



September 2001  
Volume 32, Issue 3

# Reflections

SOHO IS THE OLDEST  
CONTINUALLY OPERATING HISTORIC  
PRESERVATION ORGANIZATION IN CALIFORNIA.

S E R V I N G   S A N   D I E G O   C O U N T Y   S I N C E   1 9 6 9

## Baton Passes To SOHO For Neon Majorette

BARRY E. HAGER

Generations of San Diegans instantly recognize the Neon Majorette Sign, a local landmark and part of San Diego's culture and scenery for over five decades. The 4-story tall historical neon sign depicts a San Diego State University drum majorette, and currently calls College Grove Shopping Center its home.

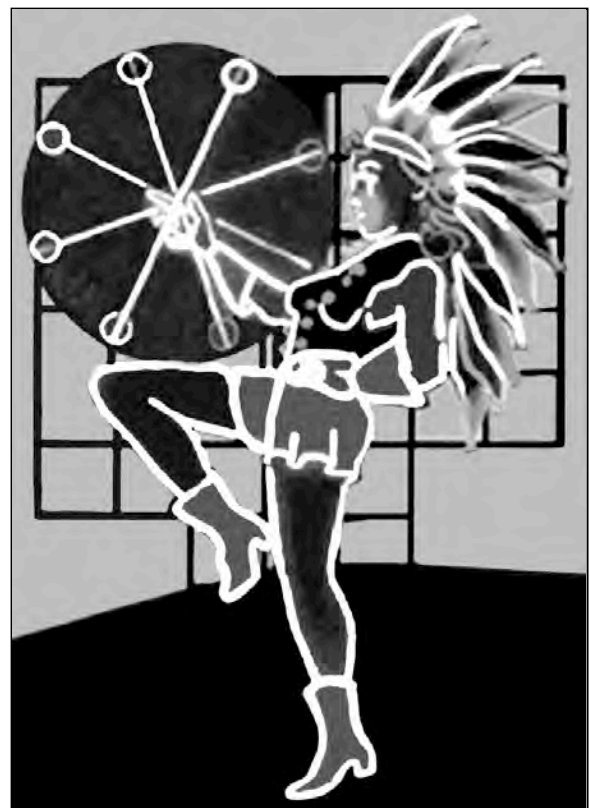
On July 2, 2001, ownership of the Majorette passed, by way of donation from Vestar Development Co., owner of College Grove Shopping Center, to SOHO. As part of the donation, Vestar has agreed to remain responsible for financial and physical maintenance of the Majorette, and to keep it lit during nighttime operating hours for the shopping center. SOHO has an easement for access and the right to remove the Majorette, although it will remain at the College Grove Shopping Center for the foreseeable future.

The history of the Majorette is as colorful as the sign itself, which has survived the demolition of two prior locations and several years of storage. She was originally built in 1947 for the Campus Drive-In Theater, the largest drive-in theater on the West Coast at that time. The sign was affixed against a mural on the back of the movie screen, which depicted the San Diego State University bell tower quadrangle, football goalposts, and background mountains, one with a white "S" on it. The Campus drive-in was located at the corner of El Cajon Boulevard and College Avenue.

Austin Linn Gray and Joe Schmidt, two San Diegans, are credited with the design of the Majorette. It is believed that Gray used as a model for the sign a photograph of Marion Caster Heatherly Baker, a top California drum majorette in the 1940's and head drum majorette at San Diego High School, class of 1943, at San Diego State College, the Naval Training Center, and later the Los Angeles Rams.

The Majorette has achieved national notoriety, and has been featured in *Life* and *Time* magazines, as well as various calendars and books.

In 1983, the Campus Drive-In was demolished, for development of a new shopping center. At that time, the Majorette was donated to Save Our Neon Organization, which



packed the sign in a crate and stored it in a downtown warehouse. In 1985 the sign was restored and installed at the newly renovated Marketplace at the Grove. It was placed at the Mann Theater at College Grove, where it stayed until 1998, when the shopping center was again renovated as College Grove Center.

Despite several changes in its surroundings, the popularity of the Majorette with San Diegans has not waned. It is reported that over 8,000 people attended the relighting ceremony in 1998, an event aired by several major television stations in San Diego.

Under SOHO's ownership, the Majorette is certain to remain a part of San Diego's identity for generations to come.

# Old San Diego Police Headquarters

VONN MARIE MAY

The old San Diego Police Headquarters on Harbor Drive at Pacific Highway is on the National Register of Historic Places. However, its fate remains unsure. For the last three years a diligent battle has been fought by the San Diego Police Historical Association along with SOHO. One good thing, the building still stands. Since the departure of the police department in 1987, the structure, under the stewardship of the Port District, has not been maintained or appropriately used. But not to worry, the building is so well constructed it could withstand an earthquake and other forces of man and God. Although as resolute as this forgotten citadel appears, those of us involved in its preservation, and hopefully its adaptive re-use, grow old waiting for the powers-that-be to perceive it as an asset instead of a load of concrete in need of removal.

On a visit to San Diego in 1999 for the National Main Street Conference, President Richard Moe of the National Trust for Historic Preservation asked local preservationists to show him historic sites that were in imminent peril. We took him to the Headquarters and as we walked into the wonderful courtyard, in a matter of seconds he scoped the site and asked, "Don't they get this?" To which I responded, "NO."

Built in 1938, the Headquarters is an excellent example of eclectic Spanish Colonial Revival architecture. Master architects, Charles and Edward Quayle and Alberto Treganza teamed with M.H. Golden Construction and produced one of the finer buildings to come out of the post late depression era. Funded in part by Franklin Roosevelt's New Deal programs, it keeps company with the County Administration Center, San Diego State University, the 1935 California Pacific Expo, and other city and county improvements inspired by the time.

The site served as the main headquarters for the San Diego Police Department in a rapidly growing city and was referred to as 'Central'. In the department's century-plus history, they held residence in this building for nearly half that time. The San Diego Police Historical Association was formed primarily for the purpose of saving 801 Market (its historical address and a term of endearment by the cops). Their tandem mission is to provide the public with a museum of crime fighting, and while acquiring and curating historical objects, they know that the Headquarters is the chief artifact. "Just to save the building intact is all we want", says Museum Director, Officer Steve Willard, "We don't mind what uses go in there, as long as we know it'll be saved".

Token gestures have been floated in the past from potential developers and the Port. They offered to save the tower by moving it, or save some of the façades and stick them onto a new development, or better yet, demolish the whole thing, or relocate and reconstruct it. Is that any way to treat a landmark? Again I say NO. What we have here is an institutional complex of interconnected buildings arranged in a rectangle around an interior courtyard. The complex is presented in five basic volume units that depart one from another in ornament (styles range from Churrigueresque to Pueblo Deco) and detail, as well as in function, but circulate within as a singular facility. The five units are the Garage, the Assembly/Gymnasium, the Courts, the Jail, and the front administrative public area at the signature arched entry and tower. Each unit is unique enough to stand alone, yet, collectively, create a highly distinct complex.



Sometimes preservation takes time and this issue has occupied a lot of time, to be sure. The Headquarters has appeared on SOHO's endangered list for the last three years, it has become one of our perennials. Something will come from all the hard fought effort. SOHO wants to support an inspired and complete preservation project that honors both the historical relevance and architectural merit of this significant cultural resource....and finally be able to....YES.

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## President's Message

ERIK HANSON

August may have been the busiest month in SOHO history. Our organization has never had so much financial, staff and physical stability. Our revenue has, for the first time ever, allowed for a full time Executive Director.

Our new offices in the Verna House, just East of the Whaley House in Old Town, will allow us to have a constant physical presence for visitors and residents and to drop our P.O. Box in favor of a real address. We are in negotiations to get a popularly demanded coffee shop in one of the two false front buildings on the property. Our wonderful gift and book shop will open in the Verna House and, for the first time in 40 years, the admission table will be out of the Whaley House front hall. If you haven't been there in a while, come on down, your membership is an unlimited free pass, and more things will be correctly restored each time you come.

Speaking of the Whaley House, it feels almost as if it can breathe now after its change of furnishings, its first good cleaning since the 1960's and its improved access to several of the rooms. You know, I think if I died and later came back, then found out they'd put a weather vane in my kitchen, painted my windows shut, installed florescent tubes and repainted by cutting in around the furniture, I'd haunt the place also.

There is a lesson in the case of the Whaley house for the many who, each year, want to tear down a modest, old La Jolla house and build their Maxed-out Mediterranean McMansion. If you get rid of enough useless clutter, your house will seem twice as big, *and* you can even have room for a garden.

**Notice!**  
**SOHO change of address.**  
Our new office and mailing address is  
**2476 San Diego Avenue**  
**San Diego CA 92110**

### Calendar of Meetings

All meetings take place in the Courthouse  
at the Whaley House, at 6:30pm

All members are welcome and encouraged to attend!

#### SOHO BOARD MEETINGS

Third Monday of each month

#### PRESERVATION ACTION MEETINGS

First Monday of each month

#### EVENTS & EDUCATION MEETINGS

Fourth Monday of each month

# Message from the Executive Director

## San Diego for San Diegans Present and Future

BRUCE D. COONS

We continually hear our local politicians and developers saying we must build this or that project for all the people moving here, or the tourists, or the companies that want to locate here. But we never hear them say anything about doing something for the people who live here. What they and we should be asking each developer is what will their project do to enhance the quality of life for the people that have already chosen to live, work and invest here.

