensive Craftsman style houses, Leonard & Holt appealed to popular tastes and budgets of the time, constructed smaller bungalows alongside two-story houses, mixing and matching different Mediterranean Revival and Colonial Revival styles. Model homes were advertised with colorful names, usually in foreign languages, to reflect the variety of styles and perhaps an element of sophistication. In September 1924 alone, Leonard & Holt promoted "Chateau Vue de Mer,"

127 *San Francisco Chronicle,* "Mammoth Sun Dial Will Be Unveiled," October 4, 1913.

128 Bailey Millard, *History of the San Francisco Bay Region, Volume III* (San Francisco: The American Historical Society, 1924), 217.

"The Queen Wilhelmina," "Casa del Sol," and "El Conquistadore," all with "Terms as low as $75 a month."[129]

Leonard & Holt subcontracted to smaller builders, such as John R. Lindsey and George W. Morris. Builder C. S. Allred designed and constructed at least fifty Ingleside Terraces residences including most of the houses on Lunado Way.[130]

Like his father, George L. Leonard initially lived in Ingleside Terraces, at 236 Moncada Way. After Joseph Leonard's death in 1929, George followed his growing real estate business down the San Francisco peninsula, moving to San Mateo.[131]

Merced Heights Development

The lack of streets, utilities, and services inhibited development of most of the Merced Heights ridgeline until after World War II. In the 1910s and 1920s, the smaller subdivisions of San Miguel City and Columbia Heights grew on the east slope of the ridge near the transit complex of streetcar and railroad facilities between Geneva and Ocean avenues.[132] Modest residential structures erected on Howth, Louisberg, Tara and San Miguel streets and Josiah, Margaret, Majestic and Caine avenues, housed local workers for transit companies or in the building trades.[133]

The rest of Merced Heights, historically a barrier between the Ocean View and Ingleside neighborhoods, had only a handful of homes until the 1930s. North-south streets didn't cross most of the steep hill. At the far western edge of the ridgeline, the Brooks family built a home and gardens in the 1920s,[134] but the vast center section of the ridge remained empty, a place for wildflower-gathering parties and picnics among the rocky outcrops.

A burgeoning demand for housing after World War II, fueled by returning servicemen and workers who had migrated to the Bay Area for war jobs, encouraged builders to look to the open areas still available in San Francisco. Widespread automobile ownership made the steep hills feasible for development and a range of construction companies, large and small, bought lots in Merced Heights, building stucco-clad flats and single-family



Leonard & Holt advertisements for Ingleside Terraces, *San Francisco Chronicle,* September 13 and 20, 1924.

129 Real estate ads in the *San Francisco Chronicle,* September 6, 13, 20, 27, 1924.

130 *San Francisco Chronicle,* "Big Building Program Told," October 4, 1924.

131 Fourteenth Census of the United States, Sup. District 4, E.D. 324, January 1920, and Fifteenth Census of the United States, Sup. District 10, E.D. 41-52, April 1930.

132 Photos from as late as 1907 show much of "San Miguel City" still under cultivation.

133 San Miguel City, platted in the 1860s designated streets as "streets," while Columbia Heights, laid out in the 20th century, chose to call its equally humble streets "avenues." Like Ocean View's two main homestead associations, the streets connected between the subdivisions but didn't align perfectly.

134 This land was donated to the city in the late 1960s to become Brooks Park. See Woody LaBounty, "Brooks Park Ode," Western Neighborhoods Project, http://www.outsidelands.org/sw23.php (accessed December 15, 2008).



View of the western edge of Merced Heights, in the foreground with large vacant spaces, looking north in 1938. Junipero Serra Boulevard is to the left and Ingleside Terraces, with curved streets, is in the middle of the photograph. *San Francisco News*, March 2, 1938.



The vacant lots of Merced Heights and the west side of Ocean View, shown above in 1944 shaded black, became home sites for many African-American families after World War II. (San Francisco City Planning Commission,"Budgeting the Land, a Report on Present and Prospective Uses of Land in the City and County of San Francisco," November 30, 1944, plate 2.)

homes. Small-scale builders constructed hundreds of one story over garage dwellings, on standard 25 x 100 foot lots in a variety of vernacular postwar architectural styles. This was similar to the pattern in the Sunset District and other outlying areas of San Francisco where vacant land on sand dunes and hilltops was aggressively developed. Presumably to add cachet to the homes built on the slope south of the Ingleside Terraces residence park, builders and realtors called the area "Ingleside Heights," although the architecture, quality of materials used, and street plan was the same as other Merced Heights blocks developed at the same time.

Many African-American families who had migrated for war work, shut out of more established neighborhoods in the city by racism, were able to buy in Merced Heights.[135]

Patterns of Development

As related earlier, the OMI grew slowly beginning in the late 19th Century, first in the 1870s and 1880s in Ocean View around the Southern Pacific station, and later in the Lakeview subdivision south of Ocean Avenue in the 1890s. The development pace quickened after the 1906 earthquake and fire, spurred by the immediate housing shortage and the presence of refugee camps and settlements in the area. Early construction activity focused on flat land close to streetcar and railroad lines, while the hills of Merced Heights remained sparsely settled, and nearly vacant until after World War II.



Prospective buyers driven to the Ingleside Terraces sales office in the 1910s. The advent of the automobile expanded growth in the OMI area. (Photograph courtesy of the Westwood Park Association.)

The availability of transportation was the greatest single influence on development activity in the West of Twin Peaks and Outer Mission areas,[136] but despite a railroad line that began service in the 1860s and electric streetcar line service in the 1890s,[137] serious development in the Subject Area did not occur until after the 1906 Earthquake and Fire. Sales and settlement in the Ocean View and Ingleside areas were inhibited by high rail fares, infrequent and unreliable transit service, and the ready availability of cheaper housing options closer to downtown.

