



Save Our Heritage Organisation

Reflections

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

PEOPLE IN PRESERVATION DINNER MAY 10

Reservations are now being accepted for SOHO's Annual People in Preservation Award Dinner. This year it will be held at Rainwater's Chop House, 1202 Kettner Blvd, on Tuesday, May 10, 6:00-9:00 pm.

SOHO members may purchase tickets for \$25 each. Non-members may purchase tickets for \$30. If available, tickets at the door will be \$30.

The dinner will honor individuals who have contributed to the historic preservation of our communities throughout San Diego County.

In addition, SOHO's auction is an opportunity to acquire unique and wonderful items, such as:

Mission Beach Plunge items:

a set of two bentwood Thonet arm chairs

plaster architectural elements

Original Miles Parker pen and ink drawing of a Front St. elevation which includes his San Diego home.

Watercolor portrait of your home by artist Lorri Cawley.

Therapeutic full body massage

Culbertson Champagne

plus dinners, hotel accommodations, and lots more!

Make your reservation by sending your check to: SOHO, PO Box 3571, San Diego, CA 92103.

SOHO'S COMMITMENT



SOHO is a community based organization concerned with San Diego County's built environment. SOHO is committed to preserving historically and culturally significant aspects of our communities.

SOHO uses the phrase "built environment" to include the total community or neighborhood - landscape, streets and alleys, as well as homes, commercial structures, and public buildings.

SOHO considers our built environment to be important as a reflection of our communities' histories - their social and economic development, their changing cultural values, their artistic styles, and their political decisions.

We consider the quality of our built environment to be a major contributor to the quality of life in our communities.

We recognize the beauty and the richness of the diversity of the communities in San Diego County - in terms of history, culture, and function.

We recognize that a growing community's built environment constantly changes. We believe that citizens who live and work in a community have a responsibility to understand their built environment, evaluate their built environment, and effectively plan for their communities' future.

SOHO's specific area of expertise and action is the preservation of historically and culturally significant aspects of our built environment. SOHO recognizes that neighborhoods contain many older structures which define the character and nature of their communities.

The contribution may be a very specific reflection of the community's history or an outstanding example of an architectural style. But often specific elements - landscape and structures - are most important as a contribution to the "character" of the neighborhood. A neighborhood is much more than the sum of its houses and stores and churches.

We are concerned that our communities' economic and political processes often favor the thoughtless destruction of the old, on the assumption that new construction is progress.

Because we are a small organization with limited resources, education of the public and political activism is the most effective manner with which we can attain our goals.

SOHO works to:

- A. Confirm in individuals that they are correct in believing that much of what was built in the past in our communities is worth saving.
- B. Teach individuals how to effectively act on their beliefs - we teach methods of historical preservation.





SOHO'S COMMITMENT

SOHO promotes the following preservation techniques:

- A. Public policy which gives neighborhoods and communities control over their built environment.
- B. Organized neighborhood groups which seek to preserve the special character of their communities.
- C. Neighborhood surveys.
- D. Processes by which communities designate aspects of their neighborhoods, including structures, cemeteries, parks, etc., as valuable and important for the future.
- E. The implementation of demolition permit review processes, zoning ordinances, tax legislation, and other government regulations which can provide control to the community as well as economic incentives for historic preservation of designated sites.
- F. Restoration and rehabilitation of older structures in a manner sensitive to period styles and original craft techniques.

SOHO does not consider the moving of historic structures to be an appropriate preservation method. We believe that even if a structure is saved from demolition, the neighborhood is damaged, and the new site lacks historical reference to the moved structure.

Historic preservation encompasses much more than the aesthetics of individual structures. Historic preservation looks at the arrangement of the built environment, the rhythm of the landscape and the hardscape. Historic preservation tells us about the history of a structure in the context of its surroundings.

Save Our Heritage Organisation has a long and close association with Heritage Park. It was through the efforts of a

group of citizens that the Sherman-Gilbert House was saved from demolition, the County of San Diego agreed to provide space for displaced Victorian structures, and Heritage Park was created almost twenty years ago. This same group of citizens formed Save Our Heritage Organisation.

In the 1960's Heritage Park was considered an appropriate preservation alternative. The creation of Heritage Park and the sight of magnificent Victorian homes being carried to the Park increased San Diego's awareness of the rampant destruction of our older neighborhoods.

Today school children visit Heritage Park to see specimens of endangered species. SOHO hopes that they recognize that their own neighborhoods may contain wonderful buildings with beautiful craftsmanship. We want them to see through

the results of neglect and appreciate the inherent qualities of style and elegance in older structures.

We need a new generation of activists. But we want the next generation to preserve our architectural and cultural heritage on site, in their neighborhoods, in their historical context.

We must recognize that Heritage Park is not a neighborhood. It is artificial. It doesn't have the flavor and the character of a community because it is dead, and this is what happens when houses are moved.

SOHO's goal is to educate the public and communities so that there is an understanding of the value of our built environment, to formulate public policy to support historic preservation, and to help communities to implement these policies.



SOHO WORKSHOPS IN PROCESS

SOHO'S "Home Restoration Workshop" Series has just started. This popular series takes the individual through the various aspects of witnessing numerous restorations that are underway or recently completed. As in the past, participants receive a workbook complete with workshop outlines and invaluable bibliographies, and can benefit richly from the support and networking that occurs among participants and workshop presenters.

