

Save Our Heritage Organisation

Reflections

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

PEOPLE IN PRESERVATION

INFORMED AND ACTIVE

Informed individuals are very powerful advocates and effective activists for preservation.

One important action which an individual can take is the identification and nomination of historic sites.

Historic Site Designation

Sites which have been designated as historic by local governments enjoy certain protections. Essentially, requests for demolition permits for these sites are subject to additional review. Through delaying demolition permits, the community has the opportunity to convince the property owner to take action which is appropriate to the historicity of the site.

In addition to protecting the common good of the community, the historic designation of a property makes the site eligible for preferential treatment with respect to zoning. Non-residential properties may be eligible for subsidized rehabilitation financing and may participate in facade easement programs which can have significant economic benefits for the owners.

San Diego County Historic Sites

The new San Diego County Historic Site Board is beginning the process of designating historic sites in the unincorporated areas of the County. Many sites in San Diego have plaques from the Board of Supervisors which identify the buildings as historic. These sites enjoy NO legal protections at this time, however.

It is not appropriate for the members and staff of the County Historic Site Board to nominate these sites. Members of the Site Board are in the position of evaluating nominations, and conflicts of interest are created when Site Board members nominate sites. The staff person who is assigned to the Site Board on a part-time basis cannot prepare nominations for all of the potential sites in San Diego County.

SITES IN INCORPORATED AREAS

Many communities, including Carlsbad, Escondido, La Mesa, City of San Diego, and Coronado, have cultural resource and historic site boards. It is important that members of these communities recognize buildings which contribute to the character of their neighborhoods and nominate these sites to the appropriate boards.

Our current situation with the Aztec Brewery could have been avoided if the site had been recognized, researched, and designated. The historic designation is public information, and both the City's economic development office and any potential developer would have considered the site for adaptive reuse early in the planning process.

**AZTEC BREWERY NEWS:
SEE PAGE 6**

IT'S YOUR JOB

San Diego County individuals must take the initiative to nominate sites for historic designation. We have stagecoach stations, adobe ranch buildings, churches, office buildings, and many vernacular structures which should be considered for nomination.

HOW-TO WORKSHOP

We invite you to attend SOHO's workshop to learn how the historic designation process works and how to prepare the information required for nomination.

This workshop will be the second county-wide meeting of preservations, co-sponsored by SOHO and California Preservation Foundation (CPF). It is tentatively scheduled for Saturday, August 27 at Lakeside Community Church, recipient of a 1988 SOHO People in Preservation Award.

Members of all of San Diego County's cultural resource and historical site boards are invited to attend, as well as members of the public. We especially urge individuals from the many historical societies to attend. These people know the history of their communities and are in an excellent position to identify and designate sites.

Presentations will be made on the historic designation process, both politically and administratively. In addition, the workshop will teach individuals how to prepare nominations for historic designation, including compiling the appropriate historical information and describing the building architecturally.

REFLECTIONS

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

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MEMBERSHIP

Membership categories include:

Active: \$20
Professional: \$35
Corporate: \$100-\$500
Patron: \$500
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Please call the SOHO office for information: 297-9327.



THANKS TO RENEWALS

Thanks to the many members who note the anniversary date of their joining on the top right hand corner of the Reflections label, and pay dues without a reminder from us. If you forget and receive a first notice, please renew quickly, and save us the cost of a second mailing.

BOOKS FOR SALE

The SOHO office has a limited number of copies of titles of interest to SOHO members. Book purchases benefit SOHO, so consider these as gifts as well as important additions to your own library.

SAN DIEGO: a Pictorial History
by Dr. Raymond Starr. \$28.95.

DAUGHTERS OF PAINTED LADIES: America's Resplendent Victorians, by Elizabeth Pomada and Michael Larsen. \$15.95.

REHAB RIGHT: How to Rehabilitate your Oakland House Without Sacrificing Architectural Assets (essential for owners of San Diego's older homes). \$10.00.

TIMELESS TREASURES: San Diego's Victorian Heritage by Karen Johl. \$14.95.

HERITAGE PARK: SOHO's twelve page guide to Heritage Park is attractively printed in blue on ivory paper and has drawings of the Victorian homes as well as a short history and architectural description. \$2.