Will the project make conditions better or worse for current and future San Diegans? Will it preserve the special characteristics of our city and county? Will it restore a neglected landmark and provide for its continued preservation, use and upkeep? Will the new architecture inspire future generations to rally to preserve it? Will it fill a special need in an innovative way? Will it enhance an already beautiful scenic vista or the natural environment? Will it enhance our ties to our historic past while maintaining our own unique sense of place? Will it make life easier for our residents? Will it make our city more beautiful? Are we a better city for this project? In short, will it enhance our quality of life? If the project cannot meet these objectives it simply should not be built. We know only too well the alternatives; we see them all around us everyday. To be able to maintain our quality of life, what with the housing shortage, traffic problems, economy, etc., may seem like a tall order. However, it can and must be done if we are not to become another Los Angeles, or Miami, or any one of another dozen cities where you'd be hard pressed to tell which one you were in.

We need the vision and courage to become great. We must require a higher standard. We must rise to the occasion. We must have a San Diego designed for the people that live here. We must have a San Diego for San Diegans! With your help we can.

## Hotel Del Coronado Continuing Saga

DAVID SWARENS

On the afternoon of Tuesday, August 28th, the Coronado Planning Commission acted to recommend non-certification of the environmental review documents (EIR) covering expansion plans for the National History Landmark Hotel Del Coronado, citing concerns of the adequacy of analysis in several areas, including Cultural Resources/Historic Preservation. It was a 4 to 1 vote, with the opposing commissioner stating, for the record, that he shared the concerns about the treatment of historic resources. And further stated that he would have voted along with the rest of the Commission if the motion concerned the historic resources alone, and agreed the section did not meet the requirements of CEQA. The commission moves the program on to the Coronado City Council for review and decision on September 18.

The plan proposes the demolition and removal of industrial complex buildings, including the power plant, largest in the world when the hotel opened, the ice house and storage buildings, the carpenter shop, the laundry, a tunnel connecting the complex to the hotel, and other historic elements of the Del's original and early development, all found eligible for listing on the National Register of Historic Places. The Landmark smokestack will be retained in the program, which

would create additional guestrooms and a conference center. Earlier that morning, SOHO, represented by Executive Director Bruce Coons, Vice President Barry Hager, and Board Members and past presidents Vonn Marie May and David Swarens, met with Del management with an offer to work together to develop a preservation project alternative which would meet CEQA California Environmental Quality Act requirements. The Hotel has committed to review possibilities, and directed their preservation consultant, San Francisco Architect Bruce Judd, to this effort.

SOHO has met on and off with the Hotel since it was first acquired by the current ownership from the Traveler's Group after that concern had abandoned an ill conceived plan to expand the hotel with a wall of massive new construction. SOHO's "Save the Del Campaign" encouraged that course of action.

Several of the commissioners and members of the public at the afternoon hearing welcomed news of the possible collaboration of SOHO and The Del. We are confident that a good faith effort by the Del can develop an acceptable design solution to meeting their program needs while incorporating elements of this historic support complex.

# Historic Hotel San Diego Awaits the Wrecking Ball

*Reprinted courtesy of The Espresso*

PAUL HUDSON

The Feds have spoken, the engineers have conceded, the low income residents have been booted, and the demolition crews are warming up their bulldozers. The historic Hotel San Diego on Broadway and Union Street is about to become just a memory. Despite the pleas from preservationists and affordable housing advocates, on May 23rd the San Diego City Council approved demolition of the Hotel San Diego without a second thought.

Why are they tearing the hotel down? For several years, the General Services Administration (GSA) of the U.S. Government has had the hotel in their crosshairs because its removal would give the GSA plenty of room to build a new \$180 million addition to the adjacent Federal Courthouse. The personality-deficient, rust-red eyesore of a courthouse they currently occupy on Front Street is apparently too small and not ugly enough.

Why is the hotel so important? The Hotel San Diego was built in 1914 by developer and millionaire John D. Spreckels (yes, the Spreckels Theater and Organ Pavilion guy). The hotel was completed in 1914, just in time for the opening of the 1915 Panama-California International Exposition in Balboa Park. The hotel was one of three new buildings constructed by Spreckels on 'D' Street, which was later re-named "Broadway" at the suggestion of Spreckels. The other two buildings were the Union Building and the Spreckels Theater building, which were completed between 1908 and 1914, creating a row of stately buildings along San Diego's most prominent street. The Union Building was demolished years ago when the current Federal courthouse was built. The loss of the Hotel San Diego would be another huge blow to the Spreckels legacy.

In 1983, the Hotel San Diego was listed as San Diego Historical Site Number 175. The hotel was also deemed eligible for listing on the National Register of Historic Places. According to the historical material, the six-story Hotel San Diego is significant not only for its architecture and size, but is culturally important because of "its part in establishing the urban fabric of a growing city." For a city with as few important buildings as San Diego, how can we afford to lose another one?

How can these guys demolish such a notable historic building? Easy. Just get a structural engineer to call it "unsafe" and bingo, the local officials will exclaim with glee, "knock that deathtrap down!" Mayor Dick Murphy, who once worked at auxiliary courtrooms inside the hotel, parroted the "experts" by telling the City Council, "The place has serious structural problems." San Diego Redevelopment officials, who usually view old buildings as nuisances, joined the wrecking ball chorus and urged the GSA to demolish the building as soon as possible because the empty hotel "will be an eyesore." All this urging despite the fact that the GSA won't be ready to start construction on the new courthouse until 2004 or 2005! It seems that an empty dirt lot on Broadway with a fence around it will be much more attractive.

Isn't there someone out there who can stop this? Apparently not. The San Diego Historical Resources Board (HRB) is supposed to

advise the City Council on matters related to historic buildings, but they have been unceremoniously ignored by the Council and Mayor. In a letter to Mayor Murphy dated June 18, 2001, the Resources Board wrote that they "had not been informed regarding the hearing nor the action by the Council" and had "deep concerns" about the proposed demolition of the Hotel San Diego. In the letter, the Resources Board asked, "If the seismic safety of the building is so precarious, why has our Board not been appraised of this fact?"

The letter went on to state that the Historic Resources Board had previous discussions with the GSA, as far back as 1995, asking that the building be spared, but the "GSA does not intend to honor their agreement and instead is intent on demolishing the Hotel San Diego without further discussion." In conclusion, the letter asked that the Council action and demolition "be postponed until the Historic Resources Board and other interested parties have been afforded the opportunity to respond to the [GSA's] current project proposal, in accordance with federal law." San Diego City Hall wouldn't dare circumvent the law just to knock down an old building -- would they?

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A VIEW OF SAN DIEGO AND HARBOR FROM OUR SUN PARLOR CANNOT BE EQUALLED IN THE CITY. MAJESTIC SHIPS AT ANCHOR AND ALMOST DAILY MEN IN HYDROPLANES, FLYING OVER THE BAY, POINT LOMA AND THE CORONADO ISLANDS.

SAN DIEGO AND HARBOR - THE CITY OF OPPORTUNITIES

BALBOA PARK EXPOSITION SITE 1915

(continued from previous page) Is the Hotel San Diego really unsafe? Not according to well-respected architect Wayne Donaldson, who told the Union-Tribune that a 1999 report by another structural engineer called the reinforced concrete building structurally sound. The Hotel San Diego is listed on the Save Our Heritage Organisation (SOHO) Most Endangered Buildings List. SOHO spokesman Bruce Coons said, "Labeling the hotel as unsafe is ridiculous and contradicts a structural report they commissioned earlier. The GSA obviously looked for an engineer who would tell them what they wanted to hear."

Can't the hotel be repaired or reinforced? Sure it can, just like hundreds of other buildings in the city that were much more at risk of failing in a large earthquake. The Hotel San Diego is not even built with brick (i.e. unreinforced masonry). It is built with reinforced concrete and has stood the test of time with little or no indication that it can't last another 87 years. The GSA claims that it'll take \$6 million to strengthen the hotel to current seismic codes. When a faceless new federal courthouse is estimated to cost \$180 million, it's hard not to justify spending another 3 percent to save a historic landmark and its 400 units of affordable housing.

Another local preservationist had this to say: "It's unfortunate that the Federal government cares so little about San Diego's historic treasures. They've railroaded their huge courthouse project through with little regard for what stands in their way. History be damned."

Start writing the obituary. The Hotel San Diego will likely be gone by this time next year. Yet another erasure from our history books. To paraphrase Clint Eastwood from the movie *Unforgiven*: "Hell of a thing, demolishing a building. You take away all it's been and all it's ever gonna be."

What will be demolished next? Time for the City to find another victim for the Endangered List. I hear some of those yucky Spanish buildings in Balboa Park are more than 15 years old! I'll bet the City can find an engineer to say that the buildings will fall over the next time the wind blows. Warm up the dozers!

## Threat To Agua Caliente

MARÍA CASTILLO DE CURRY

On July 11th, Tijuana celebrated the 112 anniversary of its founding. As part of the activities proposed for this event, the municipal government remodeled the Minaret Tower in the Old Agua Caliente Tourist Center, designed by California architect Wayne McAllister in 1928. However, the Department of Public Works in Tijuana, which was responsible for the work done to this structure, was not aware of the recommendations for eligible cultural resources made in the Baja California Preservation Law, and performed the interventions with no preservation standards or any expert supervision in place. As a result, the Minaret had just a face-lift with no historical basis, losing with this the opportunity of a scientific interpretation of this monument.

Agua Caliente was a sprawling casino hotel inaugurated in 1928 that soon became the favored retreat for Hollywood stars looking to escape prohibition. The center had a fifty-four room hotel, the casino, restaurant and a dog racetrack. In the restaurant was the famous Andaluz Patio where Rita Cancino, Rita Hayworth, los De Marco, Jimmie Durante, Buster Keaton, Laurel and Hardy and many others, performed or started their



careers. There was also a swimming pool with a section of bathrooms with showers, as well as bathtubs, Turkish and Russian baths, and sunbaths. The success of the Center made it necessary to add 33 bungalows, many of which still remain and are inhabited by ex-teachers of the Educational Center Lázaro Cárdenas, most of them refugees from the Spanish Civil War who arrived in Tijuana in 1939.

