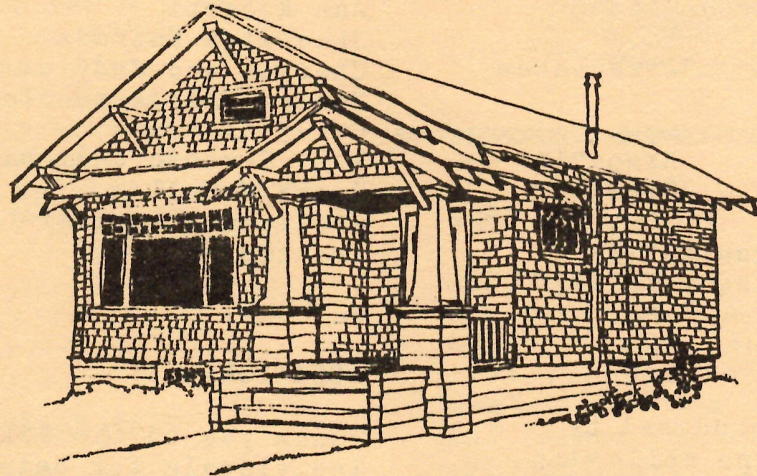


REFLECTIONS

VOLUME XIX, NUMBER 1, JANUARY, 1987



INSTREAM PRESERVATION

We thought that our membership might be interested in a recent poll conducted by the Gallup Organization and the Urban Land Institute. The following is an excerpt from the "Editor's Column" from **Preservation News**, July 1986, the monthly newspaper of the National Trust for Historic Preservation.

Down on Main Street, a plan rises to raze a group of historic shops. The preservationists rush in, citing the need to save history, urban fabric, scale and aesthetics. Backers snort that preservationists are but a faction of picayune architectural historians and eccentrics who hold no claim to the public interest. (**Reflections** editor's note: How many times have we heard that before?!).

In fact, the numbers were overwhelming: 97 percent said they should have a strong voice in preservation questions; 90 percent of city dwellers said they would

give time and money to improve their environs; 69 percent favor tax deductions for restoring historic houses; 55 percent approve of tax credits for commercial rehab; 70 percent say a good job is being done of restoring historic buildings; and more than half say history experts should be called up to help decide the fate of buildings.

The public gave varied reasons for saving historic buildings. About 60 percent say preserving a sense of the past is important, while 55 percent cite increased tourism, 47 percent mention diversity and 43 percent favor offering alternative kinds of living and working spaces.

SOHO members, we are not alone! This poll proves that the majority of the public is aware, and worried about the fate of the built environment. As we have always known, SOHO is a grassroots organization representing the legitimate concerns of all types of individuals and groups. Preservation is good planning, good design and good citizenship.

REFLECTIONS

BOARD OF DIRECTORS

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Anne Cox	Larry Ford
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Susan Skala	Alternates
Marlene Buckley	

Anna L. McPherson	Executive Director
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Save Our Heritage Organisation
P.O. Box 3571, San Diego, CA 92103
(619) 297-9327

This newsletter was produced by Anna L. McPherson. The following persons contributed articles, graphics, and ideas: Kathleen Kelley-Markham, Kathryn Lyon, Ron Buckley, Betty McManus, Lynn Schubert, and Alice Crittendon. Thank you.

AICP WORKSHOP

We recently received an announcement of a workshop from the American Institute of Certified Planners (AICP) Planners Training Service entitled "Preservation As A Tool For Revitalization." The workshop will cover all aspects of the growing field of preservation planning and is geared to teach the city planner how to structure a preservation plan and plan an ordinance, work with the new tax programs, and how to develop broad community support. It will be held on three different occasions in three different cities, Savannah, Austin, and Chicago. For additional information, call the office at 297-9327.

NEW MEMBERS

We would like to welcome the following new members to SOHO:

Bonnie Poppe
Ursula R. Britton
Michael and Mary Kerr
Dorothy Smith Collins
Anne Cox
Stephen and Lynne Doyle
Ted and Grace Branstetter
S. Christine
Ann Roberti
Jacquelyn Estrada
Charles and Judy Reilly
Sondra Thiederman/Tom Sandler
Corey J. Braun
W.E. Beresford-Architect
Jerry McCall
Architects Lorimer-Case
Kristen Wollner

Welcome!