THANK YOU TO MEMBERSHIP COORDINATORS

SOHO is deeply grateful to Alice Critenden who has been taking care of all aspects of membership for the past ten years. She is an incredibly energetic and helpful volunteer who contributes so much to organizations throughout San Diego. She is in the process of transferring the membership responsibilities to Jerry Ray, who has been doing our bulk mailing.

We thank Jerry for taking on the membership task, and now we need some more help in the bulk mailing. Volunteer by calling: 297-9327.

HERITAGE PARK MIXER: A GREAT SUCCESS!

The Convention and Visitors Bureau Mixer in Heritage Park was a sunny opportunity for tourist oriented business-people to visit Heritage Park.

Thank you to the many SOHO volunteers who were docents for the buildings, book-sellers, and recruiters for new members. Volunteers included: Alice Critenden, Patricia Dilley, Rosemary DiDominick, Mia Goldstein, Barbara Hallen, Helen Hicethier, Mary Joralman, Clair Kaplan, Barbara and Robert Klauschie, Suzanne Lawrence, Judy McCutcheon, Zenda Norte, Nettie Scarry, Raymond Starr, David Swarens, and Charlie Sykes.



HISTORIC DESIGNATION OF SHERMAN HEIGHTS: A COMMUNITY PERSPECTIVE

by DAVID SWARENS

(Editor's note: this is the fourth in a series.)

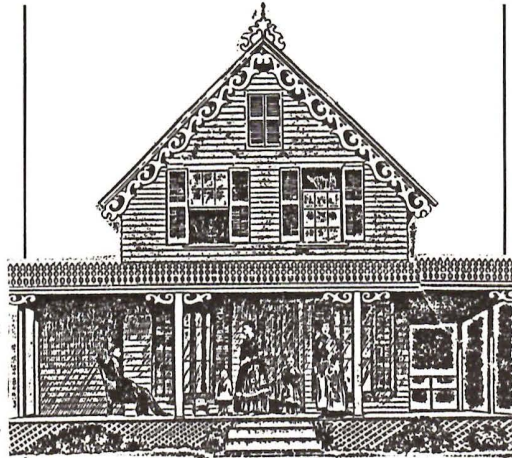
The newly hired survey team was introduced to local preservation activists in November 1986. Of immediate concern was the historic district work program, the development of an ordinance, and the need for an interim measure to protect threatened structures. Historic Site Board Secretary Ron Buckley strongly encouraged us to seek an interim ordinance and both the community planning group for Southeast San Diego and the Sherman Heights Community Center Board had requested a moratorium on demolitions until the implementation of the historic district.

It was only in response to the illegal demolition of several Victorians on J St. that the City Council passed the Southeast Emergency Ordinance on December 9.

This measure required discretionary permits for most development and thus discouraged demolitions and other redevelopment activities which threatened the integrity of the historic district and the Community Plan Update.

In January 1987 the City received plans for the demolition of the Andrew Jackson Chase house at 2433 G St., one of the earliest and most historically important structures in the district (Chase was one of the "fathers of New Town" and an associate of Horton, Morse and other San Diego pioneers).

On the twenty-sixth the City responded by amending the emergency ordinance to ban demolitions. The "moratorium", which community groups had originally requested, was in effect. Later the moratorium was extended to the maximum allowable time, the term of one year.



In April the Historical Site Board set historic district designation for Sherman Heights for public hearing. Simultaneously the Community Plan Update was proceeding through the hearing process with planning commission, public, and Council.

Planning Reports on the Southeast San Diego Community Plan recommended a downzone and historic designation for the area.

At the end of the month, Site Board members were given a tour of the proposed district. Historical Site Board staff reports, issued for the May meeting, recommended district designation and development of a work program to implement the district.

After the appropriate public notice, the Sherman Heights Historic District Survey was presented to the Historical Site Board in May. Many district residents testified in favor of designation while several institutions and businesses opposed or sought exemptions because of impact on development plans. After lively discussion, the Site Board acted unanimously to designate the Sherman Heights neighborhood as a historic district. Seventy percent of the housing stock were designated individually as "historic sites", and development guidelines were approved for restoration and new infill development.

