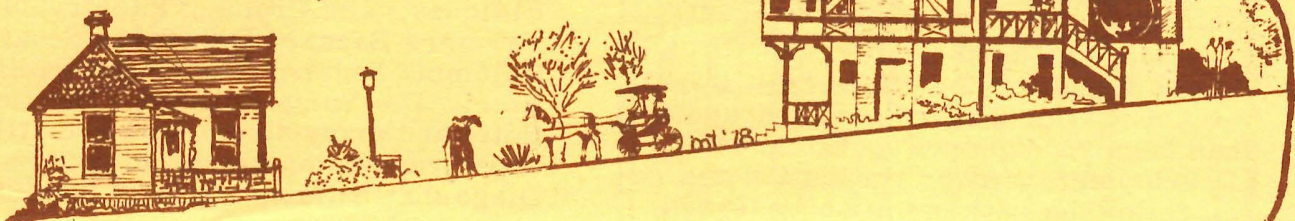


Reflections

Newsletter of Save Our Heritage Organisation

— vol. x no. 8 —

AUGUST 1978



CALENDAR OF EVENTS

August 10, 1978

Banker's Hill Walking Tour -
6:30 p. m. with Walkabouts Inter-
national. Call 223-WALK for more
information.

August 24, 1978

America's Finest Sidewalk Chalk-In
at 1 p. m. presented by San Diego
Historical Society

August 26, 1978

SOHO's Summer Affair, a tour and
garden party at the Long-Waterman
house. Tickets are available by
advance reservation only. Call
232-1997 for information.

August 27, 1978

Summer Craft Fair at Villa Monte-
zuma.

August 29, 1978

SOHO Board Meeting

September 17, 1978

SOHO General Meeting & Election.

November 4, 1978

SOHO Golden Hill Tour.



BUILDING REUSE PAYS OFF
--Ted Foley

After reading several articles in the June 1978, Special issue "Modernization" of Buildings, the Construction and Building Management Journal it appears investors and developers are beginning to prove that the reuse of old structures is very feasible and profitable. This is occurring not just in California, but throughout the country.

215 Freemont Center, the old Del Monte Corporation Offices built in 1928 as a department store in San Francisco, has been redeveloped by Continental Development. After renovation and remodeling the building is being leased out at almost half the price of a new highrise office building (\$7.20 to \$7.80 vs \$14.00 to \$16.00). The total renovation cost averaged \$23.00 a square foot.

The Lauderdale Building in Providence, Rhode Island, circa 1894, has been renovated by the New England Financial Group to house part of their operations. The total renovation cost \$22.00 a square foot. The renovation of this building has triggered the development of other historic buildings in the area.

The Neil B. Anderson building in Fort Worth, built in 1921, was saved from the wrecking ball by 411 Company, Limited, in 1977. The total renovation ran \$20.00 a square foot, and the building is back in use.

The Ideal Building, the first reinforced concrete building west of the Mississippi, built in 1906 in Denver, has been an important center for banking, financing and real estate since it was built. The Colorado Savings & Loan Association has rehabilitated the building as its new office at a cost of \$28.90 per square foot. They were able to maintain most of the original exterior and interior ornamentation.

Generally in each case the exterior surfaces are being restored while the interiors are being completely stripped and modernized, unless the remodeling over the years has not destroyed the building's interior ornamentation.

Special incentives have helped these buildings. Their historical significance and designation as historic sites qualify them to participate in the tax

incentives provided by the Tax Reform Act of 1976 which permits amortization of rehabilitation expenses for five years.

In San Diego we can also see this happening in the downtown areas undergoing a face lift and in the Gaslamp Quarter restoration efforts. The Spaghetti Factory, The Francis Family Antiques, The Cracker Factory, The Farmers Bazaar, O'Sullivan Square, Columbia Square, The Grand Pacific Hotel, The Yuma Building, The Lester Hotel and many others that are still under renovation are proving in San Diego that building reuse is feasible and profitable.