On April 23 you will be able to discuss sensitivity to architecture, hiring practices, permit pulling, how to schedule sub-contractors and a host of other related topics with an architect and a craftsman experienced in older home restoration.

On April 30th period interiors will be discussed in which guidance will be provided in determining whether you want to go with museum quality interiors to introducing contemporary furniture and accessories in a respectful manner to your home's style and history.

May 7th will focus on the often neglected aspect of period landscaping. A landscape architect will discuss the history of period landscaping, with emphasis on Craftsman Bungalow lawns and hardscaping, what plants would be suitable for your period home, what would be appropriate substitutes that are drought resistant, and finally, a look at period landscape.

The Workshop Series will close May 14th at a home currently being renovated. You will be able to question the owners in depth on the financial and emotional aspects of home restoration, become more familiar with local sources that have proven to be valuable to older home restorers, and realize the trials and triumphs of making a dream come true.

The series will take place on Saturdays from 9:30 AM to 12:30 PM. The cost per workshop session is \$12.00 for non-members, and \$10.00 for SOHO members. Please call the SOHO office for reservations and locations for the workshops: 297-9327.



JUNE 8

HERITAGE PARK MIXER

Heritage Park Bed and Breakfast was selected by the San Diego Convention and Visitor's Bureau as the "Mixer Site" on Wednesday, June 8. The monthly Mixers spotlight businesses and bring 600 to 1000 guests to the facility. The guest list includes many city leaders and public officials, as well as business people. Picnic style food will be served from 5:00 to 7:00 pm.

This is an opportunity for more people to become aware of SOHO, and to have a better understanding of the buildings in Heritage Park.

VOLUNTEERS ARE NEEDED!

SOHO members are needed to tell visitors about the houses and about SOHO. We need a chairperson of the event and we need a person to gather the historical and architectural information. We would like to tell visitors not only about Heritage Park, but also about the neighborhoods from which the houses were taken. We want to use this as an opportunity to teach about historic preservation, and to recruit new SOHO members.

We have good artwork which can be incorporated into a hand-out for visitors, but we need an organizer. Please call the SOHO office if you would like to help in any way: 297-9327.

ECONOMICS OF REHABILITATION

"Buying Fixer-Uppers for Fun and Profit" is a seminar sponsored by Access. Sandra Crane will discuss finding a good rehab location, tax savings to expect, available financing, and how to package a loan request for low interest financing.

Located at Seminars By the Bay, Section 1 meets on Saturday, April 23, 9:30am - 12:30 pm. Section 2 meets on Wednesday, May 25, 6:30-9:30 pm. Fee is \$28; call 280-5050.

SIGNAGE: GOOD, BAD AND UGLY

Harmon Nelson of David Robinson Design will speak on the integration of signage in architecture on Thursday, April 28, at 6:30 pm at the Athenaeum Music & Arts Library, 1008 Wall St., La Jolla.

This lecture is sponsored by Women in Architecture to benefit their scholarship fund. Admission is \$4. For information call: 233-4789.



5 CALIFORNIA ARCHITECTS

Friends of the Gamble House are sponsoring "Five California Architects Symposium and Private Home Tour" on Saturday, April 30.

The program begins at 8:00 am with a continental breakfast in the Harris Hall courtyard, USC, followed by discussions on Bernard Maybeck, Irving Gill, Greene and Greene, and R.M. Schindler.

The tour includes homes by each of these architects. Fee of \$125 per person includes luncheon, refreshments, and chartered bus. For reservations call: (818) 793-3334.

SOHO'S SPEAKERS BUREAU

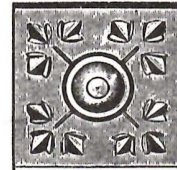
One of SOHO's most effective means of educating the public about historic preservation is our Speakers' Bureau. Wouldn't your school or organization like to learn more about San Diego's social and economic history, architecture, or communities in the context of preservation?

Let us know the interest of the audience and we can provide an excellent speaker. We would appreciate two months' notice for scheduling purposes. Please call the SOHO office: 297-9327.

ARCHIVES AND ARCHITECTURE: TWO PATHS TOWARD PRESERVATION

A exhibit jointly sponsored by the San Diego City Historical Site Board and the San Diego Historical Association will be on view in the City Administration Building from Monday, May 9 through Thursday, May 27 during regular business hours. A guide to the exhibit, coordinated by Carol Lindemulder is available at the Lobby Information Desk or in the City Clerk's Office.

Be sure to see the twelve different exhibits on seven floors. Topics include: Parks and Plazas, The Age of Theater, Water Resources, Bridges as People Movers, San Diego Beginnings, Fun and Games, Grand Victorians, Building History, Historical Events, Historic La Jolla, Win Some, Loose Some, and Historic Districts.

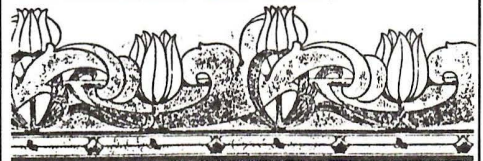


ART DECO WALK

On Sunday, May 22, at 10:30 am, the Art Deco Committee is sponsoring a tour of the Palisades area of Balboa Park. Please meet at the airplane in front of the Aerospace Museum for the one and a half hour walk.