Sherman Heights Historic District City of San Diego

On June 30, the San Diego City Council unanimously affirmed the Site Board's action to establish the Sherman Heights Historic District, and acted to adopt development guidelines and fund administration and implementation programs for the district.

On July 13 the Council adopted the Southeast San Diego Community Plan with a decrease in density zoning by two thirds in the Sherman area, and other provisions to support preservation goals in the neighborhood.

The Urban Conservation Section of the City Planning Department, together with representatives from the Housing Commission, Southeast Economic Development Corp. (the redevelopment agency), the community planning committee, Sherman Heights Community Center, the police department and the 4th and 8th District Council offices hosted an informational meeting at Sherman Elementary School.

On December 2, 1987, Senior Planner Remigia Bermudez was hired to implement the work program for the Sherman Heights Historic District. District designation was in place and the implementation began.

Note: the Sherman Heights Historic District Survey is on file in SOHO's office in Senlis Cottage, as is "The Road to Historic Designation for Sherman Heights", a chronology prepared by the author for a CPF workshop in January 1988. Copies of all of the related primary documents are in the author's collection. The historic district designation process will be discussed at the August 27 workshop.

BOARDS AND COMMISSIONS

San Diego County

COUNTY OF SAN DIEGO

HISTORIC SITE BOARD

The County Historic Site Board designated the Julia Liffreing House at 1718 Hillside Road, El Cajon, as historic at the Board's May 11 meeting. This is the first designation since the adoption of the County's historic site listing guidelines in March.

The Julia Liffreing House is a Queen Anne Victorian built in 1893 by the important San Diego architect John B. Stannard. The owners, Mr. and Mrs. Chu, opposed designation because they claim that the house does not meet health and safety codes and lacks physical integrity because of its poor condition which precludes restoration.

Mr. Chu plans to subdivide his property on which the Liffreing house is located, for a housing development. He emphasized the economic burden which an historic designation would place on him. He did state, however, that he has received a check from an individual who wishes to purchase and rehabilitate the property.

Mark Tarasuck was chairman of the subcommittee of the Board which visited the site and reported that they were very impressed with the significance of the house and recommended that the Board designate the site and a surrounding acre of land with its knoll and trees as historic.

Staff discussed the responsibilities of the Board. The Board's role is to evaluate the historic, architectural, and cultural values of the site, and may choose to recommend to the County Board of Supervisors that they designate the site as historic. The Board of Supervisors will also listen to arguments against designation and then make the final decision.

Staff discussed that Mr. Chu's land now has one acre zoning. The County may choose to require the owner to rehabilitate the Liffreing House as a condition for rezoning the area to one half acre parcels which Mr. Chu intends for his housing development. The restoration requirement would be a consequence of rezoning, not of the historic designation.

Karna Webster, the site nominator, and SOHO staff emphasized to the Site Board the importance of the house as well as evidence of economically attractive alternatives to demolition.

The Board of Directors of SOHO is pleased that the County Historic Site Board recommended designation to the Board of Supervisors. The matter has not yet been documented with the County.

COUNTY BOARD— ROLE DEFINED

The County Historic Site Board has many questions with respect to its role in the incorporated areas of the County, especially those areas with Cultural Resource Boards. This issue became evident when the Friends of the Aztecs requested the County Site Board's support of the designation of the Aztec Brewery.

In addition, Board member Norma McCumber presented a list of issues which included the question of the status of the thirty-four sites designated by the County Historical Markers Commission, established in 1948 by the Board of Supervisors. The Site Board voted to recognize the existence of the 1948 list, but limited the current Board's responsibility to those sites which the current Board designates.

The Board emphasized the importance of the community's participation in the historic designation process. Individuals MUST make the commitment to present sites to the Board for designation - the first step towards protection of our cultural and historical heritage. Please take action - NOMINATE YOUR FAVORITE SITES.

