

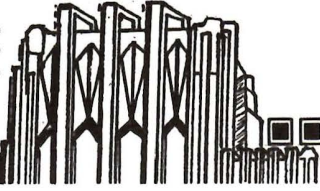


Save Our Heritage Organisation

# Reflections

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

## ART DECO LECTURE



The Chrysler Building in New York City, the Pantages Theater in Los Angeles, the Avalon Ballroom on Catalina, San Diego's own County Administration Building -- all have one thing in common: they were designed in the art deco style.

Art deco architecture gave the 1920s and 1930s a distinctive look, a look that still remains today in many public buildings, drug stores, theaters, diners, and other structures throughout the United States, reminding us of an elegant and exciting era long past.

What are the distinctive features of Art Deco? How did this jazzy and highly distinctive style come into being? Where can one still find art deco buildings in the US, especially in Southern California and San Diego?

These are some of the questions that will be addressed in a talk/slide show presentation by Michael Crow, founder and president of the Art Deco Society of California.

"The History, Development, and Preservation of Art Deco Architecture in America," is sponsored by the Art Deco Committee of SOHO. Crow will show slides of art deco buildings from all over the country but especially California and San Diego. Appropriately, the presentation will be in the exotic Egyptian revival Art Deco "Lodge Room" of the Silvergate Masonic Temple, 3795 Utah St., at 8 pm, Friday, August 26. Tickets are \$4.00 for SOHO members, \$5.00 for non-SOHO members.

## HISTORIC DESIGNATION WORKSHOP

Throughout San Diego County, older structures contribute to our communities. Historic buildings create a sense of neighborhood and remind us of our collective past. It is a mistake to assume that these local landmarks will always remain, however. In order to preserve historically and culturally significant aspects of our built environment, communities may designate sites and provide certain legal protections.

SOHO and California Preservation Foundation are sponsoring a "How-To Workshop on Historic Designation". Methods of local history research and standards for architectural descriptions will be presented. Individuals will learn how to prepare nominations for designation.

In addition, it will be an opportunity for members of local cultural resource and historic site boards, as well as planning staff, to share experiences with respect to historic designation.

The workshop will be held at the Lakeside Community Church, winner of a SOHO 1988 People in Preservation Award, from 9:00 am until noon on Saturday, August 27, 1988.

## SOHO'S THIRD DECADE

Save Our Heritage Organisation will be twenty years old in 1989. This calls for celebration and consideration.

The first opportunity for SOHO to celebrate is at the annual meeting which will be Saturday, September 24 in the late afternoon. Time and place will be announced next month.

Elections will be held for the new Board of Directors which will be in office during the year of SOHO's 20th anniversary. In addition, during the next nine months SOHO will participate in the National Trust for Historic Preservation Community Effectiveness Evaluation Program.

Staff from the regional office of the National Trust will learn about SOHO from our membership and from San Diego County's neighborhood, political, and business leaders. It will be an opportunity for the Board to work with professionals to develop goals and strategies to meet the needs of our communities.

To prepare for this exciting year, the Board needs your input. Please take a few minutes to respond to the following questionnaire. Feel free to comment or any or all of the questions, and on any aspect of historic preservation in San Diego County. Take time to take pen in hand and tell us what SOHO should be doing in the next twenty years! Send your response to: SOHO, PO Box 35771, San Diego, CA 92103.

THANK YOU





## REFLECTIONS

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

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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: Anna McPherson and Stuart Resor.

## MEMBERSHIP

Membership categories include:

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

Please call the SOHO office for information: 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.

## CITIZENS FORUM ON CENTRE CITY REDEVELOPMENT

An informal committee of downtown citizens, artists, and business people is sponsoring a town hall meeting on Aug. 22 to establish a downtown community watch and citizens' forum on Centre City redevelopment.

The meeting is set to address the dual issues of 1) downtown livability now and how it is being seriously impacted by street crime problems; and 2) the future of downtown livability as it may be impacted by redevelopment suggested by the Centre City San Diego Planning Committee.

