

**NORTH PARK HISTORICAL SOCIETY
SEPTEMBER 2015 MEETING NOTES**

DATE: SEPTEMBER 17, 2015

TIME: 6:30 PM

The first part of this meeting was a Business Meeting of the North Park Historical Society (NPHS) Board of Directors, and the second part was the activities discussion for the organization. These notes include updates as of October 4, 2015.

The next meeting will be **THURSDAY** October 15, 2015 at 6:30 pm in a second floor meeting room at Grace Lutheran Church, 3967 Park Boulevard.

1. WELCOME AND INTRODUCTIONS

The following members of the NPHS Board of Directors were present:

George Franck	Judy Ciampoli
Katherine Hon	Randy Sappenfield
Steve Hon	Paul Spears
Sharon Turner	Claudia Watts
Jody Surowiec	

The following members of the NPHS Board of Directors were absent:

Bill Vivian	Hilda Yoder
Michael Thornhill	Bob Bauer

Members Charlie and Juliet joined us. Welcome!

2. AGENDA REVIEW AND ANNOUNCEMENTS

The most recent articles in Uptown News were shown. See pages 4 and 5 for scans of how they appeared in the paper.

3. MINUTES ACCEPTANCE

The minutes from the August 20, 2015 NPHS meeting have been posted on the website.

BUSINESS PORTION OF MEETING

4. TREASURER'S REPORT

The financials were sent to the Board in advance of the meeting. In the period from August 17 to September 14, 2015, the following numbers of books were sold: 8 original North Park history books to Paras Newsstand, 5 original North Park books to the Grove, and one Arcadia book at the car show. Four NPHS members renewed and we gained one new member. We received \$146 in donations. The car show action continued with 39 more entries. We received the County Community Enhancement Grant of \$3,000. The total income in this time period was \$3,831. Expenses were \$0.65 for Square fees on the Arcadia book, and \$29 for software for Vince, our car show poster designer. The software came from Techsoup, a company that helps non-profit organizations by making software available at reduced prices.

ACTIVITIES PORTION OF MEETING

5. CAR SHOW FOLLOW UP

We agreed that the three Special Event Traffic Control officers from the SDPD who worked from 6:00 am to 10:00 am greatly improved the control of cars for the event. The total cost for the officers was \$330, and next year we may spend a little more to have them onsite until 11:00 am. To increase voting for favorite cars, Charlie suggested we set up some easels around the event with ballots and pencils and a notice about where to turn in the ballots.

Update: We received the car photos from Jim Brady, and Katherine created a photo montage that she sent to the car exhibitors (see the next page). Many have requested the individual photos of their cars and have said they enjoyed the show.

6. WATER TOWER RELATED ACTIVITIES

The Water Tower working group will conduct an initial site visit with Gail Goldman and discuss our visions and concepts for an art installation on **Tuesday, October 6 at 5:30 pm**. Judy, Claudia, Paul, Hilda, Jody, Steve, and Katherine will be there. We are meeting in North Park Community Park at the corner of Howard Avenue and Idaho Street. The Executive Director of El Cajon Boulevard Business Improvement District (BID) is interested in this project and wants to coordinate with us. The Boulevard BID would like to develop some synergy in improving the park and the appearance of the Water Tower site.

On November 5 at 1:30 pm, the American Society of Civil Engineers (ASCE) San Diego Section will give the plaque proclaiming the Water Tower to be a Local Historic Civil Engineering Landmark to NPHS. Councilmember Todd Gloria and County Supervisor Ron Roberts have confirmed they will come to the ceremony. Logistics are under development. A local engineering company called NV5 will host refreshments. The current president of the ASCE San Diego Section is with this company. The Boulevard BID is helping with the design of a Save the Date flyer, which will come out soon.

7. PLANNING ISSUES

Steve and George collaborated on a second letter of comment on the Community Plan Update focusing on concerns about certain policies and guidance in the Historical Preservation and Recreation elements. The letter was sent to the Board in advance and reviewed at the meeting. Steve and George summarized the issues. We oppose replacement of the historic pool and clubhouse, and do not support a mini park at the vacant lot at University and Louisiana. We do support the new historic districts proposed and recommend the apartments along the east side of Park Boulevard be included in a historic district of apartments along the west side which was proposed in the Uptown Community Plan Update. We also recommend a Carmel Heights Extension historic district be added to the community plan. After discussion, George moved and Paul seconded that the letter be approved and sent. The motion was approved unanimously. The letter has been sent to the City and is included at the end of these notes.

