

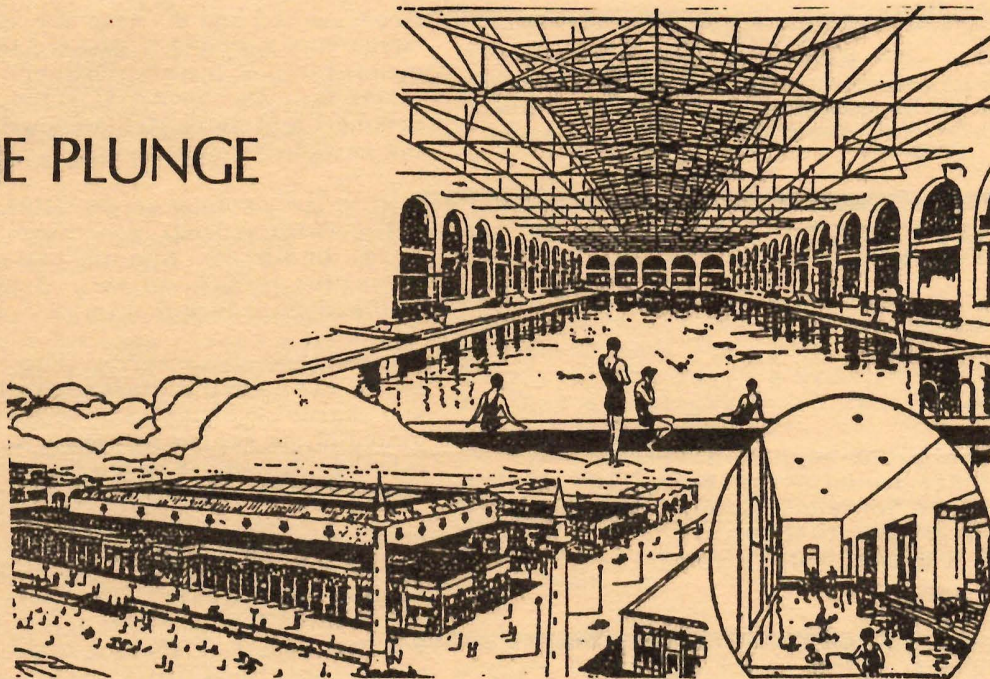


REFLECTIONS

THE S·O·H·O NEWSLETTER

VOL 19, NO. VI, AUGUST 1986

SAVE THE PLUNGE



What Happened

As our membership is probably already aware, SOHO opposes the currently proposed development of Mission Beach Park. We find our organization in fine company; the list of groups also in opposition includes: the Mission Beach Precise Planning Group, the Mission Beach Town Council, the Pacific Beach Town Council, La Jollans Inc., the Coastal Area Committee of the Park & Recreation Board, the San Diego Historical Site Board, and C-3. Community residents have also loudly registered their displeasure with the plan.

Despite such overwhelming objection, on June 23, the City Council voted to approve the Rhoryk/MacHutchin/Davis development proposal. The TMD plan calls for the historic Plunge building and Roller Rink to be demolished to make way for 70,000 square feet of commercial space. Although TMD claims that rehabilitation is financially impossible, they continue to label their project as a "renovation."

SOHO disagrees with TMD. Having prepared a restoration proposal in conjunction with restoration experts in San Diego and across the country, we are convinced that rehabilitation is financially feasible and financially attractive. If rehabbed as a public/private partnership the Plunge would not only generate revenues for the city but remain as an exceptional reminder of San Diego's diverse architectural heritage. A real concern to SOHO is the destruction of an example of a unique San Diego architectural style, Spanish Colonial Revival, developed as the building design for the 1915 Panama-California Exposition. The TMD proposal offers "Spanish Renaissance" as a style to mitigate the loss of the historic Spanish Colonial Revival. SOHO rejects this as a parody of the original style.

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REFLECTIONS

Susan Skala President
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 David Goldberg Bruce Herms
 Joy Higginbotham Joe Jones
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 Gary Thomas Karna Webster
 M. Wayne Donaldson
 Alternates Sally Johns
 Marlene Buckley

Save Our Heritage Organisation
 P.O. Box 3571, San Diego, California 92103
 619/297-9327

NEW MEMBERS

We welcome the following New Members:

Cecilia Contini
 Arlene Sulla
 Jane Takahashi
 Andrew & Helen Halmay
 Lynn Schubert
 James B. Guthrie
 Rebecca J. DeNardi
 Tom & Betty McManus
 Judith S. Fabion

BOOK REVIEW

Architects make zigzags:

Looking at Architecture from A to Z

The National Trust prepared the following review / description as a service to its members. Although the editor has yet to completely examine the book, upon first glimpse it appears to be quite enjoyable. I thought SOHO members might be interested.

