

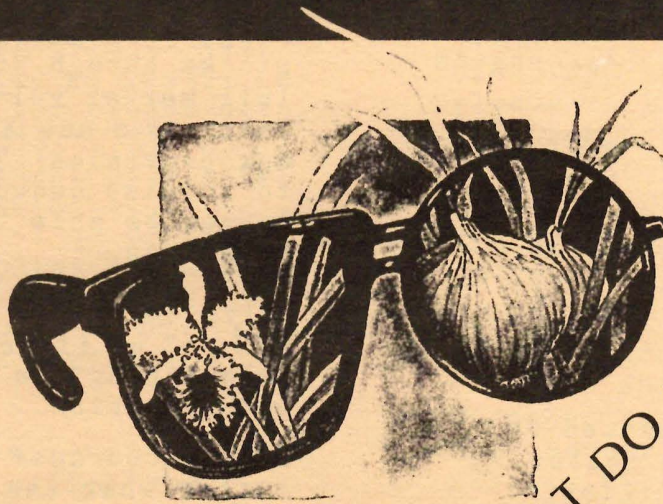


THE S.O.H.O. NEWSLETTER

REFLECTIONS

VOL. XVIII, NO. 9, DECEMBER, 1986

TWO ONIONS



THAT DO NOT MAKE US CRY

O R C H I D S & O N I O N S

1986

Thank you, 1986 Orchids and Onions jury, for remembering John Spreckels and Father Junipero Serra. Their influence has determined how our city looks and how it has developed. It is ironic then, that as San Diego struggles to control urban sprawl and find its identity, that it chooses to callously disregard its true essence: its roots and its uniqueness.

SOHO has fought valiantly to protect the Plunge and the Mission. Each development proposals, planned for these two historic landmarks, are the antithesis of progress. The Plunge building, if restored (not demolished), could generate renewed civic pride and the true revitalization of Mission Beach.

The multi-purpose room, proposed for Mission San Diego de Alcalá, could be designed in such a manner that is sensitive to both the archaeological ruins and the needs of the parish. Creative solutions do exist for practical problems.

The Orchids and Onions Awards Program is a vehicle to encourage community awareness of good and bad design, and it has been very successful. This year's Onions for historic preservation were certainly ripe for harvesting!

REFLECTIONS

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Save Our Heritage Organisation
P.O. Box 3571, San Diego, CA 92103
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This newsletter was produced by Anna L. McPherson. The following persons contributed articles, graphics, and ideas: Kathleen Kelley-Markham, Kathryn Lyon, Robin Webster, and Susan Skala. SOHO encourages contributions to Reflections.

TAX REFORM AND SOHO

Though the 1986 tax changes have prompted many to generalize "Give more this year!," jumping on that bandwagon may or may not be for you.

SOHO donations tend to come from persons emotionally committed to a broad range of preservation causes, or from those who wish to support a particular SOHO activity. Second, SOHO donations also occur "In Memoriam," reflecting the respect and appreciation of another's interest in preservation. It is doubtful that the majority of SOHO donors will labor hours over the relative tax value of their charitable contribution.

For those of you who are concerned, however, about the impact of 1986 tax reform on year end giving:

1) Beginning January 1 tax rates will fall over a three year period. Because your deduction becomes "worth less", your after tax cost of giving will rise slightly. If your tax rate will be lower, the "give more now" is applicable. If you will experience a large salary increase next year, already possess significant tax shelters, or fall under the "blended" tax rates for 1987, an increase in your year end donation may not be financially wise; 2) Gifts of appreciated property, such as Real Estate or stocks though still deductible at full market value may subject the donor to a new alternative minimum tax provision; 3) People who fail to itemize deductions will no longer be able to deduct charitable donations.

"Give more now" probably applies to most of us if we are actually calculating the tax value of our SOHO donation.

SOHO encourages any donations, no matter what the size. Please consider giving a monetary gift in the name of a friend, to foster neighborhood preservation, or to support any one of SOHO activities, or consider upgrading your membership level. Thank you.

The following are just a few of the preservation efforts that SOHO has been involved in due to your generosity. Help SOHO to continue its work.

- 1) Mission Beach Park
- 2) Balboa Theater
- 3) Naval Hospital Buildings
- 4) Green Dragon Colony
- 5) Calvary Cemetery/Pioneer Park Tombstones



MODERN SOURCES FOR BUNGALOW FURNISHINGS

In San Diego, we sometimes forget that our beloved bungalow was a product of an international movement that extolled the virtues of honest form, function, and craftsmanship; and revolted against the poor workmanship and design of the industrial age.

San Diegans have not been alone in embracing the products of the International Arts & Crafts Movement. In recent years, art critics have turned their attention to the works of William Morris, a major influence in the movement. Paris has been the scene of several Art Nouveau exhibits. Vienna has examined the work from its Wiener Werkstatte and Secession, (most recently viewed at the New York Museum of Modern Art's "Vienna: 1900" exhibit). And, here in the United States, the work of Gustav Stickley and the Roycroft Shop have come into vogue and are now commanding very high prices.