The Old Minaret Tower, which was used as a chimney for the Casino, has been deteriorating through time and a lack of maintenance since 1937 when the Casino was closed. Mexican President Lázaro Cárdenas expropriated the buildings from their American owners in order to establish an Educational Center housing two junior high schools, a high school and an elementary school. Since the federal government has never given recognition to the remains of the Casino as an artistic monument the area and the structures are no longer in use and have been left unattended. In response to many requests of the director of the Lázaro Cárdenas high school, where the Minaret is located, repairs were made to reinforce the structure and improve its

(continued from previous page) appearance. The Tijuana municipal government provided 1.5 million pesos for the work, which included the addition of a metal structure inside the tower, new paint, the replacement of the original iron crown with a replica, clay tile work on the floor around the tower, and a protective chain supported by small columns.

The Commission of Preservation in Tijuana together with organized citizens tried to stop the work when they realized preservation standards were not being applied nor were there qualified preservationists to supervise. An order to stop them was enacted by the Instituto de Cultura de Baja, California, the state institution in charge of the protection of twentieth century architecture. However, the pressure of the coming celebration in which the end of the "restoration" works of this monument had been announced, forced the municipal government to finish the interventions.

The situation led to several protests at first, and then to negotiations between preservationists, municipal, and the high school authorities in order to find a solution to mitigate or repair the damages caused to this monument. The municipal government, the Commission of Preservation in Tijuana and the high school authorities have the same interest in preserving this monument and have agreed to work together in the future. SOHO members were instrumental in providing technical and historical advice to their fellow preservationists in Tijuana through the Internet in response to my request for help. I want to thank Vonn Marie May, David Marshall, Kathleen Kelley-Markham and David Richardson for their rapid response and input. Ricardo Fitch, Hilda Sánchez, Hugo Mancebo del Castillo and Damariz Santos in Tijuana were the main players in the battle to save this monument from alteration. Their efforts have made possible a brighter future for the remains of Agua Caliente.

Meanwhile, SOHO, El Colegio de la Frontera Norte, the Tijuana Cultural Center and Los Angeles Conservancy are looking toward bringing an exhibit of Wayne McAllister, the guru of California Googie style, to Tijuana for the celebration of the 113 anniversary of the city in July 2002.

Please contact SOHO for more information.



## We Called it Caliente

KATHLEEN KELLEY-MARKHAM

Agua Caliente has always been more to me than a complex of lovely buildings designed by a very talented young architect named Wayne McAllister. To me, it is simply Caliente, a place full of memories and stories told to me by my family. My mother's family owned a number of well-known Southern California landmarks including the U.S. Grant Hotel, Viejas Ranch (now Viejas Casino), the Biltmore Hotel in Los Angeles and the final link on the road to romance, Agua Caliente. Caliente stories were always the best.

The family trips to Caliente were rather glorious especially since they occurred during the dark days of the Depression. My mother and her older brother viewed the resort as their personal playground, everyone knew who they were and with free run of all the facilities except the casino, their time was spent swimming in that fabulous pool, trying to retrieve coins from the wishing well and riding horses. Their older brother and sister were teenagers during this time and the lure of seeing celebrities and sports legends (including the famous racehorses Seabiscuit and

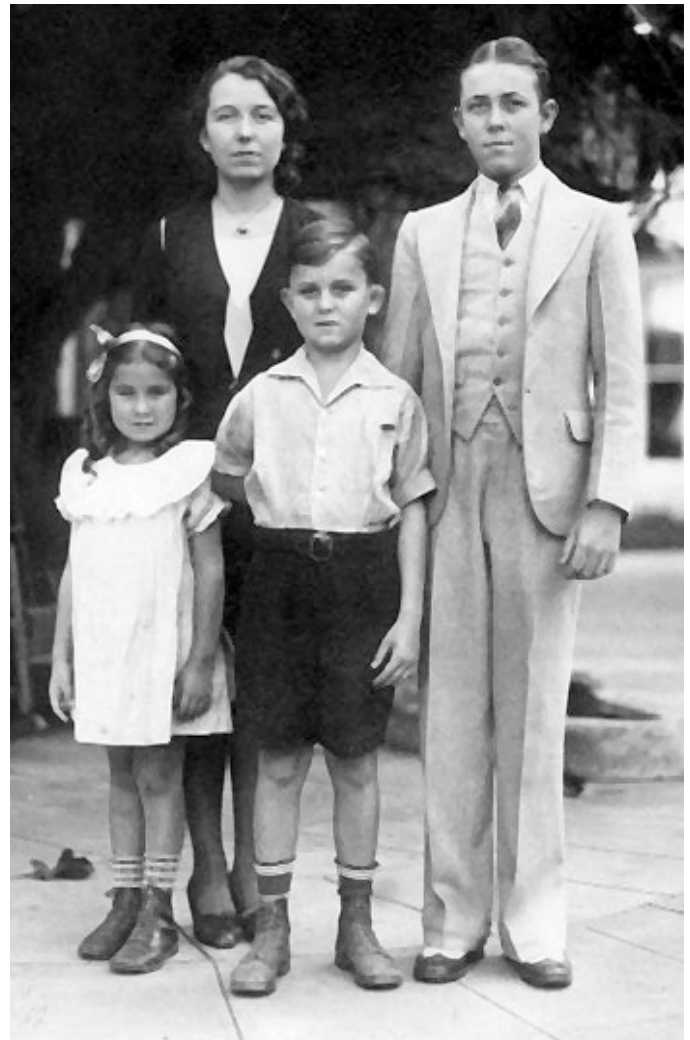
(continued from previous page) Phar Lap) and attending soirees filled their memory books. The sight of Jean Harlow in a white satin dress at an adjacent table on the patio remained unblemished and fresh in my uncle's teenage memories.

My grandfather served as the general manager and the person who happened to audition and hire Eduardo and Margarita Cansino as dancers. A few years later she would be known to the world as Rita Hayworth. If you believe my family's version, the Margarita cocktail was invented at Caliente and named after her. My Grandpa tried to look out for her. Years after she attained stardom she would always call or visit Pops (as she called him) whenever she was in town.

The shutdown and confiscation by the Cardenas government produced its share of sad memories. Grandpa had been in charge of taking the profits from the casino and making deposits at the Border Bank that was built in San Ysidro. This clever tactic would serve to be invaluable as the change in government policies about gambling began to emerge. He would make the drive alone from Caliente up the Strand to Coronado every morning at about 4:00am. My mother waited up for him on the very last night. He was heartbroken.

But even the sad moments had a bit of humor, especially the story of my Aunt Martha and her driver loading the trunk of her Cadillac with gold coins and barely making it across the border due to the immense weight of the casino's gold coins.

As discussions take place about the preservation of Caliente's vestiges, I hope this reminds all of us that preservation is more than what meets the eye.



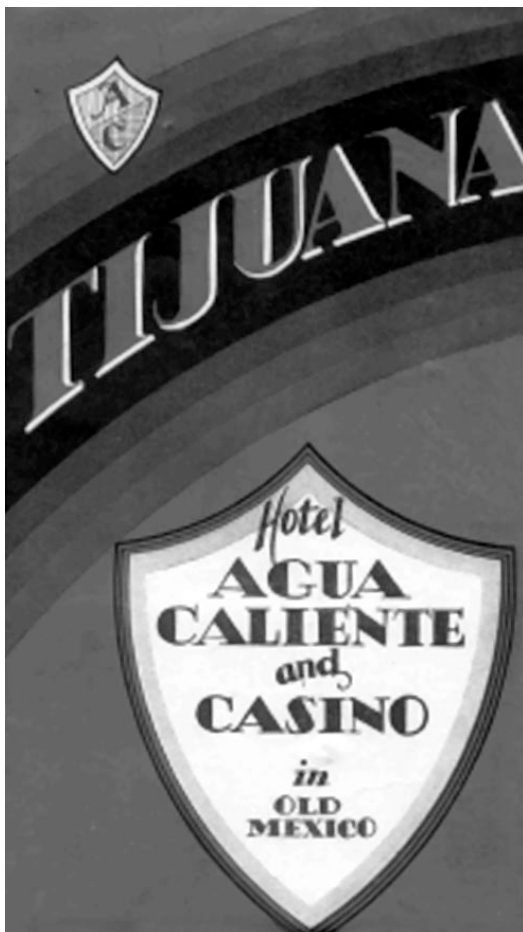
The author's mother, uncle and grandparents

## Amenazas a Agua Caliente

MARÍA CASTILLO DE CURRY

El 11 de Julio, Tijuana celebró el aniversario 112 de la fundación de la ciudad y como parte de las actividades propuestas para este evento, el gobierno municipal remodeló la torre del Minarete en el Viejo Centro Turístico de Agua Caliente, diseñado por el arquitecto de California Wayne McAllister en 1928. Sin embargo, la oficina de Dirección de Obras Públicas en Tijuana, responsable de los trabajos que se llevaron a cabo en esta estructura, no tenía conocimiento de las recomendaciones que existen en la Ley de Preservación de Baja California para recursos culturales susceptibles de convertirse en patrimonio cultural estatal y realizaron las intervenciones sin tomar en cuenta estándares de preservación ni supervisión especializada. Como resultado de esto, el Minarete tuvo un tratamiento cosmético sin ninguna base histórica, perdiendo con esto la oportunidad de una interpretación científica de este monumento.

