



# REFLECTIONS

THE S-O-H-O NEWSLETTER

VOL. 19, NO. VII, SEPTEMBER, 1986

## SOHO MEETS GOOGIE



*The Oneira Club had its own glee club, pictured here in front of the clubhouse circa 1920.*

Oyez! Oyez! The Fall General Meeting will be held on Saturday, September 27, 1986 at the Oneira Club, 4649 Hawley Blvd., from 4:00 to 6:00 pm. Please make a special note on your calendar & plan to attend, because the meeting promises to be full of surprises! In addition to regular business, SOHO members will have an opportunity to meet and elect a new board.

Be prepared for the unusual as SOHO meets "Googie Architecture," or, in other words, examines the preservation of our recent past. "Googie" is that outrageous architecture from the '50s and '60s best exemplified by the original McDonald's Golden Arches (now eligible for the National Register) and San Diego's own Jack-in-the-Box. Is it historical, worth preserving, or just fun? Whatever your opinion, remember that the cultural resources from an entire era are disappearing without objection from either the architectural or preservation communities.

Come to the General Meeting and discover (or remember) the mysteries of Googie as we travel back in time via the visual (a San Diego Googie slide show), the audio (oldies but goodies songs), design (a specially created '50s ambience supplied by the store, Boomerang) and taste (carefully selected '50s refreshments such as McDonald's golden fries, cupcakes, good old coke, and tuna salad sandwiches)! As an additional temptation (or shameless ploy to increase turnout) everyone in attendance has the chance to win a door prize! This is anything but your average punch and cookies meeting.

All joking aside, this is your opportunity as a member of SOHO to participate in the organization. Come and voice your opinions, help elect a new board, meet other members and see what SOHO is doing. If you wish to attend, please call the office and RSVP on the machine so we can plan the refreshments (to avoid a shortage of McDonalds' fries!)

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## REFLECTIONS

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|                        |                 |
|------------------------|-----------------|
| Susan Skala            | President       |
| Kathleen Kelly-Markham | Vice-Pres.      |
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| Joe Jones              | Vice-Pres.      |
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| Gary Thomas            | Karna Webster   |
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| Alternates             | Sally Johns     |
|                        | Marlene Buckley |

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

This newsletter was produced by Anna McPherson with the assistance of Robin Webster. The following persons contributed articles, graphics, and ideas: Susan Skala, Kathleen Kelley-Markham, Joy Higginbotham & Kristin Aliotti. Alice Crittenden is typist. Thank You!

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## NEW MEMBERS

We welcome the following new members:  
Heidi & Robert F. Rogers  
Nancy Knowlton  
Ann MacCullough  
Reed Vickerman  
Ruth Porter

## CORPORATE MEMBERS & PATRONS

Additional Professional & Corporate Members:

Charles E. Bahde  
Joy & Patrick Higginbotham  
Judith S. Fabion  
Nancy Knowlton  
Ruth Porter, Porter Appraisals  
Cdr. & Mrs. R. F. Turney  
Robin Webster (R Designs)

Patron Members:

Dr. Roger & Ellen Revelle

Donation:

Klara A. Sienknecht

## PRESIDENT'S LETTER

Have we been "winning the battles," but "losing the war?" We must step back from our day to day preservation crises and focus on the larger issue: the preservation of San Diego's unique history and neighborhood attributes. Yes, we were victorious with Horton Plaza, the Rowing Club, and other beautiful buildings. Spot preservation is wonderful publicity, but we must not forget the struggle for neighborhood preservation and integrity.

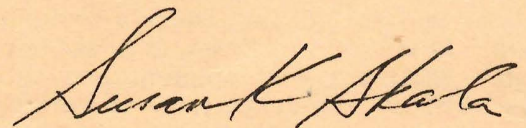
In a recent New York Times article, Robert Reinhold wrote about a new zoning approach to Houston's development. The development rules "represent the collective judgement of political and business leaders that they were ready to trade away some freedom for a measure of control in the interest of the commonwealth." The rules mainly focus on decreasing billboard use, setting buildings back from the street, allowing for more landscaping and cafes, and decreasing pornographic businesses.