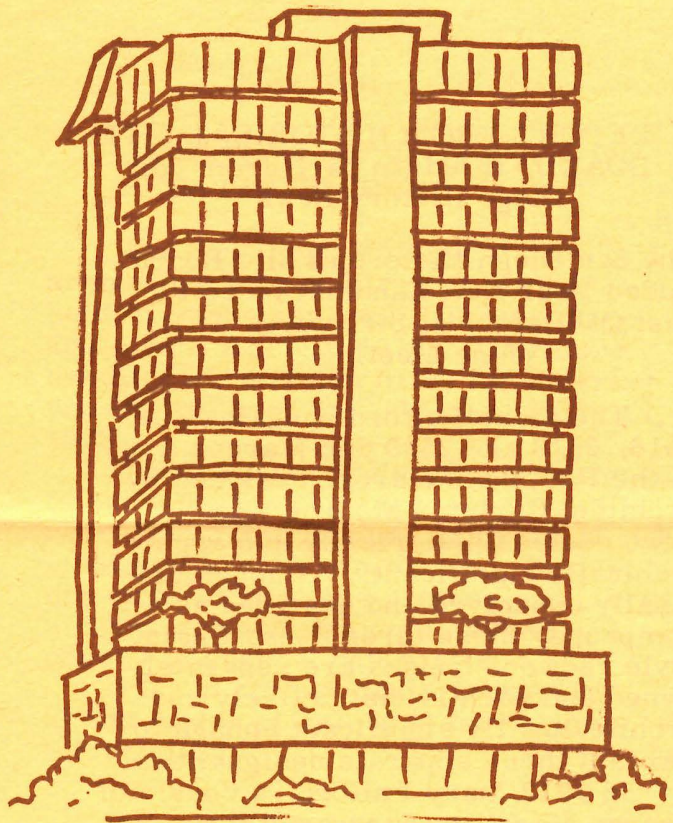
Preservation groups such as SOHO should take pride in the fact that our efforts in preservation, building reuse and showing that people care are paying off as investors and developers realize that history can also become a part of our future.



NEW MEMBERS

Barbara Farrell
Peter Duenez
Peter Allen Ward
Bill & Carol Pingel
Carol Shebab
Ken Bourke
Pat Kart
Martin F. Johnson
Mrs. Alice Kleager
Loretta Hyatt
Kathryn M. Lyon

WHICH
DO YOU
PREFER...



ACROSS THE STREET FROM YOUR PARK?

THE KLAUBER HOUSE MUST BE SAVED!

"...one of Gill's masterpieces...a very personal and unique work..."

--Robert Winter
Dept. of History
Occidental College

"I consider Irving John Gill's Melville Klauber House in San Diego one of his very important contributions to modern architecture."

--Esther McCoy
author, Five California Architects

"There is no comparing the contribution to environmental quality made by the Klauber House on the one hand, and the proposed structure on the other."

--Knox Mellon
State Historic Preservation Officer

If you are concerned with the proposed demolition of the Klauber House, please join SOHO's new sub-committee, Friends of Gill. Call SOHO (232-1997) and we will be in touch with you.



REPORT FROM HISTORICAL SITE BOARD, lifted (in part) from San Diego History News

The San Diego Historical Site Board Added Four New Landmarks To Its List Of Historical Structures At Its June Meeting

The three Fulford bungalows at 2516, 2518 and 2520 San Marcos Ave., in the Burlingame area, designed by architect Carleton Monroe Winslow, were deemed historically and architecturally significant. Although originally conceived and designed as a compound, these three Swiss Chalet style redwood houses are separately owned and each is distinctively and architecturally significant enough to warrant three separate designations.

In 1912 Mary Fulford, a cousin of George Marston, purchased three lots east of Balboa Park, in an outlying area of the city between 30th and 32nd streets, and commissioned thirty-six year old New York architect Carleton Monroe Winslow to design three appropriate Southern California homes. These homes were constructed by Carl Kleinschmidt and completed in December of 1913.

Present owners are Wayne and Virginia Taylor of 2520, the Estate of Azalea P. Gorby of 2518, and Douglas E. and Jerilyn S. Jones of 2516. Mrs. Jones did the exhaustive historical investigation on all three houses and Marc Tarasuck conducted the architectural investigation.