Agua Caliente fue un hotel casino que se inauguró en 1928 y pronto se convirtió en el retiro favorito de las estrellas de Hollywood que buscaban escapar de la Ley de Prohibición. El centro tenía cincuenta y cuatro cuartos de hotel, casino, restaurant y galgódromo. En el restaurant estaba el famoso Patio Andaluz donde Rita Cancino, Rita Hayworth, los De Marco, Jimmie Durante, Buster Keaton, Laurel y Hardy y muchos otros actuaron o empezaron sus carreras. Había también una alberca con una sección de baños con regaderas, tinas, turcos, rusos y baños de sol. El éxito del centro hizo necesario que se agregaran 33 bungalows, muchos de los cuales aún permanecen y están habitados por ex-profesores del Centro Educativo Lázaro Cárdenas, la mayoría de ellos refugiados de la Guerra Civil en España y que llegaron a Tijuana en 1939.





(continuado de la página anterior) La Vieja Torre del Minarete, que servía como chimenea al Centro, se ha venido deteriorando a través del tiempo como resultado de la falta de mantenimiento desde 1937 cuando el casino fue cerrado y los edificios expropiados de sus dueños estadounidenses por el presidente Lázaro Cárdenas para establecer en su lugar el Centro Educativo con una primaria, dos secundarias y una preparatoria. Ya que el gobierno federal jamás ha dado reconocimiento a los restos del casino como monumento artístico, las áreas y estructuras que no se utilizan, carecen de atención. En respuesta a las numerosas peticiones del director de la preparatoria Lázaro Cárdenas, donde se localiza el Minarete, se hicieron reparaciones para reforzar la estructura y mejorar su apariencia. El gobierno municipal de Tijuana proporcionó 1.5 millones de pesos para hacer los trabajos que incluyeron la colocación de una estructura de metal dentro de la torre, pintura nueva y la sustitución de la corona de acero original por una réplica, colocación de losas de adocreto alrededor de la torre, y una protección de una cadena apoyada en unas pequeñas columnas.

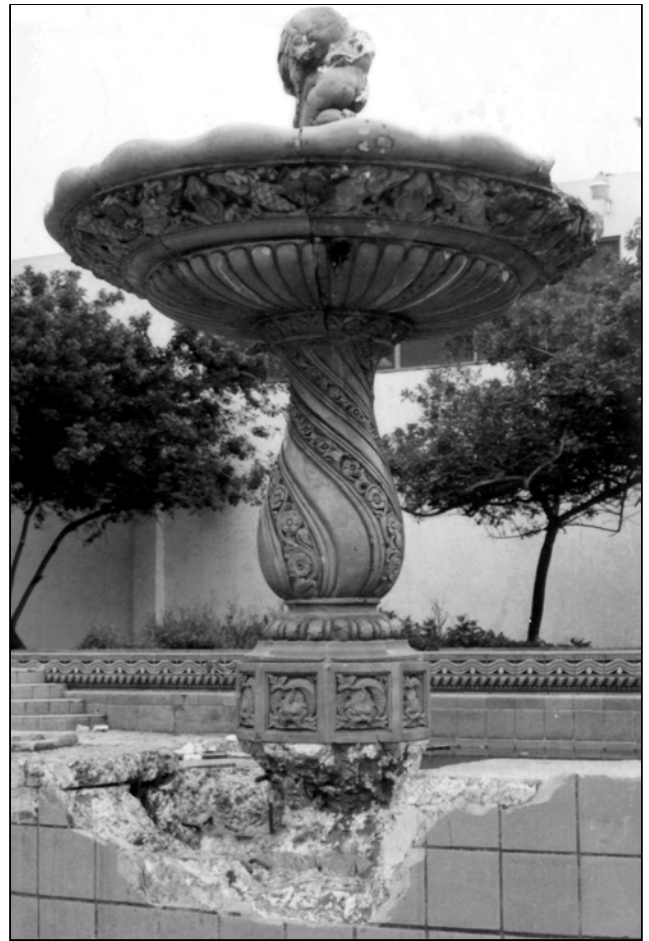
La Comisión de Preservación en Tijuana conjuntamente con ciudadanos organizados, intentaron parar los trabajos cuando se dieron cuenta de la falta de estándares de preservación o supervisión por un preservador calificado. Sin embargo, las presiones por la llegada de la fecha de la celebración en la cual se había anunciado la inauguración de los trabajos de "restauración" de este monumento, forzaron al gobierno municipal a terminar los trabajos aún cuando existía una orden de suspensión por parte del Instituto de Cultura de Baja California, la institución estatal a cargo de la protección de la arquitectura del siglo veinte en el estado.

La situación condujo primero a protestas y luego a negociaciones entre preservadores con el gobierno municipal y las autoridades de la preparatoria para encontrar una solución para mitigar o reparar los daños ocasionados a este monumento. Tanto el gobierno municipal, como la Comisión de Preservación de Tijuana y las autoridades de la preparatoria tienen el mismo interés en preservar este monumento y han decidido trabajar conjuntamente en el futuro. Los

miembros de SOHO, fueron instrumentales al proporcionar asesoría técnica e histórica a sus compañeros preservadores de Tijuana a través del Internet en respuesta a mi petición de ayuda. Deseo agradecer a Vonn Marie May, David Marshall, Kathleen Kelley-Markham y David Richardson por su rápida respuesta y comentarios. También deseo resaltar que la intervención de Ricardo Fitch, Hilda Sánchez, Hugo Mancebo del Castillo y Damariz Santos en Tijuana, los principales actores en la batalla para salvar a este monumento de alteraciones, ha abierto la posibilidad para un mejor futuro de los restos de Agua Caliente; el cual es apreciado no sólo por Tijuanenses sino también por muchos Californianos.

Mientras tanto, SOHO, El Colegio de la Frontera Norte, el Centro Cultural Tijuana y Los Angeles Conservancy están buscando la posibilidad de traer una exhibición de Wayne McAllister, el guru del estilo Goochie en California, para la celebración del aniversario 113 de la ciudad en Julio del 2002.

Para más información favor de llamar a SOHO.



# SOHO

## Workshop Series

### A Summer Treat

JESSICA MCGEE  
& PAMELA HOMFELT

Attendees at SOHO's Summer Workshop series, held August 11, 18 and 25th, enjoyed the chance to spend three beautiful San Diego Saturdays with local experts learning about historic gardens, exterior period colors and bungalow kitchen restoration.

The first of the Summer Series Workshops was a resounding success! Participants were rewarded by a wealth of information by both speakers and literature.

Our own Lucy Warren gave the introductory lecture on the history of horticulture followed by the indomitable David Swarens, giving an update on the progress and future plans for the Whaley House Garden.

Next Dr. Steven Kepics, former president of the San Diego Rose Society and current member of the Heirloom Rose Society captured everyone's attention. Dr. Kepics lecture on grafting and propagating antique roses included a brief timeline of heirloom roses, their parentage and environmental requirements. His generous donation of ten heirloom roses were raffled off to a sold out crowd.

Vonn Marie May, historic garden designer lectured on her 1986 Irving Gill Cassat House project. Vonn's horticultural expertise combined with her knowledge of Arts and Crafts period gardens inspired all.

The Colors workshop began at the magnificent, and newly repainted, San Diego Historical Society's Villa Montezuma and was followed by a walking tour of the Sherman Heights Historic District. SOHO Executive Director and Historic Design Consultant Bruce Coons and SOHO President and Arts & Crafts Historian Erik Hanson provided attendees with insight and direction on appropriate exterior color choices for historic homes.

The Bungalow Kitchen workshop was held at the charming South Park Arts & Crafts home of local preservationist Bonnie Poppe. This workshop offered the opportunity to view and receive detailed information on her recently restored kitchen from both Bonnie and Project Consultant Erik Hanson.

Thanks to all our speakers and participants.

## 2002 Arts & Crafts Weekend Announced

Mark your calendars and set aside time to attend or to volunteer for SOHO 5th Arts & Crafts Weekend in March 2002! Yes, it is going to be an exciting weekend with lectures & workshops, a larger exhibition & sale and of course the ever popular home tour.

Ingrid Helton will be back, after taking some time off, to chair this event. She plans on having some of our old favorites to lecture as well as some new blood to excite our interest and educate us on this wonderful period. As usual, SOHO will focus on the interiors as well as the exteriors of the homes of this era.

An Arts & Crafts Weekend brochure with all the information on the lectures & workshops, home tour and receptions including dates, details, and a reservation form will be available later this fall.

We will need many volunteers for the weekend, even if you can't serve on the committee. You might enjoy being a docent, working at one of the many receptions, working the registration table, offering your period home as a reception home or as housing for one of our many very special lecturers and guests. If you have any interest in being involved in the Arts & Crafts committee, please call or email the office and leave a message for Ingrid.

## County Historic Site Board Reinstated

Congratulations to the County of San Diego for reinstating its Historic Sites Board following an eight year hiatus. Their charge is to recognize and protect historic properties, including the built environment, archeological sites, and cultural landscapes. SOHO has appealed for the last eight years for this extremely essential board to be reinstated and we are very happy with their decision. The common goal of Historic Site Boards and preservation advocates is the dedication to our historic assets for the education and enjoyment of future generations.

## Mills Act Notice!

Individuals who seek the Mills Act must have 34 copies of their completed historic reports into the City by September 27, 2001 for the October 25, 2001 meeting. This will be the last date this year to submit reports to take advantage of the Mills Act. The signed Mills Act contracts have to be in to Kathy Romero at the San Diego County Assessor's by December 31, 2001.

# Volunteer Appreciation Party

Our Volunteer Appreciation Day Picnic was held on Sunday, July 29th on the grounds of the Historic 1895 Irving Gill in National City.

The weather was perfect for our honored guests and picnic tables covered with brightly colored tablecloths set the festive tone for the day.

