

# Reflections



*on the Past 20 Years*

Volume XXI No. 7 November 1989

*Save Our Heritage Organisation*

## HAPPY 20TH GALA EVENT MARKS ANNIVERSARY

Billed as a "Reflection on the First Twenty Years", SOHO's big anniversary party was all that and more.

The evening featured fine food and drink, the long-awaited introduction of a publication recounting the history of SOHO, and a professionally produced video which starred past presidents and their informative, and sometimes colorful, recollections of early events and issues.

The big event was held October 15th at the gracious Horton Grand in San Diego's Gaslamp District. Festivities began with a relaxed, no-host cocktail hour in the hotel's open-air courtyard. Ringing the courtyard was a display of art work and other objects which went to successful bidders in a later "silent" auction. This background, accentuated with the musical sounds of a strolling violinist, provided an ideal setting for over 100 SOHO members and guests to renew old acquaintances, meet new



**SOHO President David Swarens and Staff Assistant Kim Berry welcome guests.**

friends, exchange preservation news and gossip.

Following the cocktail hour, guests enjoyed a skillfully prepared and bountiful dinner served buffet style. The pinked-topped dining tables were highlighted with flower centerpieces and "live" miniature lights.

After dinner the party moved next door to the Hahn Cosmopolitan Theatre for the inaugural viewing of the SOHO video. David Swarens, SOHO president, emceed the presentation and acknowledged special guests in attendance. Robin Webster, immediate past president, introduced the video. Using a balanced mix of still photographs and filmed footage to supplement the interviews of past presidents the video represents a comprehensive accounting of preservation efforts in San Diego over the past 20 years. While on stage, Swarens spoke of the challenges facing SOHO in the future.

Following the viewing of the  
*continued on page 3*



# Reflections

Celebrating 20 years  
of active preservation  
in San Diego

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Rick Garbini

**Secretary**

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Save Our Heritage Organisation is  
a non-profit organization  
dedicated to the preservation of  
cultural resources throughout San  
Diego County and is a member of:

- o National Trust for  
Historic Preservation
- o California Preservation  
Foundation
- o San Diego Historical Society

# From the President

As I begin to write, the landmark "New Palace" Hotel lies in aches, victim of an arsonist's crime, and we mourn its loss. Buildings like this not only define the face of our cities, they also house our people.

And with a quality of design, materials, construction and human scale that is seldom available today, these buildings represent an irreplaceable resource. In the November issue of "Metropolitan Home" magazine, James Rouse, who invented "urban renewal" and created the nation's first mall, says "we do learn from our mistakes. Today the emphasis is on saving and restoring." Rouse's project now is the Enterprise Foundation, dedicated to providing housing for many who might not otherwise have any, using "sweat equity", salvage and restoration as its principal tools.

This past week I attended a Rehab for Profit seminar presented by the National

Association of Realtors with the National Trust for Historic Preservation, at which we learned that in addition to community identity, energy conservation, jobs, and heritage tourism, which benefit the entire community, there is also opportunity for just plain profit.

Rouse concurs: "Approach development in terms of needs, then you'll turn a profit more surely than if you go in just to make money."

If the significant elements of our designed and built environment are to be preserved, they must continue to serve.

SOHO's interest in housing is, of course, nothing new. Many of our historic sites were designed as houses, and continue to admirably serve that purpose, and as we look for creative new uses for old buildings, "adaptive reuse", housing is often a logical choice.

The only news is that others are following where preservationists have led. For

*continued on page 3*

# DATEBOOK

- |         |  |  |
|---------|--|--|
| Nov. 27 | -Dedication of Temple Beth Israel 3 pm                   | Heritage Park  |
| 29      | -Liffreing House Hearing 10 am                           | Board of Spvr. Chambers  |
| Dec. 3  | - Escondido Historical Society holiday party 2:30 to 4pm | Grape Day Park, 321Broadway Escondido.                         |
| 4       | - SOHO Board Meeting 6 pm                                | Senlis Cottage, Heritage Park                                  |
| 4       | - San Diego City Council Swearing-In Ceremony 10am       | City Council Chambers (12th Floor, City Hall)                  |
| 4       | - Aztec Brewery hearing 2 pm                             | City Council Chambers (12th flr., City Hall)                   |
| 5       | - Motel El Toreador hearing 10 am                        | City Council Chambers (12th Floor, City Hall)                  |
| 8       | - Green Dragon Benefit 5 pm                              | The Cottage Restaurant<br>Corner of Kline and Fay,<br>La Jolla |
| TBA     | Green Dragon Colony Hearing                              | Coastal Commission,<br>San Francisco                           |
| 16      | -SOHO Holiday Party 3-6 pm                               | Timken House<br>First & Laurel St.<br>Banker's Hill            |