City of San Diego

CITY OF SAN DIEGO
HISTORICAL SITE BOARD

On May 25, 1988, the Historical Site Board reconsidered the designation of the 2301 Main St. site of the Savage Tire Company and Aztec Brewing Company. The thorough research prepared by Karna Webster, Kathleen Kelley-Markham, and Kathy Flanigan, supplemented the information which had been available at the March meeting. The Site Board voted 7 to 1 to designate the site historic based on the building's architectural merit, the important people associated with the building, and the history of the building.

Opposition to the designation was led by the developer who intends to build a warehouse on the site, which he said contains vacant, undesirable buildings. Rachel Ortiz from the Barrio Station opposed the designation because she felt that there was no money to rehabilitate the building. Dick Bundy, an architect, spoke against designation and suggested that the Site Board exercise judgment and avoid "lying in front of the bulldozer".

Kathryn Willetts, Chairperson of the Site Board, instructed the Board that their responsibility is to evaluate the history of the building and not to ordinarily consider the economics of a rehabilitation plan or the structural condition of the building. Board members expressed their understanding of the importance of the building as well as their belief in the opportunities for adaptive reuse of the site. The SOHO Board enthusiastically congratulates the Site Board for the designation decision.

CITY SITE BOARD (CONTINUED)

CITRUS/PACIFIC SOAP FACTORY

Staff recommended that this site at 301 West Market Street be designated as historic "based on its association with three different soap companies dating back to 1892, the use of local lemon juice as a major ingredient and its association with the early industrial/commercial development of San Diego. The building is also significant as an example of noted local architect William Wheeler."

Donald Worley, the attorney representing the owner, requested that the site not be designated because of the impact of the designation on the options available to potential buyers. He stated that the site is available for rehabilitation, but he gave evidence that the buildings are in poor condition and that there has been no interest in the site for adaptive reuse.

The Site Board designated the site as Grade 3 because they did not find it to be notably remarkable or unusual.

LA JOLLA RESIDENCE

The owner of 7148-7150 Monte Vista Ave., La Jolla, requested designation based on architectural significance of the English Tudor Revival cottages. The Site Board was delighted to designate them as historic, and the official name became the issue.

Traditionally, a residence is named for its earliest resident and/or architect. In this case the name would be Morgan/Larkins. The owner stated that his name was important and that he couldn't go home to his wife unless the official name of the house included Marrone and assured the Board that he will make his mark in the community.

The Board decided that the Board's role is to encourage historic preservation. In consideration of the pleasure of having one's name in the official designation of an historic site, and in order to provide an incentive for more property owners to request designation, the Board recognized the official name as the Morgan/Marrone Residence.

Mr. Marrone was then instructed to work diligently to establish the Barber Tract in La Jolla as an historic district.



VOLUNTEER OPPORTUNITIES

ADVERTISING COORDINATOR

Advertising serves many functions. It allows businesses to reach our membership and to publicly show their interest in and support for historic preservation. It is also an important funding source for Reflections.

We have many leads for potential advertisers, but we need a SOHO volunteer to contact businesses so that the advertising page can be full each month. Please call the SOHO office: 297-9327.

COORDINATOR SHERMAN SCHOOL

The emphasis in the curriculum of Sherman Elementary School is Business and Government. The school is located in the Sherman Heights Historical District and is close to the Gaslamp District. The school is very committed to its community, and has asked SOHO to look at ways in which our members can contribute to the program.

The curriculum is introduced in the lower grades by emphasizing the ideas of neighborhood. It would be wonderful if SOHO volunteers could develop walking tours of the area to introduce the children not only to history, but also to ideas of neighborhood and design. We want people to develop a sensitivity to what aspects of our built environment - houses, landscaping, alleys - contribute to the unique character of various communities.

In the upper grades, students are introduced to the governmental process. SOHO volunteers could facilitate discussions about the historic designation process and how City ordinances contribute to the community good.

A commitment to a school program must be carefully planned. Obviously, it would be necessary for SOHO volunteers to not only gather information, but also to work closely with the school to choose materials which would be appropriate for each grade level. In addition, SOHO needs to have enough interested volunteers to meet the needs of the school on a consistent basis.

If you would like to further investigate the possibilities of SOHO's contribution to Sherman Elementary School, please call the office: 297-9327.