8. WALKING TOUR PLANNING

Michael had wanted to do another Burlingame tour, but we may want to wait until next year if it actually rains this winter. George has been talking with North Park Main Street about a possible tour of the Lynhurst area in November.

9. ARTICLES IN COMMUNITY NEWSPAPERS

Uptown News continues to feature articles from NPHS. The article that appeared in the mid-September issue was written by Pat Maestro, and was a tribute to his dad, who filmed many Toyland Parades, other community parades, and Charger football games. Katherine wrote an article about going way back to school illustrated by historical photos from McKinley Elementary School; this article appeared in the issue at the end of the month. See scans on the next pages, in case you missed these articles.

NEXT MEETING

The next meeting will be **THURSDAY** September 17, 2015 at 6:30 pm in a second floor meeting room at Grace Lutheran Church, 3967 Park Boulevard, corner of Park and Lincoln Avenue.

Prepared by



Katherine Hon
Secretary, North Park Historical Society



(above) Joe Maestro using a Auricon sound movie camera during the 1950s; (top right) Joe Maestro (left, behind announcers) filming a parade in the mid-1950s; (bottom) Joe Maestro filming a Chargers game in 1963 with his two-camera system (Photos courtesy of Pat Maestro)



Making film history: A tribute to Joe Maestro

By Pat Maestro

It was 50 years ago Sept. 14, 1965, when my father passed away of a heart attack. He was only 52 years old. During his short life, he was a master carpenter who manufactured vegetable stands and automatic check-out stands for family-owned grocery stores. He did all the work in his shop behind our house at 4053 Idaho St. in North Park, where the family moved in 1945. He was very active with the Optimist Club and North Park Lions Club and always was available for volunteer work in the community.

In 1950, he became very interested in motion picture photography and began filming country and western shows and commercials for local TV stations. He became good friends with Monte Hall, Terry Preston (Ferlin Husky), E. Earl Allen, Smokey Rogers and everyone who met him in San Diego. He donated his time whenever anyone called him, especially in North Park.

Dad gave away records and played music at sock hops during the 1950s at the University Heights Playground in North Park, which was located across the street from our home on Idaho Street.

During the late 1950s, he was the official photographer for San Diego State College football under coach Don Coryell. In 1961, when the L.A. Chargers moved to San Diego, head coach Sid Gilman hired my dad to be the official photographer for the San Diego Chargers. He continued this position until his untimely death in 1965.

Because my dad did not like flying, he drove to all the out-of-town games and I came along as his assistant. During the 1961 season, coach Gilman asked him to come up with a way to utilize two 16 mm cameras — one for filming the offense plays when the Chargers had the ball, and one for filming defense plays when the visiting team had the ball. Usually only one camera filmed the entire game, which required hours of post-game editing by the coaches.

When my dad came up with an idea of using two Arriflex motion picture cameras mounted on one tripod side by side, visiting team

photographers would make a joke asking him if he was shooting stereo. Joe Maestro was, in fact, an innovator of utilizing the two-camera method for filming the offense and defense. The idea caught on, and within a year all AFL teams required their photographers to use the same method of filming the offense and defense on separate cameras.

Along with filming San Diego

State College football games and the San Diego Chargers, Dad also filmed the Pasadena Rose Parade, and his independently produced film was shown to many organizations throughout San Diego. He loved filming parades and every year he would be seen along the parade routes of the North Park Toyland Parade and Mother Goose Parade with his specially made camera platform mounted on his Oldsmobile. He also filmed the Maytime Band Review and Ozzie's Marching Band, a youth band run by Oscar (Ozzie) Wissell of Ozzie's Music Stores; this band became Ozzie's Marching Chargers and played at many Chargers games.

He used an Auricon camera for filming the western TV shows and commercials for Channel 8 and Channel 10 in San Diego, among other events, and was the only photographer in San Diego with this expensive camera. Auricon cameras are 16 mm film single system sound-on-film motion picture cameras. They are notable because they record sound directly onto an optical or magnetic track on the same film as the image is photographed on, thus eliminating the need for a separate audio recorder.