**From the President**  
*continued from page 2*

SOHO there will always be "new paths", but I think we are heading in the same direction we started twenty years ago.

\*\*\*\*\*

In the near future, sites as diverse as the National Register eligible Savage Tire/Aztec Brewery industrial complex in Barrio Logan and the Green Dragon arts and crafts colony in La Jolla are once again coming before decision makers, (S.D. City Council, and Coastal Commission, respectively).

Let your public officials and representatives know these and other historic resources are important to you - It's important to them!



**INTRODUCING . . .**

In October, Al Alferos, a public relations/management consultant and resident of San Diego for 48 years, assumed the duty as SOHO' Executive Director.

After a long stint in private industry and the aerospace field, Alferos turned to the public sector and in 1972 was selected as the first public information officer for San Diego County' Human Relations Commission. He later served as deputy director and executive director of the commission.

In 1979, he was named executive director of PAAC, a large educational and people-serving agency in Orange County. "I told the board of directors that I would help out for just six months because I did not want to move from San Diego." The six months turned into four years and a daily round trip commute of 180 miles

from Alferos' home in University City to his office in Santa Ana.

After wearing out two cars and collecting pounds of Amtrak ticket stubs, Alferos returned for good to San Diego to devote full time to his developing consulting business. In addition to his paying clients, he finds time to help organizing groups and small non-profit entities in their search for funds.

Alferos and his wife, Faye, have two children. They are Ron, a computer specialist, and Audrey, a college student.

High on Alferos' task list at SOHO is to seek and secure additional funding and a broader financial base. "I look forward to working with the SOHO membership and I hope to contribute to the organization's growth and funding resources," he said.

**HAPPY 20TH**

*continued from page 1*

warmly received video, Swarens announced the winners of the silent auction. As the evening drew to a close most of the guests gathered in small clusters to talk some more. They seemed reluctant to leave and wanted to savor and stretch this milestone of evenings.

A SPECIAL THANK YOU goes to Suzanne Lawrence who chaired the committee charged with planning the anniversary event. Committee members put in many long hours to make sure things went smoothly. A big thanks to the many others who lent support and helping hands.

Copies of the video, professionally produced by the talents of Bill Lawrence, Bob Schneider and John Newhouse, and the 38-page publication, Twenty Years of Preservation Efforts in San Diego, can be purchased through the SOHO office. The book, written by SOHO member Kathleen Flanigan, and the video make meaningful gifts and valuable additions to home libraries.



**SOHO**  
**MEMBERSHIP**  
**Application/Renewal**

Membership privileges include the monthly newsletter *Reflections* to keep you informed about preservation issues and activities in San Diego County, as well as special prices for SOHO workshops, tours and related activities. Membership categories are:

- Life \$1,000**
- Benefactor: \$500**
- Corporate: \$250**
- Executive: \$100**
- Professional: \$50**
- Individual/Family: \$25**
- Student: \$10**

Please call the SOHO office for more information: 297-9327. To Join SOHO, please complete the following form and send it and your check to:

**SOHO**  
**P.O. Box 3571**  
**San Diego, CA 92103**

NEW MEMBER     RENEWAL

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Home Phone: \_\_\_\_\_

Work Phone: \_\_\_\_\_

I would like to help with:

- Newsletter
- Tours
- Workshops
- Office
- Other

# Preservation Update

## MOTEL EL TOREADOR

Last summer, the city Historical Site Board voted to designate Motel El Toreador as historically significant.

On Dec. 5 at 10 a.m., the San Diego City Council will hear an appeal from the owners to remove the San Ysidro motel's designation status. The owners want to knock down the 41-year old buildings and build a shopping center.

