



Save Our Heritage Organisation

Reflections

The SOHO newsletter for the preservation of architecturally and historically significant structures in San Diego County.

PRESERVATION NEWS

RAZING ISSUES

(Editor's note: this is from **Preservation News**, (October 1987), the monthly newspaper of the National Trust For Historic Preservation. It is a reflection upon some issues that San Diego and other cities around the County are (or may have to) facing.)

Seven-twelve Commerce Street in Dallas was a small building, but its demolition last month raises some big questions...Apparently 712 was the first building rehabbed with the federal tax credits to be razed.

This may come as a disturbing jolt to those who are unaware that the tax credits, the catalyst for probably the largest wave ever of building restoration, give no long term guarantee that those buildings will survive. Owners are penalized for inappropriate alterations or demolition during the first five years after rehab, but that was of no use to 712, which was rehabbed in 1981.

How can such an important preservation tool leave buildings in the lurch this way? Shouldn't there be longer or permanent restrictions attached to use of the credits—as is the case with many federal grants. Since the public pays for the credits, in terms of money foregone to the U.S. Treasury, shouldn't the public get a better "receipt"?

The loss of 712 Commerce also raises misgivings about the Section 106 process, which requires Advisory Council on Historic Preservation review of federal actions that could harm historic resources. Although the Council's staff initiated a strong argument that federal regulation of the bank that owned 712 was the link required to trigger 106 review, that notion was thrown out of court.

The issue here is why 712 slipped through the 106 grate while some other threatened structures, with less obvious federal involvement, have not. After 20 years of working with the 106 process, shouldn't preservationists have more consistent assurance of access to 106's potential protections?

Protection by Dallas's landmarks ordinance was also denied 712, which was excluded from the city's West End Historic District by owner objection. Apparently the city council, in an unwritten policy, refuses to landmark in such cases...The need for a more aggressive designation policy hampers Dallas and many other cities—those with major landmarks as well as groups of small structures threatened by development. Still other communities have fallen behind in that most basic of preservation activities—surveying.

The 712 Commerce case illustrates only too well that, despite the enormous strides made over the last two decades, barriers to more complete preservation remain with us...

TOURISM REPORT

This information comes to us from California Preservation, the quarterly newsletter for the California Preservation Foundation.

The National Trust Western Regional Office has released a report, "Tourism and Historic Preservation in The West," which is a preliminary step in establishing an expanded program effort in this fertile topical field. Taken with the 1984 Heritage Task Force Report on the economics of heritage properties related to tourist spending patterns, California preservationists should start making the case with the State Department of Tourism...one of the Heritage Task Force priorities.

The National Trust report is interesting in its comparisons of the various western states' budgets for the promotion of tourism. While California ranks high, reading between the lines, no money is spent specifically promoting historic resources. Several western states—Washington and Oregon immediately come to mind—have created historic and cultural resource supplements to the usual state tourism publications, and have done so at little cost. The report also covers some interesting western "case studies" where communities have moved to capitalize on historic resources to diversify the economic base through increased tourism.

Copies of the report are available through the Trust Western Regional Office, #1 Sutter, Suite 707, San Francisco, CA 94104.



REFLECTIONS

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This newsletter was produced by Anna McPherson and Jacqueline Williams. The following persons contributed articles: Kathleen Kelley Markham and Betty McManus. SOHO encourages its membership and anyone else, to contribute articles, graphics, ideas and comments to **Reflections**.

Thank you to the following individuals for their generosity to SOHO.

DONATIONS:

Dudley K. Graham
Martha Swenson in memory of
Annette B. Stevenson
Karen Monett
Elizabeth M. Dunshee
Mr. and Mrs. Donald Dickinson

We welcome the following people to SOHO.

NEW MEMBERS:

Cathy Griggs
Smith-Daly Architects
Architura
Carolyn E. Wormser
Susan Rae Johns and Family
Lucy J. Berk
Raymond G. Starr, Phd
Bobbie Bagel
Michael and Leslie Brumley
David and June Collins

CORRECTION

The editor wishes to apologize to Joy Higginbotham for making the mistake of listing her place of employment as the University Heights Development Corporation. It should have read **City Height Community Development Corporation**.