Houston's new zoning approach is called "Performance Zoning." Developers may use the land for any purpose, but must conform to community needs to minimize the impact of new development in established neighborhoods. The article mentions examples of restricting street frontage, signage, & even color of facades.

Although Houston's performance zoning is limited to a few areas concerned with city aesthetics, Houston's city fathers' ideals can be related to a greater city plan, which also incorporates historic preservation and captures and saves what is special to each neighborhood. One city planner said, "zoning hasn't done that much to preserve neighborhood integrity. Traditional zoning is passé. But you must act in accordance with community needs."

Extending the "performance zoning" concept, each neighborhood group could essentially write their own restrictions and desires for growth. A North Park area, for example, might withstand large apartment building development, and the single family dweller, whose only recourse now is to relocate, would have a much-deserved voice.

**As SOHO members we must be aware of where the wrecking ball is striking next, be involved with our neighborhood groups, and protest to our city council members if we believe new development is destroying the character and uniqueness of our neighborhoods. Strategies, such as performance zoning, that anticipate the potentially adverse effects of development, are our best devices towards our ultimate goal of "winning the war."**

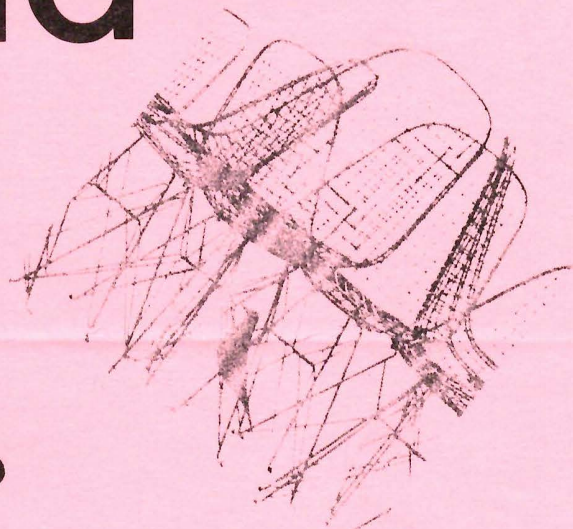


# SOHO MEETS ...

# GOOGIE! FALL GENERAL MEETING

*Suddenly it's 1960*

*—Chrysler Corporation slogan, 1957*



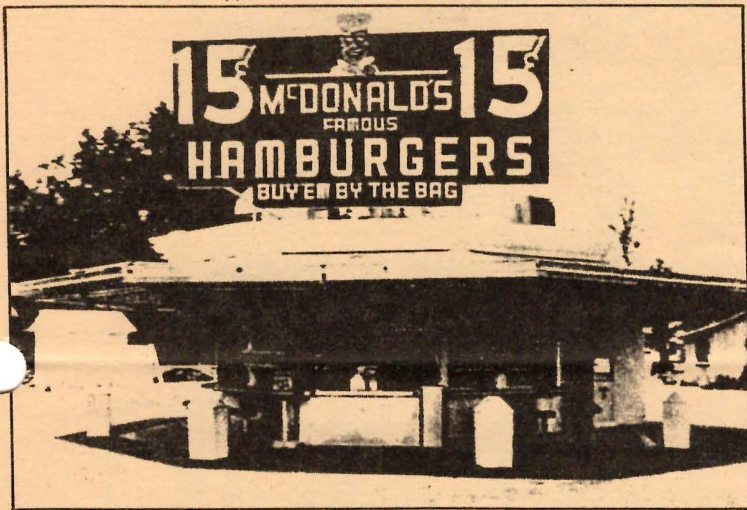
We extend a special invitation to all SOHO members and friends of preservation to SOHO's Googie Party (Fall General Meeting). Come and join us at the Oneira Club at 4649 Hawley Blvd. from 4-6:00 p.m. to "take a tour" of the best of San Diego's '40's, '50's & '60's architecture. We will also be conducting SOHO business (electing a new Board). Please R.S.V.P. as we are planning a special selection of refreshments. Join us and bring a friend!