Local residents and

community people view the motel as a cultural and historical landmark and they want it preserved. Andrea Skorepa, member of the San Ysidro Planning Group which backed designating the motel as a historic site, is quoted as saying, "When you live in a community where historical sites are scarce, you've got to hold on to what you've got".

## PRESERVATION ALERT

On Dec. 4th at 2 p.m., the San Diego City Council will take up the matter of the Aztec Brewery building, an extremely important preservation issue. You are urged to write your council person immediately and say that the

permit to allow demolition of the buildings should not be issued. The buildings must be preserved. Call the SOHO office for background information. ACT NOW!

## "REHAB FOR PROFIT" SEMINAR

"Rehab For Profit" is a cooperative effort of the Center For Historic Houses, National Trust For Historic Preservation and the National Association of Realtors.

The purpose of this program is to educate organizations and individuals of the profitability of Rehab using the various tax incentive programs and facade easement programs instead of new construction alternatives.

Rehab For Profit, the third year running, was held Nov. 8 at the National Board of Realtors in San Diego. David Swarens was in attendance along with quite a few others ranging from realtors, architects, and contractors. SOHO received a complete copy of "Rehab For Profit" guide outlining specific details. The copy will be kept in the SOHO Office Library for inhouse use by members.

## SAVE THE GREEN DRAGON COLONY - Holiday Benefit -

- The Cottage Restaurant 7702 Fay La Jolla
- Friday, December 8th, 5:00-9:00 pm
- Open bar (beer & wine) and hors d' oeuvres
- \$25 per person

Come join us in saving the Dragon.  
Please **RSVP 297-9327** SOHO office by Dec. 1st.

# SOHO SALUTES ITS NEWEST MEMBERS

October 1989

## Active Memberships

*Edward Paynter*

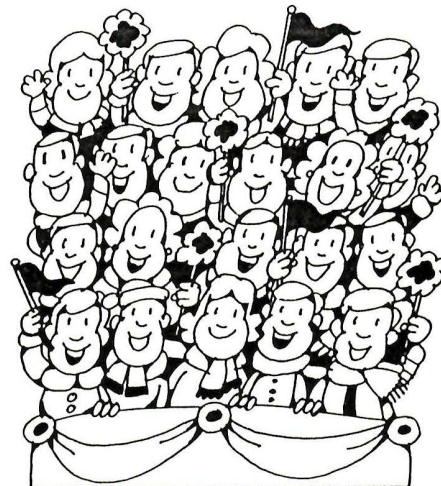
## MEMBERSHIP RENEWALS October 1989

### Active Memberships:

*Charles Bahde, Sheila DeMatne,  
Marvin Freeland, David and Iris  
Gimbel, Karla Holford, Mrs. Allen S.  
Klauber, John and Buddie Leib,  
Loretta Matters, Grace Middlebrook*

### Professional Memberships:

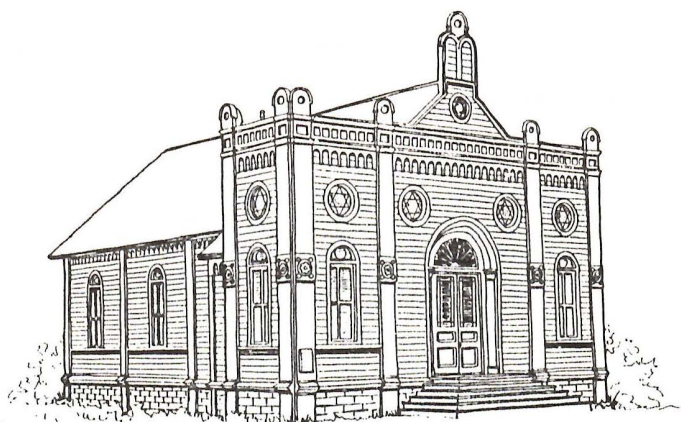
*Porter Appraisals (Ruth Porter)*



## DEDICATION OF TEMPLE BETH SCHEDULED

The San Diego County Department of Parks and Recreation will host a ceremony marking the dedication of Temple Beth Israel in Heritage Park on Monday, November 27. The festivities begin at 3:00 p.m. with a welcome by Robert R. Copper, director of the parks department. County officials and other dignitaries will participate in the dedication. David Swarens, SOHO president, will speak on behalf of SOHO.