COMMITTEE REPORTS

The latest Restoration Workshop Series was just completed. A dozen people had the opportunity to learn the restoration process in all its aspects. Another series is planned for January with the possibility of expanded enrollment.

The Art Deco Committee with Helen Halmay as its Chairperson has been active in several directions. The booth at Hillcrest's Cityfest brought the public's attention to focus on the committee's work. This was further publicized by the recent article in the Reader, San Diego Moderne, thus increasing awareness of San Diego's rich and unique architectural treasures from the 1920's, '30's and '40's. The Art Deco committee will meet one week later this month, on November 16. Contact Helen at 296-3322 for more information.

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 the 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. SOHO will receive \$7 for every subscription sold and become eligible for a drawing for \$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.

This offer is available only until November 30, 1987. Place your orders now!

BOOKS TO REMEMBER

SAN DIEGO, A PICTORIAL HISTORY
by Dr. Raymond Starr

SOHO continues to sell this book (and earn \$6 for every book sold through our organization). Call the office, 297-9327 for information.

DAUGHTERS OF PAINTED LADIES
by Elizabeth Pomada and Michael Larsen

SOHO will be selling the book for \$15.95 at the November 9th lecture, "Capturing a Revolution" and afterwards at the cottage. Call 297-9327 for more information.

SOHO CONCERT SERIES RETURNS FOR SECOND SEASON

SOHO's chamber music series, Silver Gate Concerts, was so successful last spring that organizers Betty McManus and Lynn Schubert have lined up another season for 1988. There will be four concerts in the series. The first one is on Sunday, February 7.

The purpose of Silver Gate Concerts is to acknowledge San Diego's architectural heritage through appropriate musical "celebrations." Four outstanding architectural landmarks have been selected as concert sites for 1988. They are: the home of SOHO members Dr. and Mrs. Juan Suros in Coronado (Irving Gill, 1910), San Diego Trust and Savings Bank lobby on Broadway (William Templeton Johnson, 1928), the Mississippi Room of the Lafayette Hotel on El Cajon Boulevard (formerly Imig Manor, 1946), and the chapel at Bishop's School in La Jolla (Carleton Winslow, 1917). In addition, a fifth concert will be given privately for financial patrons at a Mission Hills home designed in 1948 by Lloyd Ruocco.

Tickets to the chamber music series will go on sale in January when the season is formally announced. SOHO members may attend concerts free by serving as concert helpers. For more information please call the Silver Gate Concerts number: 459-0621

OFFSHOOTOURS

Offshootours is proud to announce its fall schedule of botanical/educational guided walks. We explore everything from rare and endangered trees, desert plants, palms to flowers of every kind.

Balboa Park- Free tours will be conducted every Saturday from now, through the end of November (walk off turkey dinner).

Date: Every Saturday morning
Time: 10:30 a.m.
Meet: At the Botanical Building at the Lily Ponds.
Cost: Free!

Zoo-The dates for these tours are the last Sundays of Oct. and Nov. They are free with admission or membership.

Time: 9:30 a.m.
Reservations are a must, please call 297-0289.

FRIENDS OF SAN DIEGO ARCHITECTURE

You are cordially invited to our 1987-88 season of Saturday morning entertaining and informative programs. Each meeting consists of a talk with slides by a professional in the field of architecture, graphics, landscape and interior design. Following, there is dialogue with the audience.

Meetings are held monthly, usually the third Saturday of the month, from 9:30-11:30 a.m. at the New School of Architecture, 2252 Main Street, Chula Vista, 429-6000. There is no admission charge.

The November 21 meeting will feature Richard Bundy, Architect discussing, "Neighborhood Architecture; how we design new homes to fit in existing neighborhoods."

SOHO WISHES EVERYONE A HAPPY THANKSGIVING AND A MERRY HOLIDAY SEASON.

