



REFLECTIONS

THE S.O.H.O NEWSLETTER

MAY 1983 VOL. XV NO. V

Does Heritage Park Have a Future?

by Cathy Grigsby

Heritage Park has been drawing the concern of the press and San Diegans as the park has been losing tenants. There has been much finger-pointing but few constructive suggestions on making the park work. The park has been an experiment of sorts: combining the idea of a public county park with private enterprise. Park location, parking, effective marketing techniques, business management, cooperation by San Diego County and cooperative action among the tenants have all played a part in the current situation of Heritage Park.

On March 31st, the remaining members of the Heritage Park Merchants Association met with SOHO members, county representatives and County Supervisor Leon Williams to exchange ideas on making the park work. SOHO's Heritage Park Task Force presented a written list of the following recommendations:

Immediate needs:

- Parking: an additional 75-100 spaces are needed to accomodate clientele.
- Lighting and security for the additional parking.



- Paving of one side of the cobblestone path for better foot traffic and handicapped access.

Tenants, long-term subleases:

- Tenants and long-term sub-leases are essential to the success of the park. Sub-leasees with a built-in clientele that would generate return walk-in trade or offer professional services are recommended.
- Designating the top floors for professional service firms such as architects, lawyers or accountants and leasing the bottom floors to stores that generate walk-in trade is suggested.

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HERITAGE PARK *(continued)*

- Combine the Sherman-Gilbert and the Bushyhead Houses into a bed-and-breakfast inn. Public access to the foyers would fulfill HUD grant requirements.
- Approval of sub-leasees: the major leasees would form an approval council to insure the quality of the tenants and hopefully reduce turnover.

Community Involvement:

- With the complete restoration of the Temple Beth Israel, the funds generated would contribute to deferring the costs of operating the park. Uses for the Temple can be advertised through County Parks and Recreation publications and by the Heritage Park Merchants Association.

Lights and signs:

- Lights to brighten the exteriors at night and make the park more visible from the freeway and a sign on the hill lit at night are suggested to get recognition for Heritage Park.

As of this April 23rd writing, the county has agreed to look into a marketing study on the park to better as-

REFLECTIONS

David Hutchinson and Judy McCutcheon *Editors*

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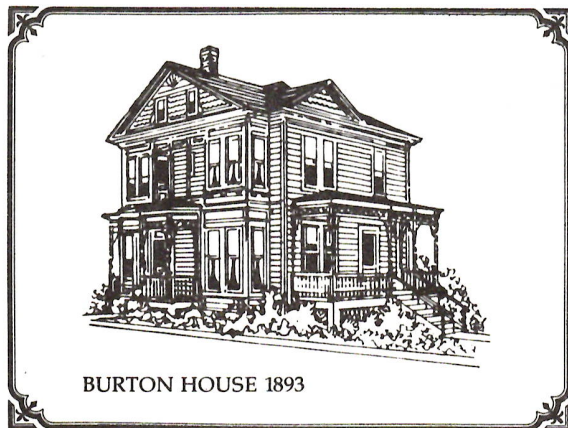
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certain the kinds of businesses which would both flourish and invite more public participation in the park.



We need to stand back and reconsider the function of Heritage Park. Is it primarily a profit-making venture for San Diego County? Is the park's primary value that of saving historically-valuable structures from demolition and turning them into "old-house" museums for public enjoyment? Is it possible for such restoration efforts to contribute to the profits of private enterprise? Heritage Park's success is important to the idea of the economic viability of historic restoration in that it was originally set up as a kind of showcase for that idea. I feel we cannot let it fail.

Please join us to discuss the Heritage Park question on Saturday morning, May 21st, at 10:30 a.m. on the lawn of Heritage Park. What will happen if all the park's businesses fail? Can the county convert the parkland for other ventures? Does San Diego's Heritage Park really have great potential as a heritage park and a profit-making enterprise? Please bring your ideas and yourselves to this meeting. San Diego needs your input!

HELP WANTED!

SOHO needs volunteers. Several people with organizational, writing, editing and artistic skills are needed to serve as correspondence secretary, newsletter editor(s) and a variety of other positions. If you are interested, please contact Cathy Grigsby at 297-9327 or 588-1802.

news briefs...

MUSEUMS IN THE NEWS

THE SEARCH FOR FORT GUIJARROS

The American Planning Association will feature Mr. Ronald V. May, Chairman of the Fort Guijarros Museum Foundation, at its May luncheon. "The Search for Fort Guijarros" will be presented at 12 noon on Thursday, May 26, at the Naval Submarine Base Officer's Club. The \$10 cost includes lunch and a visit to Fort Guijarros.

Mr. May's presentation will describe the search for the precise location of Fort Guijarros on Ballast Point. The organization and methodologies used in the search will be described and significant findings of the field work will be discussed.

