



THE S.O.H.O. NEWSLETTER

REFLECTIONS

VOLUME XIX, NUMBER 2, FEBRUARY 1987

THE FEDERAL GOVERNMENT AND PRESERVATION: PARTNERS?

The California Preservation Foundation (CPF), our statewide preservation action group, reported in its January 1987 newsletter on the Federal Program for Preservation's future (or lack of). The following are some of the more pertinent issues of which all preservationists should be aware.

According to many State Historic Preservation Officers (SHPO), the Reagan Administration's continual failure to support the program in its budget requests (zero funding every year) and its insistence on increasing the State Offices of Historic Preservation's (OHP) responsibilities suggest that the Federal government wants to "dump the program" on the already swamped states. In retaliation, the National Conference of State Historic Preservation Officers (NCSHPO) has submitted draft legislation which includes the creation of a National Historic Preservation Agency (NHPA) as a separate agency and an interest bearing trust fund to finance its activities and programs.

There is significant debate over the future of the Federal Program, but several obstacles remain that may lead to its demise. One, the "Reauthorization" of the Preservation Fund will become before Congress this year. The 1980 Amendments to the National Historic Preservation Act created a special fund, from off-shore oil

revenues, to finance the program up to \$150 million a year (never achieved), and by statute must now be reauthorized or disappear.

Allocations to the OHP have continually decreased. This year's (1986/87) could be as little as \$380,000. In addition, the OHP must reallocate 10% to "Certified Local Governments" leaving less than is required to run the office. This, of course, does not include the traditional Survey and Planning pass-through grants. Remember, a survey is the first step to ensure the protection of our significant architecture.

If that isn't enough, the Federal Administration's latest ploy is "rescission" (freezing unallocated monies). Rescission must be approved by Congress, and fortunately, never is, but the Federal Government can withhold 10 months of budgeted money for up to 45 legislative days. You can imagine how it affects the OHP's planning.

As you can see, after steady growth over the last 20 years, the Federal Government's commitment to preservation is waning. We urge you to write and talk to your elected representatives. We also urge you to support, in any way that you can, SOHO and other non-profits devoted to the preservation of our historic built environment.

REFLECTIONS

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



CORONADO HOSTS 12TH ANNUAL STATE PRESERVATION CONFERENCE

The 12th Annual State Preservation Conference will take place in Coronado, June 4-7, 1987. SOHO is one of the support groups for the conference and will host a traveling workshop, "Old House Doctor" to demonstrate restoration techniques, and an Irving Gill architectural tour.

The conference remains the one time during the year when preservationists from throughout the state can get together, share victories, console each other, and get geared up for another year. It will offer broad choices this year, from Main Street to archaeology to technical preservation. In addition, the conference program will include on-site workshops in Coronado, the Gaslamp District, and in residential neighborhoods. See the enclosed brochure for more details, or call John Merritt (415) 527-7808 for more details.

PRESIDENT'S LETTER

They said it couldn't be done--but after less than 3 1/2 months the Save Mission Beach Park Committee (SMBPC) submitted over 80,000 signatures to the City Clerk's office earlier this week.

The initiative measure proposes that the site be maintained by the city for public beach access, recreational uses or historic preservation uses. Commercial development would be allowed only within a historically rehabilitated Plunge building.

Members of the SMBPC have always felt that the City Council erred in its reading of public sentiment and how the public wants its parkland to be used.

The City Clerk now has 30 days to validate a minimum of 50, 455 signatures and to submit the measure to the City Council. Within 10 days of receipt, the City Council must act to approve or reject the measure. If approved, the initiative is merely adopted the City Council. If rejected, the measure is placed on the November 1987 city ballot for consideration and action by city voters.

I hope that the Mayor and the City Council will recognize the electorate's desire to vote on such an important issue.

Don't let them tear it down, before you have the opportunity to vote. Call or write your councilmember today!

