



REFLECTIONS

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JANUARY 1982

P. O. BOX 3571

SAN DIEGO, CALIFORNIA 92103

La Jolla's Wisteria Cottage Becomes SOHO's 4th Facade Easement

By Bruce Henderson

On December 24, 1981, Dr. and Mrs. Roger R. Revelle, of La Jolla, California, and their daughter Mary Revelle Paci, of Brookline, Massachusetts, made a gift to the Save Our Heritage Organization of great importance to the preservation of the historic and scenic integrity of La Jolla.

The gift consists of easements which will, in effect, preserve the character of 780 Prospect, La Jolla, the architectural integrity of the Wisteria Cottage located on the property, and the scenic vista of the ocean from the property.

The property is now occupied by John Cole's Book Shop and a small cottage planned as the home of the La Jolla Historical Society. Allowance is made in the easements for moving to the property another small building of historical importance to La Jolla.

The gift is made up of three parts:

- (a) A Conservation Easement under provisions of Sections 815 through 816 of the California Civil Code which recognize and provide for public enforcement of perpetual easements which enhance the preservation and protection of land in its scenic, historical and open-space condition;
- (b) A Facade Easement to protect the architectural integrity of the Wisteria Cottage; and
- (c) A Scenic Easement protecting the view across the western portion of the lot from Prospect to the ocean.

The Wisteria Cottage typifies construction in the early history of La Jolla when the community was comprised principally of beach bungalows. It is believed to have been built in 1903. In 1907 it was altered to conform to architectural plans drawn by Irving Gill, who is recognized as one of the most innovative and respected architects of early Southern California.

In 1913 and 1914, Gill designed the La Jolla Women's Club and the La Jolla Community Center located across the street

from the Wisteria Cottage and both registered Historical Sites. Irving Gill's designs marked the turning point from Victorian architecture to the clean, modern lines which respected the natural elements. All three of these buildings are located in the "Cultural Center" of La Jolla.

The Wisteria Cottage is not only architecturally significant, but it is a rare example of what was in La Jolla's early days a common type of construction, for even though many other beach cottages were built in the first quarter of this century, few now remain. Its importance to La Jolla is certain. As the community plan states, "At some point in time, certain buildings...and other objects transcend their value as pieces of real estate...and become symbols of greater depth and meaning to the people of a community... La Jolla is fortunate to be endowed with numerous community resources. Many of these are older buildings constructed when the community was a small village... The central La Jolla area contains a particularly fine selection of buildings designed by ... Irving Gill, one of California's most noted architects."

Eliza Virginia Scripps, half sister of Ellen Browning Scripps, bought the Wisteria Cottage in 1905. Prior to that time it had been used temporarily by St. James Episcopal Church. Jay Wilson, one of the members of the La Jolla Historical Society was baptized there in 1903. The cottage was remodeled for "Miss Virginia" in accordance with Irving Gill's plans. She used it as a guest house, maintaining her residence in the home of her sister, Ellen Browning Scripps. Among the guests who occupied it was the famous naturalist John Burroughs. Dr. and Mrs. Revelle purchased the property in the name of their daughters in 1940 as a home for the Balmer School, the predecessor of the La Jolla Country Day School.

(Continued on Page 3)

JANUARY CALENDAR

From The Boardroom

Tuesday, January 5 Historial Site Board
1:30 p.m. 4th Floor Conference Room
 City Administration Building

Tuesday, January 5 Port Commission
2:00 p.m. 3165 Pacific Highway

Tuesday, January 5 Uptown Planners
7:00 p.m. S.D. Trust, Mission Hills

Tuesday, January 12 S.D. Historical Society
Noon Villa Montezuma
 1925 K Street

Wednesday, January 20 SOHO Board Meeting
7:30 p.m. SOHO Office
 Heritage Park

The following items were discussed at the December Board of Directors meeting:

The facade and scenic easement on the Wisteria Cottage was discussed by SOHO attorney Chuck Hellerick and the Board and was accepted by the Board.