With the OMI's remoteness from established neighborhoods as the main impediment to its growth, the introduction of the automobile had a profound effect. The car quickly evolved from a toy for the rich into a means of affordable transportation for the middle class. A 1913 article, "The Automobile and Its Mission," summarized the astounding progress of the auto age: in 1908 it was still a "transcendent play thing—thrilling, seductive, desperately expensive." By 1913, it was opening up a new pattern of residential development.[138] The first mass produced car, Henry Ford's Model T, revolutionized travel. Ford's first Model T cost $850 in 1908, less than half what other cars cost at the time. By

135 See the "African-American Migration" section for more details.
136 Ken Zinns, "The Tradition Continues: The Sunset District Rowhouse of San Francisco 1920-1945," (Master's thesis, UC Berkeley, December 1983).
137 Walter Vielbaum, et. al., *San Francisco's Interurban to San Mateo* (Charleston, South Carolina: Arcadia Publishing, 2005), 11.
138 Robert Stern, ed., *The Anglo American Suburb* (London: Architectural Design, 1981), 11.



The Brooks family lived on the west edge of Merced Heights (above, 1930s). They donated their house and land for a city park in the 1960s. The house was burned down by vandals soon after. (Photograph courtesy of Winifred Desch.)

the 1920s, the price had fallen to $300.[139] Auto registration in San Francisco tripled from 12,000 in 1914 to 31,817 in 1917 and tripled again to 103,341 in 1924. By 1930, there were 155,888 autos registered in San Francisco.[140]

The automobile made land farther away from streetcar lines practical for home sites. Housing construction West of Twin Peaks was slow up to the end of World War I. After the war, small speculative developers and builders replicated in the OMI the housing patterns taking place in the Sunset and Outer Mission—one story, wood frame houses with stucco facades and high basements for auto garages.[141] Much of the new construction was in-fill among the existing buildings in the Ingleside and Ocean View. Home construction boomed in the 1920s nationwide and in San Francisco[142] and the Sunset row house type became the dominate form of housing in the OMI. Builders increasing looked to the steeper slopes and hilltops of Ocean View and Ingleside during the 1920s and 1930s and to Merced Heights after World War II.

The dunes of the Sunset District had major merchant builders such as the Henry Doelger Company, Standard Building Company, and Galli Homes filling whole city blocks with houses. These larger companies also worked on the open lots of the OMI,[143] but most builders in the area were individual or family-run businesses, erecting on speculation one to four houses at a time.[144] Using simple plans, these entrepreneurs were concerned with building affordable homes quickly on the standard city grid in a range of facades to suit current tastes.

Development of the Ocean View began in the late 1870s, and centered on the railroad line and station at the intersection of Sickles Street, Sagamore, Plymouth and San Jose avenues. In the Ingleside, small saloons and stores along Ocean Avenue were erected into the 1890s, with residences in the form of small cottages present in the blocks south of Ocean by 1900. By 1910 development of the eastern edge of the Merced Heights ridgeline and along San Jose Avenue connected these two communities, and the number of buildings and people in both, especially in the Ingleside, increased markedly. Intensified interest and construction activity in the OMI in the 1920s came with new streetcar service after the 1918 opening of the Twin Peaks Tunnel; the extension of water mains to the area, replacing wells and

139 "Ford Model T", Wikipedia The Free Encyclopedia, http://en.wikipedia.org/wiki/Ford_Model_T (accessed September 4, 2007).

140 Ring, 56, 100, 101.

141 In San Francisco row houses, "basements" usually are at grade in contrast to the typical definition of a basement as a space below grade.

142 Carolyn S. Loeb, *Entrepreneurial Vernacular, Developers' Subdivision in the 1920s* (Baltimore: John Hopkins University Press, 2001), 6.

143 *San Francisco Chronicle,* "100 New Ocean View Homes, Lang's Plan," October 16, 1926.

144 Possibly the presence of so many blue-collar workers living in the area contributed to the preponderance of small-scale building.

windmills; and the installation and improvement of general infrastructure—roads, sidewalks, and street lights.

The former Ingleside Racetrack transformed into the residence park of Ingleside Terraces in the 1910s and 1920s, extending the western boundary of residential development to Junipero Serra Boulevard. Street development and sporadic house construction began south of Ingleside Terraces in the late 1920s after the establishment of the Municipal Railway's M-Ocean View streetcar line in 1925. General construction in the OMI slowed considerably in the 1930s and didn't pick up again until after World War II, when aggressive development of the southeast quadrant of the district and the empty hilltops filled in most of the neighborhood. By 1950, the Ingleside was almost completely built out.[145]



Tracks of the M-Ocean View streetcar line dip from Randolph Street to Broad Street at Orizaba where original homestead association street plans meet. (Photograph in late 1920s, courtesy of Greg Gaar.)

Commercial and Community Development

The creation of residence parks north of Ocean Avenue in the 1910s and 1920s—Westwood Park, Balboa Terrace, Westwood Highlands, and St. Francis Wood—and the increased streetcar service provided by the Municipal Railway's K-Ingleside line, boosted Ocean Avenue as a mercantile corridor. Once a muddy road of seasonal roadhouses and saloons, Ocean Avenue in the 1920s filled with businesses appropriate for a growing residential neighborhood.

The nation experienced economic prosperity and expansive real estate development in the 1920s, and in this time larger structures were constructed on Ocean Avenue, with uses institutional, fraternal, religious, and commercial.