DONATIONS

Thank you to the following individuals for being especially generous to SOHO.

Karen K. Monette
Ursula R. Britton
Mrs. F.G. Lindemulder
Mrs. Chalker Hunter
Marian V. Churchill
Betty A. Goldberg
Mr. and Mrs. Donald Dickinson
Carol Lindemulder
Mrs. T.P. Jeter
Susan K. Skala
Virginia L. Grady
Mrs. A.S. Klauber
Mr. and Mrs. Phillip Ham
Mr. and Mrs. Bruce A. Fischer

SOHO LOGO

Attention all SOHO members! Recently, the Board has been discussing the SOHO logo. Some are concerned about its effectiveness at communicating SOHO's image. What do you think of redesigning the logo with the purpose of a conveying a more complete and updated "picture" of the organization? If you have an opinion or suggestion, please send your written comments to SOHO by January 30, 1987. Thank you.

PRESIDENT'S LETTER

"We are making a dull porridge of parking lots and cheap commercialism to replace the forms and evidence of American civilization. The buildings despised and sacrificed today are, or would have been tomorrow's heritage."

-Ada Louise Huxtable

As we begin a new year I would hope that we not only reflect on where we have been but also where we are going. SOHO realizes that not every old building should be saved, however, the design of new buildings should respect and compliment the existing historic fabric of our environment.

New buildings should add texture, pattern and rhythm and scale, but many times these qualities are actually destroyed rather than enhanced. We have reason to be concerned. Tomorrow's heritage vanishes daily. Cheap, bland motels to serve downtown and the convention center, have invaded and blighted most of Little Italy. Residents of North Park, Sherman Heights and Uptown watch the bulldozers arrive weekly (sometimes without demolition permits). The Naval Hospital Complex, although documented to be historically and architecturally significant, is being treated as expendable. The Navy's offer to demolish (free) any or all of the buildings has led some City officials to ignore the cultural potential for these structures.

Our older commercial corridors, defined by coffee shops, movie theaters, supermarkets and car dealerships represent an urban landscape created by the automobile. Many buildings along the boulevards are viewed by many as outdated or trivial, but they too may be landmarks.

Our Egyptian Revival structures, our R.M. Schindler Pueblo Ribera courts, the Sweet House and our Spanish Colonial Revival Plunge building are also part of tomorrow's heritage. As we look towards the coming year, let us expect the best--and that means anticipating and planning for tomorrow.

Walter Kelly Sparkle

CHRISTMAS PARTY NEWS

SOHO members, old and new, appeared to enjoy themselves at the annual Christmas party at the lovely home of Carol Lindemulder. It was a special treat to see everyone in their Christmas finery, and to have a chance to visit.

Carol generously allowed guests to wander all over her house. In good SOHO form, she also posted various information about her Spanish Colonial Revival gem, including: age, builder, location of custom designed features, and the original color scheme. Thank you Carol for your hospitality and a most beautiful and appropriate setting for a SOHO Christmas function.

Thank you to everyone who attended the party, and a special thank you to those of you who brought Christmas ornaments and goodies. Best Wishes for a good New Year!



COURTESY DON E. MILLER

The McDonald brothers' octagonal restaurant, San Bernardino

BUILDERS WATCHERS SERIES

America's Architectural Roots:
Ethnic Groups That Built America
Dell Upton, Editor

Published on the anniversary of the Statue of Liberty's dedication, America's Architectural Roots is the first book to look at the rich array of ethnic architecture in America. A wholly new way of viewing American buildings, this pocket-sized book features 22 groups and traces settlement patterns, building types and technologies and decoration, paying special attention to problems such as adapting Old World building techniques to America's terrain and climate.

In a country built by immigrants, much architecture has been viewed as simply "American." Yet, the variety of houses, farms, villages and even cities that distinguish portions of the country reflect not only differences in climate, topography and resources but also the ethnic diversity of their builders.