The Save the Coaster Committee presented an update of progress on site and requested additional funds for preservation expenses. It was granted by Board approval.

Delays on downtown redevelopment by E. Hahn Corporation were discussed. It was agreed constant pressure to save historic buildings continue.

Progress on the Santa Fe Depot was discussed. A coordinated effort with the San Diego Historical Society to push for movement on its redevelopment will be pursued.

The membership general meeting was scheduled for February 14, 1982 at 1:00 p.m. A slide presentation will be arranged.

Happy New Year!

Reagan Expected To Sign Final HUD Interior Bills For 1982

On December 11, 1981, Congress sent President Reagan a twice-amended conference report (HR 4034) on HUD's fiscal year 1982 budget. The President is expected to sign it early next week.(December 24th). In its final version, community development block grants received \$3.6 billion; urban development action grants, \$458 million; assisted housing (Section 8 and public), \$17.3 billion; housing counseling, \$3.52 million; and the Neighborhood Reinvestment Corp., \$14.45 million.

The final version of the appropriations bill gives the Administration the discretion to cut CDBG, UDAG, and Neighborhood Reinvestment and additional zero to 5 percent if it so wishes. Bust assisted housing and housing counseling may not be cut further.

Historic preservation, meanwhile, ended up with \$25.44 million in the fiscal year '82 conference report for Interior Department programs.

REFLECTIONS

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P.O. BOX 3571

San Diego, CA 92103

(714) 297-9327

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!

Dr. and Mrs. Revelle have an extensive record of involvement in the community. Revelle College of UCSD was named in honor of Dr. Revelle, a moving force in the location of the University here in San Diego and a principal architect of its formative years. Dr. Revelle was Director of the Scripps Oceanographic Institution from 1951 through 1964. He was one of three incorporators of La Jolla Town Council and served as chairman of that organization. He is currently a trustee of the Theater and Arts Foundation, and an honorary trustee of the La Jolla Chamber Music Society. He is a member of the Board of Governors of Scripps Memorial Hospital, a member of the La Jolla Historical Society, and a former member of the La Jolla Kiwanis Club. He was formerly a trustee at the Scripps Clinic of Research Foundation.

Mrs. Revelle, formerly Ellen Virginia Clark, was born in her Great Aunt Ellen Scripps' guest house, at that time located on Prospect Street in La Jolla. Mrs. Revelle graduated from Scripps College's (Claremont, California) first class in 1931, and she married Roger Revelle 10 days after her college commencement. Mrs. Revelle is a grandniece of Ellen Browning Scripps who herself made numerous gifts to the people of San Diego of park land and other public resources.

Over the years Mrs. Revelle has been a member of La Jolla Women's Club; La Jolla Welfare League which works to support Gillespie Cottage; on the Board of La Jolla Library Association where she was chairman for one year; the La Jolla Museum of Art (before and during construction of Sherwood Hall) and the Bishop's School. She has been active with the American Field Service. She is also active as a member of the Board of Trustees of Scripps College, an Honorary Trustee of La Jolla Chamber Music Society, a member of the La Jolla Historical Society, and editor of Oceanids publication *Bear Facts* and a member of the Board of Governors of Scripps Memorial Hospital.

Mary Ellen Revelle Paci was born in La Jolla, attended Balmer School, which was located in the Wisteria Cottage, Bishop's School and La Jolla high, and Pomona College. She met her husband while studying in Italy. He is a Pathologist at Peter Bent Brigham Hospital in Boston, and they have two college age sons and one daughter in high school.

(See next month's issue for a featured article on saving landmarks through easements)



San Diego Urban History Class Offered

A course tracing the exciting history and development of San Diego from its earliest settlement to its present status as the eighth largest city in the United States, will be offered in the spring semester by the San Diego Community College District and the College of the Emeriti. Emphasis will be placed on San Diego's colorful personalities as well as on the geographic and economic factors that shaped the city.