NETWORK NEWS

PRESERVATION UPDATE

TEMPLE BETH ISRAEL

Tony Perkins, County Park Administrator for Heritage Park, updated the SOHO Board with respect to the plans for Temple Beth Israel. Only two bids had been received in response to the RFPs issued by the County for the Temple restoration and the landscaping. Both bids exceeded the budget by more than 15%. In July the plans will again go out for bid. This time the first priority will be given to the restoration of the Temple.

As reported in the March issue of Reflections, the SOHO Board considers the landscaping plans to be inappropriate and out of scale. We encourage qualified contractors to review the County's RFP's and to submit to the County alternative landscaping plans which would be appropriate to the Victorian period. For more information please call Carlos Arias, 694-3036.

THE PRESERVATION FIGHT HAS JUST BEGUN !!!

AZTEC BREWERY

On June 8, the San Diego City Council heard the appeal of the developer to reverse the designation of art work and the buildings at 2301 Main St.

The SOHO Board was appalled at the City Council's disregard of the community good.

It was 8:30 pm when the Aztec appeal was considered. The Council was tired. After all, early in the afternoon they had watched a promotional video about San Diego and had been entertained by beauty contestants and a stuffed fish from Sea World.

The Council was obviously not interested in the excellent presentations made by representatives of the Historical Site Board, Friends of the Aztecs, and SOHO. The developer's statements reiterated their economic concerns but did not address the historic significance of the site.

The Council voted unanimously to uphold the designation of the artwork but to overturn the designation of the buildings. The City Manager was instructed to find a proper disposition of the artwork.

The Council's decision is unacceptable. A coalition is being formed of Barrio Logan residents and the preservation community to all explore all possible actions. California Preservation Foundation board member and Los Angeles preservation lawyer Bill Delvac is contributing his expertise to develop a strategy to preserve the entire structure.

To join the coalition to preserve the Aztec Brewery, please contact the SOHO office at 297-9327, or the office of Harborview Community Council, 239-1388.

CALIFORNIA PRESERVATION CONFERENCE

by Mary Dilligan

I appreciated the opportunity to attend the CPF Conference in Palo Alto last month, and I encourage everyone interested in historic preservation to attend next year's Spring conference which will be held at the Biltmore Hotel in Los Angeles.

It is a wonderful opportunity to exchange ideas and attend excellent presentations on a wide variety of preservation issues. Among the most valuable sessions which I attended was a panel discussion on CEQA and a presentation entitled "Protecting the Character of Existing Neighborhoods".

At the conference I also had the opportunity to meet with Kathy Burns and Elizabeth Hennings of the Western Regional Office of the National Trust for Historic Preservation. SOHO has been selected to participate in the Trust's Community Effectiveness Evaluation Program.

The Program is an opportunity for a preservation organization to review its goals, strategies and activities. The Trust gathers information through questionnaires and interviews with San Diego community leaders, and then conducts workshops for the Board.

The Community Effectiveness Evaluation Program will begin for SOHO in Fall 1988.

CALENDAR

BY DESIGN WEEK: JUNE 16-25

June 16 (Thurs): "Context & Memory: Venturi's Addition to the La Jolla Museum of Contemporary Art", lecture by David Raphael Singer. 7:30 pm, LJMCA. Free. 454-3541.

June 17 (Fri): By Design Week Opening Celebration. Awards submissions on display. 7 pm, 5th level, Horton Plaza (near Nordstroms). Free. 232-0109.

June 18 (Sat): "1988 Symposium/Charette/Workshop/Vision 2020: A 'Take Park' Workshop." 9 am - 4 pm. Call 231-4929 or 294-8484.

June 18 (Sat): Centre City Bus Tour. 119 West 'F' St. 10 am. Free. 236-7101.

June 19 (Sun): Centre City Walking Tour. 119 West 'F' St. 1 pm. Free. 236-7101.

June 20 (Mon): Round Table Discussion on Legislating Good Design with Roger Showley, Rob Quigley, Steve Zimmer, and Paul Curcio. 6 to 9 pm. LJMCA, 432-4544.

June 21 (Tues): AIA Spark Forum: Round Table Discussion on Architecture. Words & Music, 3806 4th Ave. 7 pm. Free. 297-6300.

