

## SUMMARY OF ACCOMPLISHMENTS IN 2020

The North Park Historical Society (NPHS) was formed in 2008 to educate residents and visitors about the history of North Park. The primary purpose of NPHS is "to conduct research and educational outreach in order to facilitate preservation of North Park's cultural and architectural history."

### Accomplishments in 2020

The accomplishments of NPHS in 2020 grouped by the seven objectives stated in our Bylaws under the primary purpose are summarized below. Activities and product sales were profoundly affected by the COVID-19 pandemic and public health mandated limitations on gatherings.

#### **Objective 1. To market and distribute printed and digital publications consistent with our purpose (e.g., *North Park: A San Diego Urban Village, 1896-1946*, our book on the history of North Park's first 50 years).**

- Local stores continue to sell the book we prepared in 2014, *Images of America: San Diego's North Park* published by Arcadia Publishing Company. At the beginning of 2020, it was available for retail sale at various locations including SOHO, San Diego History Center, and CVS. NPHS sold 1 book to a friend of NPHS in 2020. We received a total of \$94.89 in royalty payments from Arcadia for sales by others in 2020.
- We continue to sell our "original" history book: *North Park: A San Diego Urban Village, 1896-1946* by Donald Covington, which is published and distributed by NPHS. We sold 15 spiral-bound books to the Verbatim Books store for their retail in 2020. Paras Newsstand closed permanently at the end of 2019. The San Diego History Center closed during the pandemic, and may not re-open their gift shop. We did not sell any copies to individuals in 2020.
- Our past agreement with Amazon was terminated in 2019.
- A total of 0 perfect bound and 15 spiral bound North Park history books left our inventory in 2020. Since publishing the book in 2007, we have sold a total of approximately 2,766 copies. We have 19 spiral-bound copies and 16 perfect-bound copies remaining.
- We did not sell any copies of the book, *Burlingame, the Tract of Character* by Donald Covington in 2020. We have 94 copies remaining.
- In 2017 we had 100 canvas tote bags with our logo printed at [AKA] Apparel-Supplies-Printing. We did not sell any bags to individuals in 2020. The San Diego History Center paid us for 5 bags sold on consignment in 2020 and returned one unsold bag when they closed the gift shop. We have 23 bags remaining.

**Objective 2. To coordinate with other organizations on public historical education and preservation efforts, including designation of historical districts and/or structures.**

- Due to the City limiting our access to the “canvas” of the fencing on top of the concrete reservoir facing Howard Avenue, the NPHS Board voted to terminate the project of developing an art installation to celebrate the Water Tower in April 2019. We refunded the remaining unspent County Grant funds for the project to the County.
- NPHS remains committed to installing the bronze plaque that NPHS paid to create in 2015 recognizing the Water Tower as a Local Historic Civil Engineering Landmark, but communication with the City was hampered by the COVID-19 pandemic.
- NPHS Board Member Paul Spears provided input on whether a full historical report should be required for 131 building permit applications to the City of San Diego for changes to buildings more than 45 years old.
- Paul and a small group of other Board members continued a free advice service helping to inform people on the potential for their house to be designated as a significant historic resource. NPHS received and responded to a total of eight requests in 2020. The owner of a newly designated historical home on Felton Street wrote to thank NPHS for guidance at the beginning of their designation process two years ago.
- NPHS wrote a letter to the city HRB staff supporting designation of a rare Queen Anne/Stick vernacular residence on Howard Avenue, which was built during the 1880s and moved to University Heights during the 1920s.
- NPHS bought a paver to benefit the Mini-Park under construction behind the North Park Theater.



**Objective 3. To develop and conduct walking tours relating educational information about the history of various areas in North Park.**

- One tour was conducted:
  - Tour of the Hamilton Street neighborhood emphasizing bungalow courts for Tiny Home enthusiasts on January 18, 2020 for eight people. The attendance was small but the participants were very attentive and appreciative. Michael and George shared guide duties. Jody, Sharon, Michael B., Claudia, Steve and Katherine assisted.