Developers played an active hand in providing commercial and community structures to make their subdivisions more attractive. Joseph Leonard, builder of Ingleside Terraces, donated the land and designed and constructed the Ingleside Community Church at 1345 Ocean Avenue as a place for various protestant faiths to worship in 1921.[146] As the first Westwood Park houses were occupied in 1917, the long, multiple-storefront buildings beside the development mirrored the appearance of the residential bungalows behind: Craftsman style with Colonial and Tudor elements (1524, 1532 and 1700-1720 Ocean Avenue).[147]

By 1950, Ocean Avenue had reached its apotheosis as a neighborhood commercial district, with all lots occupied from Plymouth to Fairfield avenues. The El Rey Theater, designed by Timothy Pflueger, opened in 1931 at Ocean and Victoria avenues, able to seat over 600 patrons. Legg's Skating Rink at 1951 Ocean Avenue offered another entertainment option beginning in 1933.

145 Sanborn Fire Insurance Map, San Francisco, 1950, vol. 9, maps 925, 941, 943-946, 963, 964, 974-976, & vol. 10, maps 1115, 1116, 1119, 1120.

146 This church, today's Ingleside Presbyterian Church, replaced a wood-framed predecessor that burned down in 1920.

147 In their advertisements, Baldwin & Howell usually described these businesses as in the "Westwood District," perhaps avoiding any lower class connotations the term "Ingleside" may have held.



El Rey theater, Ocean Avenue and Victoria Street, 1930s. (Courtesy of Jack Tillmany.)

The 1956 Ocean Avenue Merchants Directory demonstrates the corridor's character as a street of neighborhood businesses. A breakdown of business types:

Automotive (gas stations and garages):	5
Beauty parlors/Barbers:	6
Drug Stores:	4
Dry Goods (clothing, hardware, etc):	12
Groceries (bakeries, markets):	7
Services (shoe repair, dry cleaners)	13

In the Ingleside, a secondary shopping area of corner groceries, dry cleaners, and beauty shops developed along DeMontfort Avenue.

In the Ocean View, during 1925 and 1927 about 13.4 acres along Worcester Avenue (now the extension of 19th Avenue) and Randolph Street were rezoned from residential to commercial in anticipation of the construction of the M streetcar line on these streets.[148] However, only a few scattered commercial stores were established along Worcester and Randolph streets because residential growth in Merced Heights and Ingleside Heights was slow until after World War II. The M streetcar line opened in 1925 as a shuttle service from West Portal tunnel along 19th Avenue, Worcester, Randolph, Orizaba and Broad Street to Plymouth Avenue. Patronage on the M line remained low for many years. There was partial service through the tunnel from 1927 to 1939 when buses replaced the streetcars. In 1944, streetcar service resumed.[149]

At the intersection of Sagamore Street, Sickles, Plymouth, and San Jose avenues, the commercial presence dating from the 1870s remained even after the construction of the Interstate 280 freeway demolished a few of the early businesses such as the Tell House, Wolf's and Diamond Saloon.[150] Small markets reached up Plymouth from Broad Street to serve Ocean View residents.

Demographic Patterns

From the 1850s to 1900, residents in the OMI neighborhoods were dependent on work in the area. Early settlers were farm workers, railroad employees, and saloonkeepers, with a high proportion of them foreign-born German, Swedish, and Italian. Dwellings were concentrated near the truck farms and railroad stations, and, after the Ingleside Racetrack's opening in 1895, in the vicinity of Ashton and Ocean avenues. The area was sparsely settled in the 19th Century, with no more than two to three hundred individuals living west of Mission Street and south of today's Sloat Boulevard in 1880.[151]

148 San Francisco Department of City Planning, "Local Shopping Districts -- Their Development and Future Development," November 1952, 22.

149 Anthony Perles, *The People's Railway* (Glendale:Interruban Press, 1981), 75-76, 108.

150 Marsha Fontes, "Railway Recollections," *West Portal Monthly,* October 1993.

151 Tenth Census of the United States, June 1880.

By 1900, the typical occupations of residents within and around the OMI were industrial (carpenters, plasterers, coopers, iron workers), agricultural (laborers and teamsters), transportation workers (motormen, mechanics, and conductors), and those dependent on the Ingleside Racetrack (jockeys, grooms, saloon workers). Two-thirds of the population was born in the United States. The Ingleside Jail held 51 prisoners, staffed by 10 others (clerks, guards) in June 1900.[152]

Displacement from old neighborhoods caused by the 1906 Earthquake and Fires increased the Ingleside population by ten times between 1900 and 1910.While still holding a large concentration of trades and industrial workers, the area also began being occupied by office workers, such as clerks and bookkeepers. More residents commuted outside of the area for work, and small service-oriented businesses were present in the area, such as groceries and butcher's shops. Ocean Avenue was still sparsely built up in 1910. Instead of congregating on a main commercial strip, most of the local businesses were integrated with the residences south of Ocean Avenue. The percentage of native-born residents increased to almost three-quarters of the area's population in 1910. German, Irish, and Italian made up the majority of foreign-born residents, with smaller concentrations of Finnish, Swedish and Estonian also present. The combined 1910 population of the Ingleside Men's and Women's jail was close to 400 inmates, served by 39 employees.[153]



Sundial park in Ingleside Terraces, 2008. (Richard Brandi photograph.)

By 1920, the newly established residence parks Ingleside Terraces and Westwood Park, north of Ocean Avenue, introduced a large population of white-collar workers to the area, with the most common professions being middle-management, sales, and accounting. Deed restrictions for both residence parks banned minority occupation. Only ten percent of the subdivisions' residents were foreign-born in 1920, and those of northern-European extraction.