Reservations are due by May 18, 1983. To obtain a reservation form or more information, call Philip L. Hinshaw at 565-0407 or 697-8378.

The American Association of Museums will hold its annual meeting in San Diego June 5-9 at the Sheraton Harbor Island Hotel. Delegates will examine the collections and view behind-the-scenes operations at host institutions, as well as tour Old Town State Park, Balboa Park, Villa Montezuma and Hotel Del Coronado. The Association was formed in 1906 to establish and promote standards of excellence for the museum profession. Members include museum employees, trustees and volunteers, and museums of all kinds--from art museums to zoos and historical sites.

SOHO members will also be interested in one of the nation's newest museums, the National Building Museum in Washington, D.C. The museum is a privately funded organization mandated by Congress in 1980 to commemorate and encourage American building arts. The museum is based in the architecturally significant Pension Building, reports the BLUEPRINTS newsletter.



MAY



DESIGNERS SHOWCASE
San Diego Historical Society
Through May 22, except Mondays
Del Mar Castle
Details: 239-2211

POETRY AT THE VILLA
Sunday, May 8, 2 p.m.
Music Room, Villa Montezuma
1925 K Street, San Diego
Details: 239-2211

SOHO BOARD MEETING
Monday, May 9, 7 p.m.
Senlis Cottage
Heritage Park

SOHO PASADENA TOUR
Saturday, May 14
Fee: \$21-\$25 Reservations by May 4
Details: 435-6108



CALENDAR



SOHO GENERAL MEETING
"Future of Heritage Park"
Saturday, May 21, 10:30 a.m.
On the lawn in Heritage Park
Details: 297-9327



PENASQUITOS CANYON PRESERVE DAY
San Diego Ecology Centre
Saturday, May 21, 11:30 a.m.-6:30 p.m.
Details: 235-0066

HISTORICAL SITE BOARD MEETING
Wednesday, May 25, 1:30 p.m.
Fifth Floor Conference Room
City Administration Building
202 C Street, San Diego

"THE SEARCH FOR FORT GUIJARROS"
American Planning Association
Thursday, May 26, 12 noon
Officer's Club, Naval Submarine Base
Fee: \$10 Reservations by May 18
Details: Philip L. Hinshaw
565-0407/697-8378

Birth of a Ceremony

SOHO PRESENTS FIRST ANNUAL HOME
PRESERVATION AWARDS MAY 4

by Mary Joralmon

A great idea happened on the way to Preservation Week. While conversing with Roger Showley at The San Diego Union about the SOHO Restoration Workshops, he inquired what we were doing for Preservation Week, "...a tour, perhaps?" I responded no, and said, thinking out loud, "Awards are often given to restored buildings where there are lots of federal monies available and to architects who do these edifices, but not to the people themselves out on their own with an old house, with not much to go on except their loving concern."

"Maybe it's time to honor those individuals," I continued, "These are the ones who need encouragement in the midst of endless efforts to achieve their goals."

Mr. Showley responded positively with an offer to give us Sunday coverage in the Union.

So that is how the evolution of our first Home Preservation awards began. With help from Cathy Grigsby, Bruce Herms and Marie Burke Lia, we agreed on a group of homes for judges Pat Schaelchlin, Carol Heepke and Karen Johl to consider.

It was a very special experience for me to talk to the "Restorationists" and hear their varied success and disaster tales. When the final decisions were made, the winners were so pleased with the recognition that I think we all emerged winners. The awards did indeed seem a fitting idea for this year's Preservation Week theme, "Preservation is Housing America." The real icing on the cake was former Senator James Mills' acceptance of Cathy Grigsby's invitation to present the awards.

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The awards ceremony will take place at Tiffany's in Heritage Park on Wednesday, May 4, 1983. The evening begins at 6:30 p.m. with a no-host bar, followed by dinner and the awards at 7:00 p.m. The cost of \$9 includes dinner, tax and tip. Please make reservations by May 2 by calling 435-6108 or 282-6055.



by Carol Lindemulder

The Save The Coaster Committee invites SOHO members to join us for a walking tour of historic Mission Beach on Saturday, June 18th. The three-hour walk will include some of the area's most noteworthy landmarks, starting at the "Giant Dipper" roller coaster, which is listed on the National Register of Historic Places.

We will go into some marvelous surprises, like the Victorian (railway?) station moved to the area in 1939, with a mysterious past; the famous Babcock House, by architect Ken Kellogg, and Kellogg's own home built by his father in 1938; visit, too, the first Plunge operator's home (circa 1925), and a charming 1924 cottage built before the Amusement Park; also, a wonderfully-innovative, award-winning town house by Homer Delawie.