The class, titled "San Diego Urban History" will be given at two different locations: Tuesday mornings, 9-12 at Horton House, 333 G Street, in San Diego's Gaslamp Quarter; and Thursday mornings, 9-12, in the Activity Room at the Balboan Hotel, 2340 Fourth Avenue, near Balboa Park. Classes begin February 2 and 4th.

San Diego's past and present development will be presented by local historian (and SOHO member) Dr. Clare Crane, with slide lectures, guest speakers, and field trips to historic sites such as Cabrillo Monument, Mission San Diego, the Presidio excavations, Old Town State Historic Park, Villa Montezuma, Heritage Park, Gaslamp Quarter, the Maritime Museum, Julian and Cuyamaca State Park. The instructor, Dr. Crane, was the coordinator of a radio and television series on KPBS in 1979-81 called "Twelve Who Shaped San Diego."

This class may be taken for college credit or for personal enrichment. Registration takes place on the first day of class: February 2 at 333 G Street; or February 4 at 2340 Fourth Avenue. Classes are tuition-free for residents of San Diego City and County. For additional information, call 230-2445.

Welcome New Members

Ms. M.N. Love
Mr. Lee Bryant Platt
Maria Burke Lia
Pamela E. Thompson
Barbara & Bud Swearingen
Mr. & Mrs. Don Dickenson

Horton Hotel Included in Marks Historical Rehabilitation Financing Program

Six applications totaling \$30.5 million were tentatively approved by the City Council under the recently established Marks Historical Rehabilitation Financing Program. The Council, by a 7 to 0 vote, adopted resolutions of intention to issue tax-exempt rehabilitation bonds for the Samuel Fox Building, the Golden West Hotel, the Spreckels Theater Building, the Grant Hotel, the Horton-Grand Hotel and the Park Place Methodist Episcopal Church.

The Marks Program was developed in a joint effort by the City's Planning Department, Historical Site Board and the Gaslamp Quarter's Finance Subcommittee of the Project Area Committee. On December 23, 1981, the City was notified by their bond counsel, Brown, Wood, Ivey, Mitchell & Petty, that a valid and legal Marks Program has been enacted pursuant to the Marks Historical Rehabilitation Act of 1976.

Under the Marks Act, the City of San Diego is authorized to issue tax-exempt bonds for the purpose of providing loans for the rehabilitation of structures that are of historic, architectural and cultural significance.

The funds to be loaned are raised by the sale of a tax-exempt note to either a commercial lending institution, a private investor or a bond underwriter. The note would be repaid exclusively from repayments made by the borrower under a Project Agreement between the City and the borrower. The note would also be secured by a mortgage or other lien on the rehabilitated property. By law, the bonds do not constitute a debt or liability of the City.

The six applications for tax-exempt financing were received and processed by the City's Planning Department.

The owner of the Samuel Fox Building (Lion Clothing Store) at 531 Broadway in the Gaslamp Quarter Historic District, requested a \$3,500,000 loan to rehabilitate the interior and exterior of the building and to convert the building solely from a retail establishment to a retail store on the first floor, offices on the second, third and fourth floors, a penthouse on the roof and either a retail store or a restaurant in the basement.

The owners of the Golden West Hotel at 720 Fourth Avenue, in the Horton Plaza redevelopment project,

requested a \$3,500,000 loan to rehabilitate the interior of the building to maintain its present use as a low and middle income residential hotel.

The owners of the Spreckels Theater Building located at 121 Broadway in the Horton Plaza redevelopment project, requested \$8,000,000 to substantially rehabilitate the interior and exterior of the building and continue the present uses. These include retail on the first floor, offices on the top five floors, parking and storage in the basement and the attached theater which occupies the second through sixth levels.

The owners of the U.S. Grant Hotel at 326 Broadway requested a loan of \$10,000,000 to completely renovate the building to be used as a first class hotel.