In Ingleside where residential restrictions were not in effect, foreign-born residents made up about a third of the 1920 population, with German, Irish and Italian the most prevalent. Most resident occupations in the Ingleside were in service and industrial employment—machinists, tailors, drivers—rather than the clerical/professional jobs held by those in Ingleside Terraces. Ocean Avenue itself began to have more businesses to serve the growing neighborhood, and some small stores—barbers, grocers, cobblers and druggists—incorporated living space for the owners/operators.[154]

As late as 1930, the streets just to the east of Balboa Park and the transit hub around Ocean, Geneva and San Jose avenues housed Italian-born laborers who worked at the small truck farms in the area. Across from the transit hub on San Jose and Navajo

152 Twelfth Census of the United States, Sup. District 1, E.D. 141-142, June 1900.

153 Thirteenth Census of the United States, Sup. District 4, E.D. 71 and 83, May 1910.

154 Fourteenth Census of the United States, Sup. District 4, E.D. 325, January 1920.

avenues, carmen, motormen, conductors, and railroad workers occupied small boardinghouses.[155]

African Americans and the OMI

The demographic character of the OMI neighborhoods began to change after World War II. Many African-Americans, who had migrated to the Bay Area for work during the war, secured good-paying jobs and settled permanently in new homes in Ingleside, Merced Heights and Ocean View when the war ended. In 1950, African-Americans made up 5% of the population in the Ingleside, Merced Heights and Ocean View census tracts, and by 1970 the percentage had increased to 62%.[156]

Many vacant lots existed in the OMI in the 1940s, especially in Merced Heights. Only a few scattered houses existed in the area between Junipero Serra Boulevard, Garfield Street, Orizaba Avenue, and San Jose Avenue.

These neighborhoods were one of the few areas where African-Americans could buy their own home in San Francisco. There were no racial covenants barring black ownership and realtors were more willing to work with them than in other parts of the city. As historian Brian Godfrey relates:

> Apparently aided by block-busting realtors, several parts of the Ingleside began to experience an influx of middle-income blacks in the 1940s, beginning in the southerly Ocean View neighborhood and spreading northwest into Merced Heights. The Ingleside District (not to be confused with the more exclusive Ingleside Terraces neighborhood, directly to the north) soon became San Francisco's middle-class black district, as opposed to the lower-income Fillmore and Hunters Point areas.[157]



The Poole family integrated Ingleside Terraces in the 1950s. (Courtesy of Patti Poole.)

The first African-Americans started moving into Merced Heights in 1950, according to D. Donald Glover, Assistant State Labor Commissioner, who in 1963 called the neighborhood a model of racial integration. He said "at the time (1950), some unscrupulous people in the real estate fraternity tried to frighten people into selling their property," but added that the tactic did not work and that Merced Heights had about an equal number of blacks and whites.[158]

The 1950 census reveals a significant black presence in three OMI neighborhoods. While the percentage of African-Americans in 1950 was only 1.2% in the entire West of Twin Peaks area (bounded by O'Shaughnessy/Woodside, Dewey/19th Avenue/Sloat and San Jose Avenue), the percentage of blacks living in the OMI

155 Fifteenth Census of the United States, Sup. District 7, E.D. 38-69, April 1930.

156 Brian J. Godfrey, *Neighborhoods in Transition, The Makings of San Francisco's Ethnic and Nonconformist Communities* (Berkeley: University of California Press, 1988), 101.

157 *Ibid,* 101.

158 *San Francisco Chronicle,* "S.F. Study in Successful Integration," May 19, 1963.

was much higher and had approached or exceeded the city-wide average of 5.6%.[159] This was important because it was difficult or impossible for blacks during the 1950s and 1960s to move into neighborhoods that did not already have some African-American residents.[160]

Fueled by vacant land in Merced Heights and Ocean View, the post-war housing boom, the desire to own their own home, and the already significant presence of African-Americans in the neighborhoods, the black population exploded from 1950 to 1960. By 1960, African-Americans made up 40% of Merced Heights, 32% of Ingleside and 59% of Ocean View.[161] While some whites moved out,[162] generally to suburban tracts heavily marketed to them, the number of blacks living in OMI increased twelve-fold (from 602 in 1950 to 7,273 in 1960), while the citywide black population less than doubled (43,000 in 1950 to 74,000 in 1960).[163]

There is anecdotal evidence that African-Americans moved to the OMI after being displaced by the first phase of urban renewal in the Western Addition (the A-1 Project) in the late 1950s. Relocation records, while incomplete, show that the vast majority of displaced residents of the Western Addition found nearby accommodations. Of the 3,700 households of all races (family and single households) living in the project area in 1957, about 2,010 moved without relocation assistance and to unknown whereabouts. Of the remaining 1,602, 67% moved to other parts of the Western Addition and only 2.6%, or 34 households, moved to the West of Twin Peaks area.[164]

Demolitions in the Western Addition started in 1958 with the peak coming in 1959,[165] so it is unlikely that the OMI's surge in black population occurred in such an abbreviated time before the 1960 census.[166] Another factor against a redevelopment-caused migration to the OMI is that most displaced blacks in the Western Addition were lower middle class, unable to afford homes, and often had difficulty finding affordable flats and apartments.[167]

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159 Excluding Ingleside Terraces. Specific percentages were 3.5% in Merced Heights, 4.0% in Ocean View, 6.1% in Ingleside, and 1.3% in Ingleside Terraces.

160 "SF Housing Open or Closes," Council for Civic Unity of San Francisco, 1960.

161 *San Francisco Chronicle,* "A New Negro District for San Francisco," July 2, 1961. The newspaper article summarizes a report by the Council of Civic Unity of San Francisco, "The San Francisco Non-White Population 1950-1960," circa 1961.

162 Arthur D. Little, Inc., *Community Renewal Programming, A San Francisco Case Study* (New York: Frederick A. Praeger Publishers, 1966), 70, 74-75.

163 Godfrey, 101.

164 "Final Relocation Report-Western Addition Project," UR Calif. 2-2, Report dated, July 25, 1963, 9.

165 When 68% of the A-1 project area was demolished. San Francisco Redevelopment Agency, Annual Report 1960, 9.

166 Many residents relocated in anticipation of the demolitions, however, and some may have moved to the OMI.

167 "Minority Group Housing Problems," San Francisco Department of City Planning, February 1967, 17-18.