- Although the COVID-19 pandemic prevented us from conducting any other walking tours, NPHS continued to develop a tour of Pauly's Addition. A group including George, Paul, Jody, Sharon, Steve and Katherine developed a route for the southern third of the neighborhood focusing on Mississippi and Texas streets from Upas to Landis streets. George developed text for the tour guide, Paul compiled interior photos for the assistant photo book, and Katherine organized the list of houses with construction date and style based on information compiled by others, including Paul and Hilda. We look forward to conducting this tour when normalcy returns, perhaps by Fall 2021. Homes that are candidates for highlighting include the following:



*2140 Upas Street, Designated*



*3405 Texas Street, Designated*



*3435 Texas Street, Designated  
Built by Master Builder John Pearson*



*3530 Mississippi Street  
built by Master Builder John Pearson*

**Objective 4. To research and write objective articles about the history of North Park’s people, landmarks, architecture, homes, commercial buildings, tracts, and other topics for publications.**

- Press coverage was good this year in the *Uptown News*. Highlights include the following:
  - Twelve articles written by NPHS Secretary Katherine Hon in her monthly column "PastMatters" were published in *Uptown News* on the following topics: Pershing Drive, the Verbatim Books building on 30<sup>th</sup> at North Park Way, the unsung and unseen sewer system, the North Park sign, and an eight-part series on the people behind street names throughout San Diego, focusing on North Park.
- More than 500 people like and follow our North Park History Facebook page. We posted 20 items throughout the year, including information about the Mini-Park paver program coordinated by North Park Main Street, and the Uptown News articles.



**Objective 5. To make and sponsor presentations of information useful to helping the public understand the origin and significance of historical resources in the community, including buildings, landmarks, and other structures.**

- NPHS displayed at the San Diego History Center on March 10, 2020.

This was the last event we participated in due to the COVID-19 pandemic. The annual Congress of History conference, Festival of the Arts, and Toyland Parade were all canceled by their various organizers in response to public health prohibitions against gatherings. NPHS did not hold in-person meetings after the February 2020 meeting, but instead emailed a “meeting summary” each month containing information we would have shared.



**Objective 6. To organize, convert to digital format (when possible) and provide the following materials for research and other purposes: documents, slides, data, notes, photos, and various ephemera and records related to history donated to the North Park Historical Society, and to establish a North Park collection for eventual donation to the San Diego Historical Society for preservation.**

- Mike Hess of Hess Brewing Company requested a historic photo of North Park they could use on the can of their “Pershing Pils” beer, which they named to honor Pershing Drive, the old wagon road from downtown to North Park. We provided the classic 1953 picture of the corner of 30<sup>th</sup> and University Avenue, courtesy of the Hartley Family, who were credited on the can.





- NPHS received an envelope full of photos and newspaper clippings about the Toyland Parade from Gregg Schloss of A&B Sporting Goods. These were scanned and two excellent photos were emailed to Ken Kramer, genial host of the KPBS TV program “About San Diego.” The photos were shown on Ken Kramer’s November 2020 show, and he credited the North Park Historical Society and Gregg Schloss.



*The 1960 Toyland Parade Court and other VIPs. From left, Lou Briscoe, Judy Cleer, Victor Jory, Janice Hillis, Karen Saunders, Patrick McVey, Jan Worrell and Judy Vultaggio. Jory and McVey starred in the TV show “Manhunt” from 1959 to 1961 as Detective Lieutenant Howard Finucane and police reporter Ben Andrews, respectively. The show was set in San Diego.*

*Queen Janice Hillis and Jay North AKA “Dennis the Menace”*

- NPHS was saddened to learn from Gregg Schloss of A&B Sporting Goods that he would close the store at the end of December 2020 due to the negative impact the pandemic has had on youth sports and consequently his business. North Park Main Street asked NPHS for historical “whereas” clauses for a County of San Diego Proclamation to honor the Schloss family for their long-time operation of the store. The following text was provided:
  - Whereas, A&B Sporting Goods has been a family-owned business on University Avenue since 1941.
  - Whereas, Three generations of the Schloss family have continuously operated the store, providing baseball gloves, cleats, uniforms and other essential equipment to children who are now bringing in their own children and grandchildren.
  - Whereas, Store founder David Schloss played Santa Claus in two decades of the Toyland Parade after the popular community event re-started following World War II.
  - Whereas, David’s son Joe, who became known as “Mr. North Park” for his work with the North Park Lions Club and on the Toyland Parade, joined his father at the store in 1946 as a salesman and later the owner, where he warmly greeted every customer until his death in 2015.
  - Whereas, Joe Schloss helped create North Park Little League in 1957, was a beloved coach for 60 years, and was honored with a ball field at Morley Field being dedicated to him on May 13, 2000, and the access road to the ball fields being named “Joe Schloss Way” in 2016.
  - Whereas, Joe’s son Gregg has been at the store full time since 1982, continuing the store’s fine tradition of providing outstanding merchandise and service until cancelation of youth sports due to the COVID-19 pandemic during much of 2020 forced him to close the store. [Only this clause was edited by the County]



*The Proclamation presented to Gregg Schloss*

**Objective 7. To conduct outreach to schools regarding North Park history consistent with our purpose.**

- NPHS did not conduct any formal projects with schools in 2020.