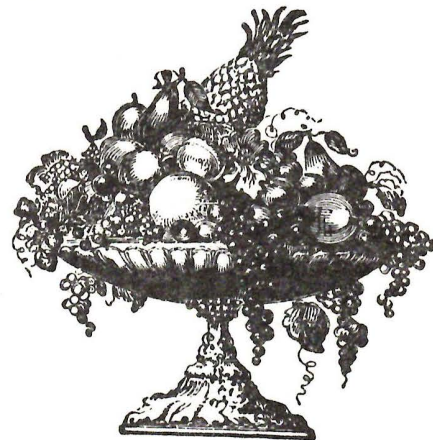
The owner of the Park Place Methodist Episcopal Church at 2811 Fifth Avenue in Hillcrest, requested a \$2,500,000 loan to rehabilitate the building for commercial, retail, and offices.

In addition to preserving and restoring six historical buildings in the City, the Marks Program would provide the financing for the rehabilitation of approximately 167,000 square feet of office space, 360 units of low and moderate income housing and 340 hotel rooms for these six buildings.

Last, but not least, the owners of the recently dismantled Horton-Grand Hotel have requested \$3,000,000 to reconstruct the 1887 vintage hotel across the street from the Gaslamp Quarter at 400 Fourth Avenue. The loan proceeds would be used to restore the building as a luxury hotel on the second and third floors and a restaurant on the first floor.

Donations

For the Temple Beth Israel
Thanks to Zell & Jeanne Camiel



Training Course On Downtown Revitalization To Be Held In San Francisco

The National Trust for Historic Preservation's national Main Street Center will hold its 1982 training course on downtown revitalization in San Francisco, March 29-31, 1982. The course outlines low-cost strategies for improving the economic conditions and physical appearance of downtown business districts in smaller communities. It is designed for city officials (community development officers and planners), representatives of local chambers of commerce, merchants associations and business and civic groups, lenders and others interested in downtown revitalization in small cities.

The three-day conference includes sessions on improving and promoting the image of downtown, selecting appropriate signs, storefront designs and public improvements for downtown, recruiting new businesses and encouraging development downtown. Featured on the faculty will be Michael Young of Shlaes and Co., a Chicago-based economic consulting firm, and Anice Read, coordinator of the Texas Main Street Project. There will also be case studies of successful Main Street revitalization efforts.

The registration fee is \$150 and includes the Main Street Training Manual, a 106-page guide to the Main Street process. The conference will be held at the San Franciscan Hotel.

The National Main Street Center is a special project of the National Trust for Historic Preservation. Between 1977 and 1980, the National Trust conducted a pilot small town revitalization/historic preservation project in three midwestern communities. The results were dramatic: increased sales, new businesses and private investment in the downtowns. The National Main Street Center was established as a result of the demand for the program from other small towns. The Center is now working with 30 communities in six states to apply its revitalization strategy and program of technical assistance.

The incremental and inexpensive Main Street approach emphasizes the preservation of existing downtown buildings. Often neglected or abused, when rehabilitated they can become the basis for a new positive image of the

downtown. In an era of diminishing federal resources, the Main Street approach stresses self-reliance, imagination and local public/private initiative.

The National Trust for Historic Preservation, sponsor of the training course, is a private, non-profit membership organization dedicated to the protection and continued use of historically and architecturally significant buildings and districts. Through projects such as the National Main Street Center, publications, grants and loans, conferences and technical assistance, it works to encourage the participation of all segments of the American society in historic preservation.

More information on the training course, the National Main Street Center, and the National Trust is available from the National Main Street Center, National Trust for Historic Preservation, 1785 Massachusetts Avenue, N.W., Washington, D.C. 20036. (202) 673-4219 or its Western Regional Office, 681 Market Street, No. 859, San Francisco, CA 94105 (415) 974-8420.