Later displacements caused by the second phase of urban renewal in the Western Addition during the 1960s may have increased the black population of the OMI.

By 1970, the OMI had matured into a middle-class district of single family, owner occupied homes. Seventy-six percent of the land area in the Ingleside, Ocean View, and Merced Heights neighborhoods was residential (100% was residential in Ingleside Terraces), compared with 39% citywide. The housing stock was overwhelming single family (95% vs. 68% citywide) and owner occupied (72% vs. 31% citywide), while the population was mostly African-American (63% compared with 13% citywide).[168] In recent years, the OMI has witnessed an influx of Asian-American and other ethnic groups, making it one of San Francisco's most diverse neighborhoods. The OMI is more Hispanic, Black, and Asian than San Francisco as a whole:

Ethnic Identification as of 2008 (Estimated)			
	Hispanic	African-American	Asian/Pacific Islander
OMI	20%	13%	39%
San Francisco	14%	6%	35%
Data from SF Prospector (http://www.sfgov.org/site/sfprospector_index.asp), which combines previous U.S. Census data with recent demographic analysis.			

168 Coro Foundation, *The District Handbook, A Coro Foundation Guide to San Francisco's Supervisorial Districts,* 1979, 174-178. Coro defined the "Ingleside" for purposes of their report on the boundaries of the then Supervisorial Districts as the Ingleside, Ocean View and Merced Heights neighborhoods: today's OMI except for Ingleside Terraces.

Part 3
Property Types

Overview

Although the Subject Area is called the OMI, this recent convention embraces several distinct neighborhoods that developed individually during the 19th and 20th centuries. While sometimes sharing property types, there is considerable variation. For purposes of addressing property types, the neighborhoods are denoted in chronological order when development first occurred: Ocean View (1870s), Ingleside (1870s), Ingleside Terraces (1912), and Merced Heights (1940s). None of the OMI neighborhoods have property types dating from the Native American, Mexican, Spanish, and early American periods, because resources from these periods never existed in the OMI.

Although a reconnaissance survey was not conduced for the OMI, it appears that the earliest extant properties in the Ocean View and Ingleside date from the 1870s. These may be associated with the early Homestead Associations or the Southern Pacific station (not extant). Although Italian farmers used the area in the 19th century, no extant resources from that period are known to exist. No windmills or tank houses appeared to have survived. It is possible that some surviving Victorian-era houses were the center of small farms, but often the land was leased to farmers who did not live on the land. Further research is necessary to verify if there are any resources associated with the agricultural period in the Ocean View.

The Ingleside neighborhood developed during the 1870s, mainly along Ocean Avenue, associated with the Ocean House Road and later racing at Ingleside Track (1895-1905). It is thought that no resources exist from this period. Nothing existed in Ingleside Terraces (built upon the site of the Ingleside Race Track) or Merced Heights in the pre-1906 period. Although the period after the 1906 Earthquake and Fire is called Reconstruction in those parts of the city ravaged by the fire, the OMI witnessed no fire and little or no recorded damage from the earthquake. However, as in may of the outlying areas, development quickened after 1906 in the Ocean View and Ingleside, including extant earthquake refugee shacks that were moved to vacant lots after 1907.

The opening of the Municipal Railway streetcar lines through Twin Peaks Tunnel in 1918 greatly improved access to the Ingleside (K streetcar line) and, somewhat later, the Ocean View (M streetcar line). Home construction boomed in the 1920s in San Francisco and the Sunset row house type became the dominate form of housing in the OMI. Builders increasingly looked beyond the built-up flat areas to the steeper slopes and hill tops of Ocean View and Ingleside during the 1920s and 1930s. Resources during this period were designed in the Colonial Revival, Neo Classical, Craftsman, Mission Revival, Spanish Colonial, and Mediterranean styles.



Ingleside institutional: "Neighborhood Church," 302 Jules Street, built 1927

After the war, much of the new construction was in-fill among the existing buildings in the Ingleside and Ocean View. The hilltops separating Ocean View and Ingleside (Merced Heights) remained sparsely settled and nearly vacant until after World War II. After the war, small speculative developers and builders replicated the housing patterns taking place in the Sunset District and Outer Mission—two story, wood frame houses with stucco façades and auto garages on 25-foot wide lots.



Ocean View Mixed-use: Plymouth at Sadowa, corner commercial stores, built c 1900.

Commercial/Mixed-Use

The concentration of properties along Ocean Avenue consists of single use commercial and mixed-uses, including restaurants, shops, and various services built in the Colonial Revival and Neo Classical, Craftsman, Mission Revival, Spanish Colonial, or Mediterranean styles. Similar to other neighborhoods, these buildings were "spec-built" structures consisting of undifferentiated spaces that were designed with flexibility to accommodate a variety tenant requirements. Most commercial uses were primarily built after the 1906 Earthquake and after the construction of speculative residential subdivisions in the area. Light industrial buildings and lofts, one or two story in height and built of wood, concrete or masonry, primarily are associated with automobile services. The few multiple family buildings are located largely along Ocean Venue, DeMontfort or Broad Street and on the site of the former Farragut Elementary School in the Ingleside. It is not known who developed the commercial/mixed-use buildings.

Ingleside Terraces (1912-1959)

Residential

Ingleside Terraces is a residential tract begun in 1912 by architect and developer Joseph Leonard as a "residential park." Built on the site of the Ingleside Race Track, Ingleside Terraces developed gradually over the next three decades on a curvilinear street plan.

Property types in Ingleside Terraces include large Craftsman houses (1912-1920s) and Period Revival, Spanish Colonial, and Mediterranean houses (1920s and 1930s). There are no multiple family, commercial or institutional buildings in Ingleside Terraces.

