



THE S.O.H.O. NEWSLETTER

REFLECTIONS

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P.O. BOX 3571 SAN DIEGO, CALIFORNIA 92103 (714)222-3148



The TROLLEY BARN, located at the west end of Adams Avenue and for years known as the San Diego Paper Box Factory, is a 67 year old red brick Electric Railway building reminiscent of the days when the streets of San Diego rattled with trolleys. Trolley barns such as this have been successfully preserved and converted into colorful commercial ventures like Ghirardelli Square in San Francisco and the Trolley Barn in Salt Lake City.

The Trolley Barn was part of the 1913 development inspired by San Diego magnate, John D. Spreckels. Other vintage buildings hailing from that epoch include the 1915 Panama California exposition, the Spreckels Theater Building, and the Golden West Hotel.

FAREWELL, TROLLEY BARN...

"The structure (of the trolley barn) is a prominent and highly visible landmark in the area by its sheer size and location. Vistas of Mission Valley are caught through the parking lot and the canyon beyond, giving the viewer some sense of location."

But the above facts and statement were omitted from the historic report submitted in the defense of the old Trolley Barn. Now it is destined for a different fate. Local developer, Hooper-Goode Inc., is planning to level the barn and build a 96-unit condominium project.

George Szabo, an architect working for Hooper-Goode Inc., hired an environmental consulting firm, Advanced Planning & Research, to write a full-scale environmental impact report. The original report was prepared by historic preservationists and ex-SOHO presidents, Marc Tarasuck and Patricia Schaelchlin.

Szabo later conceded that he recommended changing certain segments of the historic report. Craig Lorenz, an Advanced Planning and Research analyst, who edited the report considered the alterations insignificant. However, when the deletions were brought to the attention of Tarasuck and Schaelchlin, they believed the alterations biased the argument against the old trolley barn.

Szabo later hired University of San Diego historian Ray Brandes to prepare a second report. Brandes concluded that the trolley barn was not historically significant.

City officials make land use decisions based on reports submitted by developers. The entire incidence raises questions about the validity of reports submitted by developers who have a vested interest in the decision. It is not unlikely that the individual who not only must pay for the land but also must pay for the report would select a consultant sympathetic to his needs and wants.

But citizens and future generations of citizens also have the right to look back on the history and development of their city as it is manifested in the character of the buildings around them.

the best of all possible worlds there would be a neutral, city historian or board of historians who could make wise decisions about just exactly what constituted history. Then there would be unbiased reports submitted to city officials and decisions would be clear.

But alas, there is no city money for such historians, and reports are somehow edited and, in the final analysis, many developers see their future and ours in dense living structures.

--Kathy Cogen

NEWS BRIEFS

new members

SOHO welcomes the following new members into its fold just in time to participate in its Spring activities! Welcome to you all.

Mary Bacsar
Gary M. Thomas
Sharon S. Freymiller
F. Marian McGee
Vicki Lindblade
Mrs. Heinrich Falk

SOHO Newsletter REFLECTIONS

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The SOHO Newsletter is published monthly. Letters to the Editor are welcomed. Articles and/or photographs of interest to SOHO members and friends are most enthusiastically encouraged!

BUS TRIP to GOLDEN MOVEMENT EMPORIUM, LOS ANGELES

On Saturday, May 3rd there will be a bus trip to the Golden Movement Emporium housed in the Uniroyal Building, a former tire factory built in the 1920s to resemble a Babylonian Temple. The Golden Movement Emporium was one of the world's largest suppliers of architectural antiques, and you will view 275,000 sq. feet of stained glass, panelled rooms, fireplaces, Victorian furniture, and more. All of the items have been restored, and are offered at a once a year auction.

For further information on this tour which begins at 9:30 am on May 3rd and includes bus fare, refreshments and an all-day jaunt to L.A., call Gena Holle at 265-0614 or evenings at 453-7196.

DESIGNER'S SHOWCASE TICKETS

Tickets for the 1980 Designer's Showcase, opening April 19th, are available this year through SOHO for \$5.00 per person, \$1.00 of which goes to SOHO. Send a stamped, self-addressed envelope to Harry Evans at 3320 Garrison, San Diego, 92106, along with your check for \$5.00 per ticket. Please make check payable to SOHO.

