

Save Our Heritage Organisation

Reflections

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

SOHO'S NEW LOOK

SOHO has a new look!

Following months of thoughtful discussion and the selection of a talented (and generous) graphic design firm, SOHO has a new logo, newsletter format, stationary, and brochure!

Although the former logo has great significance, SOHO's board and membership have repeatedly suggested that the logo be changed to reflect our full identity. When the original logo was created in 1968, it reflected SOHO's founding mission to preserve Victorian structures. Because of the strengths and interests of our members throughout the years, SOHO has expanded that mission to all structures which have architectural and historical significance.

Because of their reputation for sensitive design, Spencley & Jacobs Graphics was asked to create a new symbol to reflect our identity. As their firm learned about SOHO's mission and accomplishments, Partners Marcy Spencley and Shirley Jacobs graciously offered to donate their firm's creative services. Then they arranged with Neyenesch Printers to print a three-year supply of the new two-color brochure for the cost of the paper alone! SOHO is the beneficiary of a \$4000 gift directly due to the generosity of Spencley & Jacobs Graphics.

Board Member Anne Cox, principal of a marketing communications firm, chaired the brochure/logo committee comprised of Executive Director Anna McPherson and Board Members Dorothy Smith Collins and Robin Webster.

The new logo reflects one of the most easily-recognized accomplishments of our organization--the preservation and restoration of the Irving Gill fountain at Horton Plaza Park. It is a vibrant symbol of what a strong, community-based group can and will do to preserve San Diego's heritage.



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OFFSHOOT TOURS

The SOHO office received some information about a series of free, one-hour walking tours of Balboa Park every Saturday for the months of June and July.

The folks at Offshoot Tours are offering these fun and educational tours in the mornings and afternoons. To attend, just meet their well trained guide in front of the Botanical Building, at the lily ponds, at 10:30 or 12:30.

The Morning Tour is an easy-paced informative tour which introduces you to the core of the Park, including a look inside the Botanical Building. Acquaint yourself with the Park's architectural and botanical richness, while hearing the inside story of its history and development.

The Afternoon Tour is a "Garden Safari." Each week a different one-hour walk explores in detail the Park's vast botanical attractions. Some of the highlights include the Palm Arboretum, the Desert Garden, Rose Garden, the exotic tree collection and the seasonal flowers.

July is almost over, but there are two Saturdays remaining!

STATE PRESERVATION CONFERENCE A SUCCESS

The City of Coronado and the California Preservation Foundation(CPF) co-sponsored an extremely successful (by everyone's account) Twelfth Annual State Preservation Conference from June 4-7.

Preservationists were able to attend seminars on topics ranging from archaeology to coastal resources to tax reform. Attendees also gathered socially to hear the Honorable William Penn Mott, Jr., Director of the National Park Service speak at the opening reception at The Mansion, and met again to raise money for CPF at the dinner/auction in the glorious Crown Room in the Hotel Del Coronado.

SOHO also hosted a mobile workshop, Old House Doctor, and conducted an Irving Gill Tour. We also sponsored a Special Donor's Reception for CPF at the Glorietta Bay Inn.

The conference proved to be an invaluable time to learn about new developments in the disciplines of preservation, exchange strategies and to affirm that preservation, despite some setbacks, is alive and well in California.

REFLECTIONS

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

RESOURCE DIRECTORY

The Workshop Committee will soon be assembling an Old House Resource Directory which will list local and national services and materials necessary for renovating and maintaining an older home. If you offer such a service, know of a reliable service, or would like to assist with the directory, please notify the SOHO office, in writing, by August 30. Please address your correspondence "Attention Resource Directory."

RESTORATION WORKSHOPS INFORMATION

The Spring and Summer Workshops have been very successful to date. Over 50 people have attended Saturday morning sessions that have dealt with subjects ranging from historical research to faux marbelization techniques.

The Fall schedule of workshops is now being developed. There will be a 5-week series dealing with home restoration and 4-week series demonstrating techniques valuable to the old home do-it-yourselfers. Please contact the SOHO office now to insure your place in either series.

Another Place Another Time

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

Mission Hills

along 1500 and 1600 W. Louis Street

*Make a Personal Discovery
Enjoy a Special Treat*



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 rates and details, 297-9327. We are offering discounts for 3 and 6 month prepaid advertisements.

SOHO MEMBER NEWS

-Wayne Donaldson was elected president of the California Preservation Foundation.

-President Kathleen Kelley-Markham is currently serving on the San Diego Design Center Advisory Board.

-Carol Lindemulder will serve on the American Planning Association's panel for the conference to be held in San Diego in August.

