



THE S.O.H.O. NEWSLETTER

RELECTIONS

Vol. XIII No. XI

NOVEMBER, 1981

P. O. BOX 3571

SAN DIEGO, CALIFORNIA 92103



By Harry Evans

On Sunday, December 6, 1981 at 8 a.m. sharp, a bus will leave Robinson's east parking lot in Fashion Valley heading for the second SOHO tour of Redlands.

This time we will be visiting the interiors of five Victorian homes, courtesy of the Redlands YWCA which offers the tour as a fundraiser. This is NOT a repeat of last year's tour (not that that would be bad). No tickets will be issued.

The price will be \$25 for SOHO members and \$28 for non-members. The price includes a box lunch, beverages, and admission to the homes. Please send your check to Harry Evans, 3320 Garrison Street, San Diego, 92106. The tour will return to Robinson's around 6 p.m.

For those of us who were raised in large houses and those who dreamed of it-- this tour will be a nostalgic treat. Come along and become surrounded with life in the grand manner of 1890.

NOVEMBER CALENDAR



Monday, November 2
7:00 p.m.

Board of Directors
Senlis Cottage

Tuesday, November 3
1:30 p.m.

Historical Site Board
4th Floor Conference Room
City Administration Building

Tuesday, November 3
2:00 p.m.

Port Commission
3165 Pacific Highway

Tuesday, November 3
7:00 p.m.

Uptown Planners
San Diego Federal
Ft. Stockton & Goldfinch

Tuesday, November 10
Noon

San Diego Historical Society
Villa Montezuma, 1925 K Street (239-2211)

***DON'T FORGET TO VOTE
ON NOVEMBER 3 !!***

From The Boardroom

The Board of Directors met on October 6, 1981 and discussed the following items:

Jennie from New Visions Gallery in Heritage Park presented a brochure to promote Heritage Park and asked SOHO's participation.

Joan Zeenkov purchased the living light for the Temple Beth Israel which cost more than our fund had; so reimbursement to the Zeenkov's will be made with incoming monies.

Sally Johns moved that SOHO invest in a new high interest landmark account the the motion was unanimously passed.

Carol Lindemulder reported on the rollercoaster progress and announced that Don Reese would be the architect and asked for money to establish the Save The Coaster non-profit incorporation and pay the fees.

Ron Campnell reported that the Project Area Committee will move the Davis house to the northeast corner of 4th and Island.

The Gill-Hebbard Tour by Friends of Gill and Citizens Coordinate was mentioned and volunteers are needed. Anyone interested please call Clare Crane at 454-5950.

Items are needed for the sale at Senlis Cottage.

Paper folding houses were mentioned as sales items.

Bruce Herms announced the Celebration of our American Heritage (architecture) at Southwestern College on loan from the Smithsonian.

REFLECTIONS

Nancy Roberts
Editor

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Cathy Grigsby
Executive Vice President

Matt Potter
Vice President of
Governmental Affairs

Bruce Herms
Vice President of Education

Kathy Cogen
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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!

Letter To The Editor:

Dear Editor:

Politics is preservation; these are my personal recommendations for city council seats. I feel these people are the most receptive to preservation issues. District 1 - Bill Mitchell, District 3 - Jamie Brierton, District 5 - Phil Connor, and District 7 - Lucy Goldman.

Robert Miles Parker

Long-Waterman House Tour To Benefit SDSU Men's Crew

The Long-Waterman House will be open for viewing on November 21, 1981 to benefit the San Diego State University Men's Crew Team.

The Queen Anne Victorian, located at 2408 First Avenue, was built in 1889 and is now the corporate headquarters of Parker Industries. Parker Industries has spent nearly four years restoring the stately mansion, which is designated San Diego Historic Site 37, and also appears on the National Register of Historic Places.

Reservations for a guided tour can be secured with a tax-deductible donation of \$5 or more to the SDSU Alumni Associates/Men's Crew.

Crew began intramurally at SDSU in 1898 when the University was the San Diego Normal School-- a teacher's college for women. SDSU's present Men's Crew is not funded by the University, yet it competes successfully with well financed teams from the University of Washington, Cal-Berkley and even Harvard and Yale.

SDSU's Men's Crew will host the Long-Waterman open house and Victorian tour with refreshments on Saturday, November 21, from 10 a.m. to 5 p.m. Checks should be made payable to the SDSU Alumni & Associates/Men's Crew, 2408 First Avenue, San Diego, CA 92101. For more information call 571-7600.