The book, a Preservation Press publication, explores the forces that influenced immigrants' designs. Few duplicated the architecture of their homeland but, instead, adapted their designs to the new country. Geographic changes, variations in living patterns and the availability of building materials were all taken into consideration.

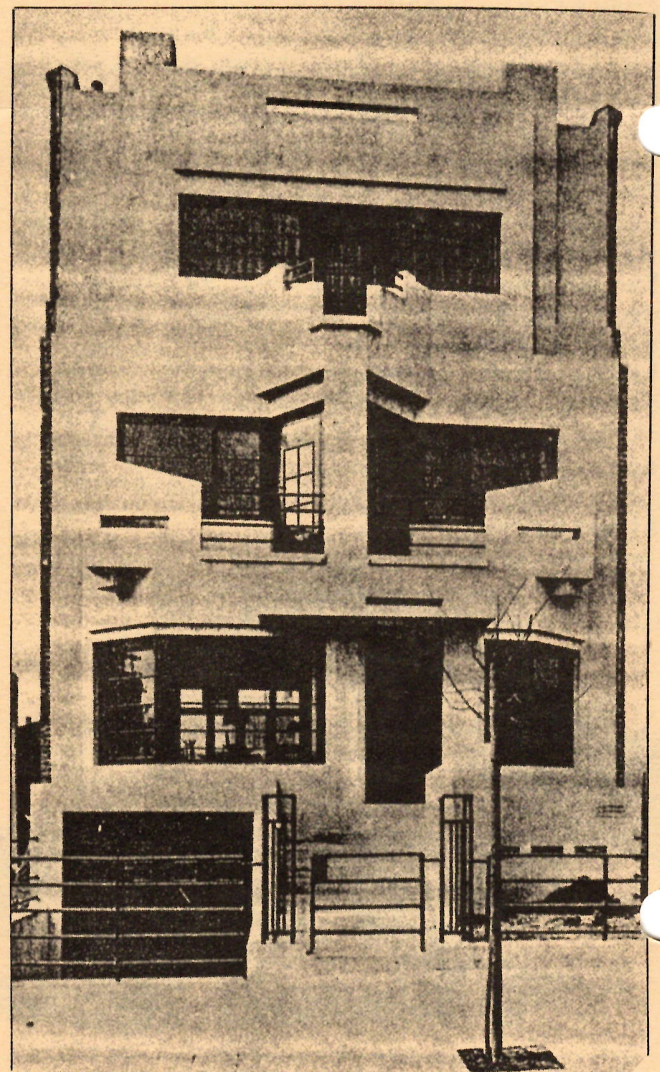
Each essay is illustrated with photographs and plans showing the house types, community buildings, particular details and floor plans. Also included in America's Architectural Roots is a list of further reading and additional information sources and an index.



ART DECO/MODERNE SOCIETY MEETING

The Art Deco/Moderne Society, a SOHO committee, will hold its first meeting on Monday, January 26, 1987. The meeting will be held at Mixed Produce, in the Egyptian block of Park Boulevard, # 3789 1/2. Activities will commence at 7:00 P.M. and will include an Egyptian Revival slide show, courtesy of the chairperson, Helen Halmay, and an organizational meeting. Everyone with an interest in art deco or moderne architecture and culture is welcome to attend.

Special Note: Ms. Halmay's article on the Egyptian/Capri Theatre appears in the **San Diego Business Journal**, January 5, 1987.



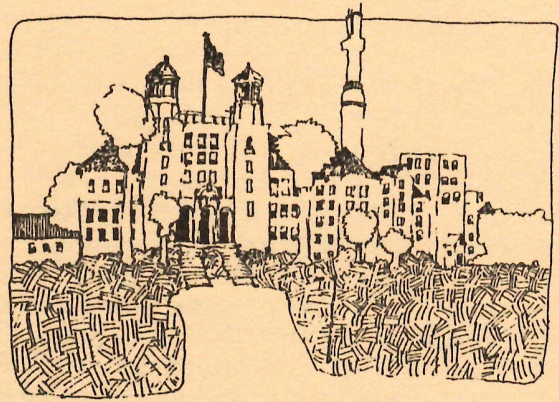
BALBOA PARK NAVAL HOSPITAL BUILDINGS

After several continuances, the City Council will finally decide the fate of the Naval Hospital buildings. The crux of the issue is whether or not to retain most, some or none of these historic structures.

