

NORTH PARK HISTORICAL SOCIETY NOVEMBER 2018 MEETING NOTES

DATE: NOVEMBER 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 November 26, 2018.

The next meeting will be **THURSDAY January 17, 2019 starting at 6:30 p.m.** in a second floor meeting room at Grace Lutheran Church, 3967 Park Boulevard, corner of Park Boulevard and Lincoln Avenue. **Please note that we will not meet in December.** Happy Holidays to All!

1. WELCOME AND INTRODUCTIONS

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

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

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

George Franck	Michael Thornhill
Hilda Yoder	Bob Bauer

Member Turner and our newest members Tom and Claudia joined us. Welcome!

2. AGENDA REVIEW AND ANNOUNCEMENTS

The latest Pacific Beach Historical Society newsletter was circulated for viewing.

The October PastMatters column in *Uptown News* discussed the history and recent bright makeover of 3800 Ray Street by Salvage Salon on the corner of Ray and North Park Way. The article was circulated for viewing and a scan appears at the end of these meeting notes.

Paul discussed the permit application made to the City for changing windows and other features of a 1928 Pueblo style apartment complex at 2454-2474 Adams Avenue. He recommended a full historical report be prepared. The group agreed NPHS should write a letter supporting his recommendation.



Update: George wrote the letter, which was approved via email by 8 of 12 NPHS Board members, with one Board member opposed to sending the letter because he felt that city staff could review the manner and type of window replacement, require compliance with the guidelines of the Secretary of the Department of Interior, and monitor upgrades to the property without the time consuming process involved in preparing a historical report. As the letter was approved by a majority of NPHS Board members, it was emailed to City Historical Resources Board (HRB) staff on November 26, 2018. The letter appears on page 5 of these notes.

3. MINUTES ACCEPTANCE

The minutes from the October 18, 2018 NPHS meeting have been posted on the website.

BUSINESS PORTION OF MEETING

4. TREASURER'S REPORT

The financials for the period of October 14 to November 12, 2018 were sent to Board Members before the meeting. During this period, one member renewed (thank you Michael!). One new member household joined, who also gave us a generous donation (welcome Tom and Claudia!) Total income was \$120.00. There were no expenses in this time period.

ACTIVITIES PORTION OF MEETING

5. WATER TOWER PUBLIC ART PROJECT

The final conceptual design was presented to the selection committee by the artist team of Bhavna Mehta and Lynn Susholtz on November 7, 2018. The selection committee approved the final conceptual design at the November 7 presentation. Materials describing the installation concept were sent to the NPHS Board in advance and shown at the November 15 Board meeting. Claudia, who is on the selection committee, noted that the artists did a good job of developing an appropriate concept given the site restrictions and concerns about graffiti, wind, and maintenance. She showed a video on her phone of the studio model the artists created. Lighting would enhance the installation at night if we can raise enough money to add lighting and the City and soccer organization tenant agree.

The artist design proposal describes the installation as follows:

The modular design includes 3 main materials; aluminum, colored acrylic and rubber coated wire. The horizontal element is made of ¼" cut aluminum sheet and ¼" shaped colored acrylic sheet bolted together and placed at the top of the reservoir wall. Aluminum and acrylic will cast shadows down the wall below the fence, activating the surface of the concrete. The aluminum acts to both support the acrylic and adds additional cast shadows.

The vertical design elements of woven colored wire are attached to the fence and posts, as if rising from the colored shadows and the reservoir. They are designed to be as light as possible, will be perforated to allow for wind to pass through and will be weighted down and attached to the fence and supports. Together these 2 surfaces will be centered in the middle section of the fence at the opening to the soccer field and create a complete 3D visual narrative that play off and complement each other.

Sharon moved and Judy seconded that NPHS accept the art conceptual design as proposed. The motion was approved by seven Board members present. Two absent Board members had approved via email before the meeting, for a total of nine approving. One Board member at the meeting abstained and no Board members objected.

With the final conceptual design approved by NPHS, a permit application will be prepared and submitted to the City for consideration as a 5-year loan. If the City's review is favorable, this final conceptual design will be revealed to the public and used to raise funds for the plans and specifications, manufacture, installation, and maintenance.

6. PAULY'S ADDITION ASSESSMENT FOR A POTENTIAL HISTORIC DISTRICT

This summer, NPHS investigated the potential for the historical subdivision of Pauly's Addition to qualify as a historic district. Pauly's Addition encompasses 20 blocks extending from Alabama Street on the west to Arizona Street on the east, and between University Avenue on the north to Upas Street on the south.