Hamburgers and hot dogs were prepared to order by our hostess Lori Peoples and her trusty assistant Jake Marlow at the grill. Homemade potato and macaroni salad, baked beans, and a vegetable tray featuring tomatoes grown at the Stein Farm Living History Museum in National City. Dessert of cake, fresh strawberry and apple pie completed this summer picnic. All in attendance enjoyed the food and company.

SOHO Executive Director Bruce Coons gathered everyone in front of the house and gave a brief speech stressing the important role of the Volunteers, acknowledging and thanking them for their many committed hours attributing their work to the success and strength of SOHO.

Upon conclusion, Bruce and hostess/boardmember, Lori Peoples, gave a brief history of the remarkable features of the D.K. Horton home. Lori then graciously opened her home and guests were able to tour the downstairs.

Special thanks for a wonderful day to the Volunteer Appreciation Day Committee: Christine Babcock, Sarai Marlow, Jessica McGee, Lori Peoples, Sandé Lollis, and Alana Coons.



# Contributors To Success

The Save Our Heritage Organisation is the only countywide organization devoted to protecting the historic resources of San Diego County. Your partnership is vital to our mission to preserve the links to the past that are significant to our history and contribute to the special identity, depth, and character of our region. Please help us meet this year's goal of doubling our membership.

SOHO would like to acknowledge the following for their contributions.

June through August 2001

## Lifetime

Al Alferos  
Bob Broms  
Bruce & Alana Coons  
Alice & Doug Diamond  
Mr. & Mrs. D. Dickinson  
M. Wayne Donaldson  
Nicholas Fintzelberg  
First Church of Christ,  
Scientist  
Nada & Cathy Grigsby  
Ingid Helton & Erik Hanson  
Fred & Rhonda Harder  
Mary Joralmon  
Kathleen & Jim Kelley-  
Markham  
Suzanne & Bill Lawrence  
Carol Lindermulder  
Vonn Marie May  
Miles Parker  
Thomas J. Pollock  
Pat Schaelchlin  
Sue K. Skala, AIA  
John & Debbie Stall  
Michael Sullivan  
David Swarens  
Marc Tarasuck, AIA  
Robin Webster  
Barry Worthington

*Please note: if we have failed to list you as a Lifetime Member, please call us so that we may acknowledge you properly in our next issue.*

## Executive

Charley Bast  
John & Kirk Butler  
Klansee Clark & David Easter  
James H. Curry  
Allen & Lynn Dennenberg  
Jim Gibson  
Sheryll Jackman  
Tim & Linda Rudolph  
F.N. & Sarah Spiess

## Professional

Torrie Dunlap & Will Neblett  
Tom & Tarey Gerardy  
Steve Motosicky  
Larry & Bonnie O'Dell

Phyllis Paul  
Robin & Stuart Rivers  
Mark & Connie Saverino  
Michael Scott, AIA

## Renewing Members

### Individual or Family

Mary Allely  
Cheryl & Leonard Armstrong  
Elizabeth Armstrong  
George W. Ashby  
Karen & Greg Balourdas  
Vivian Bangs  
Jacqueline & Darrell Beck  
Rich & Jane Bentley  
Janet & Larry Berggren  
Lucy Berk & Bill Fark  
Stephen Boeh  
Ernestine Bonn  
Sharon Smith & Stephen Bovee  
Alan Campbell  
Barbara Cole

Marilyn Cornell  
Camille Cowlishaw  
Elizabeth Cowlishaw  
Horace & Judy Crawford  
Carolyn Daniels  
Angela DeCaro  
Mike & Mary Dilligan  
Bryan & Stacey East  
Ben Baltic & Doug Scott  
Susan Clark & Laurel Mauk  
Robert & Virginia Edwards  
Deanne Gauthier & Kathy Moore  
Vicki Granowitz & William Lees  
Barbara Lamb & Bill Hale  
Reuel Olin & Bob Grinchuk  
Marge Howard-Jones  
Diane & John Kane  
Patricia Kendall  
David & Julie Kinney  
Fritz & Klonie Kunzel  
Annette & Frank Leuver  
Margaret MacGregor  
Jan Manos  
Michelle McCartt  
Christine, Brady & Maureen  
McLellan-Babcock  
Lorrie & Homer Moore

Helen Neal  
Chad Oakley  
Carolyn & Tom Owen-Towle  
Artie & Melinda Pajak  
Marlene Pommerenke  
Deborah Rahe  
Lee & Barbara Roper  
Barbara Ruland  
Holly Saenz  
Anne Schwartz  
Jean & Frederick Sebold  
Michael & Susan Sexton  
Jeffrey Shorn, AIA  
Dan Stricker  
Sarah Flynn Tudor  
Nancy Turecek  
Shirley von Kalinowski  
Lucy Warren  
Ginger Weatherford  
Karna Webster  
Jonnie Wilson  
Holly Young

## New Members

### Individual or Family

Ellen Baum  
Lee Bibb  
Carol Breitenfeld  
Howard Breitenfeld  
Will Chandler  
Marla & Paul Cougill  
Cindy & Rick English  
Thom Farrar  
Judith Flemming & Ishman  
Clarke  
Angela Geis  
Bonnie Graham  
Susan & German Gutierrez  
Lynn & Michelle Hamilton  
Margaret Hollins  
Shannon Jordan  
Mark Kearns  
Sigrid Koebel  
Linda Lawley & Richard Jacobs  
Ray & Suzy Lidstrom  
Lee Lipsey  
Marion Locy  
E. Vaughn Lyons  
Ron Machado

Julia & Sev MacPete  
James Marich & Scott Sandel  
Katie Markham  
J&M Marshall  
Ruth Martinson  
Patricia & Pete Matthews  
Marty McDaniel  
Suzanne & Pat McHenry  
Tim Monaghan  
Dave Nunley  
Casey O'Hanlon  
Sue Oxley  
Jonathan Parker  
Thomas Pfau  
Ross Porter  
Ann Redelfs  
Anna & Richard Rivera  
Michael Rogers  
Dr. Lynne Christenson  
Sheila & Van Shannon-Ford  
Karen Smith  
Robert Sokolowski & John  
Winkelman  
Michael Thornbill  
Stephanie Wylie

## Whaley House

### Donations & Loans

Charley Bast  
Bruce & Alana Coons  
Linda Espino  
Lynn Hamilton  
Michelle Hamilton  
Mike Hamilton  
Misha Hernández of Hazel's  
Cleaning & Handyman  
Service  
Sue Martin  
Everett Mehner  
Geoffrey Mogilner/Racine &  
Laramie  
Harry Parashis  
Bonnie Poppe  
Christopher Pro  
Tim Rudolf  
David Swarens

Special thanks to Mike  
Hamilton for the donation of  
a PC for the SOHO office.

# Annual Call For Board of Director Nominations

The term for a director on the Board of Directors of SOHO is two years; the term for officer is one year. Prior to being voted into office by the general membership each nomination is reviewed by the Board Development Committee and approved by the current Board of Directors.

Upon election to the Board, the director is expected to attend monthly Board of Directors meetings where they will address timely issues, establish policies, and direct the organization's assets to fulfil the goals and mission of SOHO.

Directors are expected to take an active leadership role in SOHO's committees, programs, and events. Due to the nature of non-profit organizations resources are often limited; directors must be self-starters who can propose and develop programs, and, with direction by the Board, implement them. This leadership role also includes participating at events, recruiting new members, and developing additional funding. In essence, the director promotes volunteerism by example, expands SOHO's assets, and works as an ambassador for the organization to the community.

The role of a director is important. The individual must be responsible not only to historic preservation, but also to the organizational entity, the membership of SOHO, and to the general public. Knowledge of historic preservation is not mandatory, but sensitivity to the subject and willingness to learn are essential.

## Annual Election Meeting and

All SOHO members are invited to attend the election and induction of new board members, which will be held at Barry and Hillary Hager's beautiful Arts & Crafts era home

Saturday, September 22, 2001

4:00pm

2252 Ft. Stockton Drive in Mission Hills

Although non-members may not vote, the annual meeting is a great way to introduce friends to SOHO and to enjoy the camaraderie of like-minded enthusiasts.

Please RSVP with your dish and the number in your party.

SOHO will furnish all beverages and tableware.

## Nomination for SOHO Board of Directors

Any member in good standing may submit his or her own name for consideration. Directors serve a two year term; officers serve a one year term. Those elected now will serve until October, 2002. Nominees must agree to serve their term in full if their name is brought forward on the slate of Officers and Directors. Election of Officers and Directors will take place at the Annual Meeting on September 22, 2001.

Name of Nominee: \_\_\_\_\_

Address: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_ email: \_\_\_\_\_

Please include a resume or some background information or personal profile with this nomination.  
all nominations must reach SOHO no later than September 11, 2001.