The buildings in this area were built for the 1935 Exposition. The Ford Building is one of several built by the car manufacturer for fairs during the Thirties, and each was shaped as a car part. The buildings reflect the machine age aspect of Art Deco, emphasizing function and simplicity while suggesting motion.

The walk is free to SOHO members, non-members will be charged \$1. The Art Deco Committee meets the second Monday of each month. Please call Mark Landsman for more information: 235-9913.



THE HISTORIC SITE AND THE AZTEC BREWERY

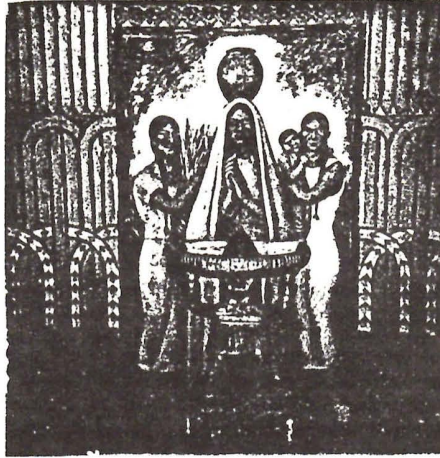
On March 23, 1988, a request was made to the San Diego City Historical Site Board for the designation of the Savage Tire Factory / Aztec Brewery, 2301 Main St., as a historical site.

The Historical Site Board voted to not designate the entire site as historic. Seven members voted for designation, four voted against designation, two members could not vote because they had not seen the site, and one member was absent.

The Historical Site Board voted to designate the interior of the rathskeller as historical. The interior includes not only the murals by Jose Moya del Pino, but also all of the decorative plaster, wood, and tilework, the framed paintings, the furniture, lighting, and other architectural elements.

During the presentation, Northern Automotive indicated that they had already removed the artwork from the walls for storage. Jeff Shorn of the Site Board expressed shock that changes were made to the site when the building was in escrow and when it was already on the agenda for the Historic Site Board.

Northern Automotive states that they will donate the artwork to a local organization, but they have appealed the Site Board's designation of the artwork to the City Council.



When the appeal is heard, the City Council may reverse the designation decisions of the Site Board. This means that there is another opportunity for the entire site to be designated as historic.

The Board of Directors of SOHO reviewed the information about the Savage Tire Factory/Aztec Brewery and heard a presentation by an ad hoc committee dedicated to saving the site, "Friends of the Aztecs".

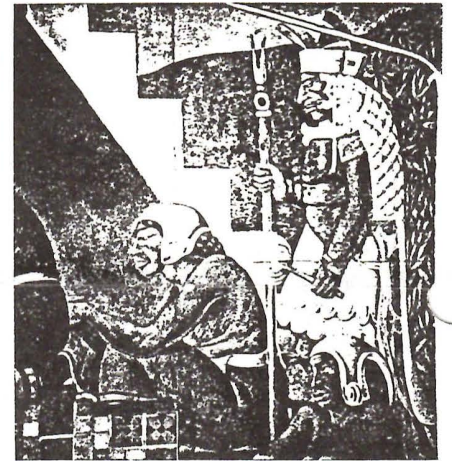
The SOHO Board voted unanimously to support the historic designation of the entire site because of:

- A. The architectural significance of the structures.
- B. The site's close association with important people and events in the economic development and history of San Diego.
- C. The particular importance of this historically and culturally significant site to its local community, as well as to all of San Diego.
- D. The artistic merit of the interior of the rathskeller.

The SOHO Board recognizes that many factors must be considered in the planning for change by a community. One important consideration is historic preservation - what does the community recognize as valuable from the past and acts to save for the future.

The SOHO Board believes that it is the function of the historic designation process to look at the historical and cultural significance of the site in isolation from the many economic factors which will eventually impact plans for the area.

The SOHO Board gives permission to Friends of the Aztecs to insert a flier inside this newsletter to urge you as individuals to contact your City Councilperson, and urge your representative to vote for historic designation of the entire site. The Planning Staff report and additional materials are available in the SOHO office for your review.



2301 MAIN STREET AZTEC BREWERY

The Planning Staff presented a report to the City Historical Site Board. The following information is excerpted from the report prepared by Corey Jon Braun, from research by Karna Webster.

The site includes three buildings. The three story structure was built for the Savage Tire Company in 1911 and the one-story structure was built between 1914 and 1920. They are brick buildings with flat roofs and decorative brickwork. Windows in the building are large with industrial sash metal frames and multiple panes. Sections of the windows tilt for ventilation. The elevator tower extends above the third floor on the south side of the three-story building.

The other original building is a one-story brick structure with a metal gabled roof. It originally contained furnaces used in the manufacture of steel tires.

These original tire factory buildings were designed by the prominent local architects, Charles and Edward Quayle. They were sons of the architect William Quayle and moved to San Diego from Illinois in 1907. They designed many fine buildings in San Diego including theaters, business blocks, apartments, factories, and homes.

The Savage Tire Factory was one of the first to produce pneumatic tires on the Pacific Coast and had a capacity of 400 pneumatic rubber tires, 400 inner tubes, and 100 special Savage tires per day.

The Savage Tire Company was one of the first tire companies to build tires for export built strictly on the metric standard and to foreign specifications. With the motto of "Built to Excel", the Savage Tire Company's products became internationally known as a standard for quality.