W. Skala
Kelly-Phelan





THE CALIFORNIA PRESERVATION FOUNDATION
AND
THE CORONADO HISTORICAL ASSOCIATION

Present the

TWELFTH ANNUAL STATE
PRESERVATION CONFERENCE

CORONADO, CALIFORNIA

JUNE 4-7, 1987

Headquartered at a National Historic Landmark,

the fabulous

HOTEL DEL CORONADO



The Twelfth Annual Preservation Conference, presented each year in cooperation with the CALIFORNIA STATE OFFICE OF HISTORIC PRESERVATION and the NATIONAL TRUST (Western Regional Office), moves once again to Southern California. This year, for the first time, co-sponsors include:

THE ASSOCIATION FOR PRESERVATION TECHNOLOGY
(Western Chapter)

THE CALIFORNIA MAIN STREET PROGRAM
(State Department of Commerce)

THE SOCIETY FOR CALIFORNIA ARCHAEOLOGY

The program planned will lend special attention to preservation issues and activities in the Coronado/San Diego area, but will feature new expertise in focus tracks designed by our co-sponsors in:

ARCHAEOLOGY:

- Archaeology and the legal framework
- Archaeology and historic preservation—the vital link
- Historic archaeology—digging the city
- Archaeological issues—the San Diego scene
- Underwater archaeology—maritime issues and the salvage question

DOWNTOWN REVITALIZATION:

- Organizing for downtown revitalization—the basic “Main Street” strategy
- Economic restructuring and the role of redevelopment
- Enhancing the downtown’s image with promotions and public relations tools
- Guidelines and administration of design review in the downtown

TECHNICAL PRESERVATION IN THE DOWNTOWN:

- Understanding the historic features of commercial buildings such as awnings and signs
- The cleaning and repair of masonry materials, from brick and stone to terra cotta and glazed brick
- Uncovering and understanding structural systems and developing cost-effective repairs
- Dealing with “hazards” like parapets and cornices
- Maintaining original storefront design while incorporating modern display concepts

In addition to these special tracks, the conference will feature:

PRESERVATION BASICS:

- The use of state and federal preservation programs
- La Jolla—protecting resources in a special coastal community
- Learning to play the new tax incentives game
- Problems and solutions for the continued use of historic public buildings

TRAVELING WORKSHOPS:

- To SAN DIEGO’S GASLAMP QUARTER to consider historic preservation in a difficult urban context
- In and around CORONADO to investigate factors that make up an effective small community preservation program
- To historic houses where “Old House Doctors” will demonstrate restoration techniques

AFFINITY WORKSHOPS:

- The Second Annual Gathering of Private Preservation Organizations
- The traditional Landmarks Commission meeting with special attention given to the Certified Local Government (CLG) Program
- The State Historic Building Code Board

An exciting array of **COMMUNITY LEARNING TOURS** will be conducted by local experts and enthusiasts.

Our special guest in Coronado will be the Honorable William Penn Mott, Jr., Director of the National Park Service, who will be the featured speaker at the Thursday evening Opening Reception at the Hotel del Coronado’s “Mansion” in Coronado. Director Mott was California’s first State Historic Preservation Officer and was responsible for setting up the preservation program in our state following passage of the 1966 National Historic Preservation Act. As the current chief of the program in the Department of Interior for the Reagan Administration, Director Mott will focus his remarks on the future of the federal preservation program and the responsibilities of the private preservation movement.

The various speakers at Friday’s “Plenary Session,” content sessions and workshops, will be experts from the state, national and regional preservation scene. Workshops, sessions and tours will be enhanced by the best local experts available to add a Coronado/San Diego perspective to the meetings.

FAME HONORS FUN FROLICS

As usual, the Annual State Preservation Conference will mix fun with important learning experiences.

PRESERVATIONISTS ON THE FAIRWAY: CPF Trustee Jim Stickels will lead other avid golfers to drive and putt in the First Annual Preservation Golf Tournament at the Coronado Municipal Golf Course—Thursday, June 4.

The **PRESERVATION BOOK SHOP** will open at the Hotel del Coronado Thursday afternoon with a wide selection of new and important preservation publications.

The **OPENING RECEPTION**—with National Park Service Director William Penn Mott, Jr. as our speaker—will kick off special events at the Hotel del Coronado’s historic “Mansion” on Thursday evening.