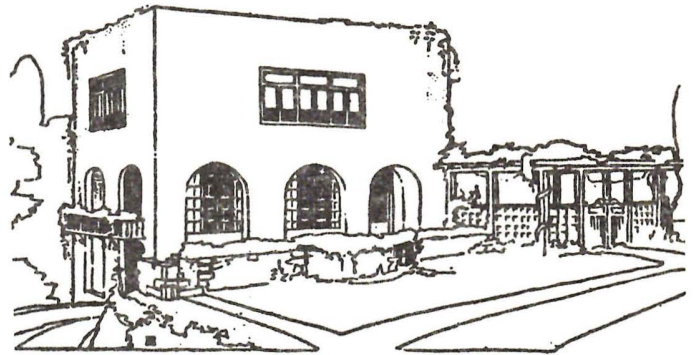
Irving Gill & Associates Tour Announced

Citizens Cordinate for Century Three (C-3) along with Friends of Gill proudly announce a fall architectural tour. The tour, of San Diego's "Uptown" community, will focus on the works of Irving Gill and his associates: William Hebbard, Richard Requa, Frank Mead, Louis Gill, Hazel Waterman and Lloyd Wright.

The tour will begin with a slide and lecture presentation by Bruce Kamerling, curator at the San Diego Historical Society and co-author of a soon to be published monograph on Irving Gill. A combined bus and walking tour will include visits to a stately Bankers Hill residence designed by Hebbard; a modern but modest cottage in Hillcrest designed by Irving Gill; and a walking tour of the "Seventh Avenue Gills" with refreshments served at the Arthur Hamilton Marston residence.

The tour will take place Saturday, November 14 with a morning tour from 9 to 12 and an afternoon tour from 1 to 4 p.m. The cost is \$20 per person and the check must be received by November 10th at C-3, House of Hospitality, 1549 El Prado, San Diego, 92101. Please indicate morning or afternoon tour. The tours will begin at 9:00 and 1:00 at the auditorium of the First Congregational Church, 4070 Jackdaw Street at Fort Stockton Drive (Mission Hills).

For further information, contact C-3 at 232-7196 or Friends of Gill at 296-2577.



Citizens Coordinate for Century Three is a volunteer association of concerned citizens interested in conserving and enhancing San Diego's unique environment. Friends of Gill is an organization dedicated to preserving the works of noted architect Irving Gill.

Irving Gill, San Diego's most famous architect, is recognized internationally as a leader of the Modern Movement in architecture. From 1895 through the 1920's, Gills style blossomed and Southern California, his home base, provided the inspiration.

Gill understood the importance of nature and his San Diego homes, many on canyons, or with outstanding vistas, or simply with lovely urban gardens, exemplify Gill's sensitivity to nature and his rare ability to integrate the home and the garden. "As long as his structures stand, Gill will continue to reaffirm fundamental truths in the lasting beauty of the straight line, the arch, the cube and the circle."

Founder Attends Annual Meeting of National Trust for Historic Preservation

By Robert Miles Parker

As I have just returned from the annual meeting of the National Trust for Historic Preservation, there is much I'd like to share with you. I'll present some of the important social and political developments that are affecting the progress of preservation locally and nationwide. I believe San Diego has a lot to learn about the logistics and philosophy of preservation, lessons that must be learned if we are to retain the historic and aesthetic fabric of our city.

The meeting of the National Trust for Historic Preservation was held this year in New Orleans, and for very good reason. New Orleans boasts one of the most extensive and progressive preservation policies of any city in America. It has eight historic districts, the Vieux Carre (French Quarter) being the second oldest in the country. Historic preservation is top priority not only to the people of that city, but to the city administration as well. History is a living presence there, and the past flows within the present as naturally as the Mississippi flows to the sea.