FAX (619) 291-3576 or mail the nomination to SOHO, 2476 San Diego Avenue, San Diego CA 92110

# Preservation Resources on the Internet

SOHO's website is under construction. However, we can answer any preservation questions you have by email at [sohosandiego@earthlink.net](mailto:sohosandiego@earthlink.net)

National Trust for Historic Preservation  
[www.nationaltrust.org](http://www.nationaltrust.org)

State Historic Preservation Office of California  
[ohp.cal-parks.ca.gov](http://ohp.cal-parks.ca.gov)

Department of the Interior  
[www.doi.gov/](http://www.doi.gov/)

National Park Service  
[www.nps.gov](http://www.nps.gov)

- Historic American Buildings Survey (HABS)
- Historic American Engineering Record (HAER)
- Secretary of the Interior's Standards for the Treatment of Historic Properties
- National Register of Historic Places
- National Center for Preservation Technology and Training
- Cultural Landscapes
- Heritage Preservation Services
- Teaching with Historic Places

Alliance for Historic Landscape Preservation  
[www.ahlp.org](http://www.ahlp.org)

American Garden and Landscape History  
[www.wavehill.org/landscape\\_research/index.html](http://www.wavehill.org/landscape_research/index.html)

Federal Bureau of Land Management  
[www.blm.gov/](http://www.blm.gov/)

National Endowment for the Humanities  
[www.neh.gov/](http://www.neh.gov/)

State Historic Preservation Legislation Database  
[www.ncsl.org/programs/arts/statehist\\_intro.htm](http://www.ncsl.org/programs/arts/statehist_intro.htm)

California Preservation Foundation  
[www.californiapreservation.org/](http://www.californiapreservation.org/)

Advisory Council on Historic Preservation  
[www.achp.gov/](http://www.achp.gov/)

Center for Understanding the Built Environment (CUBE)  
[www.cubekc.org](http://www.cubekc.org)

American Institute of Architects  
[www.aiaonline.com](http://www.aiaonline.com)

American Society of Landscape Architects  
[www.asla.org/asla/](http://www.asla.org/asla/)

Society of Architectural Historians  
[www.sah.org](http://www.sah.org)

## M E M B E R S H I P A P P L I C A T I O N

I want to help preserve the historical resources of San Diego by joining SOHO at the following Membership level.

- \$25 Individual or Family
- \$50 Professional
- \$100 Executive
- \$250 Corporate
- \$500 Benefactor
- \$1000 Lifetime

Please complete this form and send it with your check to SOHO, PO Box 3429, San Diego CA 92163

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ e-mail \_\_\_\_\_

Please extend my membership for another year.

In addition, I am making a tax-deductible contribution of \$\_\_\_\_\_ to the Preservation Revolving Fund, to be used to purchase and preserve endangered, historic properties.

Are you interested in helping at SOHO events?

- I WOULD LIKE TO HELP WITH:**
- Office
  - Membership
  - Tours
  - Workshops
  - Whaley House
  - Other Events

Save Our Heritage Organisation is a 501 (c)(3) non-profit organization.

### Remember Someone Special with a SOHO Membership

Please send a one-year gift membership to the person named below. A gift card will be sent to your recipient.

Recipient \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zip \_\_\_\_\_

### Membership Includes

- ◆ Free admission to Whaley House Museum
- ◆ Subscription to the quarterly Reflections Newsletter
- ◆ 10% discount on Museum Shop items
- ◆ Advanced notice and discounts to lectures, special events, and tours
- ◆ Invitations to special receptions and events
- ◆ Participation in volunteer programs



## Aztec Brewery Art & Artifact Ensemble

VONN MARIE MAY

Sometimes in preservation certain issues are at the forefront and some quiet down for one reason or another. So goes the saga of the Aztec Brewery Murals and their attendant artifacts. Retrieved from the Quayle Brothers designed Brewery's tasting room, the Rathskellar, prior to unnecessary demolition back in 1989, these items since have been part displayed, part stored, and have consistently been moved from one warehouse to another.

The good news is that the Don Jose Moya del Piño Murals are at the Balboa Conservation Center in Balboa Park hopefully undergoing restoration. However, the rest of the artifacts that complete a composite scene are stored elsewhere and could be in transit once again since their last resting place was at NTC, now undergoing mass demolition.

SOHO is concerned about the separation of these City owned historical art objects because of their integrity as a visual and culturally bonded collection. Both the fate and the interpretation of the murals along with; stained glass windows, painted doors, chandeliers, hand-carved/hand-painted ceiling beams, pre-Columbian motif ceiling panels, plaster hand-painted surfaces, mirrors, cabinets, furniture, plaster calendar, kitchenette and marble stall bathroom are unknown at this time with no definitive answers from the City. Stay tuned.

## Heritage Park Gets A Facelift

San Diego's Heritage Park in Old Town was busy this summer as workers redressed the Sherman-Gilbert house and the Temple Beth Israel in historic colors. A mutual agreement between SOHO and the county provides SOHO the opportunity to oversee and approve work done to insure historic integrity. Bruce Coons worked with contractors to assure appropriate colors and placement, resulting in an eye-catching glimpse of the aesthetics of their time.

Sherman-Gilbert House (1887) was the first structure moved to Heritage Park. John Sherman, cousin of Gen. William Tecumseh Sherman, hired architects Comstock and Trotsche to build this house. From 1892 to 1965, sisters Bess and Gertrude Gilbert, patrons of art and music, brought internationally famous entertainers for receptions in their home. It was the eminent demolition of this home that was the catalyst for the founding of SOHO over thirty-two years ago. For the first time, since moving to Heritage Park, the color scheme is both accurate and beautiful in its deep rich shades of greens and terracotta.

Temple Beth Israel (1889), was San Diego's first synagogue. Constructed by the Congregation Beth Israel, it also became temporary quarters for many religious sects before they established churches of their own. And even now its social importance is reflected in the use by the county of the Temple as a community center. Its rich legacy is now reflected more honestly in the truer deeper colors of its time.

Reservations for weddings, bar mitzvahs, receptions on the lawn, and public meetings can be made by calling the San Diego County Department of Parks and Recreation at (619)565-3600.

The buildings are quite striking and we urge you to visit the park and see the many improvements.



Rathskellar Interior

**A Wine & Cheese Affair  
to benefit**

**SOHO's Preservation  
Revolving Fund**

**will be held Sunday,  
October 28, 2001, 4-6pm**

**Join us for a gathering at the  
beautiful home of**

**Lee and Barbara Roper  
in Kensington, designed by  
noted architect Cliff May,  
Father of the Ranch House.**

**There will be a brief presentation  
on Cliff May.**

**Minimum \$50 donation per person**



The Preservation Revolving Fund is SOHO's newest tool in the battle to preserve San Diego County's historic resources. The Fund will allow SOHO to purchase endangered properties, stabilize them, place restrictive covenants on the properties to prevent their destruction, then re-sell to sympathetic buyers, with the proceeds available for use to save the next building.

## The Ranch House

*Reprinted in part with permission from  
Old House Journal, October 1998*

California architect Cliff May (1909–1989) is credited with the first modern Ranch, built in San Diego in 1932. A prolific designer and promoter, May sold the style he called "the early California ranch house" throughout the West.

Consciously intreating the ranchos of the mid nineteenth century, May spoke not only about the architectural form, but also about the casual, family-oriented culture of the early (Mexican) Californians, whose gallant hospitality was legendary. Working in tandem with landscape architects, May designed low houses that followed the contours of the land, enclosing a courtyard or patio with carefully planned views of nature.

Floorplans were open, always with a family room. By the mid-'30s, his ranch houses had been published by *Sunset* magazine and elsewhere.

The early Ranch maintained integrity even as the idea spread to other climates and suburban lots. These traits make a true Ranch: ground-hugging, with a low roof and deep eaves; built of local materials (wood, stucco, brick, or stone); anonymous to the street, open to gardens in back; generally one room deep; shaped like an L or U (or splayed) to surround a patio and landscape features; expanses of glass; frank inclusion of cars, children's play areas, etc.



Inner courtyard of Lee and Barbara Roper's Cliff May home.



# The Whaley House

As most of you have probably heard, the county settled with the Historic Shrine Foundation. The agreement is that the three buildings on the property, the Verna House, and the two false front store buildings, become the properties of The County of San Diego, these structures were moved originally by the HSF to the property. And in exchange the majority of the contents of the Whaley House itself and the pharmacy and the Derby Pendleton house were given to HSF. The County retained items that were verified by HSF documents or could otherwise be determined to be Whaley or related Whaley items.

On August 14th at 8am, a large moving van arrived. It took eight professional movers and 3 trips back and forth to storage units, and an additional trip the next morning to clear out the 40 plus years of collections.

SOHO volunteers stood ready with buckets, mops, vacuums, tools, paint, brushes, and all manner of cleaning supplies. They began at 8am and the very last of them left at midnight, exhausted from the hard work and high emotions of the day.

As items were being taken away, SOHO was replacing them as best we could. Bruce Coons, determined that the house would not shut down for a single day of public access, had been preparing for months, in the event of this outcome.

He had secured loans of furnishings and coordinated the move, so that as one room was emptied, our crews went right to work. The walls and floors appeared as if they had not been cleaned in decades, and HSF members present confirmed that many large pieces hadn't been moved since the 1960's. Mold and dirt combined for so many years presented quite a picture and the scrubbing of the walls was a feat indeed.

The interior had last been painted sometime in the 1980's. Walls had been painted around the furnishings, so that when an item was moved, the dirty beige 60's color and the Navajo white 80's combination were a sight. Doors and windows that had been painted shut were opened, many of the partitions, light boxes and electrical fittings were removed.

SOHO's movers arrived at noon with a 10' high by 14' long back shelving 1870's store piece and other items on loan to the house from Racine and Laramie in Old Town, courtesy of owner Geoffrey Mogilner. Bruce Coons and Geoffrey go back many years to when Geoffrey was reconstructing his wonderful building. These items greatly help to form the bones for the Whaley and Crosthwaite general store. A mercantile is what Thomas Whaley originally built the house for in 1856. After a stint in Old Town on the Plaza, he came back to the house, where in 1869, he and partner Phillip Crosthwaite opened shop. This area had been displayed as a dining room, whereas the original dining room had been displayed as the kitchen. The kitchen was originally a lean-to at the back of the house, which SOHO intends to build and interpret at a later time, when funds allow. For now the house has no kitchen because it has been returned to its original use as a dining room.

Our movers brought a beautiful 1870's walnut Renaissance Revival bed and marble topped dresser, on loan from Beth

Montes for the master bedroom, and an 1860's cottage style six-piece bedroom set, which Bruce had located, was able to be purchased with grant money. The set is rare with its original faux grained finish intact, it makes up one of the children's bedrooms.