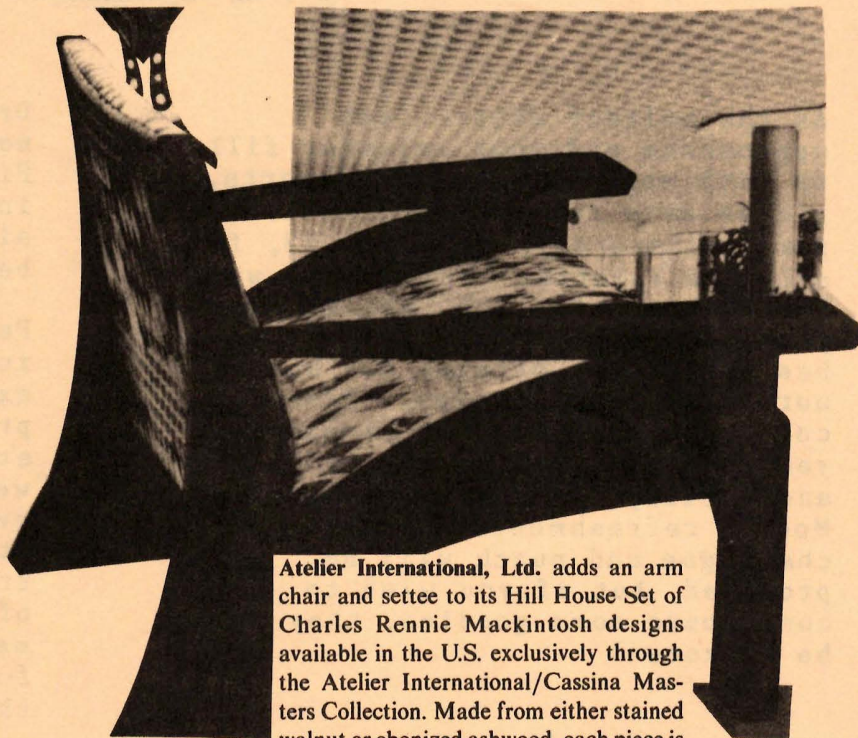
Last year, the home industry responded to the international reembracement of the Arts and Crafts Movement by reissuing the designs of such notable figures like William Morris, Charles Rennie MacKintosh, Josef Hoffman, and Frank Lloyd Wright. Furniture, fabric, wall covering and area rugs designed by these notables are available as well as contemporary designs inspired by the age. Although the prices are high, they enable a person to capture the spirit of the movement for a fraction of the cost of an original, if an original is available.

There are several sources for Arts and Crafts furniture. Last summer, Gordon International released its "Vienna Classic Collection." It is a series of tables and seating designed by Gustav Siegal, of the Wiener Werkstatte, and the fabrics of Josef Hoffman. Another furniture manufacturer, ICF International, also introduced the "Graffiti Collection" inspired by

the designs of Scottish architect, Charles Rennie Mackintosh. Atelier International Limited (AI), however, own the sole rights to Mackintosh's furniture designs and have been reproducing them for years. The Giorgetti Collection, through Designer Imports International, has several upholstered items, tables and casepieces reminiscent of the architecturally inspired designs of Mackintosh and Wright.

Sources for wallpaper and fabric are more limited. Stroheim and Romann carry a few William Morris cotton prints in their Liberty of London Collection. Also, similar patterns are available locally through Pindler & Pindler. Sanderson & Sons, a British wallpaper firm, owns the rights to several Morris wallpapers. Recently, F. Schumacher, with the co-operation of the Frank Lloyd Wright Foundation, introduced a complete collection of fabrics, wallcoverings and area rugs inspired by the designs of Frank Lloyd Wright.

These items are available only through an interior designer or an architect.



Atelier International, Ltd. adds an arm chair and settee to its Hill House Set of Charles Rennie Mackintosh designs available in the U.S. exclusively through the Atelier International/Cassina Masters Collection. Made from either stained walnut or ebonized ashwood, each piece is stamped with a number in order of production, accompanied by an identity card giving details of construction, history and design. Circle Number 364.

HAPPY HOLIDAYS



As the holiday season fast approaches and your calendar fills up with engagements of all sorts, please save room from 5:00 to 8:00 p.m. on Saturday, December 13, for a little Yuletide merrymaking with SOHO. Long time SOHO member and past President, Carol Lindemulder, has graciously offered her home for our annual festivities. Please come and join us to celebrate the year's victories, mourn our losses, and fortify ourselves for 1987. Modest refreshments, including champagne and punch will be provided, but if you wish to contribute some goodies, they will be welcomed!

Dr. Raymond Starr, author of the newly published San Diego: A Pictorial History has accepted our invitation to attend the party and sign books. The publication will be available for purchase.

Part of the festivities will include a Christmas tree ornament exchange. Please bring one as your price of admission! If you plan to attend, R.S.V.P. by December 8 so we have enough goodies for everyone. If you would like to attend but are without transportation, please call the office at 297-9327 and leave a message. We will arrange a ride for you. Hope to see everyone there!