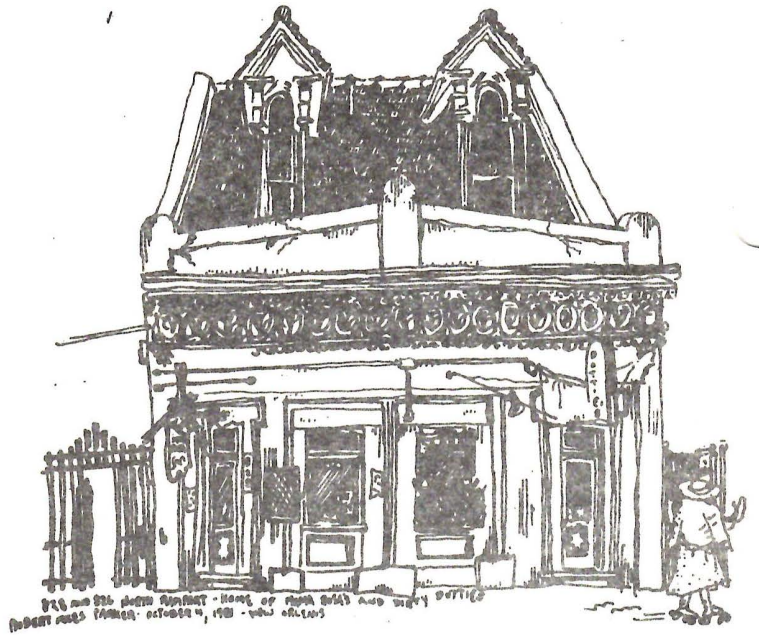
How has New Orleans accomplished its preservation? Ernest N. Morial, mayor of that city, shed some light on the subject in his welcoming remarks to the meeting. New Orleans has always been committed to historic preservation, he said. Funding has been continual, even in the face of economic hardships affecting other sectors of the city government; the importance of preservation and funding for projects is never even questioned, he stressed. City government accepts the responsibility to preserve and restore, and appoints a preservation liaison officer to direct and coordinate preservation efforts. City officials, business leaders, and private individuals work together to create an attractive balance of old and new, their ultimate goal is to create a lifestyle from the unique fabric of their environment he boasted. Their combined vision has assured economic welfare through tourism, while retaining the heritage of the city for the enjoyment and enrichment of visitors and residents alike, he believes.

Many other cities in this country have taken note of New Orleans' success with historic preservation. In 1955 there were a total of 11 historic districts recognized by the National Trust. Today there are more than 850. The future of preservation in this country is brighter due to the re-emergence of the neighborhood/community as a social and

political power. This rebirth is evident in San Diego, where areas such as Golden Hill and the Gaslamp Quarter are flourishing.

At this point, you may be asking what The National Trust Annual Meeting has to do with San Diego. The answer, I think, is that it supplies us with some direction, guidelines to a useful preservation effort. It has also re-emphasized what preservation can do for San Diego, and to some, that might seem to be the most important point.

Preservation of Historic Districts, structures, and individual sites has been proved, again and again, to be an economic plus. Outside the natural wonders provided to us by nature and location, the Historic Sites already existant in San Diego are the second largest tourist attraction that we possess. You have only to try and find a parking place in Old Town or to attempt a leisurely stroll through Heritage Park to know that this is *fact*. Cabrillo Monument is the most visited National Historic Site in America, and Balboa Park is a constant joy to visitors and residents alike.



The Gaslamp District is well on its way to providing yet another valuable attraction for tourists, but more important, is a major factor in the revitalization of downtown. Small businesses along the trolley line are bound to prosper and major retailers are reversing their mass exodus to suburban shopping centers and again planning to locate downtown. All of these factors mean revenue to the individual and a more secure tax base for the city. Mind you, it's not the classy-glassy high-rises that attract tourists and natives, but the local color and unique historic atmosphere which abound in San Diego.

Other San Diego communities have already seen the light. National City provided low interest loans to encourage the restoration of its "A" Street Brick Row Houses. Golden Hill residents have banded together in recognition of their outstanding architectural heritage, and are putting forth a concerted community effort to enhance their Historic District. It takes individual concern and public awareness to effect such change. It also takes a certain amount of political clout. We strongly urge every San Diegan to examine the records and platforms of their political candidate with a view toward ensuring a stronger and more active preservation policy in this city. It's a lot easier to work from within City Hall than to fight it.

The keynote theme of the National Trust Annual Meeting was the role of the neighborhood in the preservation of cultural diversity. The original focus of Historic Preservation was in acquiring and preserving individual buildings which were historically significant or architecturally unique. These isolated structures often became sacrosanct museums. Preservationists are now becoming more concerned with a total environment. Surely, the preservation of certain architectural gems is important, but the environmental context in which they exist is important as well. The architecture of the vernacular may not be striking in and of itself, but it tells a more complete and living story of people and their daily functions.

The first Historic Districts were in the exotic East, but now they abound throughout the country and are a more valid reflection of the diversity of America's peoples and their cultural styles. Preservation has become a land-use planning tool, and so is gaining greater political significance and clout. The current Federal Administration's policy toward decentralization of authority is influencing attitudes at State, County, and even City levels. "Home Rule" is the watchword of the day, a philosophy which seems to mandate such far-reaching political changes as district elections to replace city-wide decision making. Divisive, perhaps, but it bodes well for the continued existence and future preservation of the Neighborhood/Community as a viable entity and a political power.



