

DID YOU KNOW

Historically, racial covenants weren't just tolerated but treated as major selling points for homes across San Diego County.

Here's a look at a few San Diego Union advertisements from the early 20th century that reflect the sentiment.



1920

LOMA PORTAL The High Class Subdivision. We desire to call to the attention of HIGH-CLASS home seekers today the fact that many choice and in every way attractive home sites are still available in LOMA PORTAL at bedrock prices, and all improvements are in. Choose your location today, in this beautiful subdivision planned and laid out with the idea of restrictive protection, and as a place where you may safely build your fine HOME or your ideal BUNGALOW with the assurance that no sightly residence, store or apartment can ever be erected on the adjoining lot. LOMA PORTAL lots sold only to Caucasian race. We sell on easy terms and will build your IDEAL HOME on an attractive payment plan. The United States Government Bought a Home Here Why Not You? The San Diego Farm & Mortgage Co. 617 E Street. W. W. Stephens, Sales Manager.

The ad shows how racial restrictions were flaunted by property developers. Loma Portal was described as "High Class" and its lots restricted to the "Caucasian race."

1913

NORTH PARK LIVING UNDER IDEAL CONDITIONS. COPY OF RESTRICTIONS INCORPORATED IN NORTH PARK DEEDS. North Park lots having frontage of 50 to 75 feet, 125 feet in depth to alley, 800x90 and up. Terms exceptionally down, balance easy terms. Fifteen houses now building and the "System" will cause many more to follow immediately. CALL AT OUR OFFICE FOR LITERATURE AND MAPS. Phone for an Appointment to See North Park. McFADDEN & BUXTON 1109-11 D STREET-UNION BUILDING. Office Open Evenings Until 8 o'Clock.

An ad for restricted properties in North Park shows that racism and housing discrimination were endorsed as a form of "ideal conditions." Not unlike San Diego's stunning ocean views.

1912

Perpetual Restrictions. Burlingame will remain a high-class residence district forever. The restrictions given herewith are covenants running with the land, and will protect the home-builder always. RESTRICTIONS. FIRST-The property hereto conveyed shall be used for residence purposes only and exclusively. SECOND-This property shall be used for lot use private residences, and no more than one residence or dwelling shall be permitted thereon at any one time. THIRD-No building or structure pertaining to, or for the conduct of, any business of any kind whatever shall be erected or placed on said property. FOURTH-No residence, nor any part thereof, erected or placed on said property shall at any time be used for any business purpose or purposes, or for any purpose other than a single, private residence. FIFTH-No residence shall be placed or erected on said property which shall cost less than Twenty-five Hundred Dollars. SIXTH-The residence to be built or placed upon said property shall front on ... as designated on said map. SEVENTH-The front line of said residence, including porch and piazza, but not including the front steps, shall be placed on a line not less than ... feet from the nearest point of the front line of said property. EIGHTH-The side lines of said residence, including porch and piazza, but not including steps, shall be placed on a line not less than ... feet from the nearest side line of said property. NINTH-No building or addition to any building shall be placed or erected on said premises nearer the front line thereof than ... feet, nor within ... feet of the side line of said property. TENTH-No garage, barn or other outbuilding shall be placed on said property within ... feet of the front line of said property. ELEVENTH-No intoxicating liquors of any kind or character shall be sold, or permitted to be sold, on said property, and no sale thereof on said property shall be made, permitted or allowed. TWELFTH-No male poultry or farm animals of any kind (except horses) shall be kept or allowed to be kept on said premises hereto conveyed. THIRTEENTH-No conveyance, transfer or lease of said property, nor any part thereof, shall be made, or any building thereon, shall be made in any way, or in violation of the Covenants hereon set forth, and neither the said property nor any building thereon shall be used or conveyed by any person in violation of the Covenants hereon set forth, or in violation of any law in any other respect except as aforesaid. FOURTEENTH-No fence or hedge over five feet high shall be allowed or permitted on said property. FIFTEENTH-No fence or hedge shall be allowed within twenty (20) feet of the front line of said lot. Consider, too, the exclusive features of Burlingame—magnificent sweeping view of mountain, valley and sea; beautiful outdoor drive lined with Spanish tile-cement walks and curbs; massive entrance posts of concrete ornamented with chiseled lights and equipped with telephones; a solid block devoted for a children's playground and equipped with fountain, swings, slides, roller benches and more; and half grounds across through Burlingame Park over a boulevard five minutes to the business center; a five-minute street car service, and a few minutes' walk to Balboa Park and the Exposition grounds. In a large percentage of our buyers are home builders. In a land where every five beautiful homes will appear in Burlingame. The "McFadden & Buxton System" will be building, too. We never stop. Call at our office. THE VERY AIR OF BURLINGAME SELLERS' PROFIT.

Properties were sometimes restricted broadly, across entire subdivisions. This ad highlighted "perpetual" restrictions in the neighborhood of Burlingame.

LEARN MORE

Read our latest investigation for more.



Story by Roxana Popescu

Photos courtesy of the California Digital Newspaper