Copies of the CCSDPC draft Concept Plan will be available at the meeting, along with information as to how concerned individuals can participate in the public hearings on this Plan scheduled for September.

The meeting will be at Installation Gallery, 930 E St., at 7 pm on Aug. 22. Please RSVP to the Gallery (232-9915) as seating space is limited. For further information: 343-8220.

## SOHO BOARD MEMBERS

Congratulations to Ann McCullough who was appointed by the Mayor to the newly established Arts Commission.

Be sure to read Larry Ford's "Bungalow Courts in San Diego: Monitoring a Sense of Place", in the Spring 1988 issue of Journal of San Diego History.

## MEMBERSHIP RENEWAL

Your membership renewal month is indicated on your mailing label. Jerry Ray, SOHO membership chairman, is now using a series of red stamps on your newsletter. The stamps are self-planatory - "Your membership expires next issue", "Your membership expires with this issue", and "Your membership has expired. SOHO needs your support. Please renew your membership". SEND YOUR DUES IN PROMPTLY, so that telephone calls will not be necessary. Thank you.

## CITY OF ESCONDIDO PRESERVATION POLICY COMMITTEE

In July the Committee heard a presentation on the activities of the Downtown Revitalization Committee and the progress of the Focus Bloc, and voted to write a letter of support for revitalization to the Downtown Business Association.

The Incentives Committee reported on possible programs to encourage historic preservation. Under consideration are: Inspection fee waiver, impact fee reduction, architectural and design support to owners of landmarks, loan packages for historic renovation, student interns to help with chain of title, and educational workshops.

## CALIFORNIA SURF MUSEUM

The Board of Directors and Members of the California Surf Museum thank SOHO for donating the Old Mission Beach Plunge Lifeguard Training Surfboard to their museum.

You can see this board and other interesting surf memorabilia at George's Restaurant in Old Downtown Encinitas. They will also be opening an exhibit at "Moonlight Plaza", located at the Southeast corner of Encinitas Blvd. & Highway 101.

Please let them know if you see old surfing or beach photos which would be interesting in the Surf Museum. And if you spot an old surf board at a garage sale for \$15 or so, they would love it as a donation. They are also looking for a permanent home in Encinitas.

You are invited to their meetings which are held the first Wednesday night each month at Resor AIA, 135 Liverpool Dr., Cardiff, CA 92007, or call: (619) 753-8022.



## HISTORIC DESIGNATION WORKSHOP

The cost of \$10 will include workshop materials: bibliographies; annotated list of libraries, research facilities, and public record sources; as well as names, addresses, and meeting schedules of all cultural resource and historic site boards in San Diego County. For reservations, please call 297-9327.

## WORKSHOP SPEAKERS

SOHO is very grateful to the knowledgeable preservationists who will be speaking at our August 27 "How-To Workshop on Historic Designation".

Pat Cologne will present an overview of the historic designation process and how it fits into a community's planning and zoning functions. She is on the State Historical Resources Commission and is Founder and Director of the Rancho Santa Fe Historical Society.

Lucy Berk will discuss the role of the local cultural resource board and the purpose of designation. She is a member of the County Historic Site Board, the City of Escondido Preservation Policy Committee, and the Escondido Historical Society Site Committee.

Ron Buckley and David Swarens will discuss what can be designated - both individual sites and districts. Ron has been with the City of San Diego for fourteen years and has been Staff to the City Historical Site Board for the past nine years. David, a member of the boards of SOHO and the Southeast Development Committee, is Secretary to the Sherman Heights Community Center Corporation.

Anna McPherson, Cory Braun, and Sylvia Arden will discuss local history research methods and standards for architectural description. Anna, past SOHO Executive Director and current SOHO Board member, has prepared historic surveys for the State of Texas as well as for the City of San Diego. Cory, formerly an archivist with the San Diego Historical Society, is with the City of San Diego Urban Conservation Section and is responsible for preparing historic site reports and conducting historical surveys.

Sylvia Arden was Head of the Library Manuscript Collection of the San Diego Historical Society and is now establishing her own consulting firm which will specialize in research archive and oral history projects throughout the United States.