Award-winning artist Roxie Munro explores the ABC's of architecture in this unique look at the world of buildings; published by Preservation Press. Readers of all ages will learn basic architectural concepts while enjoying Munro's drawings of real buildings and sites, all of which are identified. Accompanying text defines in easy-to-understand language the architectural terms depicted in the drawings.

The drawings show 26 of the most common features of buildings and neighborhoods while giving a tantalizing glimpse into 300 years of American architecture from coast to coast. Some of the terms illustrated and defined include: bracket, column, dormer, eaves, preservation, and quoin. Older children and inquisitive adults will appreciate the universal appeal of Munro's drawings and the brief, uncomplicated dictionary of common architectural terms offered by the text.

The publication is available in bookstores and may be ordered from the Preservation Shop, National Trust for Historic Preservation, 1600 H St., N.W., Washington, D.C. 20006. The price is \$8.95 (10% discount for Trust members), plus \$3 for postage & handling.

SILVERGATE CONCERTS

Preservation and the arts are natural partners. SOHO thinks so and is pleased to announce its sponsorship of the new chamber music series, Silver Gate Concerts. SOHO members Lynn Schubert and Betty McManus will coordinate the series.

Still in the planning stage, Silver Gate Concerts will present at least three chamber music programs in different historic sites in San Diego during the 1986-87 season. A reception will follow each program.

The purpose of the series is to return chamber music to an environment where the dimensions and character of the performance space are suited to the scale and beauty of the music performed. In other words, the series will showcase both our architectural and musical heritage.

SOHO members will have special opportunities to assist with the Silver Gate series. You may volunteer as an usher, food server, or docent and receive free admission to a concert. Or, you may assist by sharing ideas for possible concert locations that you know about. Sites should be indoors, have good acoustics, and be large enough to seat at least 50. Please fill out and return the following form if you would like to be a Silver Gate volunteer.

*** **

Yes, I would like to assist with Silver Gate Concerts.

Name _____

Address _____

Telephone _____

I would like to volunteer to be:

_____ usher _____ docent _____ food server

I think the following historic site(s) would be suitable for a concert:

PLUNGE

Continued from page 1

We also protest TMD's description of their plan as a renovation as erroneous and misleading. Their proposal clearly states (of which we have a copy in the office) that most of the structure will be destroyed with only the immediate area around the pool remaining. This does not constitute renovation. If their plan is allowed to progress, San Diegans will witness not the renovation but the demolition of yet another historic resource. SOHO resents TMD's implication that San Diego's history and its buildings are disposable. No other city would allow such a loss.

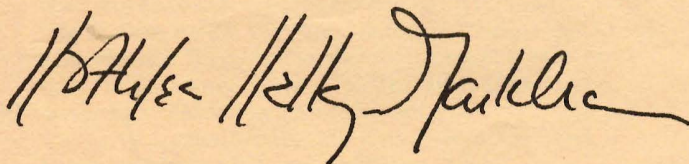
II SOHO's next step

SOHO refuses to accept as inevitable the destruction of a fine example of a San Diego style and a city landmark when superior alternatives exist. As the Plunge affair illustrates, SOHO must continue its vigilance over historic properties.

SOHO refuses to believe that it is too late to save Mission Beach Park. The development plan will come before the Coastal Commission in September or October. The Coastal Commission's duty is to preserve our coastal resources, including the built environment. A denial of this project from the Coastal Commission will be much easier if the commissioners know that SOHO members concur. Either by flyer or the September newsletter, we will inform you as how to alert the Coastal Commission to SOHO's objections to the TMD plan. Also, if you are displeased with the City Council's decision, express your disappointment to your councilperson. Preservation of San Diego's architectural heritage can only be accomplished if we all persist in making it a prevalent and important issue. Let your voice be heard! Help SOHO save Mission Beach Park.