Joe Maestro was also the official photographer for the Portland Rose Festival in 1958 and 1961 through 1965. He is survived by my two sisters, Annette and Karen, and myself. Our mother, Pearl

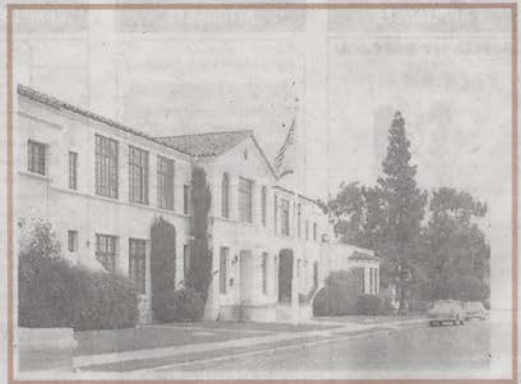
Maestro, passed away in 2009. I was the Polaroid photographer for the Chargers from 1963 to 1973 except for two years in the Army as a photographer. The Polaroid photos were taken from the press box where the assistant coaches were located. They would look at the pictures of the visiting teams' formations at the start of each play and show some of these photos at half time to the team. They now use digital pictures.

I was always interested in broadcasting and after graduation from Grossmont College in telecommunications in 1973, I went on to pursue a career in radio and television. I have been in Yuma, Arizona since 1974 and have worked as an announcer and in sales at KXO Radio based in El Centro, California since 2003.

—Pat Maestro wrote this tribute about his dad in connection with the North Park Historical Society, which contributes regularly to San Diego Uptown News.



(clockwise, from left) McKinley students build human pyramids; the original school building the opened Feb. 2, 1925 and stood for nearly 50 years; and playground games under a teacher's watchful eyes (Photos courtesy of North Park Historical Society)



By Katherine Hon

It's September! If you're a student, that means it's time for new school supplies, new friends and new assignments. (And maybe some new clothes and shoes, which was always my favorite back-to-school ritual.) For the North Park Historical Society, it's time for nostalgia about original school architecture and old school traditions. What better way to indulge in that ritual than to raid our photograph archives for community donated snapshots of days gone by?

McKinley Elementary School on Felton Street has an active alumni group and a fine collection of memorabilia. Their traditional format for class pictures includes a photograph of the original school built in 1924. When shown a photograph of this classic building, current fifth-graders guessed

it was a museum, or maybe the headquarters of the historical society (we wish!). They were amazed to learn it was their original school, which was designed by famed architects Richard Requa and Herbert Jackson.

The original McKinley School was demolished in 1973, during the Southern California wave of demolition and replacement in the name of earthquake safety. Too many other early San Diego school buildings also were lost in the 1970s, including San Diego High School, the "Gray Castle," which was built in 1907 and torn down in 1975. Hoover High School, with its distinctive tower that became the site of Tower Book signings with the first graduating class, was constructed in 1929. On June 18, 1976, the tower fell to a two-ton wrecking ball that had to swing more than a dozen times to bring the structure down.

Old photographs are a fun way to ponder activities that seem quaint and even inexplicable by today's standards. Are the students in their sailor suits and rompers practicing cheerleading stunts, or simply participating in a physical education class? What game are the circles of youngsters playing under the careful monitoring of the teacher? Without a date or other labels on the photographs, it is hard to know. But there is no confusion about the dedication and pride exhibited by the 1938 group of safety-patrol boys neatly dressed in their distinctive caps and sweaters. Helping assure that students crossed streets safely has long been an honor in schools throughout San Diego county.

For more photographs and history of North Park's schools, see the North Park Historical Society's latest book, "Images

of America: San Diego's North Park," published by Arcadia Publishing Co. in 2014. This book, which tells the story of North Park from 1900 to now, is available in North Park at the Paras News newsstand, Kaleidoscope and North Park Hardware.

Also, the North Park Historical Society is building a "community scrapbook" page on its website, NorthParkHistory.org.

If you have a photograph or other memorabilia we could scan and then return to you, we would like to share it on the website. Contact info@northparkhistory.org or call 619-294-8990 to share your documentation of days gone by.

—Katherine Hon is the secretary of the North Park Historical Society. Reach her at info@northparkhistory.org or 619-294-8990.