## DICKENSON-BOAL HOUSE NATIONAL CITY

The owner of the Dickenson-Boal House is in the process of renovation and intends to establish a bed and breakfast at the historic mansion at 1433 East 24th St. He is looking for assistance in preparing the nomination for the National Register of Historic Places. If you would like to volunteer, please call Jim Ladd at 477-3133.

## FORT GUIJARROS ANNUAL FIESTA

SOHO members are invited to attend the 8th Annual Fort Guijarros Museum Foundation Fiesta on Saturday, Sept. 17 from 5:00-8:00 pm at Argonaut Hall on the US Navy Submarine Base at Point Loma. The fiesta will feature tours of the Foundation's current archaeological excavation, an authentic Spanish Paella dinner, and a keynote presentation by Professor Norman Neuerburg, California mission researcher and restoration artist.

The site is a 19th century Yankee whaling camp on Ballast Point, suspected to have been operated by Prince William and Alphaeus Packard and their mariners. It is on the present US Coast Guard Base, near the site of the 1890 lighthouse. Nearby, the US Navy Cannon Team will fire salutes from a Civil War field cannon that was issued to Fort Rosecrans in 1898.

Proceeds from the \$20 per person admission are used for the Foundation's research and publication activities. Send reservations to the Foundation at PO Box 231500, San Diego 92123. Information: 294-3262.

## ACEVEDO RETROSPECTIVE

Guillermo Acevedo, the highly respected San Diego artist, is being honored in a retrospective, "A Song for My Father" at his son's Acevedo Art Gallery, 4010 Goldfinch, in Mission Hills.

Mr. Acevedo has been a generous member of the community and contributed renderings of the Santa Fe Depot and Villa Montezuma in the early years of SOHO.

Mary Ward will present SOHO's certificate of appreciation to Mr. Acevedo at the show's opening from 6:00 to 9:00 pm. n Friday, August 12. The gallery will be open 11 am - 6 pm for the show which continues through September 3. Information: 296-8748.

## SMALL TOWN CONFERENCE RESCHEDULED

The conference sponsored by the State Office of Historic Preservation and the City of San Diego through a grant from the Certified Local Government Program has been rescheduled from September to November 8-10. It will be held in La Jolla and will emphasize the links among historic preservation, business, politics, tourism, planning, and volunteerism. For information, call OHP: (916) 445-8006, or Tony Ciani: 454-7141.

## PROMOTE SOHO ACTIVITIES

Please circulate and/or post copies of the enclosed flier for others who may be interested in the Art Deco lecture and Historic Designation Workshop. Additional announcements are available in the office: 297-9327.



# NETWORK NEWS/ PRESERVATION UPDATE

## SEFTON ESTATE POINT LOMA

Developers are presenting plans to the Pt. Loma Peninsula Planning Group to build four additional homes on the Sefton Estate located on Narragansett Ave. on Point Loma. The development would require the demolition of the carriage house as well as significant landscaping on the estate which was donated by Lena Sefton Clark to the San Diego Zoo.

Interested members of the community are urged to nominate the mansion, associated buildings, and the landscaping for historic designation. Much information is already available on the family and the building.

## FIRE ALARM COMMUNICATIONS STATIONS BUILDING

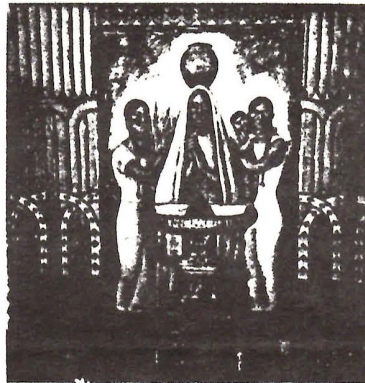
This William Templeton Johnson building was the center of the telegraph system which linked all of the fire alarm boxes in early San Diego.

The building is threatened because of the City's stated policy to increase open space in Balboa Park, and because the City Manager's recent efforts to find a tenant for the building were unsuccessful.