SOHO's Mission Beach Restoration Proposal represents many hours of hard work. I would like to personally extend my gratitude to the Board of Directors for their financial commitment to historic preservation. Many thanks are also offered to SOHO members Wayne Donaldson, Karna Webster, Joy Higginbotham, Kathryn Lyon, and also to our Development Director, Anna McPherson.

A special thank you is also extended to James Guthrie whose understanding of the significance and true potential of Mission Beach Park has been encouraging and rewarding. The restoration proposal, submitted to the City Council, would not have come to fruition without him.



(Editor's note: THANK YOU KATHLEEN!)



Thanks to all who have noted their anniversary dates on the newsletter and mailed in dues before billing. Your attention to this is most appreciated.

SOHO'S ISSUES

Naval Hospital Buildings—SOHO concurs with the Historical Site Board and its recommendation that most of the original hospital buildings be preserved and reused as they are eligible for the National Register

Balboa Theatre—We continue to pursue new strategies to ensure the rehabilitation of the building as legitimate theatre space. Note that the art center no longer has a developer and continues to look for financing.

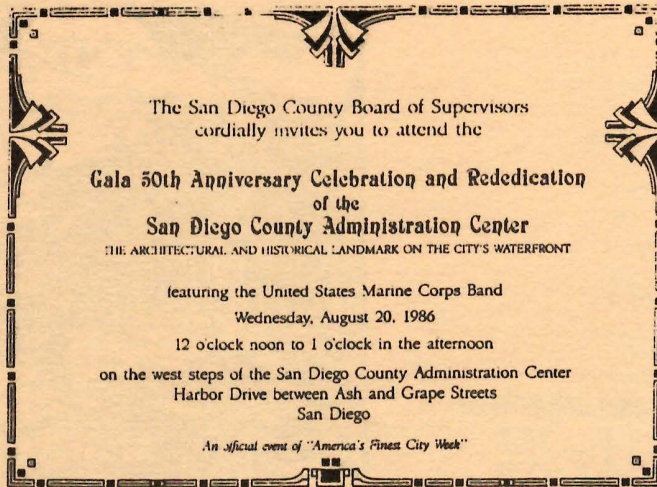
DID YOU KNOW...?

"Architecturally, San Diego has exported three great commodities—the rationalist approach of Irving J. Gill, the Spanish Colonial Revival via the 1915 Exposition, and more recently the Jack-in-the-Box Restaurant (designed by the San Diego architect Russell Forester Assoc.)."

Source: Gebhard, D. and Winter, R. **A Guide to Architecture in Los Angeles and Southern California**

This Old House Update

Bad news, Kevin McAiley, the producer of the PBS television series, *This Old House*, informed SOHO that the program is to be taped in Phoenix for 1986. He chose Phoenix primarily because the city government offered so much help to the program. Mr. McAiley did reiterate his desire to bring the program to San Diego next year. He also wishes to develop a working relationship with SOHO. As he often works as much as a year ahead on certain projects, Mr. McAiley hopes to line up the perfect project (with the help of SOHO) for the 1987 season.



The San Diego County Board of Supervisors
cordially invites you to attend the

**Gala 50th Anniversary Celebration and Rededication
of the
San Diego County Administration Center**
THE ARCHITECTURAL AND HISTORICAL LANDMARK ON THE CITY'S WATERFRONT

featuring the United States Marine Corps Band
Wednesday, August 20, 1986
12 o'clock noon to 1 o'clock in the afternoon
on the west steps of the San Diego County Administration Center
Harbor Drive between Ash and Grape Streets
San Diego

An official event of "America's Finest City Week"

Come Join Us

When you become a member of the Save Our Heritage Organization you will receive the bi-monthly newsletter, discounts on tours & activities and much more.

GET INVOLVED

My profession is _____

My interests are _____

I would like to be involved in the following:

Tours _____

Docents _____

Refreshments _____

Special Events _____

Fundraising _____

Telephone Committee _____

Office Volunteer _____

Newsletter Assistant _____

Research Volunteer _____

Restoration Expert _____

Other _____

Please complete and return to SOHO

Name: _____

Address: _____

City & Zip: _____

Phone: _____

MEMBERSHIP

CATEGORIES:

Benefactor \$1000

Patron \$100

Corporate \$50

Professional \$30

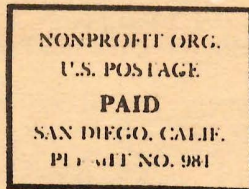
Family \$20

Single \$15

Any donations are tax deductible.



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