The Mills Cliff-Mansion on Sunset Cliffs in Point Loma is the Designer's Showcase home this year. This unique house will have some of the original furniture designed with carved lions heads for the owner, John P. Mills, worked into the current redesign. Don't miss this opportunity to view one of the most intriguing homes on Point Loma.

Luncheon is being served daily this year from 12 to 2 for \$3.75 including tax. No reservations required. Come and plan to make an afternoon of it.

The Showcase continues through May 11.

Letters

Dear friends:

Guess we've finally decided to put our energies here in Orange County now. But our very best wishes for your great job!

Peace - Dick & Gerre McKenna
Irvine, California

LAND CONSERVATION AND PRESERVATION TECHNIQUES

Federal income tax laws encourage charitable contributions by allowing a deduction equal, with some exceptions, to the value of the donation. There are many ways of putting this "tax incentive method" of heritage preservation to work.

Did you know that....

...an individual may donate property to a donee organization but retain possession and use of the property for his own lifetime and/or the lifetime of his family. When such a gift is made the donor is entitled to a present income tax deduction.

...the donor of a qualifying conservation easement to a public agency or qualifying charitable organization is entitled to a deduction for the fair market value of the easement.

...a landowner who leases to a public agency or charitable organization (where the land is used for public purposes) may be entitled to a tax exemption.

...a "bargain sale" to a qualified organization provides the landowner with some actual cash as well as a capital gain tax reduction, total avoidance of brokerage fees, and a charitable contribution deduction.

...a deduction for charitable contribution may be obtained when a landowner fully donates or bargain sells his land and then leases it back.

--From Poppies & Porticos, a publication of Heritage Conservation & Recreation Service, U.S. Dept. of Interior, Winter 1980.



SOHO's ever-intrepid photographer, Med Beauregard, was johnny-on-the-spot the other morning and caught these candid shots at the downtown "Ground breaking" or "Bricklaying" ceremonies symbolically kicking off the Gaslamp District project.

DONATIONS

We thank the following who have generously made donations recently:

Ed and Vel Landi

Mary C. Sanders

The Mifflin Ward Family

Mr. & Mrs. George Murphy, Jr.

Mrs. R. C. Oetman

Mrs. Edythe H. Scripps

Pat & Bob Schaelchlin and the Rolla Williams family towards restoration of the Temple now in Heritage Park, in memory of Joan Zeenkov's mother, Ann Rosenfeld.

NATIONAL CENTER FOR PRESERVATION LAW

The National Center for preservation Law is the nation's first legal center dedicated to the urban living environment, offering a full range of legally related services to promote architectural, historic and neighborhood conservation. The Center may act as counsel, co-counsel with local attorneys, friend of the court, or informal advisor. With several successes to its credit to date, the Center will take cases that offer the promise of advancing the law relevant to preservation. The National Center for Preservation Law is a not-for-profit corporation supported by grants and tax deductible contributions, and maintains offices in New York City, Washington D. C., and San Francisco. For further information, write to the Center at 50 East 42nd Street, New York, NY 10017.

--From Poppies & Porticos, a publication of Heritage Conservation & Recreation Service, U.S. Dept. of Interior, Winter 1980.

ART EXHIBIT SERRA MUSEUM IN PRESIDIO PARK BARBARA SIEGAL'S "CLASS VS GLASS"

Artist Barbara Siegal's paintings and pen and ink drawings of vintage local buildings will be on exhibit from May 3rd through May 31st at the Serra Museum's Tower Gallery in Presidio Park.

Entitled "Class vs. Glass" the show will be a series of watercolor and ink paintings depicting homes, churches and some private residences restored as commercial buildings. Along with the paintings, the artist has included a bit of the local history of the structures also.

Barbara Siegal, originally from New York and a three year San Diego resident, has received several awards for her work and has been shown in one person and group shows throughout San Diego.



MEMBERSHIP FORM

Please complete and return this membership form to:

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

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	\$15.
Single	\$10.
Donation	\$ _____

Name _____

Address _____

City _____

Zip Code _____ Phone _____

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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