At the time of construction, the three-story building was considered to be the largest and best built structure of its kind in San Diego. It was of heavy mill construction and had an unusually large number of windows to admit ample light throughout the building. Newspaper accounts indicate that there were innovative fire safeguards used throughout the building.



Arthur W. Savage, the inventor of the "puncture-proof tire", was born in Jamaica in 1857. He lived in England and Australia before coming to the United States in 1886. In New York, Savage worked as a railroad man and then founded the Savage Arms Company. This company marketed over twenty different types of guns, including the first hammerless repeating rifle and the first sporting (sic), smokeless cartridges which were invented by Savage.

Savage came to San Diego to retire. Being a motorist for many years, Savage experienced the then common annoyance of tire blowouts and punctures. He worked for two years to perfect the first punctureless tire. He came out of retirement in 1911 and founded the Savage Tire Company. His business enterprises included a partnership with John D. and Claus Spreckels.

The Aztec Brewing Company acquired the Savage Tire Company Plant in 1932. The Aztec Brewing Company began production of ABC Beer in Mexicali, Mexico, in 1921. In 1929 it won a gold medal in the International Exposition at Seville, Spain. When prohibition ended in the US, beer production was moved across the border to the newly converted Savage Tire Company Plant.

The Aztec Brewing Company's founders were Edward Baker and Herbert Jaffe. Baker was a prominent San Diego businessman who was also involved in the Agua Caliente Hotel and Casino as well as a distillery in Tijuana. Jaffe had studied brewing in Czechoslovakia and brought a colony of Pilsen brewers to work for Aztec.

In addition to producing high quality beer, the Aztec Brewery earned a reputation for a beautiful facility, with tiles and burnished copper throughout the plant and with a tropical garden fronting on Main Street. In 1934, Baker commissioned the Spanish artist, Jose Moya del Pino, to paint murals on the walls of the rathskellar. (Please see March 1988 Reflections.)

The brewery was one of the largest west of the Rocky Mountains and prospered until it was sold to a Detroit brewery in 1948. It was the last brewery in the city when its doors were closed in 1953. The building was then used as warehouse space. Its current owner, Northern Automobile Co., has negotiated for its sale to Ramser Development Co. of Los Angeles. Ramser intends to build a warehouse on the site.



MOTHER'S DAY CONCERT SLATED IN LA JOLLA LANDMARK

If you happen by the Bishop's School in La Jolla on Mother's Day, you may think you have stumbled into a time warp or perhaps a movie set. In the final concert of the 1988 season, Silver Gate Concerts will present the colorfully costumed Early Music Ensemble of San Diego in the medieval-style St. Mary's Chapel at 7607 La Jolla Boulevard at 3:00 o'clock on Sunday, May 8.

A capella singers Elisabeth Marti, Constance Lawthers, Victoria Heins-Shaw, John Peeling, and Philip Larson will present "Merrie May", a program dedicated to all mothers and including madrigals by Morley, Landini, and Monteverdi.

The exquisite St. Mary's Chapel, which is not ordinarily open for public events such as this one, was built by architect Carleton Winslow in 1917 on the campus of the private Bishop's School in La Jolla. The campus also has several structures designed by architect Irving Gill. The daytime hour of the concert and the leisurely post-concert reception included in the ticket price will give you an excellent opportunity to explore this beautiful La Jolla landmark.

Tickets are still available at \$14 each, including reception. Seating is limited, and reservation are recommended. Off-street parking is available. Call Silver Gate Concerts: 459-0621.

HISTORIC SITE BOARDS

SAN DIEGO CITY HISTORICAL SITE BOARD ORDINANCE REVISION

Since 1986, the San Diego City Historical Site Board has been working on a Heritage Resource Board/Commission Ordinance which will strengthen the City's ability to implement the policy of historic preservation.

The changes which are proposed include the following:

1. The Board's activities may be incorporated into the land use section of the City's Municipal Code. Currently, the Board's activities are more isolated from the mainstream of planning activities.
2. The Site Board's name may be changed to "Heritage Resource Advisory Board to the Mayor" or "Heritage Resource Commission".
3. The designation of a site may be used to preserve the historic site for posterity, rather than to discourage demolition, as is now the case.
4. The noticing of Board hearings may be substantially broadened to include those property owners and neighbors within 300 feet of the site, rather than the single property owner.
5. Demolition of designated structures may be approved only under new, very narrow standards of hardship.
6. Minimum maintenance standards may be established for designated sites, in order to preclude demolition by neglect.
7. Board may be involved in City/property owner agreements, transfer of property rights, local tax incentives and write-offs for purposes of more effectively preserving designated sites.

The Site Board held a public hearing on March 30. The National Trust for Historic Preservation has been asked to review the proposed ordinance, and the Board expects the next hearing to be during the week

of May 9th. The proposed ordinance will go to the City Council's Rules Committee on May 18, and then to the City Council.

These changes will have a major impact on the City of San Diego's ability to implement the policy of historic preservation. We urge you to become familiar with the proposed ordinance and to communicate with your City Council member.