Alex Bevil prepared an excellent history of the building, is continuing to locate artifacts from the building, and will nominate the site for historic designation. If you know of any organization which could qualify to use the building, please contact Mr. Twomey of the City Parks and Recreation Department. For more information on the designation project, call the SOHO office: 297-9327.

## GREEN DRAGON COLONY

On July 27, the San Diego City Council delayed taking action on a proposal to block the demolition of the turn-of-the-Century cottages. The matter will come before the Council again on Sept. 13.



## AZTEC BREWERY

The City of San Diego has now ordered the owner of the site to prepare an Environmental Impact Report, a very positive step for preservationists.

In addition, the Advisory Council on Historic Preservation asked the City of San Diego to investigate whether the site meets one or more of the criteria for eligibility for inclusion in the National Register. The Council advised the City that "evaluation of the property and a determination of whether Section 106 compliance responsibilities apply to the City's actions should be done prior to taking any irrevocable decisions which may affect this property."

On July 14, the Harborview Community Council filed suit against the City asking that the City Council be required to enforce local and state historic preservation laws. A hearing has been set for the week of August 22nd.

## JULIA LIFFREING HOUSE

On August 3, the County Board of Supervisors continued until September 14 the hearing of the historic designation of the Julia Liffreing House, located on Hillsdale Road in El Cajon. The County Historic Site Board recommended designation to the County, but the owner Robert Chu objects.

As reported in previous issues of *Reflections* the 1893 Queen Anne style designed by John B. Stannard, is significant both historically and architecturally.

Mr. Chu has rejected an offer to purchase the house with an acre of land, and insists upon developing his entire 70 acres disregarding the importance of maintaining this significant local landmark on site. SOHO understands that Mr. Chu intends to present his arguments to the El Cajon Historical Society and the Valle de Oro Community Planning Group.

The dedicated preservationists, including Karna Webster, Susan Carrico, Kathy Flanagan, and Roxie Phillips, who researched the house, will provide accurate information to all interested groups.





The History,  
Development and  
Preservation of  
**Art Deco Architecture**  
in America

A slide show and talk  
by the nationally-renowned lecturer  
from San Francisco

**Michael F. Crow**

Founder and President  
of the

**Art Deco Society of  
California**

(Including slides of our own, Art Deco  
architecture in San Diego)

**Friday, Aug. 26**  
**8 p.m.**



**Location:** a great, local Art Deco building, **Silvergate  
Masonic Temple, 3795 Utah St.** (One block So. of Univ. Ave.)  
• North Park • In the exotic, Egyptian Revival Art Deco "Lodge Room"

**\$4.00 SOHO Member • \$5.00 Non-Member**

Sponsored by  
**The Art Deco Society of San Diego**  
(A Committee of Save Our Heritage Organisation)

# HOW-TO WORKSHOP ON HISTORIC DESIGNATION

**PLACE:** LAKESIDE COMMUNITY CHURCH  
(corner of Main and Parkside)

**DATE:** SATURDAY, AUGUST 27, 1988

**TIME:** 9:00 - 12:00noon      **COST:** \$10

**RESERVATIONS AND ADDITIONAL INFORMATION: 297-9327**

## AGENDA

- 9:00am: Overview of the historic designation process: how it fits into a community's planning and zoning function.
- 9:15am: Role of the local cultural resource or historic site board and the purpose of designation.
- 9:30am: What can be designated? Individual sites and districts.
- 10:00am: Break
- 10:15am: How to prepare a nomination for historic designation.
- 10:15am: Architectural description
- 11:00am: Historical research
- 11:45am: Pulling the report together: editing and footnotes

Workshop participants will receive resource materials which will include:

Bibliographies

Names, addresses, and meeting schedules for all cultural resource and historic site boards in San Diego County.

Annotated list of libraries, research facilities, research facilities and public record sources.

## SPONSORED BY:

SAVE OUR HERITAGE ORGANISATION  
and

CALIFORNIA PRESERVATION FOUNDATION





# CALENDAR

**August 12 (Fri) - Sept. 3 "A Song For My Father",** retrospective show of Guillermo Acevedo, Acevedo Art Gallery, 4010 Goldfinch St., Mission Hills. 296-8748.