Field reconnaissance information recorded by Paul, George and Judy was compiled into separate tables for each block. Hilda and Katherine added more accurate years of original construction. George, Judy, Paul and Katherine met to discuss conclusions about the feasibility and potential boundaries of a Pauly's Addition historic district based on the data. George and Katherine wrote a letter to the Chair of the City of San Diego HRB summarizing the results and recommendations. This letter was sent to the NPHS Board before the meeting for advance review. The group thought the letter was well prepared. Paul moved and Claudia seconded that the letter be sent to the Chair of the HRB. The motion was approved by all eight Board members at the meeting. Two absent Board members had approved via email before the meeting for a total of ten approving, and no Board members objected.

Update: The letter has been sent to the Chair of the HRB and is presented on pages 6 through 8 of these meeting notes.

7. BOOKS BEING SOLD ON AMAZON

Katherine explained that we have been selling "North Park: A San Diego Urban Village, 1896-1946" and "Burlingame: The Tract of Character" for many years on Amazon.com. We have always had to pay for the postage to mail the books to their fulfillment centers upon their request, which means we do not make a profit. However, in the last several years, Amazon has instituted a \$100 annual fee which is taken out of their payments to NPHS when books are sold. This has significantly reduced any net payment. Also, Amazon has shortened the allowable time for deliveries to reach them, so we cannot send books via media mail, which is the cheapest rate. Both of these books are being sold as used books by other vendors on Amazon. New books are still available from us through SOHO, the San Diego History Center, and Paras Newsstand. These retailers pay us a decent price, and we can deliver the books to them personally at no postage cost.

Katherine recommended that we close the Amazon account. Sharon moved and Paul seconded that NPHS terminate the contract with Amazon. The motion was approved by all eight Board members present.

Update: The contract with Amazon has been terminated, and Amazon has returned four perfect-bound North Park books and one Burlingame book to us.

8. PROPOSED PARK BOULEVARD HISTORIC DISTRICT

Park Boulevard Residential District: George wrote an excellent letter of support for the Park Boulevard Residential Historic District. The City held an informational meeting about this proposed district with the North Park Planning Committee and Uptown Planners. The meeting was held on November 15, 2018, the same day as this NPHS meeting. George attended to represent NPHS.

Update: George reported that only one resident showed up and she was a well-organized, effective supporter of the District. A Mission Hills resident who opposes most districts also was there raising general legal and process issues. George identified himself as Vice-President of NPHS and noted that we supported the District. He was asked only one question — did NPHS submit a letter of support? The group formed a 2-member sub-subcommittee to work on

outreach consisting of SOHO member Amie representing Uptown and a resident who owns a house in the Melhorn District. George offered both members his assistance.

George also reported that Kelley Stanco is being promoted and is hiring her replacement and other staff. Kelley estimated that the District will go back to the HRB Policy Committee and the full HRB in February/March after more staff outreach to the property owners.

9. UPCOMING COMMUNITY ACTIVITIES

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

- Toyland Parade: December 1, 2018. The parade will be held on December 1, 2018, which is the first Saturday in December. The parade will start at 11:00 am, rain or shine. NPHS has registered to march in the parade. We are in Division 1, right after the Vanguard of dignitaries, which means we will be done early and can circle back to see the rest of the parade, including Santa Claus!

All of our members and friends are invited to join us around 10 am as we line up on Utah Street just north of University Avenue. Dress in your favorite decade or don a festive hat and have fun waving to the crowd along the parade route. Look for our banner and the famous dancing Water Tower!

NEXT MEETING

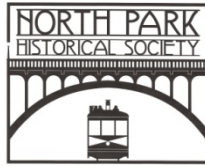
The next meeting will be **THURSDAY January 17, 2019 starting at 6:30 p.m.** in a second floor meeting room at Grace Lutheran Church, 3967 Park Boulevard, corner of Park Boulevard and Lincoln Avenue.

PLEASE NOTE THERE WILL BE NO MEETING IN DECEMBER.

Prepared by



Katherine Hon
Secretary, North Park Historical Society



North Park Historical Society
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Kelley Stanco, Senior Planner
Historic Resources Board (HRB)
City of San Diego Planning Department
kstanco@sandiego.gov

November 26, 2018

Subject: 2454-2474 Adams Avenue Pueblo Style Apartments

Dear Historical Resources Board Members and Staff,

The North Park Historical Society (NPHS) supports the findings of the 2010 North Park Historical Survey that this 1928 Pueblo Style multiple-family complex is a potential individually significant resource. It is in original condition with high integrity, contributing to the Greater North Park Neighborhood. This multifamily complex is also identified as a potentially significant individual resource in the current North Park Community Plan.

While historically valuable in its own right, the complex is located within a major streetcar suburb. A similar Spanish Revival complex is located to the west; a later minimal traditional complex to the east. Other housing resources from the streetcar suburb period are located across Adams Avenue.

The project owner has filed a building permit application to remodel the existing multifamily buildings, including window replacement and associated electrical, mechanical, and plumbing work. Most specifically, the window replacement could impact the historic character of the complex.