The second floor front rooms are being reintroduced to the public as the first professional commercial theater in San Diego. The theater, although short lived, is an important part of San Diego's cultural history and SOHO intends to use it for period performances. A sub-committee has been formed with Welton Jones and Ron Ray at the helm to oversee productions. Erik Hanson is building the stage and furnishings are being produced. Sue Martin donated a 1870's reed organ to be used for performances. We still need an upright piano for the theater.

This will be a great space for seminars and workshops, and a storytime of classics for children is also planned.

The parlor and study of the Whaley house is furnished mostly with Whaley family items, portraits of Thomas and Anna, Anna's parlor organ, their sofa, Thomas's desk and a few books, and Lillian's alligator satchel. A few items, to be sure, but interspersed with appropriate furnishings of the day it presents a beautiful room and one that actually looks like a parlor. No, we don't have three pianos, a melodeon, 6 music boxes and various stringed instruments, as was previously displayed, none of which the Whaleys were known to play, but we do have Anna's organ, and two pairs of wooden 'bones', an acoustic handheld item, that belonged to Frank Whaley. As Anna was fond of playing guitar, a period guitar is displayed on loan from David Swarens, These items had been dispersed throughout the house, but now present a cognitive and more appropriate appearance.

The courthouse furniture was owned outright by the county and it remains, but the bookcases and other items were removed. We are in need of law books from the 1860's and 70's, and all items purchased or donated will remain a permanent part of SOHO's collection for the Whaley House. SOHO will act as caretakers of this site, and we see our stewardship of the house as many things, one of which is to accurately display the property in its historic period, both as an example and as a duty to the community. We also see our presence here as an opportunity to show how well preservation coupled with business works. It also serves our mission of education as an example of what it takes to restore a historic home.

So at the end of the first day, a lovely, although partially furnished, home, general store, courtroom and theater space was made ready to show the public the very next morning. So far the reviews have been overwhelmingly positive.

For the first time in over seven months, our visitors have lots of questions about the history of the home and the restoration process, in addition to the folklore of the hauntings. This has been so gratifying for all of us, as we had been struggling not to allow the haunted history eclipse the importance of the history of the house and family. As this is beginning to happen, our docents have been relieved and are boning up on their history as more and more visitors are inquiring about it.

# Help Furnish The Whaley House

SOHO is in the process of establishing a permanent collection for the Whaley House. Stewardship of collections entails the highest public trust and carries with it the presumption of rightful ownership, permanence, care, documentation and accessibility. Professional standards and practices inform and guide museum operations. SOHO has the utmost respect for these guidelines, and with that in mind, we ask you to entrust us with your donation of any of the following much needed American Victorian items, circa 1850's-1880's. If you are not sure the item you have fits our criteria we will be happy to assess it for you.

2 upright pianos	bedcoverings - quilts or coverlets
armoires	China cupboard or cabinet
law books	dining room chairs 4-6
marbletop tables	framed paintings or pictures
oil lamps	general store items
pot belly stove	hanging kerosene lamps
rugs or carpets	large white porcelain water pitchers
sideboard or buffet	pitcher and bowl sets
statues	small items, bric-a-brac
table lamps	

(continued from previous page) been so gratifying for all of us, as we had been struggling not to allow the haunted history eclipse the importance of the history of the house and family. As this is beginning to happen, our docents have been relieved and are boning up on their history as more and more visitors are inquiring about it.

Yes, we now have a historic house museum to show, not just a neat house with lots and lots of stuff in it.

The gardens are also being reclaimed, and a delightful young couple Ron and Emily Vigney, with prior critically acclaimed experience, are currently in negotiation with us to open the much asked for coffee shop and café in one of the old storefronts. The SOHO office space is on the second floor of the Verna House, the 1870's Mansard Victorian to the south of the Whaley House, and the downstairs will be opening next month as The SOHO Museum Shop. The back adobe section of the Derby Pendleton house will be used as the docent and staff lounge and reference library, as well as the executive director's office.

The exterior has been repainted in historic colors and looks great. Bruce is completing forensics on the wall, wood moldings and floor treatments for the house, and, as funds allow, the house will be brought back to its mid 19th century glory.

More wonderful donations and loans have been received from SOHO friends Everett Mehner, Linda Espino, Harry Parashis, with the majority of the items coming from Bruce and Alana Coons' collection of 19th-century furniture and decorative arts. Come by and see the changes and encourage others to do as well. Remember your SOHO membership entitles you to free admission.

# Volunteers Make The Difference

ALANA COONS

VOLUNTEER COORDINATOR

Thank you volunteers. Your dedication to SOHO has always been evident, but with the work you have helped us to accomplish in the past two months, you have reiterated that dedication with renewed vigor.

Through all the laborious hours, you kept your good humor and inspired others to jump on board. Together we moved our offices, established a docent and staff lounge, and set up our reference library. We have conducted preservation workshops and created a master restoration garden plan for the Whaley house complex. Meanwhile, you have pitched in and staffed the museum, bringing the preservation message to thousands.

With your many skills and interests you have helped create programs for the coming year, produced both promotional and educational literature, and you are developing procedural manuals.

The massive undertaking of the Great Whaley House move on August 14th could not have been done without your hard work. You scrubbed walls and floors that hadn't been cleaned in decades, worked on doors and windows that hadn't been opened in so many years, removed the 1960's Mediterranean and glass petitions, allowing visitors access to some of the rooms for the first time ever. Removing the florescent light boxes above each doorway, wow, what a difference! Spackling and painting, valiently trying to erase years of neglect in one day. You worked hard and long hours, the very last of us leaving at midnight. What a day. Thanks to all of you, the Whaley house is starting to look like a historic site.

There were those who tried to slip things by during these summer months, with many on vacation, remaining preservationists, inundated with the Whaley House, might be caught unaware. However, their transparent ploys did not succeed, and we didn't miss a beat. SOHO is one of the premier preservation groups in the country and that is because of people like you. Thank you for your dedication and thank you for your continued involvement, and thanks to you, SOHO's larger mission, that of the constant vigil of overseeing San Diego's historic legacy, has not faltered one bit.

# Special Thanks

Christine Babcock	Richard Hamilton	Jessica McGee
Charley Bast	Erik Hanson	Everett Mehner
Faith Berry	Alan Hazard	Beth Montes
Alana Coons	Pamela Homfelt	Lori Peoples
Bruce Coons	Pat Kelly	George Plum
Camille Cowlshaw	Marjorie Kallis	David Swarens
Elizabeth Cowlshaw	Steve Kepics	Jokie Tolentino
Jordan Dubois	Sandé Lollis	Lucy Warren
Peter Dubois	Sarai Marlow	Martin Wolfe
Linda Espino	Vic Martinez	Diane Schubert
Kathy Flanigan	Vonn Marie May	Debbie Stueve
Lynn Hamilton	Maureen McClellen	
Michelle Hamilton	& friend Christine	

# Holiday Decorating at the Whaley House Museum

LINDA ESPINO

EVENT CHAIRPERSON

Is Christmas your favorite time of the year? We would like your help, participation or contribution in decorating the Whaley House Museum in historically accurate Christmas attire for a San Diego home of the 1850-1880 period.

Do you have any family pictures, documents, journals or diaries, recipes, or original decorations to augment our own research? If so would you please share them with the Christmas Decorating Committee?

This will be our first Christmas decorating the Whaley House and we would like to create something special that, year after year, will become a much anticipated tradition for visitors. There will be a decoration making on November 11, 1-4pm, and the subsequent decorating party will be December 4, from 2:30pm on, with music, refreshments, and good company. We might even spike the tea and mulled cider. Please come join the fun. We would love to be able to build a period collection of ornaments. If anyone has items to add to the new ones we are creating that would be wonderful.

We will meet upstairs at the Whaley House. We will provide the good cheer, patterns for making period ornaments, and other supplies. If you are one of those people who is always saving up things for just such occasions, bring them, we will see what we can use. Yes, we will be stringing garlands of popcorn and cranberries. Children eight and older are welcome.

If you'd like to join us or have some great ideas to share with us please send it to the new SOHO office at 2476 San Diego Avenue, San Diego CA 92110, or email us at [sosandiego@earthlink.net](mailto:sosandiego@earthlink.net)

## Whaley House Garden Update

JESSICA MCGEE

The Whaley House Garden Restoration Committee's work continues to be an interesting project. Old maps and site plans of the Whaley House property have been found and accounts of Southern California horticultural history have been reviewed and have helped shape the direction of the garden design.

Based on our research, as well as present-day considerations for the space, the committee has developed the following criteria. This encompasses existing garden material, moving, removing and adding new plants and hardscape. Three Certified Arborists evaluated the trees on the property and made health-improvement recommendations.



We are now in the design phase of the project and have been having lively discussions on the best ways to decorate the many "rooms" in these gardens. Once the design plans are agreed upon, we will plan the implementation and set maintenance standards.

After this committee's initial work is completed, there will be an ongoing Whaley House Garden Committee that will oversee the space, plan changes as needed and actually dig around in the dirt, helping with weeding, deadheading, transplanting, etc. SOHO members interested in this hands-on committee should look for future announcements in Reflections, or give us a call to be notified.

# SOHO Museum Shop at the Whaley House Grand Opening - October 13

Finally, a complete shopping source for the preservation enthusiast in San Diego. The SOHO Museum Shop at the Whaley House is preparing for its Grand Opening and reception October 13, 2001.