Following last year’s uproarious presentation at the First Theatre in Monterey, another group of preservationists will battle the clock to make presentations on local projects at **THREEMINUTE-SUCCESS STORIES**.

A presentation of the California Preservation Foundation’s **DESIGN AWARDS** and **PRESERVATIONIST OF THE YEAR AWARD**, is planned for Saturday evening. This event provides

an annual opportunity for pride, recognition of achievement and camaraderie.

The **PRESERVATION AUCTION**, held for the first time in Monterey, returns in an expanded version Saturday evening with a gala banquet at the Hotel del Coronado. This year's auction promises to offer a bounty of alluring items you will find irresistible.

REGISTRATION/RESERVATION INFORMATION

Registration begins—noon Thursday, June 4, 1987 through Sunday, June 7, 1987.

Conference program begins Thursday with the golf tournament, several Affinity Workshops and the Downtown Revitalization Track (2:00 pm). The reception at the "Mansion" begins at 6:00 pm.

MAKE YOUR PLANS NOW. MAKE YOUR HOTEL RESERVATIONS AT THE HOTEL DEL CORONADO AS SOON AS POSSIBLE (see return reply form below).

The Hotel del Coronado is holding a block of rooms for us at this time at a special conference rate of \$80. (The rooms will be held no later than May 4, 1987 on a space available basis.)

FEES for the conference will remain the same as last year with a basic early registration of \$65 (CPF members), \$75 (non-members), with special prices for seniors and students or for one-day registrations (special events and tours not included in price).

If you wish further information on:

The Preservation Golf Tournament

The Three-Minute-Success Stories

Entering the Design Awards

Contributions to the "Irresistible Auction"

Contact:

California Preservation Foundation
41 Sutter Street, Suite 1593
San Francisco, CA 94104

or

1987 Preservation Conference Committee
P.O. Box 393
Coronado, CA 92118

or call

(415) 527-7808

PRE-REGISTRATION CARD TWELFTH ANNUAL STATE PRESERVATION CONFERENCE JUNE 4-7, 1987



- YES. I will be attending the conference. Please send me registration information.
- YES. I am interested in staying at the Hotel del Coronado for the conference rate.
Special conference discount—\$80 based on single or double occupancy.

Name: _____

Address: _____

Phone: _____

PLEASE MAIL BACK PROMPTLY TO:

1987 Preservation Conference
Sales Department
Hotel del Coronado
1500 Orange Avenue
Coronado, CA 92118

Graphic design and printing graciously donated by the Hotel del Coronado.

1987 Preservation Conference
P.O. Box 393
Coronado, CA 92118



The Hotel del Coronado's historic "Mansion"

SPECIAL THANKS TO: THE HOTEL DEL CORONADO AND STEWART TITLE COMPANY

CURTAIN TO GO UP ON BALBOA

Did you notice a recent LA TIMES article asking if the "curtain will be going up again" on the Balboa Theatre?

Well, a number of groups in San Diego - including SOHO and the newly formed Balboa Theatre Foundation - are certainly hoping that it will.

At a press conference February 3rd sponsored by the Balboa Theatre Foundation (PO Box 127894, San Diego 92112), chair Toni Michetti distributed a 2-inch thick proposal for restoration and future operation of the landmark Balboa. Save Our Balboa and BTF founder Steve Karo also fielded reporters' questions.

Kristen Aliotti, SOHO and BTF Board Member, has been serving as liaison between the two groups. "SOHO members can be very helpful right now," Aliotti said. "An immediate request would be for personal letters to City Council members urging the preservation of the Balboa, specifically as a performance venue. It's always important to remind our elected officials that some of us are preservation voters."

On February 5, about 100 people listened to the presentation of yet another report. Consultants on CCDC's \$65,000 study of downtown theatre facilities addressed Council Members and the CCDC Board from 2-4 p.m. As you may have noticed in subsequent newspaper articles, the Balboa Theatre was not accurately portrayed. SOHO members will be asked to gather at City Council four to five weeks hence (you will be notified of the final date) to rally 'round the Balboa. A lively debate is expected!