Gaslamp Quarter Committee to Consider New Organizational Structure

The Gaslamp Quarter has recently established a merger committee to consider consolidation of the two organizations involved in the planning and implementation of this downtown project.

Dan Pearson, Chairman of the Gaslamp Quarter Project Area Committee, along with Alex Kuhnel and Wayne Donaldson, will represent P.A.C. Bud Fischer, President of the Gaslamp Quarter Association, along with Kit Goldman and M.J. Lange, will represent the Association.

The six member committee will investigate the possibility of merging the board of directors, staff and overlapping concerns and responsibilities of both organizations.

Both Fischer and Pearson agree that duplication of efforts in such areas as sidewalk improvements, the proposed Gaslamp Trolley line, the district security, the arts, the planned park and the museum have led to the idea of considering this merger.

Formal discussions will begin in January. The committee is hopeful that a recommendation concerning the merger may be completed in 90 to 120 days.

Gaslamp Quarter Committee to Consider Trolley Report

After years of discussion and study, a plan for a trolley in the Gaslamp Quarter was recently presented to the Gaslamp Quarter Project Area Committee and the Gaslamp Quarter Association. The recommended operating system is described as pragmatic and "bare bones" and includes a proposed financing plan. Both groups will consider this Trolley Report and its recommendations on January 5, 1982 at 4:00 p.m. on the 4th floor of the City Administration Building.

The report concludes that the trolley's main goal of bringing people into Gaslamp would be met by a trolley line which runs on Fifth Avenue from "C" Street to the Spaghetti Factory. This line is estimated to cost \$1.1 million to build and equip, plus an estimated \$300,000 to operate each year.

To meet these expenses, the Gaslamp Quarter organizations will consider shifting \$450,000 from sidewalk work to building the rail track. The balance of the capital costs for vehicles and power amounts to \$700,000 and would be financed primarily through private investments and whatever public sources are available.

The report estimates that half of the operating expenses will come from fares and advertising income. The Gaslamp Quarter District will consider an annual assessment of \$150,00 to meet the balance of the operating costs.

It is expected that the Gaslamp Quarter business tenants, property owners and overall downtown community will review this report over the next several months to determine the level of support. The goal is to have the trolley operational in 1983.

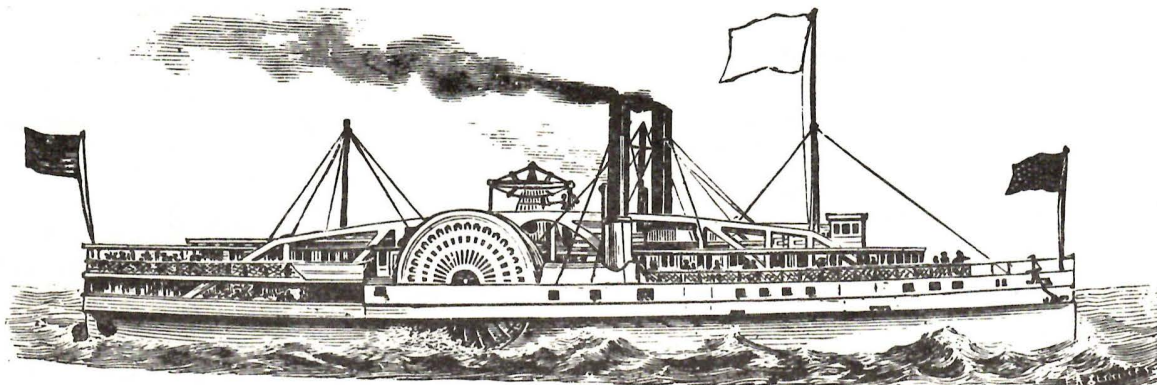
Gorham House Still For Sale



The Gorham House pictured above is still available. It is located at 2042 Kearney Avenue and is \$89,000. It is a locally designated historical site. For further information, call SOHO member Sherry Bloom, 459-7598 or 459-7161.

