

**NORTH PARK HISTORICAL SOCIETY
MARCH 2018 MEETING NOTES**

DATE: MARCH 15, 2018

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 March 31, 2018.

The next meeting will be **THURSDAY April 19, 2018** at 6:30 p.m. 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:

Steve Hon	Katherine Hon
Jody Surowiec	Claudia Watts
George Franck	Michael Thornhill
Paul Spears	Hilda Yoder
Judy Ciampoli	Bob Bauer
Randy Sappenfield	

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

Sharon Turner

Member Sue also joined us. Welcome!

2. AGENDA REVIEW AND ANNOUNCEMENTS

The latest Pacific Beach Historical Society newsletter was circulated for viewing. It had a very amusing story by Bob Evans about how he courageously swam through a rip tide to save a long-haired damsel in distress, only to find when he got within arm's reach that she was a sea lion! This inspired Michael to tell an even funnier tale of a scuba diving experience where he courageously swam through a kelp bed to reach his diving buddy, who was waving his arm in the signal of distress. When Michael reached his friend, he discovered the man in distress was actually a sea gull waving its wings! History doesn't always have to be serious.

The latest PastMatters column in *Uptown News* is at the end of these notes.

3. MINUTES ACCEPTANCE

The minutes from the February 15, 2018 NPHS meeting have been posted on the website.

BUSINESS PORTION OF MEETING

4. TREASURER'S REPORT

The financials for the period of February 14 to March 12, 2018 were sent to Board Members before the meeting. During this period, we received a donation of \$20 (thank you, Kate!). Four members renewed for revenue of \$80 from dues. Total income was \$100. Expenses were a total of \$300, consisting of a donation to Grace Lutheran Church in appreciation for our monthly meeting space in their meeting room (\$100), and payment of Invoice #5 from Gail Goldman, our consultant on the Water Tower project (\$200).

Steve announced that the County grant application for \$3,000 has been confirmed as received by the County. The application includes requests for assistance with the car show, continued consultation from Gail Goldman for our Water Tower art project, and equipment/services for

scanning slides donated to us from the Covington family. The County will hear presentations in June and make decisions in August.

ACTIVITIES PORTION OF MEETING

5. CONGRESS OF HISTORY FOLLOW-UP

Steve, Katherine, and George attended various portions of this very interesting two-day conference. The theme being neighborhoods, there were presentations on many different locations, including University Heights ("What's that Ostrich Doing in My Neighborhood?" by Christopher Milnes), and Temecula ("Temecula's Unique Vail Ranch: from Helen Hunt Jackson to Perry Mason" by Rebecca Farnbach).

6. PLANNING FOR SEPTEMBER PRESENTATION BY ALEX BEVIL

At the Congress of History conference, Alex Bevil presented his paper entitled "A Neighborhood in Flames: The 40th Anniversary of the Crash of Flight 182 in North Park." His paper is based on the extensive research he did after NPHS contacted him for advice about a possible memorial for the crash that devastated the area at Dwight and Nile streets on September 25, 1978. Alex has agreed to present his paper again for NPHS at our meeting on September 20.

7. SAN DIEGO HISTORY CENTER FOLLOW-UP

Steve manned the exhibit table at the San Diego History Center (SDHC) on March 13, 2018. The other group displaying in the lobby was the San Diego County Sheriffs' Museum, which is in Old Town San Diego. Their website is sheriffsmuseum.org. They are interested in bringing a historical sheriff vehicle to the car show in September. **Update:** As a result of the exhibit day, we were able to connect with the new SDHC Museum Store manager, Manny Aguilar. He has purchased several coil-bound North Park history books and Burlingame books to see how they sell in the store. He has also offered to try selling our tote bags emblazoned with our logo at the Museum Store on a commission basis. The agreement was approved via email vote by 10 Board Members, and opposed by none, so we will proceed with this arrangement and see how the bags sell.



8. WATER TOWER PUBLIC ART PROJECT

The artist team's concept proposal was emailed to our city contact, Christine Jones (now Chief of Civic Art Strategies for the City of San Diego Commission for Arts and Culture), on January 11, 2018 with a request for input on the general feasibility of the concept as being acceptable to the City. Christine replied on January 25, 2018 that she will get back to NPHS with some additional guidance. On March 12, 2018, Christine reported via email that "Your concept is in the queue for review and we should be able to provide guidance to you by the end of the month. I greatly appreciate your patience."

9. UPCOMING COMMUNITY ACTIVITIES

The annual events NPHS is participating in or organizing include the following:

- North Park Festival of the Arts: May 12, 2018. We are getting our booth fee waived in exchange for assisting North Park Main Street with a new project being developed that involves creating a virtual tour experience for San Diego visitors.