HERITAGE PARK BUSINESS RECEIVES AWARD

After being in operation for one year and nine months, the Heritage Park Bed & Breakfast Inn has been selected by the San Diego Chamber of Commerce as the "Small Business of the Month" for February 1987.

The purpose of the award is to recognize small businesses throughout the City and County that have made significant contributions to San Diego and established an outstanding reputation in the business community.

The Inn was cited for its tremendous efforts in promoting tourism and the hospitality industry via "its excellent guest relations, a continual excellence in public and press relations, for offering a totally unique and first class establishment, and for maintaining a highly trained and motivated staff."

Congratulations to proprietress, Lori Chandler, and staff. This is just one more example of historic preservation as an economically sound activity. SOHO is especially proud; the Inn received a People In Preservation award in 1986.

The Inn will be featured in the Chamber's February issue of Business Action Magazine.

RESTORATION WORKSHOP SERIES

SOHO has prepared a series of restoration workshops featuring Victorian, Craftsman-Bungalow, Spanish Colonial Revival, and Art Deco architecture. The workshops will be informative in nature, and will visit specific sites in the process of rehabilitation.

The series will begin on March 21 and run for 5 consecutive Saturdays (excluding Easter Weekend). Please watch for the schedule in next month's newsletter. Cost for the series will be \$35 for members and \$40 for non-members. Tickets will also be available for the individual workshops at \$6 for members and \$7 for non-members.

The informative series will be followed by a smaller "Decorative Arts" series in which hands-on workshops will explore the creating of faux finishes, stenciling, furniture repair and refinishing, and a host of other techniques. Watch for details!

Please call the office at 297-9327 to make reservations as space is limited.

PRESERVATION SERVICES, PRODUCTS



Neighborhoods

by
Helen Marquardt

MONEY-MAKING UPGRADES

Some home improvements return more on resale than others. According to **NEW SHELTER** magazine, interior face lifts and attic conversions return the most for the dollars spent.

Next highest are fireplaces, decks and major kitchen remodels. Lowest on their list for resale value are swimming pools. No big surprise!

Still, most of us need to be reminded that our home is an investment, as well as where the heart is. Protection of that investment means an aesthetic and canny attitude toward upgrades.



**FIRST MISSION
PROPERTIES**

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NEIGHBORHOOD.

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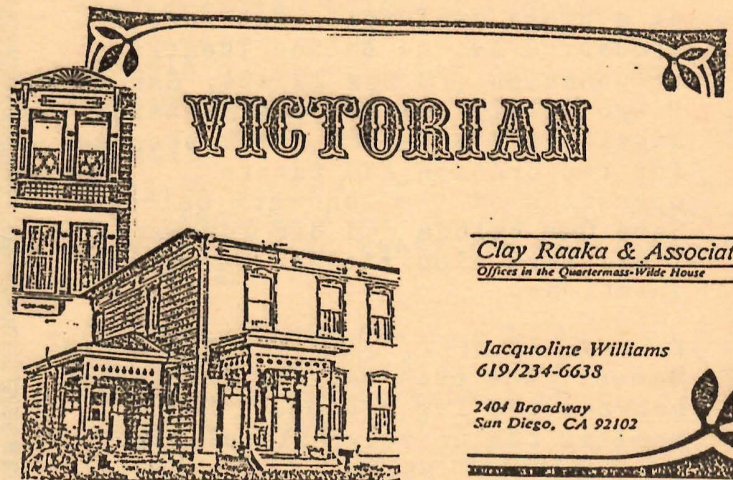
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2404 Broadway
San Diego, CA 92102

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.

NORDSTROM TO HELP VILLA MONTEZUMA

Nordstrom, Horton Plaza and the San Diego Historical Society are hosting a fashion show and continental breakfast to benefit the Villa Montezuma. The show will be held on Saturday, April 4 at Nordstrom in Horton Plaza beginning at 8:30 a.m. Reservations for the event are \$7.50, please send check, payable to SDHS, to Mrs. John Sinclair, 1756 Willow St., San Diego, CA, 92106

Save Our Heritage
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