National Trust for Historic Preservation Offers The Heritage Of Western Europe Tour

Members of the National Trust are invited to participate in a unique Preservation Study Cruise that will enable them to explore some of Western Europe's most impressive architecture and scenery on board the privately chartered M.V. Illiria. The voyage visiting historic cities and monuments along Europe's Atlantic coast is scheduled for May 21-June 5, 1982. Call the SOHO office for further information.



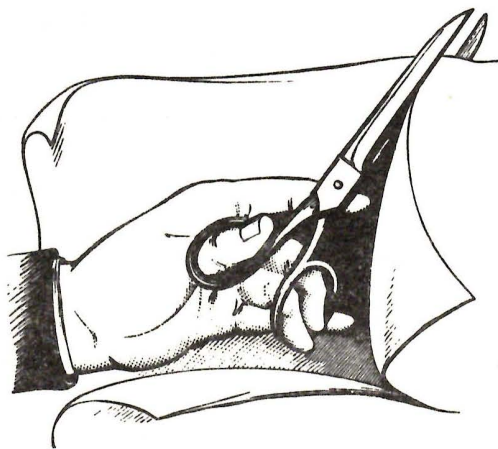
Massachusetts And A Building Code Adapted to Rehab

Like many states, Massachusetts has found modern building codes ill-suited to older buildings, of which it has plenty. Written with new materials and methods in mind, the codes make rehabilitation more difficult and expensive.

Unlike most states, Massachusetts decided in 1978 to do something about the situation. It amended its code with an "Article 22"—a special set of rules designed with old buildings in mind.

According to a new publication recounting Massachusetts' experience with Article 22, Boston saw an 80 percent reduction in appeals on existing buildings during the first six months of the law's existence. "Decisions are being made without resorting to the costly and time-consuming appeal procedures," the report notes. In pointing up the need for codes like Article 22, the report cites an F.W. Dodge report estimating that 77 percent of all construction activity in 1981 will involve preservation, adaptive use, and renovation.

For a copy of *Removing Regulatory Restraints to Building Rehabilitation: The Massachusetts Experience (SP 623)* \$8 to the National Technical Information Service, Springfield, VA 22161. The publication includes the full text of Article 22. (This article was reprinted from the December 17, 1981 issue of *Urban Conservation Report*)



NEW TAX LAW

You know there is a new tax law. But do you know how it will affect you? If you want to receive the maximum benefit from the new law, you need to start now planning your year-end tax strategy which may include:

- revising your will to qualify for the 100% marital deduction
- postponing income, such as a bonus or year-end billing on accounts receivable, until 1982
- prepaying your real estate taxes for 1982
- taking full advantage of the charitable contribution deduction before the end of 1981.

For your free brochure on how to take full advantage of the 1981 Tax Act, send the attached coupon.

Please send me more information about the 1981 Tax Act.

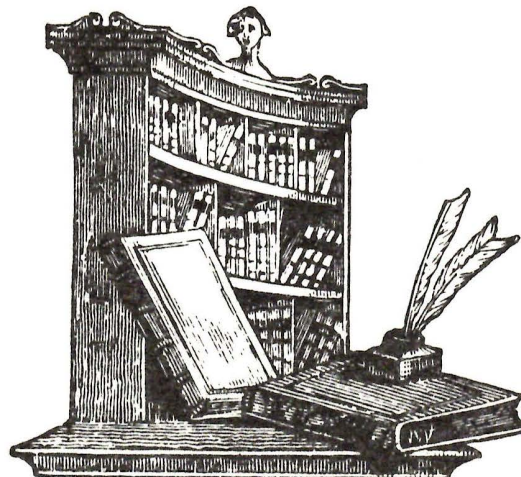
Mr. _____
Name Mrs. _____
Ms. _____

Address _____

Zip Code _____

Telephone _____

Mail to: Office of Resources Development
National Trust for Historic Preservation
1785 Massachusetts Avenue, N.W.
Washington, D.C. 20036





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 _____

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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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