CAL POLY SIX

The New School of Architecture presents The Third Annual Fall and Spring Lecture Series, six lectures by Cal Poly alumni.

All lectures begin at 7:00 p.m. and are held at the Casa Del Prado, Room 101, Balboa Park, across from the Natural History Museum. The suggested

donation is \$3. For additional information, call 429-6000.

The featured speaker for the month of November is Wayne Donaldson (SOHO member). He will deliver a lecture intriguingly entitled "Time Bandits."

Susan Skala announces the opening of her new office

**SUSAN K. SKALA, AIA
Architect**

at 3299 East Fox Run Way, San Diego, California
292-7633

specializing in rehabilitation and remodeling.

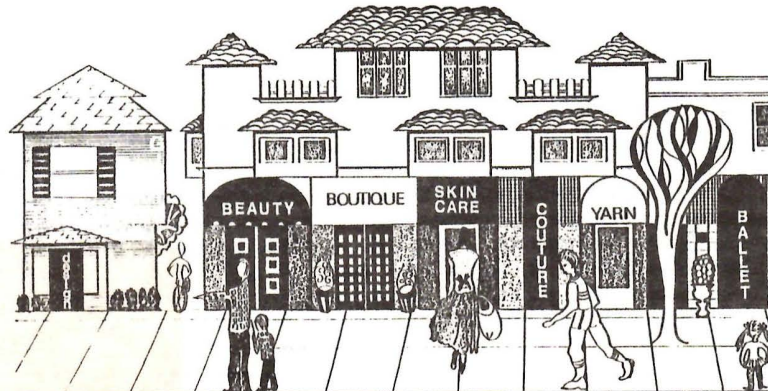
**Another Place
Another Time**

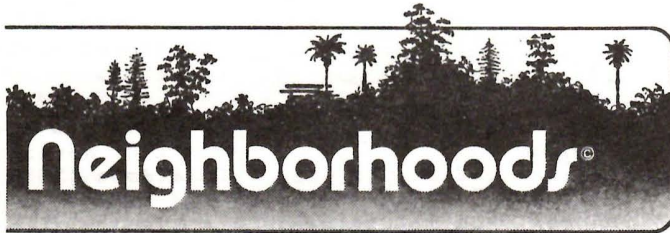
The small individual shops
reminiscent of the 30's and 40's
in the quiet setting of

Mission Hills

along 1500 and 1600 W. Lewis Street

*Make a Personal Discovery
Enjoy a Special Treat*





Helen Marquardt
"I Know The Neighborhood."



**FIRST MISSION
PROPERTIES**

820 W. Washington St.
San Diego, CA 92103
260-1636 234-1726

PLANT A TREE

"Curb appeal" does sell a house. When the first impression is good, Buyers tend to look for other positive features . . . and overlook the negative.

Take a long look at the front of your home. Does it have "curb appeal"? Is it a little bare? Is it inviting? Does it inspire a sense of comfort?

Trees send out messages of friendliness, warmth and well being. Maybe your front yard would benefit from a willow or a ficus or a clump of melaleucas. This small investment of time and energy will result in a big pay-off when you sell your house.

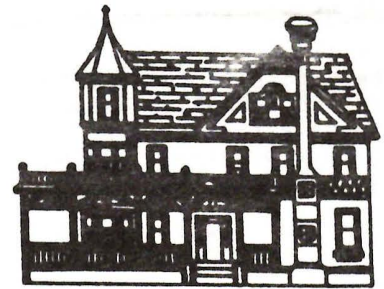
Call me for more tips on making your house more saleable.

MEMBERSHIP CATEGORIES

Benefactor	\$1000
Patron	\$500
Corporate	\$100-500
Professional	\$35
Active	\$20

PLEASE NOTE

You can save SOHO money by noting the date on the right hand corner of your mailing label on the newsletter. This is the anniversary date of your joining, and when dues are due each year. Many of our members pay on the anniversary date and we appreciate this. If you forget and receive a first notice, please renew quickly, and save us the cost of a second mailing.



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