- North Park Car Show: September 8, 2018, from 10:00 a.m. to 1:00 p.m. The Balboa Tennis Club has agreed to host us for our 9th Annual Car Show, and Steve has already obtained the permit from the City to use the parking lot. We will have traffic police staff on-site for the entire duration of the show, and we will end an hour earlier than in previous years (at 1:00 p.m. instead of 2:00 p.m.).
- Old House Fair - Bob noted he has received some communication from the new organizers and will forward that information to Steve. **Update**: We have learned that the date for this event is Saturday, May 19, 2018, from 10 a.m. to 4 p.m. We have learned more about the 2018 Old House Fair format. They are moving away from a Street Fair format to a limited number of exhibitors inside the Rose Wine Bar (see below the list of ways and costs to exhibit that they have posted on their website at www.oldhousefairsd.com)
 - "As an exhibitor at Old House Fair 2018 there are a variety of ways to showcase your business and your knowledge:
 - Exhibitor Display Space at the Rose Wine Bar (space includes 5' table and wall display space) 12 spaces available | \$150
 - Exhibitor Talks – 30 minutes for a small group talk designed by you to feature your area of expertise 4 available | \$100
 - Exhibitor Sponsor – Your business name and logo on Home Tour signs, website, social media and more 5 available | \$150
 - Commemorative Program Guide Booklet – Full Page 8.5 x 11, Full Color Ad 20 available | \$250"

The NPHS Board considered via email whether or not we would participate as an exhibitor with this format. We are concerned that a very small exhibit space would be relatively expensive, and as a non-profit community organization, we may not be the kind of "business" they are looking for. Also, it would be tough to do the Festival of the Arts on May 12 and the Old House Fair on May 19 on back-to-back weekends. Ten Board members voted not to participate as an exhibitor at the Old House Fair with this format, and no Board members objected to that decision.

- Toyland Parade: December 1, 2018. We expect the parade to be held the first Saturday in December like last year. More later.

10. HISTORICAL DESIGNATION HELP

Paul and a small group of other Board members have activated a free advice service helping to inform people on how historic designation happens, where there are resources explaining what needs to be done, the difference between historic designation and the Mills Act property tax reduction contract, and what factors into a structure qualifying as a significant historic resource. NPHS has received and responded to 3 requests so far. Paul noted to the group that a site visit is mandatory in conducting the evaluation, as important features can be missed using Google Earth street view.

11. USE OF 1997 HISTORIC LANDMARKS CALENDARS

Steve and Katherine have about 30 calendars compiled in 1997 by the History Committee, Burlingame Homeowners Association and University Heights Historical Society. The calendars have 12 nice photos of classic historical North Park scenes. The group discussed how to use these at the February 15 meeting. This month the group confirmed that the idea most favored is to give one away to people making a donation to NPHS at the next event, like the Festival of the Arts.

12. 10TH YEAR ANNIVERSARY OF NPHS

NPHS officially "graduated" from being the History Committee of the North Park Community Association to an independent 501c3 organization in 2008. This year is our tenth anniversary as a stand-alone organization. The most favored idea for a celebration is an open house pizza party in the back room of Paesano Italian Restaurant on 30th Street on Thursday, May 17 from 4 p.m. to 6 p.m. We will invite our members and their households, friends on our distribution list, and car show sponsors. Steve will confirm the date with Joe Romano at Paesano.

NEXT MEETING

The next meeting will be **THURSDAY April 19, 2018** at 6:30 p.m. 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

Wilshire Terrace

A vision of fine homes with unobstructed views

PastMatters Katherine Hon

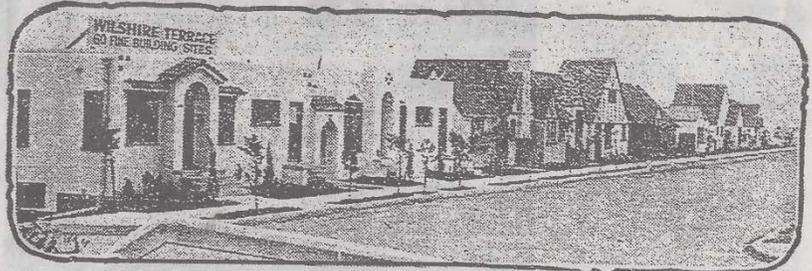
In 1926, Walter Sidney Broderick had a vision for the vacant slopes rising west of Florida Street between Cypress and Myrtle avenues.

He had been dealing in San Diego real estate since 1907, when he started the Broderick-West Land Company with William H. West. By 1926, Broderick was operating his own firm, the Broderick Land Company, with his wife Annie.

In this conveniently located southwestern corner of University Heights, Broderick

saw the potential for a terraced landscape of properties. He stated in the May 30, 1926 issue of San Diego Union that the area could be "beautified like the hillsides of Pasadena," noting that "terraced property usually assures unobstructed views."

Broderick bought land encompassing the west side of Florida Street and the east side of Georgia Street between Cypress and Myrtle avenues from Muriel and R.E. Hazard; this carved a new subdivision — or "tract" — out of Block 254 of the large University Heights subdivision, originally mapped in 1888. He called his subdivision "Wilshire



The homes already built within the Wilshire Terrace subdivision on the east side of Georgia Street were pictured in a May 23, 1926 San Diego Union article announcing: "New Wilshire Terrace Subdivision, Near City Park, to Be Offered San Diegans in Sale of One Week." (Courtesy San Diego Union)

Terrace" and paved a new road — also named Wilshire Terrace — down the middle of it. However, he apparently never filed an official subdivision map.

