



# Reflections

Volume XXI No. 13, July 1990

Save Our Heritage Organisation

## Operating Budget Adopted

For the fiscal year beginning July 1, an austere, "no frills" operating budget of \$26,500 has been adopted by the SOHO Board of Directors.

The Board approved the new budget at a special meeting on June 19, following some intense and lengthy discussions. Projected income focuses on increased memberships and funds raised from tours, workshops and other SOHO sponsored events.

On the Income side, the following is projected:

\$11,000	Membership Dues
\$5,000	Workshops
\$5,000	Tours
\$5,000	Other Fundraisers
\$500	Misc.
<u>\$26,500</u>	<u>TOTAL</u>

In the Expense column, the following major expenditures are listed:

\$14,200	Salaries
\$3,200	Office Expenses
\$3,000	Newsletter Production
\$2,700	Insurance
\$2,200	Postage/Telephone/ Printing
\$1,200	Misc.
<u>\$26,500</u>	<u>TOTAL</u>

## Reflections From the President...

In the 19th century John Ruskin recognized that the designed and built environment which we shape in turn shapes us. And we define ourselves by the landmarks that define our communities and mark our years.

As we witness the loss of buildings like the Crystal Pier and Aztec Brewery, El Toreador and the plunge, we see a social lobotomy performed on our various communities, leaving them ambulant but not conscious, with memory and identity fading.

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*It has been said that the long memory is the most radical of ideas ...and the most feared.*

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It has been years since the San Diego City Council has upheld an Historical Site Board' designation on appeal; only two council members (out of

eight) and the mayor have even seen such an occurrence.

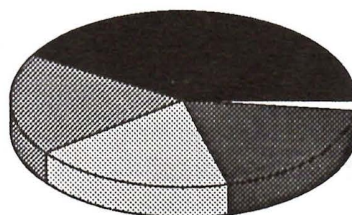
A Modest Proposal ...

Currently, an owner's representative can advise his or her client - the "unhappy" owner of a property which has been designated as a cultural resource - that regardless of the merit of any argument it is worth the owner's while to appeal to the Council.

Let me propose an alternative to the appeal process in the public interest: Why not let owners fill in a simple form that allows them to merely put a check mark next to the argument(s) they feel apply to their situation? Commonly used ones included:

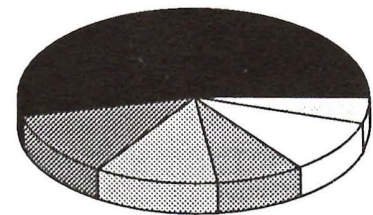
*Continued on page 2*

**INCOME**



- Membership Dues
- ▨ Workshops
- ▩ Tours
- Other Fundraisers
- Misc.

**EXPENSES**



- Salaries
- ▨ Office Expenses
- ▩ Newsletter Production
- ▨ Insurance
- Postage/Tel./Printing
- Misc.



# Reflections

*Celebrating 20 years  
of active preservation  
in San Diego*

## Board of Directors

**President - David Swarens**

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**Reflections Editor**  
Kathleen Kelley-Markham  
Christine Hatfield

*Reflections is Published by:*

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

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

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

## Reflections from the President...

- 1) Frame building - held together by termites holding hands;
- 2) Masonry building - unsafe in earthquakes;
- 3) People who built this structure did not intend it to be historic;
- 4) Building is common/unique (check one only) and therefore unimportant;
- 5) Things change.

At the bottom of the form owners fill in their name and the address of the historic site in question. Then, after tearing off the top of the form (keep it or dispose of it...no one really cares) they simply enclose a fee payment (to be determined but greater than the City's cost recovery and much less that they are required to spend under the current system) and mail the form to the City Clerk. That's it! The onerous designation is removed.

Income from this type of system then could be used to purchase and restore historic sites (if there are any left) by the public sector thus satisfying everybody.

If this proposal, for some reason, is not deemed satisfactory maybe the City Council could consider seriously reviewing cultural resource designations. This would quickly remove frivolous appeals from crowded dockets and allow for the solution-oriented public review required by federal and state laws and, yes, the local municipal code.

Owners can no more "wish away" cultural resources than they can natural resources such as hillsides, flood plains or wildlife habitats. Our social eco-system needs protection as surely as our natural environment.