Congratulations!

FORTHCOMING FROM THE PRESERVATION PRESS

THE BUILDINGS OF MAIN STREET: GUIDE TO AMERICAN COMMERCIAL ARCHITECTURE

by Richard Longstreth

Today, Main Streets are coming back to life with new vigor, thanks to nationwide preservation efforts. Their distinctive buildings are being revitalized, new businesses are opening and residents are discovering the convenience of shopping close to home. Main Street in thousands of communities has recaptured the heart of American life.

Because of America's rapid rise as a major economic power, nowhere was the growth of commercial architecture more intense and rich. As private enterprise was the principal generator of the nation's elopment, so commercial hitecture played a central role in defining the character of its towns. The buildings of Main Street nonetheless have long been neglected in architectural histories of the United States.

This groundbreaking book is the first to classify these structures, not on the usual basis of style but by using a unique classification system based on basic patterns of facade composition. These types--from commercial blocks to temple fronts and arcades--are found in city centers and suburbs of all sizes.

All the types described in the book present a fresh perspective for looking at Main Street. Photographs of 220 stores, offices, theaters, hotels and banks throughout the United States show that these types can be found on Main Streets coast to coast. This latest addition to the Building Watchers Series is an invaluable finder's guide and reference for everyone who is curious about how commercial buildings developed.

Richard Longstreth writes about and teaches architectural history and directs the graduate historic preservation program at the George Washington University, Washington D.C. He is also a consultant to the National Main Street Center of the National Trust. The preface is by Chester H. Liebs, author of Main Street to Miracle Mile.

SAN DIEGO, A PICTORIAL HISTORY

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

SOHO earns \$ 6.00 for every book sold through our organization. Call the office, 297-9327, for more information.

FAST FACTS

Information taken directly from **San Diego, A Pictorial History** by Raymond G. Starr, with permission from the author.

Although the boom of the 1880's was exciting, it was not without its unpleasanties. For one thing, there was not enough housing. Hundreds of small tents covered dozens of vacant lots, plus an "immense tent" at Third and E Streets where one could obtain a cot with pillow and blankets for \$1.50 per night.

MORE FAST FACTS

San Diego's first high school was built in 1882. It started as Russ School, built with the gift of lumber from Humboldt County lumberman Joseph Russ whose company had supplied much of the lumber to early San Diego.

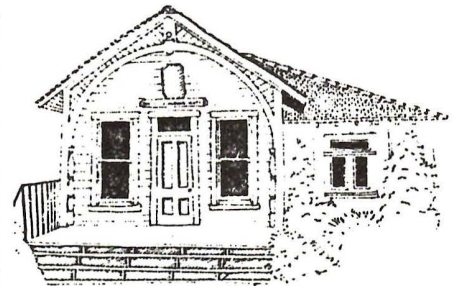
NORTH COUNTY NEWS

From the Escondido Historical Society's Newsletter:

The Old Adobe Firehouse on Valley Boulevard is an "A" category building described in the historic/cultural survey undertaken by the City and Historical Society in 1983. It is the last WPA structure remaining in the City and is being threatened by plans of the Palomar/Pomerado District Hospital Board. It is an important symbol in the history and minds and hearts of the Escondido community.

Although the inside has been remodeled, the main structure remains the same as it was in 1940 when dedicated as Escondido's first firehouse. Originally the hospital district intended to use the structure as office space. It now appears that the district has other plans, which may include demolition. The Escondido Historical Firefighters Association has been meeting with the Hospital District in an effort to reacquire the old Firehouse to be restored as a Firefighters Musuem.

Efforts are ongoing at this time with a subcommittee of City Council members meeting with the hospital district board to find some way to preserve this community landmark for future generations to enjoy.





neighborhood

by
Helen Marquardt

A few months ago a young couple came to me in search of a house to refurbish in Mission Hills. I found them a handsome, old Craftsman. The escrow closed and my work was done. Except . . .

My young buyers wanted advice -- on saleable upgrades to contemporary color schemes. Most important, they needed to learn about style in order to retain the integrity of their house.

I'm happy to say that their remodel is a beautiful improvement to the neighborhood!

If you want an agent who will hang in there with you, call me. I'd love to help.



**FIRST MISSION
PROPERTIES**

**ASK US . . . WE KNOW THE
NEIGHBORHOOD.**

4011 Goldfinch Street
San Diego, CA 92102

260-1636 260-0744

COME JOIN US

If you wish to join SOHO, please send a check for your dues to P.O. Box 3571, San Diego, CA 92103.

Membership Categories

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



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