An open house tour and refreshments will follow the dedication and opening remarks.



TEMPLE BETH ISRAEL  
HERITAGE PARK

Built in 1889 as San Diego's first synagogue, the classic revival style building served as temporary quarters for many religious sects before they

established churches of their own.

Once threatened with razing on its original site at Second and Beech Streets in downtown San Diego, the temple was saved because of the efforts of many concerned public officials and private citizens.

The temple was cut in half for the 1978 move to Heritage Park. Scheduled to be operated by the County as a community center and museum, the temple, awash in fresh paint, new stained windows and other trimmings, sits proudly awaiting its first visitors.

\*\*\* YOUR URGENT ATTENTION REQUIRED \*\*\*

## THE FATE OF THE GREEN DRAGON COLONY . . .

In December, the California Coastal Commission will decide the fate of the Green Dragon Colony . . . the ultimate decision to issue the demolition permit.

Since its hearing on this matter was postponed by the applicant (which caused it to be held in San Francisco) and not San Diego, your letters opposing the demolition are more important than ever!

Please include in your letters (1) your support of preserving the Green Dragon Colony, (2) the irreparable loss if the demolition should take place, (3) the significance of the coastal setting of the cottages, (4) your personal reason for preserving the Green Dragon Colony. These letters are urgently needed as soon as possible, please meet the November 24th deadline.

Send letters to:

California Coastal Commission  
1333 Camino del Rio So., Ste 125  
San Diego, CA 92108

Also included in this issue of "Reflections" are two petitions; one addressed to the California Coastal Commission and one to the San Diego City Council. Please also sign both of them along with four or more other supporters and return (already self-addressed and stamped) simply fold into thirds, staple and drop in the mail by December 6th.

For any questions please contact Kim Berry at the SOHO office (619) 297-9327. Thank you in advance for supporting the preservation efforts of SOHO and the community.



### HOLIDAY PARTY

SOHO's Annual  
Holiday Party will be  
held in mid-December

Place: The Timken  
House  
1st and Laurel  
Banker's Hill  
San Diego

Date: Dec. - 16, 1989  
Time: 3:00 - 6:00 p.m.

RSVP: SOHO Office  
297-9327  
by Dec. 13.

**FREE FOR MEMBERS**

# Preservation Update

*continued from page 4*

## SOUTHERN CALIFORNIA PRESERVATION FORUM

On November 4, SOHO met with representatives of preservation groups from throughout Southern California at a forum sponsored by the California Preservation Foundation in Altadena. Hosted by Altadena Heritage, the meeting was a chance for preservation advocates from San Diego, Orange, Riverside, Los Angeles and Ventura counties to share resources and strategies. Issues addressed ranged from emergency responses to earthquakes and long-range seismic planning, to legislative agendas, legal issues and alliances between local, regional and statewide organizations.

CPF is a private nonprofit statewide organization that addresses preservation issues, including legislation. SOHO is a member organization - maybe you should join too. CPF's address is 1615 Broadway, Suite 705, Oakland, CA 94612, (415) 763-0973.

## Advertising

### LIZ'S ANTIQUE HARDWARE:

Door, Bath, Furniture, Lighting and Window. On display at 4th & K Antique Mall; or by Appt. 284-1075.

## HOLIDAY GIFTS

- Twenty Years of Preservation Efforts in San Diego - a 38-page manual documenting SOHO activities.

**\$12**

- SOHO video - A chronology of preservation events as seen through the eyes of SOHO presidents.

**\$25**

Both gifts are a must for preservationists.

**HURRY!** Reserve your order for these limited-edition gifts by calling SOHO 297-9327.



Save Our Heritage Organisation

P.O. Box 3571  
San Diego, California 92103  
(619) 297-9327

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PETITION TO SAVE THE GREEN DRAGON COLONY

TO: HONORABLE MEMBERS  
CALIFORNIA COASTAL COMMISSION

WE, as citizens of the State of California, strongly believe the Green Dragon Colony Cottages and site are an essential part of La Jolla's distinct natural and manmade setting which significantly contributes to the scenic and visual quality of the California Coastline.