The sixteen block Gaslamp Quarter in downtown San Diego was designated the city's first Historical District in April of 1977. In June the Historical Site Board also named it Site No. 127 on its list of historic structures. This will permit more specific identification of historically and architecturally significant buildings. Twelve Victorian buildings in the district additionally hold individual site designation status.

AN EVENING STROLL THROUGH BANKER'S HILL

At the turn of this century well-established San Diegans, many of them bankers, settled into a picturesque area we now call Banker's Hill. Join Walkabouts International for a casual evening walk through this section of much natural beauty and many fine Victorian homes. We will be giving some historical and architectural background en route and happily accept additional tidbits of information during the walk. We will rendezvous at 6:30 p.m. Thursday August 10 at the corner of First Avenue and Redwood for this (approximate) two hour stroll. Please call 223-WALK for more information.

SOHO CONTRIBUTES TO AEROSPACE FUND

The Directors of Save Our Heritage Organisation recently voted a contribution of \$500.00 to the Aerospace Recovery Fund. All monies collected will be used for the rebuilding of one of San Diego's priceless heritages.

The check was presented by SOHO Charter Member Harry Evans, at a fund raising event sponsored by KOGO Radio in Balboa Park.

All SOHO members can be proud of their participation in this worthwhile effort.

SUMMER CRAFT FAIR

Come to the Summer Craft Fair in the garden of the San Diego Historical Society's Villa Montezuma on Sunday, August 27 from 1:00 to 4:30 p.m. The talented artists whose work was admired at the Designers Showcase Gift Shop this past April will be on hand to display and sell their creations.

Pottery, stained glass, fabric boxes, wooden puzzles, enamels, planters and banners are just some of the items to be sold. Come to look, come to buy-- and bring a friend. A twenty percent discount applies on all purchases to SDHS members.



HISTORIC PRESERVATION MAINTENANCE WORKSHOP

Little Rock, Arkansas, is the location of the fourth annual Historic Preservation Maintenance Workshop to be held September 25-29, 1978. The one-week workshop will be concerned with the variety of managerial and material problems and practices associated with historic preservation maintenance, including: environmental deterioration of building materials; daily maintenance surveying; the protection of furniture during maintenance and use; the cleaning of historic materials; cyclical maintenance such as painting; and cleaning theory and practice. Tuition is \$185. Contact Training Programs, Education Services Division, National Trust for Historic Preservation, 740-748 Jackson Place NW, Washington, D. C. 20006.

CHALK-IN AT VILLA

On Thursday, August 24, at 1:00 pm the San Diego Historical Society's annual "America's Finest Sidewalk Chalk-In" will take place at the Villa Montezuma. The public is invited to decorate the sidewalk around the Villa with colored chalk pictures.

Curly the Clown and Der Wiener-Dog will be there plus balloons and refreshments to add to the festivities. Chalk will be provided. Don't miss the fun.

OLD SCRIPPS BUILDING

Irving Gill's Scripps Building may have a future yet. The University is now willing to approve and financially assist restoration, but a goal of \$200,000 in private pledges or donations has been set for phase I. Your checks or pledges should be made out to: Old Scripps Restoration Fund and mailed to UCSD Foundation, Q-011, La Jolla 92093.

INSTITUTE OF HISTORY DATES CHANGED

The San Diego Historical Society's annual Institute of History, normally held in December, will not take place again until April of 1979. Therefore, deadline submission dates for entering papers has been moved to February 17, 1979.

The Institute of History is designed to encourage, recognize and reward research and writing on subjects of local historical significance. Students, non-professional and professional writers are encouraged to submit papers in several categories.

Please contact SDHS Librarian Sylvia Arden at 297-3258 for further information.

WRIGHT DIES

Frank Lloyd Wright, Jr., architect son of the famed architect, died May 31 in Santa Monica, California. He was 88--his father lived four years longer--and had been ill for a long time.

Lloyd Wright, as he was known professionally, collaborated with his father on many projects including the Wasmuth portfolio and a number of houses in California. He later designed buildings himself; perhaps the best known is the Wayfarer's Chapel (1946-71) in Los Angeles.