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September 17, 2015

Marlon Pangilinan, Senior Planner
City of San Diego
Planning Department
1222 First Avenue, MS 413
San Diego, CA 92101

Subject: Comments on the June 2015 Community Plan Update Element 7 (Recreation) and Element 10 (Historic Preservation)

Dear Mr. Pangilinan:

In this letter, the North Park Historical Society (NPHS) is providing comments on two Elements of the North Park Community Plan Update (NPCPU): Element 7, Recreation, and Element 10, Historic Preservation. NPHS previously provided comments on Community Plan Land Use Maps Figure 2-1 and 2-2; Urban Design Character Areas Figure 4-1 and Design Transition Areas Figure 4-2; Community Plan Implementation Overlay Zone Figure 12-3, and the Incentive Zoning Program outlined in Sections 2.0 and 12.0 of the NPCPU in our letter dated August 10, 2015.

Element 7 – Recreation: Recreation Element Goal number 6 states "Preservation, protection and management of the natural, cultural, and historic resources that serve as recreation facilities in the North Park Community."

We support this Goal. However, in complete opposition to this Goal, the proposed plan calls for replacing the existing Bud Kearns pool and clubhouse with a new aquatic complex. NPHS is adamantly opposed to demolition of the existing pool and clubhouse. This action would eliminate one of the oldest intact structures in all of Balboa Park as well as San Diego's first publicly funded swimming pool. The pool complex is linked to many significant historical persons and events in San Diego's history. The swimming pool and clubhouse were contained in John Nolen's 1920s original plan for the East Mesa and reflected the vision of John Morley for the area as well as the administration of Bud Kearns himself who was Recreation Director of the City of San Diego when the pool opened in 1933. The pool and clubhouse were designed by prominent San Diego architect, H. Louis Bodmer, who had a long history of involvement with Balboa Park as well as being a North Park resident for over 50 years. The pool and clubhouse were built with funds from a \$300,000 bond issue approved by San Diego voters in March 1932 to provide unemployment relief during the Great Depression, similar to what became the federal Works Progress Administration (WPA) program.

The proposal to replace these historic structures is contained in three different sections of the Recreation Element:

- *Page 96, Table 7-1 Plan for Bud Kearns Pool: "Replace the existing public pool facilities with an expanded state-of-the-art aquatic complex to serve the Golden Hill and North Park Communities. Provide a new pool house, approximately 5,000 square feet, and universal access and water amenities, such as a children's wading pool with water play element, and therapeutic pool facilities, consistent with the recommendations in the Balboa Park East Mesa Precise Plan."*
- *Page 102 RE-1.9 Implement recommendations contained in the Balboa Park East Mesa Precise Plan for the Morley Field area, which specifically serves the neighborhood and community park needs of the North Park Community, as follows:*
 - A. *Renovate the existing pool house to create a new 17,000 square foot recreation center.*
 - B. *Replace the Bud Kearns Community Swimming Pool with an aquatic complex sized to accommodate both the North Park and Golden Hill Communities' needs, including a new pool house which accommodates multiple user types, and which is solar heated or heated by methane gas from the former Arizona Landfill collection system.*
- *Page 104 RE-2.1 Expand/upgrade the recreation facilities at Morley Field consistent with the Balboa Park East Mesa Precise Plan to meet existing and future demand, as described in RE-1.9. Use sustainable methods and materials (such as native and low-water using plants), and "green" technology that also respects any historical significance of the area.*

NPHS insists that these and all references to "replacement" be changed to preservation and restoration of the historical pool and clubhouse. We would not be opposed to adding additional swimming facilities such as a children's play pool and therapeutic pool or additional clubhouse facilities but believe that such changes should be planned so that the new facilities augment and are complimentary to the existing pool and clubhouse without compromising the historical character of the original pool and clubhouse.

We have comments on two additional aspects of the Recreation Element.

Page 95, Table 7.1. Mini Parks. University Avenue Mini Park. Proposed mini park on undeveloped private property at southeast corner of University Ave. and Louisiana St. (2305 and 2311 University Ave.) to accommodate passive recreational uses. Acquire, design and construct park amenities to support passive recreation, such as children's play area, seating, picnicking, walkways, landscaping and public art.

We suggest this location for a University Mini Park be deleted from the proposed plan. The vacant parcel is located adjacent to the existing transit stop at University Avenue and Louisiana Street, and given the desire to locate higher density housing along transit corridors, the best use of this property would probably be residential and perhaps mixed

use since there is considerable retail activity in the immediate area. In addition, traffic noise levels along University Avenue are significant and the proposed park would be subject to exhaust fumes from vehicles driving by or stopped at the long traffic light at University Avenue and Texas Street. Please note that development is already in process on this property.