SAN DIEGO COUNTY HISTORIC SITE BOARD

April 13 will be the first session of the County Historic Site Board since the Board of Supervisors approved their site listing guidelines. The agenda includes a workshop on historic landscapes presented by Deb Denne, the designation nomination of the Julia Lifering House in El Cajon, the Palomar Mt. Schoolhouse and the Stanley Davis Log Cabin on Palomar Mountain, the Sikes Adobe, and Warner's Ranch Adobe of 1845.

The Historic Site Board encourages SOHO members to nominate sites for designation. These may include archeological sites, vernacular buildings, and any other historically and culturally significant aspect of our built environment. Nomination forms are available at the SOHO office, or from Ron May, Historic Site Board staff, 694-3685.

The County Historic Site Board meets on the second Wednesday of each month at 1:15 pm in Suite B, 5201 Ruffin Rd., San Diego.



COASTER UPDATE

The Save The Coaster Committee succeeded in meeting San Diego City's requirement to find a qualified operator of the Belmont Coaster by March 31. The operators of the historic Santa Cruz coaster have the historic preservation, engineering, and operating experience to revitalize the structure and is now negotiating lease terms with the City.

The Save The Coaster Committee has worked hard to accomplish its goal of saving the structure. Many hours have been devoted to political action as well as to the hard physical labor of painting and installing lights.

STCC had hoped that the original cars would be used on the Coaster again, but safety standards will require modern cars. The track will also be replaced and this will lead to quieter rides.

Decisions about the future operation of the Coaster will be based on community sentiment as well as economic considerations. The operation must be economically self-supporting. The number of hours per day that the Coaster will operate and the ticket costs must be considered. The community is debating the benefits of the Coaster's operation as well as its possible impact on the area's traffic and parking situation.

STCC is now working to develop a Roller Coaster Museum - perhaps the only one in the United States. Original cars and other memorabilia could be housed in a building near the dramatic pedestrian entrance under the Coaster.

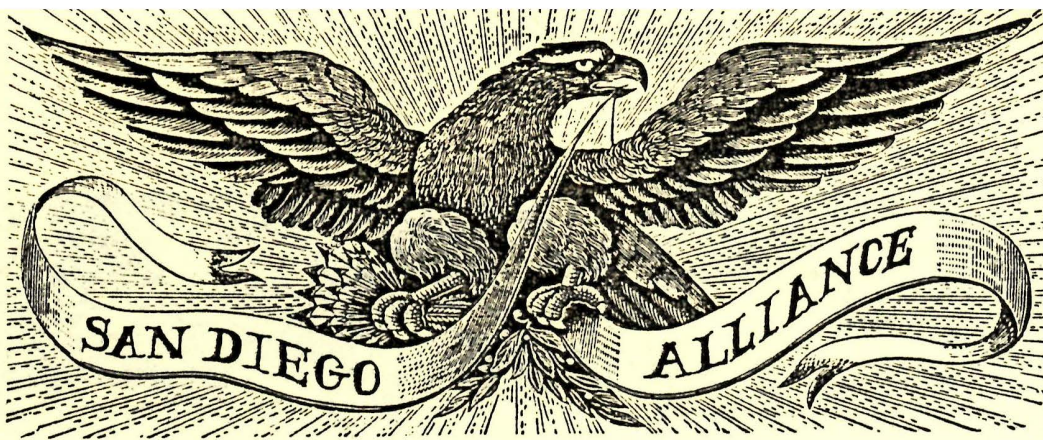


ESCONDIDO PRESERVATION

Among the many events sponsored in recognition of Escondido's Centennial, is a lecture series scheduled for Monday evenings from April 4 to May 9. The topic on April 25 will be "Important Events and Little Known Stories" as well as a history of newspapers in Escondido.

Historic Preservation will be the theme of the May 2 panel discussion. Escondido Historical Society members Dorothy Mortensen and Walter Gerson will discuss "Preserving the Past and the Present", Alan McGrew will discuss Hidden Valley Heritage and Lucy Berk will detail historic preservation. The May 9 lecture will address Escondido's future.

Lectures are held in the Mitchell Room of the Escondido City hall, 6:30 - 9:00 pm. For information: 743-8207.



The response to the formation of a San Diego County Alliance of Preservation Organizations has been astounding! To date, over 22 organizations have acknowledged the need for a county and statewide communications network. In a joint effort between the California Preservation Foundation and Save Our Heritage Organisation our first rendezvous is planned for all preservationists throughout the county.

Our day will be filled with dignitaries and experts explaining their needs and giving us directions in the formation of the Alliance. Our speakers will include the following persons:

Mary Ward, San Diego County Historian
Ron May, Environmental Management Specialist
Ron Selway, Orange County Commissioner / "The Federation"
Patricia Cologne, State Historical Resources Commission
John Merritt, Executive Director, Calif. Preservation Found.
Mary Dilligan, Executive Director, Save Our Heritage Organ.

Please join us for a most eventful day and potluck!