**August 22 (Mon) 7:00 pm.** Installation Gallery, 930 E St. Informal meeting to establish a downtown community watch and citizens' forum on Centre City development. Information: 232-8220. RSVP: 232-9915.

**August 26 (Fri) Michael Crow:** "Art Deco Architecture", 3795 Utah St., 8:00 pm. \$4 members, \$5 non-SOHO members. Information: 235-9913.

**August 27 (Sat) "Historic Designation Workshop",** Lakeside Community Church (corner

of Main and Parkside), 9:00 am - noon. \$10. Reservations: 297-9327.

**September 17 (Sat) Fort Guajarras Museum Foundation Annual Fiesta.** 5:00-9:00 pm. \$20. Information: 694-3685 (day). 466-3518 (evenings).

**September 24 (Sat) SOHO Annual Meeting.** Late afternoon. Board Elections. SOHO Lady Presentation. Plan for SOHO's 20th Anniversary Celebrations. Watch for more information in the Sept. Reflections!

**September 25 (Sun) 3:00 - 5:00 pm.** Marston House near Balboa Park. Citizens Coordinate for Century 3 Revelle Awards Reception. 232-7196.

# MEMBERSHIP SURVEY

1. What do you consider to be the most important preservation issues in San Diego County?
2. How would you rate SOHO's performance in addressing these issues?  
  
What are your suggestions for increasing SOHO's effectiveness?
3. What areas of the County are you most concerned with personally?
4. How do you feel about SOHO's workshops and lectures?
5. What other activities should SOHO sponsor? What is the best day of the week and time of day for you?
6. Have you visited the SOHO office, used the library, or called for a craftsman referral? How was your experience?

7. Please comment about the newsletter - contents, style, and format.
8. What are your suggestions regarding membership development and fundraising?
9. How might you become more involved with SOHO?

Would you consider becoming a member of a committee if created, such as Fundraising, Membership Development, Historical Research, Community (perhaps Sherman Heights, Mission Hills, La Jolla, East County?), or ?

How about the Library or the Newsletter?

Or would you like to work on special events - perhaps People in Preservation, 20th Anniversary Celebration, Silver Gate Concerts, or ?

10. How long have you been a member of SOHO, and what made you decide to join?

Your Name and Telephone number are optional. Do include them if you would like to volunteer!

# BOARDS & COMMISSIONS

## CITY OF SAN DIEGO HISTORICAL SITE BOARD

### LA JOLLA BUILDINGS

The La Jolla Public Library, the Athenaeum and the Parker Office Building were all designated as historic.

Kathleen Kelley-Markham, representing the La Jolla Library Association, reported that the Library was designed by William Templeton Johnson and reflected the early development of La Jolla. Proposed changes to the Library will be presented to the Board at a future time.

### BELMONT PARK SIGN

The Historical Site Board agreed with the Save the Coaster Committee that the Belmont sign is inappropriate because it dates thirty years after the opening of the park. Instead, the signage should be restored to its opening day condition, July 4, 1925, when the dipper was called the "Earthquake".

## SAN DIEGO COUNTY HISTORIC SITE BOARD

The Site Board requested that Reflections correctly state that any individual may nominate sites to the County Historic Site Board, including members of the Historic Site Board.

The Board designated as historic both the Gird House and the Rainbow Service. The 1922 service station located on the first paved highway was designated as historic. It is the only station in San Diego County with original gravity feed pumps and canopy.

Staff updated the Board on the discussions regarding the Palomares Ranch House and its possible review under CEQA; announced that the County is proceeding with its application to become a Certified Local Government; and expressed concern that the Planning Dept. is charged \$2000 each time a recommendation for designation is taken to the Board of Supervisors.



# HISTORIC PROPERTY AVAILABLE



OWN A SLICE OF HISTORY - Significant La Jolla home on approximately 13,000 sq ft lot surrounded by mature trees. A property to restore and cherish forever. Offered at \$589,000. Call Penny Farrow Coldwell Banker Real Estate 494-9601 or 459-3851



Save Our Heritage Organisation

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