Resource Registration

Significance of pre-1906 Resources

Ocean View

Extant pre-1906 period resources in the Ocean View, whether houses, mixed-use, commercial or institutional buildings, are significant under the California Register of Historical Resources (CRHR) Criterion 1 for their association with the historic events of farming, the Homestead Associations, and the railroad. Any extant residential, commercial or mixed-use building of the pre-1906 period that can be documented as the business or property of a prominent civic leader, major real estate developer, important merchant, or important social/cultural figure in the Ocean View would be significant under Criterion 2 of the CRHR. Any house, mixed-use, commercial and institutional buildings of the pre-1906 period may be significant under Criterion 3 of the CRHR if it is the work of a master or if it displays the distinctive characteristics of a type, period, region or method of construction. Any archeological artifact of pre-1906 period is presumed to be significant under Criterion 4 of the CRHR.

Integrity: In evaluating integrity of resources for the pre-1906 period, general importance is placed on design, materials, workmanship and retention of architectural features and historic fabric. A property whose physical existence is associated with the Ocean View's agricultural or railroad past can be a resource even if integrity is diminished as long as it can convey its association to those events. Additionally, the relative rarity of pre-1906 resources in the Ocean View argues for greater consideration even in the face of diminished integrity.



Ocean View pre-1906 residential: Stick style at 215 Randolph Street, built circa 1878.

Ingleside

In the Ingleside, extant pre-1906 period houses, mixed-use and institutional buildings are significant under the California Register of Historical Resources Criterion 1 if they are found to be associated with the Ingleside Racetrack and related activities (saloons, gambling, dog racing, etc.) Any extant residential, commercial or mixed-use building of the pre-1906 period that can be documented as the business or property of a prominent civic leader, major real estate developer, important merchant, or important social/cultural figure in the Ingleside would be significant under Criterion 2 of the CRHR. Any house, mixed-use, and institutional buildings of the pre-1906 period may be significant under Criterion 3 of the CRHR if it is the work of a master or if it displays the distinctive characteristics of a type, period, region or method of construction. Any archeological artifact of pre-1906 period is presumed to be significant under Criterion 4 of the CRHR.

Integrity: In evaluating integrity of resources for the pre-1906 period, general importance is placed on design, materials, workmanship and retention of architectural features and historic fabric. Additionally, the relative rarity of pre-1906 resources in the Ingleside argues for greater consideration even in the face of diminished integrity.



Ocean View institutional/civic: Engine Co. #33 firehouse built in 1896, 117 Broad Street, Charles R. Wilson, architect.



Ocean View residential: four Victorians on Broad Street, connected to Spring Valley water service during the 1890s.



Ocean View residential: 222 Plymouth Avenue, built 1904.



Ocean View residential: 132 Sagamore Street.

Significance of Early 20th Century Resources

Ocean View

Extant early 20th century period houses, mixed-use, commercial and institutional buildings in the Ocean View are significant under the California Register of Historical Resources (CRHR) Criterion 1 for their association with the historic event of the post -1906 Earthquake and Fire development of the Ocean View. Any extant residential, commercial or mixed-use building of the post -1906 period that can be documented as the business or property of a prominent civic leader, major real estate developer, important merchant, or important social/cultural figure in the Ocean View would be significant under Criterion 2 of the CRHR. Any house, mixed-use commercial and institutional buildings of the pre-1906 period may be significant under Criterion 3 of the CRHR if it is the work of a master or if it displays the distinctive characteristics of a type, period, region or method of construction.

Integrity: In evaluating integrity of resources, general importance is placed on design, materials, workmanship and retention of architectural features and historic fabric. For commercial and mixed-use properties, consideration should be given to likely alterations at the ground floor which should be considered subordinate to overall integrity.



Ingleside residential: 146 Beverly Street, built in 1914. Surrounded by houses built in the 1940s

Ingleside

Extant early 20th century period houses, mixed-use, commercial and institutional buildings in the Ingleside are significant under the California Register of Historical Resources (CRHR) Criterion 1 for their association with the historic event of the post-1906 Earthquake and Fire development of the Ingleside. Any extant residential, commercial or mixed-use building of the post -1906 period that can be documented as the business or property of a prominent civic leader, major real estate developer, important merchant, or important social/cultural figure in the Ingleside would be significant under Criterion 2 of the CRHR. Any house, mixed-use commercial and institutional buildings of the pre-1906 period may be significant under Criterion 3 of the CRHR if it is the work of a master or if it displays the distinctive characteristics of a type, period, region or method of construction.

Integrity: In evaluating integrity of resources, general importance is placed on design, materials, workmanship and retention of architectural features and historic fabric. For commercial and mixed-use properties, consideration should be given to likely alterations at the ground floor which should be considered subordinate to overall integrity.



Ingleside residential (San Miguel City tract): 300 block of Howth Avenue, looking northeast, built 1907-1910.



Ingleside Terraces monuments: pillars at Estero Avenue near Junipero Serra Boulevard.



Ingleside Terraces residential: 700 block of Victoria Street, looking northeast. Three houses seen in this view date from 1912 (710, 730, 744 Victoria) and two date from 1927 (720 and 740 Victoria).

Ingleside Terraces

Ingleside Terraces appears to be significant as a historic district meeting the National Register of Historic Places definition: "A district possesses a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically or aesthetically by plan or physical development." Thus it is significant under the California Register of Historical Resources (CRHR) Criterion 1 for its association with the residential parks development that occurred in the early 20th century and Criterion 3, as exhibiting the distinctive characteristics of a type, period, region or method of construction of residential park.

Ingleside Terraces exhibits the characteristic features of residence parks of that era including curvilinear streets, ornamental street work such as plinths, urns, gates and fountains and, uniquely, its sundial. The Ingleside Terraces district includes buildings, structures, sites, objects, and open spaces as these were designed as part of the plan. In addition, there probably are many individually significant resources under Criterion 3.

Integrity: In evaluating integrity of resources, general importance is placed on design, materials, workmanship and retention of architectural features and historic fabric.