Did you happen to see the August 1981 issue of San Diego Home/Garden? Try to find a copy and see the article and photos of a wonderful restoration and rehab of a Craftsman style house in Del Mar by past SOHO president Marc Tarasuck, AIA. Beautiful job Marc!!

Update On Rollercoaster

Recommending the retention and restoration of the Mission Beach plunge building and landscaping of the northern parking lot on Ventura Place, the City Manager's report to the Public Facilities and Recreation Committee was favorable despite its recommendation to demolish the rollercoaster.

Appearing on behalf of the Save The Coaster Committee were Carol Lindemulder, president, Eleanor Staetter, Vice president; Norm Starr, secretary, and board members Pat Schaelchin and Michael Sullivan.

The proposal to raise funds for restoration and preservation of the rollercoaster was received well by the PF&R committee members and the Save The Coaster Committee was given 90 days to return details on structural analysis and restoration costs and fundraising plans.

Being A Volunteer Is Tax Deductible

A number of tax benefits are available for volunteers under the general charitable contribution deduction of the Internal Revenue Code. Below is the existing law, although there will be changes in 1982. The following are representative types of expenditures that may be deducted:

Automobile mileage (at actual expense or 9¢ Federal, 10¢ State per mile standard rate)

Bus and cab transportation expense

Parking and tolls

Telephone bills

Travel expenses above per diem allowance

Tickets for charity benefits (above actual value)

Remember, SOHO volunteers are our most important asset. They are always in demand. A complete description of federal tax deductions for volunteers can be obtained free from the local IRS Taxpayer Assistance Service. Ask for Publication Number 526, "Income Tax Deduction for Contributions" and call Senlis Cottage and VOLUNTEER!

New President Stresses Preservation Policy

By Michael Sullivan

Having joined S.O.H.O. in her infancy, it somehow seems fitting that as she becomes a teenager, I become President. It seems like only a few months ago that I saw a phone number on a post in front of a red and yellow wonder. I'd never seen such a wonderful house. It had a tower and a circular front window and the world's largest bird of paradise plant at the back door. This house was built by a lover of houses. He made every corner different, decorated every nook and cranny and created a masterpiece.

The sign said "Help Save This House," so I called the phone number that was posted, and the next thing I knew I was Chairman of the Teenage work force. Someone had mistaken me for a teenager and only recently have I been able to rid terminal youth at 33. (I'm sorry to see it go really.)

Now 13 years later a strong and unified moving force in our community exists. S.O.H.O. is the only active preservation organization in San Diego.

I was inside the Sherman-Gilbert House (described above) when bulldozers roared to life at 7 a.m. to push her into oblivion. I saw the Villa Montezuma rescued from the jaws of demolition, and I've seen the realization of Heritage Park. Preservation has been an uphill battle in this city. Never has the mayor or city council seen preservation of our architectural heritage of great significance. Having seen S.O.H.O. grow, I can also see the need for political influence in changing the attitude of those who make the big decisions.

Having just read Miles Parker's report from New Orleans on the National Trust Conference I agree 100 percent. In following the principles set forth at the New Orleans meeting, S.O.H.O. can be more effective through political influence. It works in 850 other cities, most not half the size of San Diego, surely it will work here.

As President of S.O.H.O. this year, I hope to effect a policy of preservation which shall avoid our persistent panic politics. By recognizing structures today, tomorrow we shall have established their significance and through political activism create an atmosphere of preservation in city government.

Wegeforth House Becomes Junior League's New Headquarters

By Michael Sullivan

At the October 6, 1981 San Diego Historical Site Board meeting, the Dr. Henry Wegeforth residence received nomination and designation as a San Diego Historical Site.

Dr. Henry Wegeforth, founder of the San Diego Zoo, commissioned Louis Gill, nephew of Irving Gill, to design his home at 210 Maple Avenue in 1917. It is an excellent example of Transitional and Mission Revival style architecture. It has a west facing arched porch entrance with a patio above and a pergola to the east which perfectly frames its symmetrical form.

The Junior League of San Diego (a volunteer training organization) in search for a new home, came to SOHO for assistance. It was Carol Lindemulder who in a driving search, came across the Wegeforth residence. The League plans to restore and preserve this wonderful house as their new headquarters.

SOHO applauds this endeavor and wishes them the best of luck. This is an excellent example of adaptive reuse.

Orchids & Onions Banquet Announced

The American Institute of Architects, The American Society of Interior Designers, The American Planning Association, and The American Society of Landscape Architects will be presenting their awards presentation on Friday, October 30, 1981 at Sea World.

No Host cocktails start at 6:30 p.m., dinner at 7:30 p.m., and the awards presentation will begin at 8:30 p.m. The Master of Ceremonies will be Dr. Robert Winter, author "California Bungalow."