The tour price of \$7.00 includes a book and refreshments. Mail your check to Save The Coaster, P.O. Box 83067, San Diego, CA 92138 or call Carol at 295-6188 for information. The deadline for reservations is June 10th. Mark your check for either: morning tour, 9 a.m. to noon; or afternoon tour, 1 p.m. to 4 p.m.

The new Mission Beach shuttle will be operating from the Fiesta Island parking area, or park east of Mission Blvd. on the bay side.

Save The Coaster is grateful to those SOHO members who have already volunteered to serve as guides. If you would like to be a tour guide or a house host/hostess, call Carol at the number listed above.

PRESERVATION
IS HOUSING AMERICA



Preservation Week
May 8-14, 1983

National Trust for Historic Preservation

PRESERVATION WEEK 1983 THEME--
"HOUSING AMERICA"

The National Trust for Historic Preservation has designated May 8-14 as Preservation Week with the theme "Preservation is Housing America." The purpose of Preservation Week is to increase public awareness of the important role of historic buildings in the prosperity of America's communities. Historic buildings contribute as places to live and work, and can be particularly important in meeting the nation's critical need for affordable housing.

Michael Ainslie, president of the National Trust, explained the selection of housing as the theme of Preservation Week:

"Millions of Americans have realized that preservation and rehabilitation provide an economically feasible solution to the need for housing. The National Trust has shown that rehabilitation is a practical and cost-effective way to provide safe, decent and affordable housing for households of all incomes. The challenge remains to change the attitudes of more housing consumers and producers to accept rehabilitated housing as an alternative to totally new construction."

Approximately 5,000 preservation and neighborhood organizations are expected to hold events during Preservation Week this year. SOHO will hold its first Home Preservation Awards dinner. The 1983 California Historic Preservation Conference will be held May 5-8 at Chapman College in Orange County. California Preservation Foundation is joined this year by the Orange County Board of Supervisors and the Orange County Historical Commission in sponsoring the eighth annual conference.

The theme of this year's conference is "Preservation is Working for America" and reflects the progress being made since new preservation tax laws went into effect, according to the Spring 1983 issue of California Preservation.

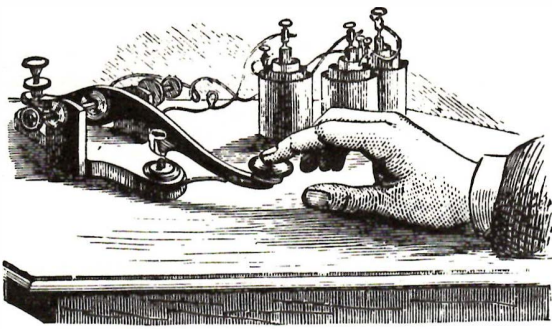
SOHO's president Cathy Grigsby will attend the conference as our representative, so expect a report on the proceedings in next month's REFLECTIONS.

A New Book of House Designs.
Second edition published Feb. 15, 1892. 116 pp. 8 x 11

Artistic Dwellings
A \$2,000 Dwelling.

Views, floor plans and estimate of cost. **56 Designs** for Dwellings are shown, ranging in cost from **\$650 to \$10,000. Many cheap ones.** More and better ideas on tasteful and economical building can be obtained from this book than from anything yet published. Sent Prepaid for \$1.00.

FRANK P. ALLEN, Architect,
61 & 62 Old House-man Bldg. Grand Rapids, Mich.



HAVE YOU HEARD?

by Claire Kaplan

HISTORY OF NEW SAN DIEGO:

SOHO is proud to include in its membership ELIZABETH MacPHAIL, who wrote her first book, The Story of New San Diego and Alonzo Horton, in 1969, the year SOHO was organized. She is a native San Diegan who first became interested in San Diego's history and politics when she was secretary to Mayor Harry Clark. Her interest in early American history led to involvement in SOHO and preservation, and was instrumental in the beginning of research for her first book.

Elizabeth's early relatives came to San Diego in 1870; her grandmother was a housekeeper for Kate Sessions, San Diego's pioneer horticulturist. Currently, Mrs. MacPhail is working on an article about German-Americans in San Diego from 1850, among the earliest being Louis Rose, Marcus Schiller, and Joseph Mannasse.

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SAN DIEGO REVISITED:

SOHO's first secretary, DENISE GONZALEZ GREEVER, now a resident of Placerville, Colorado, was a recent visitor in San Diego. The lovely Denise was a board member of the Save Our Heritage Organisation and spent many back-breaking hours, working round-the-clock, on every one of our fund-raisers to help save the Sherman-Gilbert House, our first project.

Her efforts aided in preserving the edifice, which eventually made the long journey to Heritage Park. Her sincere dedication to SOHO was deeply appreciated, and we hope someday she

will return to San Diego and SOHO. The welcome mat is ready and waiting for our Denise.