Early 20th Century OMI buildings



Ocean View residential: An earthquake shack at 223 Broad Street. Moved from refugee camp after 1907. Additional earthquake shacks are thought to exist between Howth Avenue and San Miguel Street.



Ocean View Mixed-use: 5 Plymouth Avenue at Sagamore Street and San Jose Avenue.



Ingleside Mixed-use: 295 Miramar at Ocean Avenue, built 1917



Ingleside, commercial: 800 block of Holloway, built 1926



Ingleside institutional/civic: Ingleside Presbyterian Church, 1345 Ocean Ave, designed by Joseph Leonard (1923)



Ingleside institutional/civic: St. Emydius Catholic Church, 301 DeMontfort Ave, built 1928, John J. Foley architect.



Ingleside residential: 501-505 Faxon Avenue, the Robinson Apartments. The basement was used for church services from 1907 until the first Presbyterian Church on Ocean Avenue was built in 1910 (not extant).



Ocean View residential: 227 Sadowa Street, built 1910



Ingleside residential: 306 Ashton Avenue, a 1923 building in the style of a Sunset District row house with equal visual emphasis given to the garage and pedestrian openings.



Ingleside residential: 454 Faxon Avenue, a 1930 building in the style of a Sunset District row house with more prominent garage presence.



Ocean View streetscape: Orizaba Avenue, looking north from Broad Street. The street grid shifts at Orizaba Avenue because it is the boundary between the former Railroad Homestead Association on the right and the City Land Homestead Association on the left.

Significance of Post War Resources

OMI Neighborhoods

Generally, post war period houses, mixed-use, commercial and institutional buildings in the OMI neighborhoods are not significant under the California Register of Historical Resources (CRHR) Criterion 1 for their association with the post war building trend. Any business or property of a prominent civic leader, major real estate developer, important merchant, or important social/cultural figure may be significant under Criterion 2 of the CRHR. Any house, mixed-use, commercial and institutional buildings of the post war period may be significant under Criterion 3 of the CRHR if it is the work of a master or if it displays the distinctive characteristics of a type, period, region or method of construction. It is not known if any resources in the OMI exhibit the work of modern or mid-century masters. Further research is necessary to assess the architectural significance of St Michael's, one of the few modern style buildings in the OMI.

Integrity: In evaluating integrity of resources for the early 20th century, general importance is placed on design, materials, workmanship and retention of architectural features and historic fabric. For commercial and mixed-use properties, consideration should be given to likely alternations at the ground floor which should be considered subordinate to overall integrity.



Ocean View institutional/civic: former Saint Michael's Catholic Church.



Merced Heights residential: 200 block of Monticello Street, looking northeast, built in the 1940s.



Ingleside residential: 300 block of Ashton Avenue.

Goals

Identification, Evaluation, Registration and Treatment of Historic Properties in the OMI

In order to ensure that the range of properties representing the important aspects of the OMI historic context is identified, evaluated and treated we recommend the following goals:

1. A survey of the entire OMI district to identify and evaluate historic properties. This could be conducted sequentially by neighborhood to identify and evaluate distinct historic property types outlined in the context statement:

   - Ocean View (agriculture-related; residential single family: Homestead, earthquake shacks, post earthquake rebuilding late Victorian/small Edwardian style; residential-over-commercial, institutional, churches)

   - Ingleside (post earthquake rebuilding late Victorian/ small Edwardian style, apartment buildings, commercial (not duplicating recent surveys along Ocean Ave), residential-over-commercial, institutional, churches)

   - Ingleside Terraces (residential single family Garden City subdivision 1913-1940: Craftsman 1913-1920, Spanish colonial revival 1915-1930, smaller stucco clad 1930-1940. No commercial or institutional.

   - Merced Heights (residential single family 1940s, 1950s, 1960s stucco row houses, early African-American. No commercial or institutional.

2. Development of residential design guidelines for Ingleside Terraces for the treatment of historic properties.

3. Recommendations to designate one or more historic districts or other conservation overlay zones based on the historic context statement and results of the surveys for the registration and treatment of historic properties.

4. Identification of individual properties for designation as San Francisco Landmarks for the registration and treatment of Historic Properties in the OMI.

Priorities

1. The highest priority should be to survey the Ocean View neighborhood because it may contain some of the earliest historic resources associated with agriculture, houses associated with the Homesteads, and extant earthquake shacks. The relative affordability of these resources and the low awareness of their significance make them vulnerable to unsympathetic alterations or demolitions.

2. The second priority is to survey Ingleside Terraces, recommend the creation of a historic district, and create design guidelines to preserve the integrity of individual properties and the cohesiveness of the district. This neighborhood's relative affluence makes it vulnerable to unsympathetic alterations.

3. The third priority is to survey the Ingleside neighborhood because it is associated with post earthquake rebuilding. This is lower priority because much of Ocean Ave and additional areas close to the Balboa Park BART station has been recently surveyed.

Conclusion

The OMI is one of San Francisco's most diverse areas both in terms of its demographics and in its building stock. Each of the smaller neighborhoods that make up the OMI—Ocean View, Merced Heights, Ingleside, and Ingleside Terraces—show evidence of their divergent origins and maturation. In the late 1960s, shared civic concerns by residents in this part of San Francisco brought these neighborhoods together as a larger district. Community groups formed to address matters affecting all the neighborhoods and the term "OMI" came into use. Although historical and cultural differences among the original neighborhoods remain, the community has achieved many significant improvements during the last several years including more city services and improvements to infrastructure.[169]

The built environment of the OMI, its houses and buildings, has heretofore received little attention or recognition for any historical significance or contribution to the district's character or development.[170] With some of the more affordable housing stock in San Francisco, the OMI's built environment will be under increased focus for possible redevelopment in the future. The Balboa Park Station Area Plan projects an additional 1,780 new residential units and 105,000 gross square footage of new commercial development by 2025.[171] Although most of this development will occur along Ocean Avenue and around Balboa Park station, a spillover effect may increase the desirability of living in the OMI. Gentrification and resultant remodeling and expansions of the modest houses located in the Ingleside and Ocean View may result.

