# Barry Lawrence Ruderman
# Antique Maps Inc.

7407 La Jolla Boulevard
La Jolla, CA 92037

www.raremaps.com

(858) 551-8500
blr@raremaps.com


## Map of Coronado Beach San Diego, California / Coronado Beach and Surrounding Country

**Stock#:** 62910
**Map Maker:** Rand McNally & Company

**Date:** 1887
**Place:** Chicago
**Color:** Uncolored
**Condition:** VG
**Size:** 21 x 13.5 inches

**Price:** SOLD




**Description:**

***Important Early Promotional Map For The Hotel Del Coronado -- Prior To The Start of Hotel Construction***

Fine example of this rare promotional broadsheet set of maps of Coronado Island, produced for the Coronado Beach Company.

On one side, a full broadsheet map of Coronado is shown.  On the verso, there is a fine regional map of Southern California, centered on Coronado Beach. surrounded by promotional information and "a list of names of persons who have invested in Coronado Beach Property since November 13, 1886."

Published only 5 months after the initial sale of land in November 1886, the map was issued shortly after the groundbreaking ceremony commencing construction in March 19, 1887.

The map shows the proposed subdivision and development of the island, the proposed site of the Coronado Hotel (future Hotel Del Coronado), etc., with inset of Southern California. The map shows streets, parks, street car lines, bridges, wharfs, a floating bath house and many other details. Unlike many Southern California communities, virtually all of the streets from the original plan were built almost exactly as shown and most of the street names remain unchanged to this date.

**Coronado Beach**

The idea for the development of the island began in 1884, when Elisha S. Babcock conceived of the idea of the Hotel Del Coronado. Babcock and his colleague H.L. Story developed and idea to purchase the island,

7407 La Jolla Boulevard
La Jolla, CA 92037

www.raremaps.com

(858) 551-8500
blr@raremaps.com

## Map of Coronado Beach San Diego, California / Coronado Beach and Surrounding Country

subdivide it, sell lots and use the profits to build the hotel. In November 1885, Babcock and Story purchased the land for $110,000. After working a year to prepare the island, the first land sale auction proceeded on November 13, 1886. The first lot sold for $1,600 to Major Levi Chase. Land sales proceeded well over the next several months, allowing the Coronado Beach Company to break ground on the hotel in March 1887. Construction was completed and the hotel opened in February 1888.

Unfortunately, by 1888 Babcock had fallen on hard times. He borrowed money from John D. Spreckels to attempt to save the venture, but was later forced to sell out to Spreckels.

**Rarity**

The map is extremely rare on the market.

**Detailed Condition:**