Our book selection is destined to become the best resource in San Diego for the preservation, restoration, decorator or design enthusiast. You will find we have been able to assemble a remarkable resource quickly mimicking the personal book collections of our own SOHO experts, titles gleaned from the National Trust and small publishing houses, along with important out-of-print books for the serious collector and great children's books and classics, books on every subject from early California days through mid-century modernism, cultural landscapes, and heirloom gardening, decorative treatments for your old home and hands-on how-to restoration manuals, all with SOHO's mission of education in mind. If there is a special book you are looking for let us know, chances are if it is not already on its way it can be special ordered for you.

Do you collect vintage prints? We have, on hand, a large selection of graphic art from the 1860's to the 1960's, Civil War steel engravings, Godey's fashion plates, gorgeous botanicals, Gibson Girls, San Diego vintage photographs and other ephemera that make unique and special gifts for friends and for you.

We have beautiful items with period style, be it Victorian, Arts & Crafts, Spanish and Mission Revival. And no, we have not forgotten our recent past; we have a good selection of mid-century and popular culture. For the Whaley House collector, we have many souvenirs, from note cards to collectors edition chocolates, mugs and totes, the usual and the unusual.

It's not too early to start thinking about holiday shopping. Giving that special gift couldn't be easier this year with SOHO Museum Shop gift certificates available in any amount, and we offer shipping for special orders. There are great items for everyone in the family, including children. Remember that as a SOHO member you receive 10% discount on all purchases including gift certificates.

To help you spend more time with friends and family during the holidays, we have a personal shopper who will create a fabulous gift basket or box in one of our beautiful replica wallpaper hatboxes. For corporate gift shopping, let us help you make a personal statement and, at the same time, give a gift that will help sustain San Diego's architectural and cultural legacy.

We are currently open, although awaiting our full inventory, so drop by for a peek preview, but don't miss the Grand Opening and reception on October 13. Make this new SOHO venture a success and make yet another contribution to the preservation cause. The SOHO Museum Shop is open Wednesday through Monday, 10am-4:30pm, in the 1870's Victorian at 2476 San Diego Avenue, in the Whaley House Museum Complex.

## E v e n t s

Annual Election Meeting  
2252 Ft. Stockton Drive,  
Mission Hills  
September 22, 4:00pm

SOHO Museum Shop  
Grand Opening & Reception  
October 13, 10am-2pm

Preservation Revolving Fund  
Benefit Wine & Cheese Affair  
October 28, 4-6pm

All Hallows Eve at the Whaley House  
October 26, 27, & 31  
10pm-midnight

Holiday Decoration Making Party  
November 11, 1-4pm

Holiday Decorating Party  
December 4, from 2:30pm on

Holiday Potluck Party  
Venue to be announced  
December 8

Mills Act Workshop  
January date to be announced  
Whaley House

Regional Preservation Conference  
Spring 2002 date to be announced

Arts & Crafts Weekend  
March 2002

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# Wanted!

## Volunteers

### Whaley House Docent

**Contact Alana Coons,  
Volunteer Coordinator**

# Heritage Tourism

Heritage tourism means traveling to experience the places and activities that authentically represent the stories and people of the past, and to enhance the present.

Travel and tourism last year contributed \$582 billion to the U.S. economy. It is the third largest retail industry in the U.S and directly employs more than 7.8 million people. It indirectly supports another 11.5 million jobs, creating a total of 19 million jobs. That's 1 of every 8 people in the U.S.

In addition to creating new jobs, new business and higher property values, heritage tourism improves the quality of life and builds community pride. According to a 1997 Report on Cultural and Historic Tourism, visitors to historic sites and cultural attractions stay longer and spend more money than other kinds of tourists. Cultural and heritage visitors spend, on average, \$615 per trip compared to \$425 for all travelers in the United States, and they spend an average of 4.7 nights away from home as compared to 3.3 nights for all other travelers. The economic impact of heritage tourism should be of great interest to our city and its leaders.

More than half of U.S. states has established statewide heritage or cultural tourism programs compared to virtually none a decade ago, according to the National Trust for Historic Preservation.

"Today's traveler has high expectations, which is why heritage tourism has become so popular," said Richard Moe, president of the National Trust, "Heritage tourism provides educational, entertaining experiences unrivaled by any other form of travel. It significantly impacts local economies and helps preserve historic places."

One of the greatest benefits of cultural heritage tourism is the diversification of local economies and the preservation of a community's unique character. Heritage tourism helps put the focus on the quality and authenticity of a city. It is an economical tool we can use to preserve and protect our precious historic resources.

It is to this end that SOHO's appeal to the Padres on the Ballpark project was so compelling. By preserving and incorporating the historic warehouse district in their design it would provide a richer cultural experience for visitors and residents alike, an experience that a new development, however well done, could not provide.

As our Executive Director touches on in this issue, new developments appear each day in our cities, most of which are cookie cutter images of each other. It is only when we use the identifying characteristics of our city's heritage that we are able to reflect that uniqueness and promote tourism in a way that benefits our community.

The issue of heritage tourism will be just one of the subjects discussed at our Regional Preservation Conference next year.

*Statistics cited are from The National Trust for Historic Preservation Heritage Tourism program.*

## An Invitation to spend All Hallows Eve at America's Most Haunted?



### The Whaley House

2482 San Diego Avenue in Old Town San Diego

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## Welcome Ranger Berry

Originally from Cleveland, Ohio, Faith Berry spent her summers in Canada and went to college in Bemidji, Minnesota, where she majored in environmental studies. She loves snow shoeing, cross country skiing and canoeing. She has two wonderful children, Jennifer, 20, and Joel, 16. After moving to San Diego, Faith began working at the Chula Vista Nature Center. Her work with the bird of prey program landed her a job with Joan Embry as her personal assistant for ten years. As a ranger at Santee Lakes she was HAZMAT certified and then came to work with the County of San Diego, starting at Lake Morena, transferred to Potrero, and now her promotional position as senior ranger brings her to Heritage Park and Whaley House. Faith is a welcome addition to the team, a diligent and tireless worker.

## Letter to the Editors

Greetings all, from a past voice.

It is always exciting to read about what you are doing, and I congratulate you all on the hard work it has taken to reach this very productive point in SOHO history. To all my old friends and acquaintances I send hugs and fond regards. Miles Parker and I often talk over what is going on, and I am so happy you wrote a little about him in the current newsletter. As time goes by it is hard to remember what all may have gone on before, who is who and what they did.

It is to this end that I write you now. Nine years ago when I was on the Historical Sites Board, I was Founder, with Greg Garratt, (atty) of the Historic Preservation Endowment Fund, which is under the San Diego Foundation. With help from the usual special people like Pat Schaelchlin and Harry Evans, this Fund was established to provide an incentive, to meet one of the concerns of our community, as the Board was trying to bring the Historic Preservation Ordinance before the San Diego City Council. The purpose of the Fund is specifically for "endangered historic" projects or properties, and is not intended for legal fees, but rather for any grants of small amounts to large amounts, from the interest it earns. This would enable small preservation groups, or large, to pay for sudden emergency fundraising, mailings and phone bills, publicity, non-profit setup, etc, or could be used someday to purchase a structure outright. I am no longer a participating vote (it may go through the Foundation alone now) as I moved away, but be assured that a meeting with the Foundation's Director will get you a copy of the Endowment Fund parameters, and also details on how quickly any group or project could be put through for funding. I do not know the current money generated, but I suspect it may currently be around \$4,000 a year, or better. Last I knew Mr. Kelly was Director, and he helped us set it up, and is a good help in expediting a project throughout the Grant request process.

It is my hope that you will give the Historic Preservation Endowment Fund some press in the newsletter, and also to any and all groups who might qualify for funding. Take care of yourselves, and if you get out to Fallbrook, I am easy to find, painting away and volunteering in the Art Community here.

Best regards to all of you!

Carol Lindemulder, SOHO President #4 and #9

## Congratulations & Announcements

50th anniversary of the National Trust for Historic Preservation

Welton Jones on his retirement from the San Diego Union after 32 years as the Arts and Theatre Critic

The San Pasqual Historical and Educational Society has been formed and is dedicated to preserving the history of San Pasqual Valley.

SOHO Treasurer, Jessica McGee received her Master Gardener Certification.

SOHO boardmember Kathleen Flanigan, Architectural Historian, will be lecturing on William Hebbard for the San Diego Historical Society at the Thornton Theatre at the Society's Museum on the Prado, Balboa Park, Saturday, November 10 at 10am

Alex Bevel was awarded 1st prize in the James L. Copley Library Award at the recent SDHS Institute of History for "Lest We Forget: The San Diego Veterans' War Memorial Building".

## Notice to Members

The National Trust for Historic Preservation has requested that SOHO participate in their Reciprocal Membership Program, which would help to help further our own membership. The National Trust is an organization that, if you don't already belong to, we recommend highly and one in which we work hand in hand with on many of our local preservation battles.

Under this program, the National Trust provides a state or local organization with the names and addresses of National Trust members who live in their geographic area for use in membership development. In exchange, the National Trust extends six-month complimentary memberships to the general membership of the organization. During the six months, the members receive full National Trust member benefits including free or discounted admission to our historic sites across the country and a subscription to *Preservation* magazine.

If you do not wish to share your address in this exchange program please let us know, we will not forward it. We thank you for your consideration. Please let us know as soon as possible.

## In Memorium

Nancy Ann Donaldson - Wife and business partner of Milford Wayne Donaldson, FAIA. A dear friend of preservation and an ardent advocate for disabled children. Our hearts go out to Wayne and daughter Erica with this untimely passing.

Ann McVeigh - Longtime volunteer, advocate, and preservationist of San Diego railroad history. A volunteer docent at the Whaley House who will be missed greatly.

Carol Cahill - will always be remembered by SOHO for her tenacious fight against the Hotel Del Coronado plan in 1999 to build a three-story cement structure around the hotel.

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