Because of the significance of this complex, the NPHS strongly urges that a full historic report be prepared and reviewed before a building permit is issued. If a building permit is issued, it should insure compliance with the Secretary of Interior Standards.

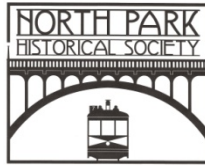
Sincerely,

A handwritten signature in black ink that reads "Stephen Hon". The signature is fluid and cursive, with the first name "Stephen" and the last name "Hon" clearly visible.

Stephen Hon, President
North Park Historical Society

c: Council District 3, SOHO,
NPPC, University Heights CDC





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David McCollough
Chair, Historical Resources Board (HRB)
City of San Diego Planning Department
david@mlasd.com

November 16, 2018

Subject: Potential Pauly's Addition Historic District

Dear Mr. McCollough:

The North Park Historical Society (NPHS) is interested in the potential for the historic subdivision of Pauly's Addition to qualify as a historic district. Pauly's Addition extends from Upas Street north to University Avenue, and from the east side of Alabama Street to the west side of Arizona Street. Although Pauly's Addition has never been nominated as a historic district in any of the historic resources surveys of North Park, this 20-block area has an interesting history, includes some of the oldest residences in North Park, and encompasses a diverse range of early- to mid-1900s architectural styles.

This summer, NPHS Board members conducted historic research on Pauly's Addition, including an on-foot reconnaissance of the entire 20-block area. Information compiled for each main structure viewed from the street includes address, APN, architectural style, year built, condition, current photo, and our initial assessment of its potential for being considered a contributing structure in a historic district. This detailed information has been organized into searchable tables that we would be pleased to send to you. A summary of our reconnaissance is presented in Table 1.

Based on our research, NPHS believes there is the potential for creating a historic district within the whole — or a subset of — the historic subdivision. This conclusion is based on our findings summarized below.

Subdivision History. Pauly's Addition is the first subdivision to be mapped in the Greater North Park Community Planning Area. Aaron Pauly, a "forty-niner" of the California Gold Rush, came to San Diego New Town in 1869. He filed Subdivision Map #65 for Pauly's Addition on April 1, 1873. Pauly was the first president of the San Diego Chamber of Commerce and a prominent merchant who rented space for his large store on the wharf at Fifth Street from Alonzo Horton.

Like other "streetcar suburbs" in early San Diego, little commercial or residential construction occurred within Pauly's Addition until the streetcar was extended along University Avenue east of Park Boulevard in 1907. The first homes in Pauly's Addition were built in 1910 along the west side of Arizona Street between Dwight and Landis streets. By 1915, nearly 80 homes had been built in the subdivision. Development in San Diego slowed during World War I. A building boom began anew in 1920. Many homes were constructed in Pauly's Addition throughout this decade and into the 1930s. Master Builders who constructed homes in Pauly's Addition include Edward F. Bryans, Alexander Schreiber, John Pearson, and David Owen Dryden.

Architectural Styles and Historic Integrity. Original homes reflect a relatively wide range of architectural styles in Pauly's Addition, consistent with the subdivision's main period of development from 1910 to 1951. Styles include California Bungalow, Craftsman, Spanish Colonial and Mission Revival, Tudor and French Eclectic, Minimal Traditional, and Modern. The central and northern blocks were the first to develop, but these areas were also the first to redevelop. While many older homes remain, the general area north of Landis Street has lost much of its historic character due to the construction of apartments and commercial development. In contrast, the area south of Dwight Street has retained much of its original historic character. Four of the six historically designated homes in Pauly's Addition are located south of Dwight Street; three of these are on the east side of Texas Street.

Connection to Morley Field. Recreational facilities on the east mesa of Balboa Park adjacent to Pauly's Addition could have been an attraction for a surge of home building after the mid-1920s. Around 1922, the City hired John Nolen, an Urban Planner from Boston, to develop a plan for the east side of the park. His plan was finalized in

January 1922. It called for a large active park including a swimming pool and clubhouse, 18 tennis courts, basketball, handball, lawn bowling, a football field, track and field facilities, ball fields and a parade ground. The area at 28th and Upas streets (now Bird Park) was to be a picnic area called Pershing Plaza.

The first recreation facilities constructed south of Upas and Texas streets opened on January 1, 1933 with tennis courts, a swimming pool and clubhouse, baseball and softball fields and shuffle board courts. These facilities had been constructed during the Depression with local bond funds approved by City of San Diego voters to create work for the unemployed. In 1934, the recreational facilities were named Morley Field in honor of John Morley, Superintendent of Parks for the City from 1911 to 1938. He oversaw development of Balboa Park for the 1915-16 Panama California Exposition and the 1935-36 Exposition and had envisioned the east side of Balboa Park as the site of an active sports venue since 1914.