June 22 (Weds): SOHO presents Alan Hess. Slide lecture on Googie. SD Women's Club, 2557 Third Ave. \$5. Reservations: 297-9327.

June 23 (Thurs): lecture: Marc Treib, "The Place of Letters: The Role of the Word in the Urban Landscape". 6 pm. \$12. 232-2888.

June 25 (Sat.): Historic Homes Walking Tour. 10 am to 1 pm. Begins: 3415 Albatross St. \$5. 543-9704 (day) 584-7688 (eve.)

June 25 (Sat.): Centre City Bus Tour. 119 West 'F' St. 10 am. Free. 236-7101.

June 25 (Sat.): AIA Design Awards Banquet. 6 pm. Horton Court. \$25 advance. \$35 at door. 232-0109.

19TH ANNUAL THRESHING BEE & ANTIQUE ENGINE SHOW

June 18, 19, 25 & 26. Antique Gas & Steam Engine Museum, 2040 N. Santa Fe Ave., Vista, in South Guajome Regional Park. 9 am to 4:30 pm. 941-1791 or 942-5045.

FOURTH OF JULY IN OLD TOWN

The Old Town San Diego Chamber of Commerce is sponsoring an old fashioned American Fourth of July (in contrast to the quasi-Mexican Cinco de Mayo for which Old Town is famous) on Monday, July 4th. Bring your picnic lunch to Heritage Park and rediscover historic Old Town.

HISTORIC DESIGNATION WORKSHOP

August 27 (Saturday), Lakeside Community Church (winner of 1988 SOHO People in Preservation Award).

GOOGIE LECTURE

ALAN HESS
GOOGIE

SOHO is delighted to bring Alan Hess to San Diego for a lecture on Googie: fifties coffeeshop architecture. This is an opportunity for us to become sensitive to the architectural innovations which took place in the post World War II years. Frank Lloyd Wright's influence was strong, and new technologies provided remarkable new construction material and building techniques.

Hess is known for his lively yet learned presentations on the designs which were considered outlandish in their day. He observes how the futuristic designs were outrageous and the only clients willing to risk such nontraditional structures were small businesses associated with the emerging car culture, such as coffeeshops, drive-in restaurants, and car showrooms.

Date: June 22 (Wednesday), 7:30 pm. San Diego Womens Club, 2557 Third Ave., \$5. Call for reservations: 297-9327.

BY DESIGN WEEK

Women In Architecture is sponsoring a walking tour of historical homes: "A Salute to San Diego's Women of the Past." Located in the Bankers Hill area, the homes include one designed by Irving Gill, and one by San Diego architect Hazel Waterman. A tour booklet will describe the history and architectural interest of the homes, and refreshments will be served. All proceeds from the event will benefit WIA's scholarship fund.

Date: Saturday, June 25, 10 am. The tour begins at the Katherine Teats House, 3415 Albatross St. Tickets: \$5. For reservations call 543-9704 (day) or 584-7688 (eve).

SOHO IS SPONSORING A SLIDE LECTURE!

Googie
by Alan Hess
GOOGIE FIFTIES COFFEE SHOP ARCHITECTURE

ADVERTISEMENTS

SOHO IS SPONSORING A SLIDE LECTURE !

Googie

by Alan Hess

GOOGIE FIFTIES COFFEE SHOP ARCHITECTURE

Wednesday, June 22, 1988 7:30 pm
San Diego Women's Club
2557 Third Ave (Third near Laurel)
\$5 Tickets are limited
Call for reservations 297-9327

ADVERTISING

SOHO accepts advertising in Reflections for products and services of interest to our members. The basic rate for a 2" x 2 1/2" advertisement is \$25 per month. Reduced rates are available for multiple insertions or multiple units.

Advertising is an excellent way to reach individuals who care about purchasing, rehabilitating, decorating, and landscaping San Diego's older structures. And advertising in Reflections is an excellent way to support local preservation. Please call the office for complete information on rates and schedules.

JACQUOLINE WILLIAMS

Real Estate

Historic & Investment Properties

CLAY RAAKA & ASSOCIATES

2460 "F" Street
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