Yours for the long memory,

*Editor's Note: The opinion expressed is strictly the President's and may not represent the views of the organization...*

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## MEMBERSHIP NEWS

### New Members

- |                 |                               |                       |
|-----------------|-------------------------------|-----------------------|
| Amy Burwick     | Mark Hannon                   | Leslie & Gardner Howe |
| Maureen O'Neill | North Park Theatre Foundation |                       |

### Renewals

Architects Lorimer/Case, Corporate Members

### Individual/Family Members

- |                      |                 |                       |
|----------------------|-----------------|-----------------------|
| Louis & Vivian Bangs | Helen Blanchard | Don & Karon Covington |
| Theresa Friedrich    | Mary Lynn Hyde  | Marian Jenkins        |
| Ramola McKenney      | Grace Moran     | Rosann Muller &       |
| Mark Loveridge       | Elizabeth Papo  | Laurel Schwartz       |
| M/M F. Spiess        | Olive Stafford  | Bernis Wall           |
| Melinda Williams     | Edwin Wordell   | Marie Wordell         |

**SOHO Appreciates Your Support!**

### Tours Are A Walking Success

The recently completed series of downtown walking tours were a rousing success. The three tours - Cortez Hill, Middletown, Centre City East attracted over 250 participants; 37 of whom signed up as new SOHO members.

Bouyed by this success, the Tours Committee is busy planning for the next round of tours.

As with any project of this size and scope, a lot of volunteers put in a lot of hours and hard work to ensure its acceptance and success.


Among those who so generously donated the time and effort were Tour Committee Chairman Bruce Coons and wife Alana Coons, and Suzanne Lawrence and husband Bill Lawrence.

Also, tireless tour guides Alex Bevil, Corey Braun, Robert Broms, Robin Webster, Kathleen Flanigan, and Jean Nagle.

Registration helpers included Anna Majors, Charles Reilly, David Swarens, Lucy Warren and Claire Kaplan.

A special SOHO "thank you" goes to writer Carol Olten of the San Diego Union. Her detailed and informative articles generated wide response and positive visibility for the organization and its goals. During the Centre City tour, the Pannikin offered to provide complimentary coffee and snacks to all participants. SOHO appreciates this fine gesture and thanks the friendly staff of Pannikin for the many cups of coffee it poured.

Got any ideas or suggestions for new areas to tour? Would you like a repeat of some of the earlier tours? Please take a few minutes to fill in the form below and return it to us.



Tour Selection:

- Irving Gill
- Mission Hills
- Center City
- Uptown (below Laurel)
- La Jolla
- Other \_\_\_\_\_




### Application/Renewal

Membership privileges include the monthly newsletter *Reflections* 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 at 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

## Calendar

August 6	SOHO Board Meeting 6:00 p.m.	Sherman-Gilbert House Heritage Park
August 8	County Historic Site Meeting 1:15 p.m.	5201 Ruffin Rd. San Diego
August 18	Bus Tour - Modernism in L.A.: Jeffrey Chusid curates a tour of four homes designed by Frank Lloyd Wright and his students, Lloyd Wright & Rudolph Schindler. Call (213) 743-4471 for reservations.	
August 22	City Historical Site Board Meeting 1:00 p.m.	12th Floor, City Hall San Diego
September 6	Lecture by Kathryn Smith, Architectural Historian: "Breaking the square, triangle, and the circle: Frank Lloyd Wright's Revolution in Modern Art." 7:30 p.m.	Copley Auditorium San Diego Museum of Art

# Advertising

Reflections is a monthly publication mailed to over 400 SOHO members, public and elected officials, pertinent professionals and local and out-of-area preservation organizations. Copies also are available in the Heritage Park office for visitors and tourists. Advertisements are accepted. For ad rates, sizes and schedule, call SOHO at 297-9327.

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180 Mace Street, # C-9, Chula Vista, CA 92011

## CAN YOU HELP?

Do you have four hours a week that you can volunteer to help in the SOHO office?

We need help in membership records, answering phones, organizing the library and light office work.

Please call the office at 297-9327 if interested. We would greatly appreciate the help!

For other ad rates, sizes and schedule call SOHO at 297-9327.



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