Broderick announced the sale of lots on May 23, 1926. A San Diego Union article described Wilshire Terrace as "a tract of 60 home sites,

on which 10 beautiful homes have been built and five are building."

Two days later, a large advertisement in the Evening Tribune proclaimed, "W.S. Broderick Presents 45 Beautiful Park-Sites five minutes from the Plaza — through Beauty to Beauty." The advertisement noted that the subdivision was "one of the most imposing close-in subdivisions to be marketed locally in many years."

The "Second and Last Call" for investment in the residential property of Wilshire Terrace "Overlooking Balboa Park and the Ocean" appeared in the May 30, 1926 issue of the San Diego Union. The available 50-foot frontage lots were offered at \$1,400 to \$1,750 with all improvements including concrete-paved street, gas, water, electricity, sewers, paved sidewalks and curbs.

By January 1927, individual residences and several

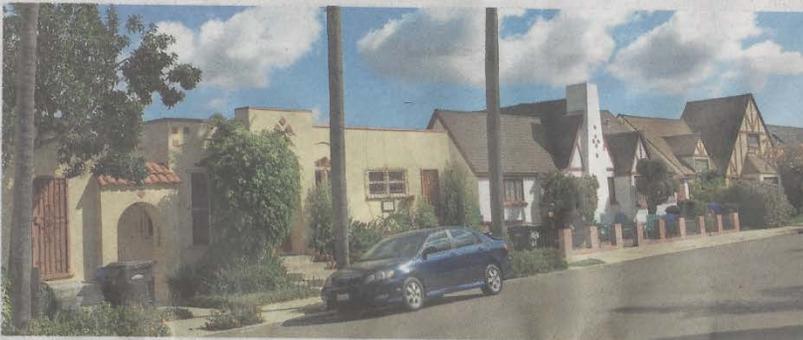
apartment buildings had been built in an eclectic mix of Spanish Revival and Tudor Revival styles on 12 lots along the east side of Georgia Street. Broderick had built three two-story duplex buildings encompassing the addresses of 3503 through 3533 Georgia St., which he offered as an "Opportunity Extraordinary in Wilshire Terrace ... every building a model of architectural beauty and completeness" in the May 26, 1926 issue of the San Diego Union. Two Spanish Revival homes had been built on the interior street at 3559 and 3608 Wilshire Terrace, and two Spanish Revival flats had been built facing Cypress Avenue.

By 1928, Broderick had built three two-story duplexes on the east side of the interior street, encompassing the addresses of 3605 through 3639 Wilshire Terrace. But development faltered after the stock market crashed in 1929 and the Great Depression stifled the economy nationwide. Broderick Land Company disappeared from the City Directory in 1931, and Walter S. Broderick became a salesman for Carter Furniture Company. Later in the 1930s and into the 1940s, he worked for several sign companies, including San Diego Neon Sign Company.

Broderick's vision did not end with the Depression, however. In May 1938, the San Diego Union announced that development within the Wilshire Terrace tract had begun again with "unusual" and "decidedly new and original" homes by the Wilshire Building Company, which had acquired the last 25 lots of the tract. The architecture of the homes in this "new low-cost housing development on Wilshire Terrace" reflected the move toward the simple and clean lines of the Ranch style.

The first and second homes offered were at 3550 and 3544 Wilshire Terrace. The third home, at 3524 Wilshire Terrace, was announced in the San Diego Union on June 12, 1938. This residence was described as "taken from the 'Home of the Month' first prize plan of the California Homes Magazine. [The home] overlooks Balboa Park, [and features a] large bay window, scenic paneled dining room, rose kitchen with corner sink, full tiled bath, beautiful bedrooms,

see PastMatters, pg 17



Nearly all of the homes along the east side of Georgia Street in the Wilshire Terrace subdivision have retained their historic integrity from when they were first built in 1926. (Photo by Katherine Hon)

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double garage and small patio. Total price only \$4300 including house, lot and garage, [and] all paving paid."

The sixth home, located at 3530 Wilshire Terrace, was described in a Sept. 25, 1938 San Diego Union article as "commanding a delightful outlook over the terraces below and to the east, including, on a clear day, a view of the south end of the bay and the mountains of Mexico." The houses had been dubbed "Sunshine Homes" because of the "maximum amount of sunshine admitted to every one of them."

The May 15, 1938 announcement for the second Wilshire Building Company home noted, "Sales Manager Broderick declares that the unusual scenic beauty of the land here enables an artistic home builder to get desirable effects and preserve the natural beauty of hills and dales that overlook Balboa Park."

Perhaps Walter Broderick was still helping to make his vision a reality.

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



Sketches of this Old English Tudor style home at 3623 Georgia St. were featured in advertisements for the Wilshire Terrace subdivision in 1926. The first owner was Dell Boyd. (Photos by Katherine Hon)



The house at 3544 Wilshire Terrace was the second to be offered in the 1938 development by the Wilshire Building Company.