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A TREASURE HOUSE OF MEMORIES:

GRACE KLAUBER was born in Chicago and moved to San Diego as a teenager, with her parents, in 1899. She has lived in the same house in Banker's Hill since 1927. At 98 years young, Grace is keenly interested in the future of San Diego's Centre City. "San Diego had 17,000 people when we came here; there's been quite a change," she said.

The name Klauber has become synonymous with historic preservation. Klauber-Wangenheim (K-W) was the wholesale grocery firm founded by her husband's family in 1869. The K-W building at 6th and Island is now a warehouse. At one time, a developer had planned to turn it into a film stage, but now it is a ministorage facility until higher uses can be justified. (Excerpted from The San Diego Union).



LIBRARY HISTORY BOOK ANNOUNCED

San Diego history buffs will be interested in a new book entitled Turning the Pages: San Diego Public Library History 1882-1982, by Clara E. Breed. Slated for publication in late spring 1983, the book details the growth and development of San Diego's public library from a subscription library to computers.

The author was City Librarian for 25 years and a member of the library staff for 42 years. The book will be approximately 250 pages in length, with 20 pages of photographs. All proceeds from the sale of the new publication will go to the Library Education Fund, established in 1954 "to promote the use of the Library and the stimulation of community interest in and knowledge of its services."

Copies may be ordered from the Friends of the Library, San Diego Public Library, 820 E Street, San Diego, CA 92101. The price is \$15, plus \$.90 tax, plus \$1.50 for postage and handling.



Isn't she a beauty,
 My darling sweetheart Sue?
 'Twixt you and me,
 Now isn't she
 As sweet as sweet can be?
 Sue so pretty! Sue so witty!
 Heart-bewitching Sue!

Poetry at the Villa

Poetry readings by talented poets from San Diego and other parts of the nation are held the second Sunday of each month at 2 p.m. in the Music Room of the Villa Montezuma, the Jesse Shepard House. A reception follows each reading.

The free readings are sponsored by the San Diego Historical Society. They are open to the public; however, seating is limited, so early arrival is advised. The poetry series coordinator is Joan Levine.

- May 8: Wendy Glenn, Eloise Klein Healy
- June 12: David DeBus, Peter Dragin
- July 10: Roger Suva, Bart Yoder
- Aug. 14: Bruce Boston, Robert L. Jones
- Sept. 11: Lovern Brown, Joan Lindgren

The Villa Montezuma, a restored Victorian house museum, is located at 1925 K Street. It is operated by the San Diego Historical Society and open to the public Tuesday-Friday and Sunday, 1-4:30 p.m. Admission is free, but donations are suggested. For further information, call 239-2211.

Breakfast for Volunteers

by Claire Kaplan

It was a very good morning! The rain subsided, the sun came out, the guests came in, and the diet flew out the window.

The volunteers who staff the SOHO Cottage in Heritage Park were guests at our quarterly Get-Together for "BREAKFAST AT MY HOUSE." People usually get lost coming to Talmadge Park, at least the first time. No one did this time, and that alone made it a "great day in the morning."

Among those invited were Alice Crittenden, Betty Smith, Eileen Cross, Nettie Scarry, Mary Lou Dyke, Tom Dyke, David Goldberg, Bryan Barnes, Louise Borchert, Mary Sanders, Carol Heepke, Judy McCutcheon, Diane Schade, Alice Rowe, Paula Stober, Barbara Hallen, Elsie Spangler and SOHO's President, Cathy Grigsby.

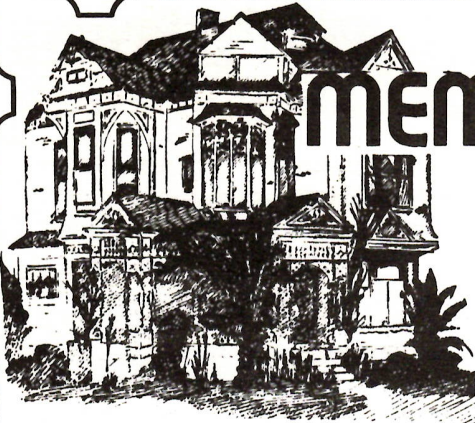
The Get-Togethers are just a way to show our appreciation to the staffers, and to say "Thank You" every now and then. The hours they spend at the Cottage are of great value to the Save Our Heritage Organisation, and the volunteers enjoy the opportunity to meet the public and share their pride in Heritage Park.

The setting for our next Get Together will be Barbara Hallen's Del Mar home (restored by Marc Tarasuck and associates). It will probably be in July, maybe even for lunch!



DESIGNERS SHOWCASE

For those among us who might have missed the April 30 Del Mar/Designers Showcase Tour, or if you just have to go back to the Del Mar Castle again, The San Diego Historical Society's 1983 Designers Showcase will remain open through May 22. The cost of general admission is \$7 and the Castle will be open daily except Mondays. Call 239-2211 for further information.



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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