SOHO concurs with the Historical Site Board in advocating the retention, preservation and reuse of most of the original hospital complex buildings. Reknowned architectural historian, Sally B. Woodbridge concluded after extensive research, that this complex of buildings is eligible for the National Register of Historic Places on the basis of its architecture and historical development of the Navy and its association with the City. In addition, Ron Buckley, secretary to the Historic Site Board, has learned that the National Park Service is determining if the complex has potential for designation as a National Historic landmark. Congress has requested a thematic study of potential National Historic Landmarks associated with World War II in the Pacific Theater.

The architectural significance of the complex largely rests on the layout, symmetry and relationship of the buildings to one another and to the central courtyards. Retention of only parts of the complex or single buildings will destroy the architectural composition, and diminish the significance of the site. A complete razing of the site will also destroy the historic plant species in the area. Robbed of its attributes, the complex will fail to qualify for National Register/National Landmark Status and related rehabilitation funds.

SOHO urges the City Council to recognize and retain this historic complex and consider its use as a natural extension of existing cultural uses in the park.



Balboa Naval Hospital
Matthew Potter

SAN DIEGO, A PICTORIAL HISTORY

SOHO is continuing to promote San Diego, A Pictorial History by Dr. Raymond Starr (see December issue of Reflections).

SOHO earns \$5.00 for every book sold through our organization. Call the office, 297-9327, for additional information about price and ordering procedures. If you are interested in glancing through a copy, one is available in the SOHO office.

WANTED

Wanted: An Apple or Apple II computer for SOHO's office use. Kathryn Lyon (treas.) and Wayne Donaldson (boardmember) have created a budget and budgeting process with the generous help of Wayne's hardware, software, and office amenities. We would like to relieve Wayne of this monthly imposition, but are without the necessary equipment. Our small Kaypro is incompatible with the accounting software.

Has your teenager given up Apple computer games for other pursuits? Don't let your Apple rot on the shelf!! Please consider the donation to SOHO. Thank you.

SOHO SPONSORS SILVERGATE CONCERTS

Silver Gate Concerts, sponsored by SOHO, is pleased to announce their opening season of four concerts. Each concert will be held in a building of historic/architectural interest. The sites have been carefully selected by the co-directors of Silver Gate Concerts (SOHO members Betty McManus and Lynn Schubert), and each location will lend itself particularly well to the music to be performed.

Sunday, February 15, 1987, at 3 P.M. Granger Music Hall, National City. 1615 East 4th Street, National City.

Violinist Kay Newnam and pianist Karen Follingstad present a duo recital of music by Bach, Faure, Schubert, and Copland, in a setting uniquely designed for this very purpose by architect Irving Gill. Join us in celebrating National City's centennial year, by attending this very special event in one of National City's finest architectural treasures-Granger Music Hall!

Sunday, March 15, 1987, at 3 P.M. Congregational Church of La Jolla. 1216 Cave Street, La Jolla (corner of Cave and Ivanhoe)

Also celebrating its centennial in 1987 is La Jolla, and we will contribute to their festivities with a concert in the oldest church in La Jolla, the Congregational Church. The Early Music Academy (Mary Rawcliffe, soprano; Kathleen McIntosh, harpsichord, Lynn Schubert, baroque flute) will be joined by guest artists, baroque violinist John Holloway from London and viola da gambist Margreit Tindemans from Seattle, in a concert of baroque music on instruments of the period.



Silver Gate Concerts

SAVE OUR HERITAGE ORGANIZATION
Post Office Box 3571, San Diego, CA 92103

Sunday, April 8, 1987, at 3 P.M. The Music Room of the Spreckels Mansion, Glorietta Bay Inn, 1630 Glorietta Blvd., Coronado Island. San Diego musicians Cynthia Darby (fortepianist) and Tom Stauffer (baroque cellist) form a unique duo offering music of the eighteenth and nineteenth centuries on period instruments. The intimacy of the music room in the Glorietta Bay Inn will be the perfect setting for the music of Clementi, Beethoven, J.S. Bach, and C.P.E. Bach, performed on elegant instruments of an earlier time.