He was also trained as a landscape architect by Frederick Law Olmsted and supervised the landscaping of the San Diego World's Fair.

Born in Oak Park, Illinois, he was raised at the property that is now owned by the National Trust and leased to the Frank Lloyd Wright Home and Studio Foundation. He was a consultant to the foundation on the home and studio restoration and attended the large family gathering there late last year.

He is survived by a son, Eric, an architect who will continue as the Foundation's architect consultant, a stepson, Rupert Pole, a sister, two brothers, and two grandchildren.

NATIONAL TRUST SIGNS OPTION TO BUY, PRESERVE HOME OF CALIFORNIA POET

Preservationists in the Carmel, California area are currently raising funds to purchase and preserve Tor House, the home of poet Robinson Jeffers (1887-1962).

The fund-raising activities follow the announcement that the National Trust for Historic Preservation has signed an option to buy the house. The Trust action is an interim step in a long-range program of preservation and development of the property.

The one-year purchase option will allow local preservationists time to raise approximately \$400,000, the cost of preserving and restoring the poet's residence. During the year the National Trust will assist in the creation of a separate private, nonprofit organization that will hold title to the property and develop programs there.

Utilizing its own experience in historic property acquisition and development, the National Trust will provide technical assistance to this new organization in its early years.

Robinson Jeffers is a significant literary figure whose works center on the beauty of the wilderness and coastline of the Far West. There has been a major revival of interest in his works in recent years.

Tor House remains essentially as it was during Jeffers's lifetime. It consists of a series of interconnected stone buildings and a stone tower, with several courtyards and gardens enclosed by a granite wall. Jeffers designed and built most of the complex himself. His furnishings, library and some of his papers and memorabilia remain in the house.

Since receiving Tor House in 1962, Jeffers's heirs have maintained the property with particular attention to its historical integrity.

Possible uses of Tor House include opening portions to the public as a museum and housing an educational center related to Jeffers and other California literary figures. Jeffers's son and daughter-in-law would continue to live in newer portions of the house.

Noted photographer and conservationist Ansel Adams, upon hearing of the option agreement, said, "I am

deeply moved by the consideration of Tor House as a property worthy of protection by the National Trust for Historic Preservation. Robinson Jeffers, whose friendship I cherished since our first meeting in 1927, was without doubt one of America's memorable poets. Indeed, Tor House is a national shrine of greatest significance to our country."



NEED HELP? THE CCC HAS IT

The California Conservation Corps has gone from planting trees in the forest to watering the seeds of urban revitalization. The San Diego Historical Society recently highlighted CCC efforts in restoring the historic Montezuma House. Robert Conrich, Project Coordinator, adds more on this expansion of CCC activities: "Shop projects recently negotiated in the area of historic preservation include stripping and refinishing interior wood panels for the Calaveras County Museum and a welding job in which we will be converting antique jail bars into a fence for the Kelly-Griggs House in Red Bluff."

Does your non-profit preservation project need manpower? The CCC works free of charge, provides transportation and supervision, but materials, orientation, technical assistance and any special equipment must be supplied.

Californians for Preservation Action is delighted to make this announcement and urges you to make use of this offer. John Oubre, one of 16 CCC regional directors attending the Historic Preservation Conference in San Jose, was mobbed by interested preservationists who wanted to know more.

Persons with potential projects north of Santa Barbara should contact Carl Wilcox or Roger Willmarth, 1530 Capitol Avenue, Sacramento 95814, (916) 322-6790. In Southern California contact Bob Conrich, California Conservation Corps, P.O. Box 5348, San Pedro 90733, (213) 831-0185.

From Californians For Preservation
Action Newsletter

PUBLICATIONS

More and more communities are preparing excellent publications to assist in local volunteer survey efforts. The cities of Fullerton, Santa Barbara, Torrance and Alameda recently published style guides, while Torrance and Santa Barbara have both gone further with detailed research guides. Pasadena--well into its survey--has developed its second "Treasures on Your Block" brochure documenting survey findings with a fine graphic presentation. If you are planning a cultural resource survey, we suggest you write these communities for copies of their booklets.