Page 96, Table 7.1 Expand/renovate the existing Petanque Center to increase the size to 5,160 square feet (presently 1,548 sq. ft.) or incorporate the expansion into the proposed Morley Field Recreation Center to provide enhanced recreational programs and services consistent with the recommendations of the BPEMPP.

We request that this goal incorporate preservation and restoration of the existing Petanque Center building. As one of the original Morley Field structures dating from 1933, the building should be treated as a valuable historical structure and any additional structure constructed in the area should be constructed without impacting the historical integrity of the existing Petanque Center building.

Element 10 - Historic Preservation:

Page 138, Discussion of Multiple Program Listing

Residential (Bungalow) Courts – The survey identified a long list of residential courts (in Table 10-5 – NOTE the first 2-pages of this table are not included in the draft – these pages were in the March 2015 draft), located in many neighborhoods in North Park. The draft suggests the creation of a “Multiple Property Listing” (MPL) because of their wide distribution and relatively few consolidated area. NPHS supports staff recommendation for an MPL. The effect of the MPL classification should be more fully explained in the text as well as the application to other situations where it may be appropriate such as in the commercial corridors along El Cajon Boulevard, 30th Street and University Avenue where there are a number of potentially individually significant historical resources.

Page 140, Policy HP2.1

Interim protection of potential historic resources and districts is extremely important. The NPHS recommends that the Policy HP2.1 state that the CPIOZ process will be used to provide the interim protection to ensure that a full review of projects that could impact historic resources occurs.

Page 140, Policy HP2.2

This policy should identify a general priority for the initial potential districts that the City should pursue. Because these areas have relatively high levels of change, NPHS recommends that the four highest priorities be:

- A. Park Boulevard Apartment District. The status of this area should be determined, with potential preservation efforts closely coordinated with appropriate community groups in both planning areas.
- B. El Cajon Boulevard - Planned redevelopment of this commercial corridor could stimulate additional redevelopment, potentially threatening some historical resources. Tables 10-3 and 10-6 list a large number of potentially significant individual resources. If not appropriate for a conventional historic district, perhaps these should be included in the MPL category. Resolving the issues of historic

- resources along El Cajon Boulevard will facilitate timely and appropriate development of this area.
- C. 30th Street Commercial Area. Again, resolution of the status of historic resources in the proposed district as either a historic district or under the MPL category will facilitate development of other parcels in this area.
 - D. Evaluate the inclusion of the Carmel Heights Extension subdivision as a historic district.

Pages 142-144 & Pages 145 & 146, Figure 10.2

Because it was designated by the HRB in 2015, the University Heights Water Storage and Pumping Station Historic District should be added to this map as HRB Site # 1177 and as an historic district. It is noted on p.137 and on Table 10.1.

Page 149, Figure 10-3, related text on p.138

NPHS supports the identification of the potential historical Districts, which were identified in the Community Historical survey and listed in the draft Plan. In addition, a potential Park Boulevard district was identified in the Community Survey, but was not included in the draft Plan. NPHS recommends that this potential district be recommended in the Plan: The Park Boulevard Apartment District would potentially cover both sides of Park Boulevard for three blocks north of Balboa Park. The survey indicated that this area would qualify as a district if it included the west side of the street, which is located in the Uptown Community planning area. The draft Uptown Plan recommends the area west of Park Boulevard as a potential district.

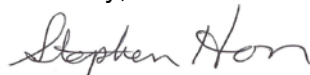
Page.152, Table 10-7 and 24th Page (153) Figure 10-4

NPHS supports the inclusion of the potential districts identified in the outreach process: Based on an evaluation of the Survey and other sources, the NPHS recommends that that the Carmel Heights Extension subdivision be added as a potential historic district.

In addition, NPHS supports consideration of El Cajon Boulevard as either a historic district or under the category of a MPL. The Boulevard corridor is designated by the State legislature as the western portion of "Historic U.S. Route 80." It includes numerous modernist office and retail buildings, as well as two national landmarks: the Lafayette Hotel and the University Heights Water Storage and Pumping Station Historic District.

Please contact me at (619) 574-6463 if you have questions about these comments.

Sincerely,



Stephen Hon, President
North Park Historical Society

- c: North Park Planning Committee (Vicki Granowitz & Peter Hill)
Adrian Granda (Council District 3)
Ernie Bonn (UH Community Development Corporation)