WHEREAS, The California Coastal Commission designated La Jolla as a "special community" of worldwide significance because of its unique natural setting, historical and architectural character which is a significant visitor destination point. (La Jolla-La Jolla Shores LCP Addendum, Commission Findings, page 23) ; And,

WHEREAS, The Coastal Act provides: "The scenic and visual qualities of coastal areas should be considered and protected as a resource of public importance." (C.A. sec. 30251); And,

WHEREAS, The Coastal Act provides "new development shall, where appropriate, protect special communities and neighborhoods which, because of their unique characteristics, are popular visitor destination points for recreational uses." (C.A. sec. 30253(5) ); And,

WHEREAS, "The legislature hereby finds and declares: that the permanent protection of the state's natural and scenic resources is a paramount concern to present and future residents of the state and the nation." (C.A. sec. 30001(b) );

THEREFORE, WE THE UNDERSIGNED, are strongly opposed to the demolition of the Green Dragon Colony and we firmly request that the California Coastal Commission deny the permit because it will result in significant unmitigated adverse impacts to important scenic and visual resources, and it will not be in conformance with the Coastal Act, La Jolla LCP, and CEQA.

WE urgently request that the California Coastal Commission and other responsible agencies take any and all necessary action to protect, maintain and enhance these valuable coastal resources.

1.	_____	_____	( )
	print name	street address	phone number
	_____	_____	_____
	signature	city and zip	date
2.	_____	_____	( )
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	print name	street address	phone number
	_____	_____	_____
	signature	city and zip	date

PETITION TO ACQUIRE AND PRESERVE THE GREEN DRAGON COLONY

TO: HONORABLE MAYOR O'CONNOR AND MEMBERS OF THE SAN DIEGO CITY COUNCIL

WE, as citizens of the City of San Diego, strongly believe the Green Dragon Colony Cottages and site are an essential part of San Diego's distinct natural and manmade character which contribute to San Diego as a popular visitor destination; And,

WHEREAS, the preservation and enhancement of San Diego's outstanding historical resources is a primary goal and objective of the adopted La Jolla Community Plan, the La Jolla-La Jolla Shores LCP Addendum, and the Progress Guide and General Plan of the City of San Diego and the California Environmental Quality Act; And,

WHEREAS, the San Diego Historic Site Board has recommended to the City Council, to condemn, acquire and reconvey the Green Dragon Colony to the Chart House, Inc. for preservation purposes; And,

WHEREAS, the following community organizations and agencies have conveyed to the City Council their strong support for the preservation of the Green Dragon Colony:

- CALIFORNIA COASTAL CONSERVANCY
- CALIFORNIA PRESERVATION FOUNDATION
- LA JOLLA COMMUNITY PLAN ASSOCIATION
- LA JOLLA TOWN COUNCIL
- NATIONAL TRUST FOR HISTORIC PRESERVATION
- SAVE OUR HERITAGE ORGANISATION

STATE OFFICE OF HISTORIC PRESERVATION; And,

WHEREAS, the City Council voted to support the private efforts of the Chart House to acquire, preserve and enhance the Green Dragon Colony; and, if necessary, initiate public acquisition should the Chart House offer to pay the "fair market value" for the entire property; And,

WHEREAS, the Chart House funded an appraisal and has attempted to make an offer to purchase the site for the "fair market value," and was refused.

THEREFORE, WE THE UNDERSIGNED, urgently request the Mayor and Members of the San Diego City Council to take any and all necessary actions including condemnation, acquisition and reconveyance of the Green Dragon Colony property to the Chart House, or other suitable buyer, for the public purpose to preserve and enhance the historic cottages and site.

1.	_____	_____	( )
	print name	street address	phone number
	_____	_____	_____
	signature	city and zip	date
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	signature	city and zip	date
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	print name	street address	phone number
	_____	_____	_____
	signature	city and zip	date



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place  
stamp  
here  
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return to: SOHO  
P.O. Box 3571  
San Diego, CA 92103