# ONEIRA CLUB

# SAT., SEPT. 27 1986

# TOUR NEWS

During the month of September, SOHO is usually preparing for the annual Home Tour. This year, however, the Board has decided to reschedule the Tour for June of 1987. The Board chose to do this so that a SOHO tour can be part of the annual California Preservation Conference to be held in Coronado next June. As the County's only recognized preservation action group, SOHO hopes to plan an active role in the conference. Preservationists from all over the state will attend the conference and will be eager to discover or rediscover San Diego's architectural resources. The Board is considering the planning of a new Irving Gill tour. If you have any ideas, comments, or suggestions, please call the SOHO office. If you were anxiously awaiting the tour, why not attend the General Meeting on Saturday, Sept. 27, instead, and experience a "visual" tour of the best of San Diego's '40s, '50s & '60s architecture.



The McDonald brothers' octagonal restaurant, San Bernardino

## OLD HOUSE JOURNAL

SOHO has a chance to receive a \$1000 grant from the **Old House Journal**. The **Journal** is a how-to magazine for home restorer. It provides data on everything from finding hardware to repairing wooden shingle roofs. This magazine is a great complement to our workshops.

The magazine is offering an opportunity for non-profits to raise money. They are offering a one-year subscription or renewal for only \$14, a 22% discount off their regular price of \$18. SOHO will receive \$7 for every subscription sold and become eligible for a drawing for a \$1000.

How to take part: Send a check for \$14 (made out to SOHO) and your name and address, to SOHO. We send twelve names at one time to the Journal and they begin the subscription. Deadline: Nov.28.

# EDITORIAL

Editorial - Our Architect Members Should Know

For the past year and a half the SOHO preservation action committee contended with the Balboa Theater vs. the Art Center issue. Their work is far from done. They continue to research and hold accountable (as best one can) CCDC. Some work has led to deadends and other work to frustrating impasses with CCDC; yet, the Balboa Theater remains untouched. After losing their developer, the Art Center group is now seeking more city funds, as well as beginning a fundraising campaign.

Recently Doug Austin, the current president of the American Institute of Architects, San Diego Chapter, wrote to each member of the AIA (on AIA letterhead) supporting the Art Center and asking for financial help in its fundraising effort. I wrote two letters to the editor of the AIA Bulletin expressing my feelings that not all architects in San Diego support the location of the Art Center in the Balboa Theater and that SOHO would gladly present the main issues of this controversy to the AIA board. Neither letter was published. Two AIA board members spoke with me and expressed concern that the AIA board was not well informed about an issue on which they long ago took a position.

I am saddened the local AIA cannot take the time to listen to preservation issues nor even allow members to voice their opinions about preservation issues in their Bulletin. The national AIA, on the other hand, supports a Historic Resource Committee and makes statements about preservation issues, such as "facadism" and tax credits. I hope our San Diego architectural community will educate themselves about preservation and not rely on their local leadership.

Susan K. Skala, AIA

SOHO welcomes any comments or suggestions regarding the preceding editorial, or any other article.

## VILLA MONTEZUMA

Help the Villa Montezuma restoration effort! The Villa is selling centennial T-shirts featuring "Fred," the gargoyle at the top of the turret. The T-shirts cost \$10.00, \$5.00 for the cost of the shirt and \$5.00 for the restoration effort. Call the Villa, 239-2212 and place your order.

# THANK YOU

I wish to extend a big, heartfelt thank you to all of our members who promptly returned a signed Coastal Commission letter. Many of you obviously feel strongly about the preservation of Mission Beach Park, because the response has been overwhelming. Many of you also attached small notes to the prepared letter as personal pleas to the Coastal Commissioners to save our coastal resources. An organization is only as good as its membership, and I believe that, once again, SOHO has proven that it is a vital preservation force in the community.

All of the letters will be presented at the Coastal Commission meeting on Sept. 10, 1986 in San Francisco. SOHO's involvement has already made an impact; CC staff recommended that the Commissioners deny the LCP Land Use Plan (which allows the type of development that TMD proposes), and approve the TMD plan with several stringent restrictions. I will inform you of the Commission's decision in the next issue of Reflections. Again, thank you for your participation in this preservation battle.

Anna L. McPherson,  
Development Director

## 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 \_\_\_\_\_

### MEMBERSHIP

#### CATEGORIES:

Benefactor \$1000

Patron \$100

Corporate \$50

Professional \$30

Family \$20

Single \$15

Please complete and return to SOHO

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City & Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Any donations are tax deductible.



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