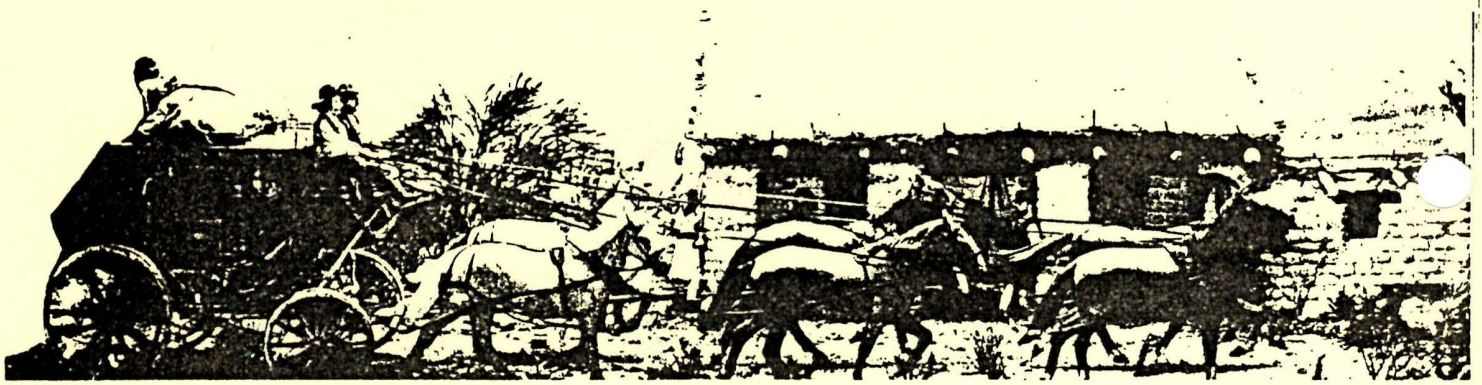
THE STAGECOACH PARK
3420 Mision Estancia, Carlsbad

April 30, 1988, Saturday
10:00 a.m. to 3:00 p.m.
Tour begins at 9:00 a.m.

Milford Wayne Donaldson, AIA
Pres., Calif. Preservation Found.
(619) 239-7888

Kathleen Kelley-Markham
Pres., Save Our Heritage Organ.
(619) 297-9327

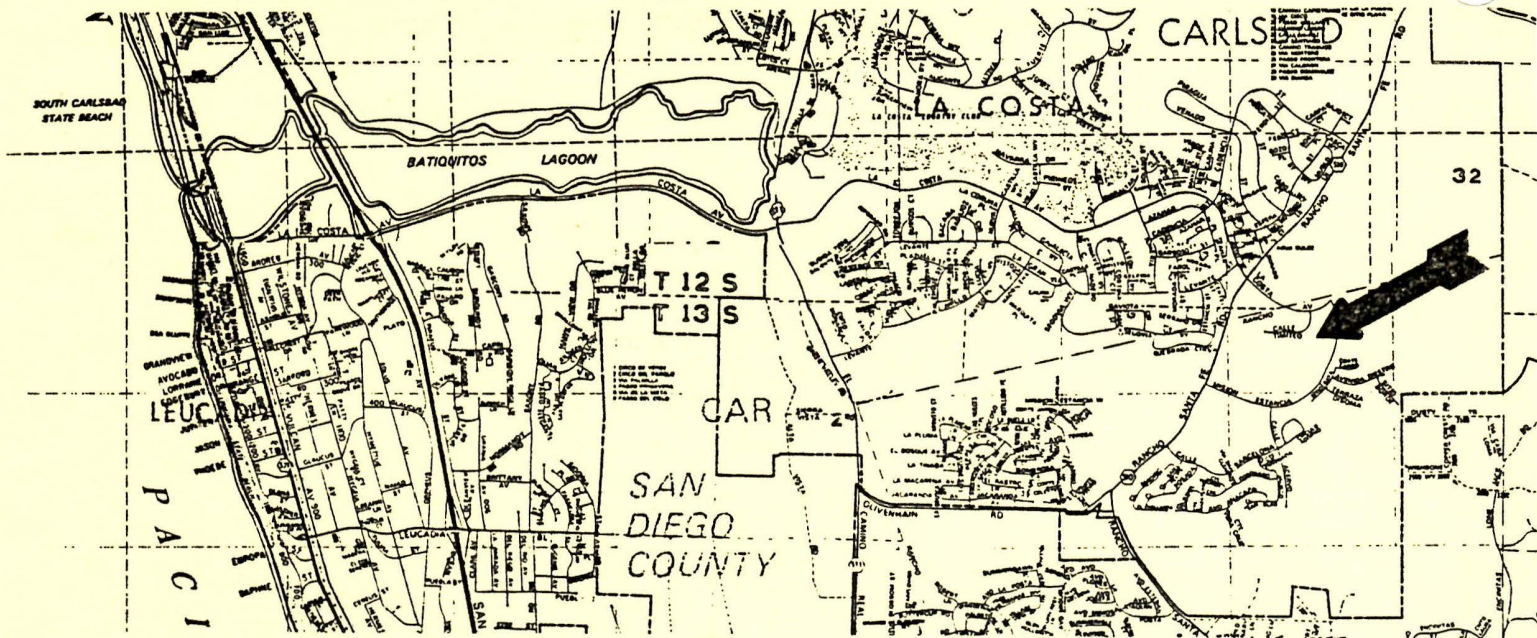




THE STAGECOACH PARK

Our meeting place will be at the old adobe site of the Butterfield-Overland Mail Company Stage Line south of Carlsbad. The City of Carlsbad has donated the use of the picnic grounds and meeting hall for our meeting. Interested friends and children are invited and babysitting services will be provided. The meeting will start at 10:00 a.m. sharp. A potluck and bar-be-que lunch will occur from 12:00 to 1:30 p.m. After lunch we will conduct a round-table discussion of current problems and the future direction for the Alliance.