Interested persons should send \$18 per person to the San Diego Chapter AIA at 233 "A" Street, Suite 207, San Diego, 92101. For further information, call 232-0109.

Welcome New Members

*Harriet P. Eves
Al & Jenie Shenk*

New Tax Law Explained

The new tax incentives for historic preservation will be explained in a series of 10 conferences to be held in various cities throughout the country starting in November.

The incentives, part of the Economic Recovery Tax Act of 1981 passed by Congress and signed by President Reagan in August, alter significantly the ways in which owners can take a tax credit for rehabilitating old buildings. Included is a 25 percent investment tax credit for certified work.

This series of two-day conferences is cosponsored by the National Trust with the National Park Service, U.S. Department of the Interior, and the National Conference of State Historic Preservation Officers.

Importantly, for those attending--expected to be owners, developers, attorneys, architects and state and local preservation officials--the sessions will be conducted by National Park Service staff and rehabilitation experts who will be responsible for administering the certification program.

The schedule for California cities is San Francisco on February 15-16 and Los Angeles, February 19-20.

The cost is \$50 for staff, board members and active members of private, nonprofit organizations (including the National Trust) and \$100 for others, including those affiliated with profit-making organizations.

For more details, including registration forms, write Education Services/Tax Conferences, Office of Preservation Services, National Trust.

HAPPY THANKSGIVING!

Workshop For Neighborhood Leaders Planned

A workshop for Neighborhood Leaders will be held in Los Angeles December 3-5, 1981. This event will bring together 30 participants from throughout Southern California for lectures and discussions on neighborhood conservation.

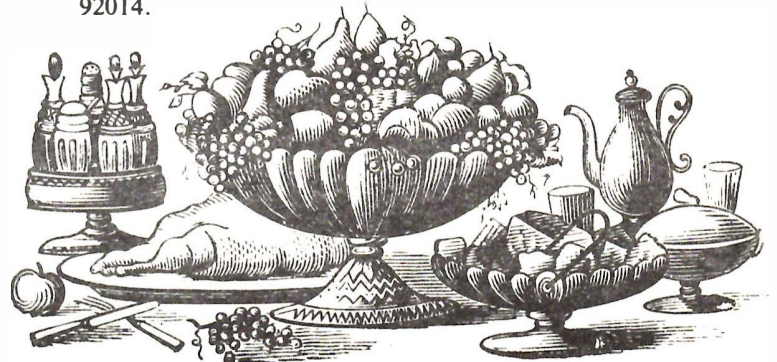
This workshop is reserved for persons who are active volunteers or staff members of neighborhood organizations. Participants should be concerned both with neighborhood revitalization and with programs to aid low and moderate-income persons and prevent displacement.

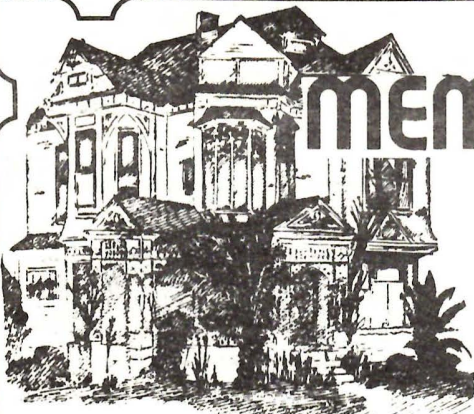
There are no fees or tuition for the workshop. Participants will be responsible for their own transportation and lodging. All eligible persons should apply on the application form available from SOHO. The Neighborhood Office staff will choose a diverse group of people who are involved in different types of activities and who represent the economic and racial groups that make up the neighborhood movement. All applications should be mailed to the Neighborhood Office, National Trust for Historic Preservation, 1785 Massachusetts Avenue NW, Washington DC 20036. All applications must be postmarked by November 6, 1981. Participants will be notified of their selection by telephone on November 16 and sent a final agenda.

DADA-DO For Halloween

The Gaslamp Quarter's Art Community will be celebrating Halloween in the spirited and outrageous tradition of Dadaism, which will include your creative imagination and personal participation. Wear your most bizarre costumes--with Dada anything goes!

Included will be refreshments, music, dance, theater, poetry, costume contest, no host bar, and more. The party will be held in the newly renovated and historic "Carrige Works" at the corner of 4th and G Streets. The party starts at 8 p.m. on October 31. Prices are \$5.50 advance and \$6.00 at the door. For further information call the Gaslamp Quarter Association at 233-5227, 652 Fifth Avenue, San Diego, 92014.





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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