Gary Drummond of Livermore (see CPA Newsletter, Vol. II, No. 3) has produced independently A Guide to the Architectural Styles in the Livermore-Amador Valley (1978, Mill Creek Press). As we recommended Gary's survey work earlier, we recommend this handy booklet. For copies contact Gary Drummond, 567 South L Street, Livermore 94550.

Expected soon from Peregrine Smith, The Craftsman, edited by Barry Sanders (\$9.95, paper): selections from articles and illustrations of Gustav Stickley's popular magazine of the Arts and Crafts movement. Stickley enthusiasts might wish to write the National Trust, Washington, D. C. Office, to encourage the Trust to move to save Stickley's "Craftsman Farm" in Morristown, New Jersey. The property is currently for sale and, unfortunately, lies in the path of development. (See Craftsman Magazine, November, 1911.

Vintage San Francisco Firehouses by the St. Francis Hook and Ladder Society (1978) captures the history and romance of San Francisco's more than two dozen vintage firehouses; 21 pps., \$3 from the St. Francis Hook and Ladder Society, 260 Golden Gate Avenue, San Francisco 94102.

Tax Incentives for Rehabilitating Historic Buildings by the U. S. Dept. of the Interior (1978) briefly summarizes provisions of the Federal Tax Reform Act of 1976. Free from Heritage Conservation and Recreation Services, U. S. Dept. of the Interior, Washington, D. C.

Business and Preservation by Warner et al. (1978) describes the cost, financing, and community involvement experiences of 70 companies engaged in preservation projects across the Country; 308 pps., \$14 from INFORM, 25 Broad St., N. Y. 10004.

Preservation Litigation: A Sourcebook by the Advisory Council on Historic Preservation (March 1978) compiles and summarizes preservation litigation from 1969 through May 1977 which was based on the National Historic Preservation Act, the National Environmental Policy Act, or the Executive Order 11573; 42 pps, free from the Advisory Council on Historic Preservation, 1522 K Street, NW, Washington D. C. 20005.

From Preservation News

WANTED

A Victorian style bridal gown or evening dress, to be modeled at the SOHO Summer Affair at the Long-Waterman house. If you have a dress in size 8 or 9, please call Kathy Johnson at 270-2854.

Fresh flowers to be used for decorations at the Summer Affair. Any variety is acceptable. Please call Gail Louis at 297-7120.



MEMBERSHIP IN SOHO

SOHO depends upon membership dues, contributions, and fund raising activities to support our restoration/preservation expenses. Members receive the monthly SOHO Newsletter and invitations to special events. Gift memberships are available and we will send the recipient a card in your name announcing the gift. Memberships and donations are tax deductible. Please join us!

Membership categories:

_____	Benefactor	\$1,000
_____	Patron	100
_____	Corporate	50
_____	Professional	25
_____	Family	12
_____	Single	8
_____	Donation Only	

Your mailing label indicates the month and year in which you first became a member of SOHO. Your dues will be payable each year during the month shown on your label.

If a renewal is delinquent for more than three months your name will automatically be deleted from the mailing list.

If your newsletter is returned to us for lack of a forwarding address your name will also be deleted.

Please complete and return this membership form to:

Save Our Heritage Organisation
 Post Office Box 3571
 San Diego, California 92103

New _____ Renewal _____ Date _____

NAME _____

ADDRESS _____

CITY _____ ZIP _____

TELEPHONE (home) _____

(business) _____

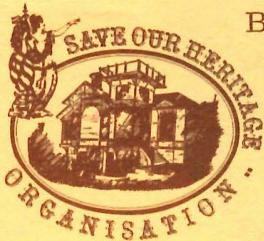
REFERRED BY _____

ADD MY NAME TO YOUR VOLUNTEER

LIST _____ I PREFER THE FOLLOWING

TYPES OF ACTIVITIES _____

TAX EXEMPT STATUS
 SOHO is exempt from Federal Income Tax under Section 501(c)(3) of the Internal Revenue Code and has been classified by the I.R.S. as a charitable, educational organization.



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