Sunday, May 17, 1987, at 3 P.M. Moot Court Room, Cal-Western Law School, 350 Cedar Street, San Diego.

Did you know that the building between 3rd and 4th on Cedar was once an Elks Lodge? And the beautiful wood-panelled Moot Court Room used to be a grand ball room? An unconventional concert site like this deserves an equally unconventional chamber ensemble. We could think of no one better for this than L'Eau, everybody's favorite consort of LOW instruments. Violinist Roland Kato, bassoonist John Steinmetz, percussionist David Johnson, and Janet Davis, string bass, will give San Diego a completely new experience in chamber music!

For ticket information, please call 459-0621.

Silver Gate Concerts needs your help! If you are interested in helping out by ushering, or by serving food at the post-concert receptions, or if you would like to make a contribution to support Silver Gate Concerts, please call 459-0621, or contact the SOHO office. Silver Gate's co-directors are grateful to SOHO members who have already offered help.



Silver Gate Concerts

SAVE OUR HERITAGE ORGANIZATION
Post Office Box 3571, San Diego, CA 92103

MISSION BEACH PARK UPDATE

We are happy to announce that (with your assistance) the Save Mission Beach Park Committee has collected the "legal" number of signatures in its petition drive. The Committee will continue, however, to collect 10-15,000 more to ensure that the initiative qualifies for the November 1987 ballot.

One of the developers, Steve Davis, is suing the Mission Beach Town Council for allocating \$3500 to the signature collecting effort. This is unfortunate as the Council's membership is simply attempting to preserve public parkland. We promise to deliver updates as they become available. February may bring good news!

DONATIONS—MISSION BEACH PARK

Olive Stafford
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Silva Missler
Lillian Booth Foley
Donald Dickinson
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Catherine Somers
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Deidre Lee
Peggy Rose
Loretta Matters
Ursula Britton
Jack Meek
Miriam Riley
Mary Joralmon
Donna McDougald



SOHO LADY AWARD

SOHO is pleased to announce the recipient of the 1985-86 SOHO LADY AWARD, Claire Kaplan. SOHO presents the award annually to the member who "has contributed time and talent far above and beyond the call of duty." The selection of the winner is at the discretion of the previous recipient and is a secret until the presentation is made. Claire received her award, *in absentia*, at the Fall General Meeting.

Claire has been an active and devoted member of SOHO for over sixteen years. Her activities include: Membership Chairman (3 years), Hostess Chairman, Hospitality Chairman, Volunteer Chairman, Christmas Party Chairman (5 years), Chairman of the first Fourth of July event at Heritage Park, and Chairman of the Second Annual Train Ride to Los Angeles. Claire has also served as SOHO's representative to the Committee of 100 Board and as a columnist for the SOHO Newsletter. In addition to these numerous duties, Claire also participated as a tour guide on countless SOHO tours.

Well done, Claire, this is an impressive list and an inspiration to volunteers everywhere! As is evident, Claire Kaplan is most deserving of this honor, and recognition of her loyal efforts is long overdue. Congratulations!

PRESERVATION ADVERTISING

SOHO is now accepting 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 admirers!). Please call the SOHO office for prices and details, 297-9327. We are offering discounts for 3 and 6 month prepaid advertisements.



Neighborhoods

by . . .
Helen Marquardt

Try explaining the characteristics of each of the different neighborhoods in San Diego to an out-of-town visitor. As a real estate agent I need to do this often and I always find it a challenge! Even though I'm a third generation San Diegan who has lived and worked "all around the town," I'm still discovering nuances . . . especially as neighborhoods are in a state of flux.

Knowledge of trends, history, future plans as well as costs per square foot is important in determining price, too. Call me if you would like a market analysis of your home. You'll get a lot more than a computer print-out.

NEXT MONTH . . . Money-making upgrades



**FIRST MISSION
PROPERTIES**

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