The current downturn in the housing market may paradoxically increase pressures on the OMI as investors seek more affordable land within easy access of the expanded educational, transportation, and retail resources anticipated in the Balboa Park Station Area Plan.

This context statement can help provide OMI stakeholders—property owners, city officials, local businesses, government agencies, educational facilities, and residents—with a greater awareness of potential historical resources in the neighborhood.Informed decisions on alterations, demolitions, and neighborhood planning should protect the character of historically significant buildings and streetscapes in the OMI.

169 Susan Fornoff, "It Took One Man to Create a (Village) Garden," *San Francisco Chronicle,* August 21, 2004. Carolyn Jones, "Ocean View: Neighborhood Reclaims its Mean Streets," *SF Chronicle,* May 30, 2005.

170 A notable exception is the Balboa Park Station Area Plan approved by the Planning Commission December 4, 2008 which assesses historic resources in the area. However, the plan's boundaries include only the frontage of Ocean Avenue in the OMI (For historic resources, see page 290-99 of the Draft EIR Balboa Park Station Area Plan, dated September 21, 2007).

171 "Draft EIR Balboa Park Station Area Plan," September 21, 2007, 7.

Addendum

Specific OMI Property Type Detail by Neighborhood
Building and infrastructure details by OMI neighborhood:

Ocean View:

1. Single family dwellings
    a. Rowhouse type—speculative development by multiple pre- and post-WWII merchant builders on standard 25 foot wide lots. One to three stories, with flat roofs, modern styles, integrated garages.

    b. Freestanding type—individual structures, ranging back to the 19th century with a variety of styles, on larger lots with separate garage structures. Agriculture-related buildings and barns possible.

    c. Earthquake cottages—small one and two room structures moved from 1906 refugee camps, combined modularly, usually with additions.

2. Multiple family dwellings
    a. Flats—two to three stories with flat roofs over integrated garages on 25 foot lots. Varying styles, mostly modern, and built after the 1940s.

3. Commercial structures
    a. Single business—one or two stories, flat roof markets, on large lots and/or corner locations.

    b. Multiple tenants/Mixed use—corner commercial spaces with one to two stories of flats or apartments above. Multiple storefront single story commercial structures also present along Broad and Randolph streets in a variety of styles.

4. Civic/ Institutional/Other
    a. Churches, single story, sometimes occupying former commercial structures. Built in a variety of styles on large lots.

    b. Schools, one to two stories in a variety of styles, with modern module outbuildings, on larger lots.

    c. Community/Recreation Centers—modern structures on one to two stories occupying large lots.

    d. Windmills, water tanks, and out buildings associated with agricultural use may be present in the rear of lots.



Ocean View earthquake cottage with additions: 254 Montana Street.



Ocean View commercial: 198 Broad Street.



Ocean View institutional: 267 Farallones Street.



Merced Heights single-family: 400 block of Bright Street.



Ingleside Terraces single-family: 85 Borica Street.



Ingleside Terraces single-family: 70 Cerritos Avenue.

Merced Heights:

1. Single family dwellings
    a. Rowhouse type—speculative development by multiple pre- and post- WWII merchant builders on standard 25 foot wide lots. Generally between one and three stories tall, with flat roof types and modern styles, and integrated garages.

    b. Freestanding type—individual structures, generally pre-1925, with separate garage buildings of one or two stories, built in different period styles, often on larger-sized lots, most with integrated garages for private automobiles.

Ingleside Terraces:

1. Single family dwellings
    a. Rowhouse type—only on southern edge of subdivision, speculative development by multiple pre- and post-WWII merchant builders on standard 25 foot wide lots. Single story or story over integrated garage with flat roof types in Mediterranean or Modern styles, and integrated garages.

    b. Freestanding type—master-planned speculative housing of one or two stories, varying eras built in a suburban style with either integrated or separate garages for private automobiles.

2. Infrastructure
    a. Granite monuments of varying size at entry points to subdivision, and ornamental sundial, stone benches and ordinal columns at Entrada Court.

    b. Terraced with landscaped curvilinear street pattern.

Ingleside:

1. Single family dwellings
    a. Rowhouse type—unorganized development on standard 25 foot wide lots, generally between one and three stories tall, with varying roof types and a wide array of styles.

    b. Freestanding type—developer built speculative housing of one or two stories, built in different period styles, often on larger-sized lots, most with integrated garages for private automobiles.

    c. Earthquake cottages—small one and two room structures moved on site from 1906 refugee camps, combined modularly, usually with additions.

2. Multiple family dwellings
    a. Flats—two to three stories with flat roofs over integrated garage space on 25 foot lots. Varying styles, many with bay windows; most built after the 1940s.

    b. Apartment buildings—three to four stories (with the exception of at least one single-story structure) with integrated garages or commercial space on ground floor. Found on corner lots.

3. Commercial structures
    a. Single business—one story, flat roof corner lot structures housing real estate offices or markets along Holloway Avenue.

    b. Multiple tenants/Mixed use—corner commercial spaces with one to two stories of flats or apartments above, and at least one multiple storefront structure with flats above.

4. Civic/ Institutional/Other
    a. Churches, single story, sometimes occupying former commercial structures. Built in a variety of styles on large lots.

    b. Schools, one to two stories in a variety of styles, on larger lots

    c. Windmills, water tanks, and out buildings associated with agricultural use may be present in the rear of lots.



Ingleside single-family: 261 Miramar Avenue.



Ingleside multiple-family: 210 Jules Avenue.



Ingleside Institutional: 218 Granada Avenue.

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