Bring a dish for four!
Bring your drinks and dishes!
Bring your family!
Bring your preservation concerns!



Follow the signs to the Alliance



! RSVP !

! RSVP !

! RSVP !

!RSVP!

! RSVP !

! RSVP !



(619) 239-7888 or (619) 297-9327

Help Us

STOP THE DEMOLITION OF THE (former) AZTEC BREWERY

Dear SOHO Member:

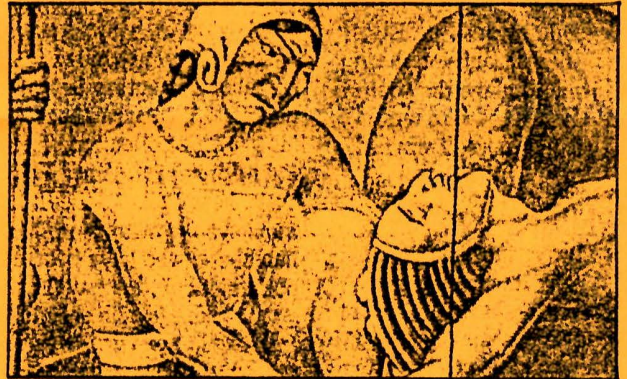
We - "Friends of the Aztec" - are very happy that SOHO's Board of Directors has unanimously voted to oppose the demolition of the 1911-1920 Savage Tire Company/Aztec Brewery buildings. It is located at 2301 Main Street, Barrio Logan.

YOU ARE THE GUARDIANS OF SAN DIEGO'S HISTORIC BUILDINGS! We need your voices to be heard. There is power in numbers. A message that's loud and clear must be sent to our elected officials. They now have the power to save or abandon these buildings and their extraordinary cache of art and artifacts discovered in the "Rathskeller" -- murals, paintings, elaborate frames, chandeliers, ceiling fresco, furniture and the like.

PLEASE! Call or write the Mayor and your own Council Representative. Urge him or her to uphold the Historic Site Board's historic designation of the art and extend the designation to include the buildings, AS ORIGINALLY RECOMMENDED BY CITY STAFF.

CONTACT:

Mayor Maureen O'Connor	236-6330
"202 C Street, San Diego 92101"	
District 1 Abbe Wolfsheimer	236-6611
District 2 Ron Roberts	236-6622
District 3 Gloria McColl	236-6633
District 4 Wes Pratt	236-6644
District 5 Ed Struiksma	236-6655
District 6 Bruce Henderson	236-6616
District 7 Judy McCarty	236-6677
District 8 Bob Filner	236-6688



A detail of a Jose Moya del Pino mural.

Write to your own Representative, or the one you know personally. Call all the others! It will only take 10 minutes of your time and will greatly help our cause. Questions? Call Kristen Aliotti, Friends of the Aztec, 281-3848.

Act now! Time is short. The owner's appeal may come before City Council as soon as the end of April. We have much work to do.

TO: 202 "C" Street, San Diego 92101

Date: _____

Honorable _____:

Please do not let us lose another historically and architecturally significant building in San Diego! We need your VOTE to: 1) UPHOLD historic designation of the extraordinary art in the "Rathskeller" at the Savage Tire Company/Aztec Brewery on Main Street in Barrio Logan and to 2) EXTEND historic designation to include the 3 buildings. Here's why: _____

Sincerely, _____

MEMBER OF SOHO

HISTORIC DESIGNATION OF SHERMAN HEIGHTS: A COMMUNITY PERSPECTIVE

by DAVID SWARENS

(editor's note: this second installment is continued from the March issue of Reflections)

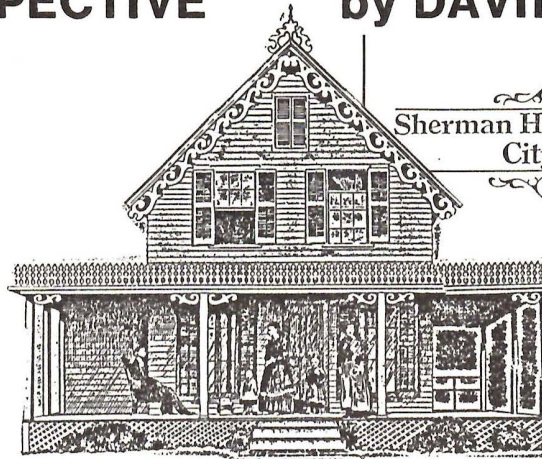
Sherman Heights was the first residential "suburb" of Horton's New Town development. Its housing stock dates from earliest periods in the 1860's and 70's, including the first house built on site in New Town. (For detailed information on Matthew Sherman and his 1868 home see Journal of San Diego History: Fall 1972) The community also has a large sampling of structures from the 80s and 90s and the early years of the twentieth century.

This wealth of historic homes remains largely intact primarily because the neighborhood was economically dormant for many decades. In spite of a strong sense of neighborhood, intensified by topographic and political boundaries such as Freeways 94 and 5 which dissected the area, there had been little in the way of "community developments" or "improvements" to destroy these treasures.

But lower interest rates and a developing "Centre City" refocused development pressures on the quiet Southeast San Diego neighborhood of Sherman Heights. The Livingston house sailed away, an 1870's estate at 20th & Island fell for a senior housing project, and others were lost to wrecking or insensitive remodeling.