SOCIETY OF ARCHITECTURAL HISTORIANS (SAH) REPORTS:

The most recent SAH NEWS reported the City of Pasadena to have adopted a new class of voluntary designation for its most outstanding historic buildings. This "Historic Treasure" program provides for design review for all proposed alterations paired with four possible financial incentives: 1) placement of property tax received by the city from Historic Treasure properties into a fund to be returned to owners in the form of grants for preservation work on their buildings; 2) provision of certain architectural services by a specialist in historic buildings at no cost; 3) waiver of \$350 compliance fee for fire safe roof ordinance; and 4) waiver of city fees related to all rehabilitation work (building permits, etc.).

Granted, Pasadena is a far cry from Santee, Escondido, or Del Mar. Yet, financial incentives, however modest, tend to encourage a healthy preservation constituency for a city and its planning department. On-site preservation and adaptive reuse may become the first rather than last alternatives in the "process" when considering redevelopment or remodeling.

What is your jurisdiction's position on "Historic Treasures?" Greater San Diego encompasses at least 18 cities and the County. If SOHO members fail to encourage adoption of similar measures, who will?

RESTORATION WORKSHOP COMMITTEE

The 1987 Restoration Workshop Committee is forming and will be chaired by Robin Webster. The committee is interested in knowing what you would like to see presented in the workshop series. Please call Robin at 571-1300 with your suggestions or if you would like to be a committee member.

PRESERVATION ADVERTISING

Beginning with the January 1987 issue of Reflections, SOHO will accept appropriate advertising in the newsletter. We believe that we can provide a service for our membership by accepting advertising from preservation professionals, real estate agents who specialize in historic properties, and businesses that cater to the needs of old house owners and renters (and admirers!). We also have a membership interested in vintage clothing. If you are interested, please call the SOHO office at 297-9327 for prices and details.

EXECUTIVE DIRECTOR

On October 6, 1986, SOHO's Board of Directors voted to change my position and title from Development Director to Executive Director to more accurately reflect my areas of responsibility as staff for SOHO.

As such, I will serve: on the Finance Committee, as spokesperson for the organization, and as a liaison to the San Diego Historical Site Board. I will continue to: promote contacts between SOHO and other related groups, monitor, report, and respond to preservation legislative issues, edit **Reflections**, and assist with fundraising and educational events.

As Executive Director my hours in the office have increased slightly. I will now be in the office from 9a.m-6p.m. on Mondays and Wednesdays and 12-6p.m. on Fridays. I encourage the membership to contact me at the office with ideas, suggestions, advice, and/or constructive criticism. It promises to be a busy year for preservation, and with your help, a successful one!

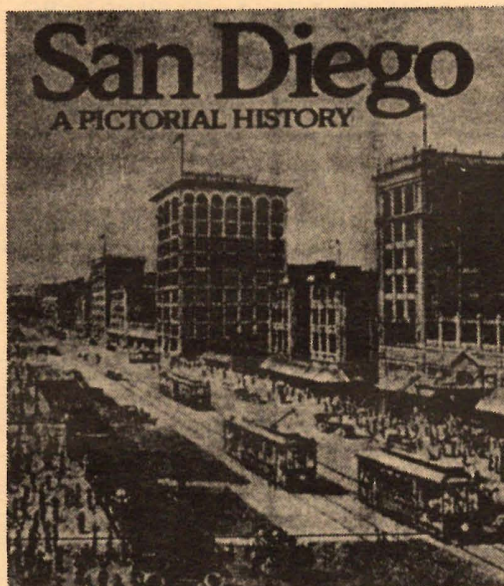
SAN DIEGO, A PICTORIAL HISTORY

SOHO is currently promoting San Diego, A Pictorial History by Raymond Starr, the newest title in the Donning Company's PORTRAITS OF AMERICAN CITIES series.

Through more than 350 photographs, maps, and illustrations, many rare and previously unpublished, the book documents San Diego's transformation from a desolate little village on the "last corner of the earth" into the seventh largest city in the United States. Professor Starr achieves this by illustrating the city's strong sense of identity, tracing the influence of its various cultures and documenting its architectural styles and historic sites. We learn interesting anecdotes and see beautiful views of Balboa Park, the Embarcadero, and the Zoo.

Dr. Starr has been a professor of history at San Diego State University since 1964. Since 1982 Starr has served as book review editor for the Journal of San Diego History and is currently president of the Cabrillo Historical Association for 1985-87. He teaches a course on San Diego history and a graduate seminar in theories, sources, and methods of local history. He is the 1986 winner of the San Diego Historical Society Institute of History Award for "Promotion and Presentation of San Diego History."

SOHO earns \$5.00 for every book sold through our organization. A brochure explaining price and ordering procedures is enclosed in this issue. San Diego, A Pictorial History has arrived just in time for Christmas gift giving! If you are interested in glancing through a copy, one is available in the SOHO office.



MEMBERSHIP

Benefactor	\$1000
Patron	\$100
Corporate	\$50
Professional	\$30
Family	\$20
Single	\$15

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