Uses incompatible with the fine grain scale of our residential and historic character began to threaten from several directions: large, high density apartment developments popped up in Golden Hill to the North, and industrial and social service uses were being pushed towards our Western edge by Gaslamp and Centre City redevelopment.

To us, as residents, it felt like the destruction suffered in East San Diego and other Old City communities was to be allowed to continue even as our neighborhood began to become aware of its great resources.



Sherman Heights Historic District
City of San Diego

Then in the Spring of 1985 we discovered the Project First Class Design Program, developed under the sponsorship of 4th District Councilman William Jones. A preliminary draft was "leaked" to us by Chicano Federation members who were preparing a "needs assessment" for our community center corporation and a final version provided by Jim Lantry from the Council office.

The Project First Class document recommended Historic District designation and a decrease in density zoning to support conservation/preservation goals and community development.

With this report, which was finalized in May 1985, as a basis, we started to talk to everyone for information on how to encourage implementation of its recommendations. The 8th District Councilman, conservative Uvelo Martinez seemed to reject the report on principle (and because the 4th District sponsored it), but everyone else was supportive.

The 4th District Office provided information, documents, and encouragement. City Planners Tom Salgado (Planned Districts), Ron Buckley (Historical Site Board), and Sheri Zumwalt whose 1985 Master's Thesis at San Diego State focused on Sherman Heights and issues of historic designation, all provided insights and information in the early stages, and introduced us to the community planning process.

We contacted SOHO and shared information about our activities. We received the support of the Board and the president Mary Joralman. They wrote letters to the Councilpeople to encourage development and implementation of an Historic District work program. Action started to "heat up" for our side finally.

In July the redevelopment agency SEDC (Southeast Economic Development Corporation) held the first of a series of community workshops on redevelopment projects at Sherman School.

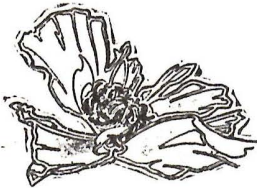
Approximately one hundred fifty neighbors attended and preservation goals were strongly and vocally supported by the crowd. The formal recommendation of staff included the statements: "Preserve older housing, particularly architecturally significant" and "Historical designation is important to preserve an area".

We then saw that the City Council, City Planning Department, SEDC, consultants who prepared the Project First Class report, Community Planning Committee for Southeast San Diego (SDC) and many community residents were all in support of historic district designation, but the City still needed the documentation of a professionally produced cultural resources survey to proceed with the designation.

Meanwhile the historic fabric and character of our community remained at risk.

THANK YOU

Thanks to Lee and Morris Douglas for the two filing cabinets. Would anyone like to spend some time in the SOHO office establishing a new filing system? Please call if you'd like to volunteer: 297-9327.



TARASUCK DONATES

Three vintage 1930 mirrored pictures with thermometers and imprints of local businesses were donated by Marc Tarasuck, AIA. He also gave SOHO two interesting art deco carved plaster wall pieces. Thank you!

DONATIONS

Mr. & Mrs. Bruce Fisher
David & Iris Gimbel
Louise F. Dail
James W. Neel
Rush & Elinor Meadows
F.N. & Sarah Spiess
Adrienne Kessler
Mrs. A. S. Klauber
Mr. & Mrs. William Rudd
Mary Vaughn

BOARD OF DIRECTORS

REFLECTIONS

Reflections is the monthly newsletter of Save Our Heritage Organisation (SOHO)

SOHO Board of Directors

Kathleen Kelley-Markham
President
Joy Higgenbotham
Vice President
Robin Webster
Secretary/Treasurer

Dorothy Collins Raymond Starr
Dan W. Conway Anna McPherson
Stephen Doyle David Swarens
Ann McCullough Larry Ford
Charles Sykes Jackie Williams

Mary Dilligan
Executive Director

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

Reflections was edited by Mary Dilligan and produced by Jackie Williams. We thank the following contributors: Betty McManus, Robin Webster, Mark Landsman, David Swarens, and Kathleen Kelley-Markham.

ADVERTISING

SOHO accepts advertising in Reflections for products and services of interest to our members. Please call the SOHO office for rates and schedules: 297-9327.

SOHO MAILING LIST

The SOHO Board is addressing the issue of whether SOHO should make our mailing list available to other non-profit organizations. The requests which we receive are usually from single issue preservation groups, such as Save the Coaster Committee or Friends of the Aztecs. In the past, we have reviewed the flier for accuracy before releasing the names.

How do you feel about it?

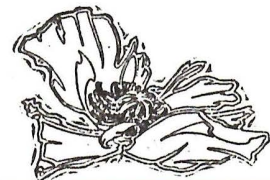
NEW MEMBERS

Mary Chippis
Daria Russell Doering
William & Suzanne Lawrence
Richard & Janet Walsh Havern
Margaret Eske
Travis M. Douglas
LaVonne A. Fellows
Mary Dutton Boehm
Jim Gibson

Membership categories include:

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

Please call the SOHO office for information: 297-9327.



Save Our Heritage Organisation

P.O. Box 3571
San Diego, CA 92103

NONPROFIT
ORGANIZATION
U.S. Postage
PAID
San Diego, CA
PERMIT NO. 984