Potential Historic District. Table 1 summarizes the results of our on-foot field reconnaissance by address block.

Table 1 Summary of Field Reconnaissance in Pauly's Addition

Address Block	Streets	Total Properties	Number Potentially Contributing	Percentage Potentially Contributing	Number Historically Designated
3400	Upas to Myrtle	58	46	79%	3
3500	Myrtle to Dwight	114	77	68%	1
3600	Dwight to Landis	111	59	53%	1
3700	Landis to Wightman	105	53	50%	1
3800	Wightman to University	42	25	60%	0
TOTAL		430	260	60%	6

Based on this initial reconnaissance, NPHS believes there is a strong potential for creating a historic district within the whole — or a subset — of Pauly's Addition. Figure 1 presents an aerial view of Pauly's Addition with structures judged to be non-contributing to a historic district darkened in color to highlight the structures considered potentially contributing. Superimposed on the aerial and described below are the boundaries of several possible ways a historic district could be formed in Pauly's Addition.

- #1 A historic district consisting of all of the homes in Pauly's Addition from the east side of Alabama Street to the west side of Arizona Street and from Upas Street to the south side of University Avenue would encompass approximately 430 properties with 260 homes (60%) deemed potentially contributing to a historic district.
- #2 A historic district consisting of homes from the east side of Alabama Street to the west side of Arizona Street and from Upas Street north to the south side of Landis Street (3400, 3500 and 3600 blocks) would encompass 283 properties with 182 homes (64%) deemed potentially contributing to a historic district.
- #3 A historic district consisting of homes from the east side of Alabama Street to the west side of Arizona Street and from Upas Street north to the south side of Dwight Street (3400 and 3500 blocks) would encompass 172 properties with 123 homes (72%) deemed potentially contributing to a historic district.
- #4 A historic district focused on blocks with the most integrity could include the 3400 block from the east side of Alabama Street to the west side of Arizona Street, the 3500 block from the east side of Alabama Street to the west side of Texas Street, and the 3600 block from the east side of Alabama Street to the west side of Mississippi Street. This would encompass 184 properties with 134 homes (73%) deemed potentially contributing to a historic district.

We know HRB staff are busy processing a number of other historic districts. We appreciate the opportunity to provide this research to you, and would be pleased to conduct additional research if that would be useful to you or staff. Please contact me at 619-574-6463 if you have any questions or would like more information.

Sincerely,



Stephen Hon, President
North Park Historical Society

PAULY'S ADDITION

(Structures judged non-contributing to a potential historic district darkened in color)



Letting in the light on Ray Street

PastMatters
Katherine Hon

The view has brightened on the northwest corner of Ray Street and North Park Way. Salvage Salon has moved into the former chiropractic office at 3800 Ray St. and let in the light of the original historic building.

"This salon and everyone who dwells within these walls are what lights us up. We feel humbled to be a part of this neighborhood and we do not take it for granted," Salvage Salon owners Mike and Jessica Anderson said on their website.

They also note they "love old chippy things," which is obvious

from their careful restoration of the building and installation of unique furnishings. Their warm community attitude and pride in their business continue the more than 90-year commitment to excellence by various companies in this location.

The corner building, with the original address of 3804 Ray St., was constructed by prolific North Park builder Charles M. Williams in 1926. It first housed a grocery store that was owned and operated by George Wittman. He was president of Ideal Grocers, Inc., a cooperative wholesale grocery firm organized in 1925. By 1927, the organization counted nearly 60 independent grocery stores as its members and touted the group's buying power

that enabled each store to offer important grocery items at very low prices.

Ideal Grocers, Inc. also emphasized community roots wherever its stores were located. A full-page advertisement in the Evening Tribune's Sept. 2, 1927 issue announced:

"When you buy an article in an Ideal Grocery Store, you are assured of courteous attention and the personal interest of the man who OWNS the store. Your Ideal Grocer and his family are a part of your community, and they are vitally interested in seeing that you are absolutely satisfied with each and every purchase."

Additionally, in 1931 — during the Great Depression — Ideal Grocers, Inc. helped support their community by donating food to the needy.

The Wittman family lived next door to their store at 3812 Ray St. When George Wittman died in 1947, his sons Huber and Harold Wittman continued to operate the store for a few years. Abramson's Furniture and Carpet Company later moved into the space in 1950.

Abraham Abramson was a native of Hungary who came to the U.S. as a young child with his family in 1907. He moved to San Diego in 1945 and worked as a salesman at Charles Rowbens & Co. Furniture, Rugs and Appliances on El Cajon Boulevard before opening his own store in North Park.

In July 1950, Abramson's Furniture and Carpet Company switched their focus to carpet only and held a massive clearance sale of furniture. Imagine buying a "High Grade 3-Piece Sectional in raspberry frieze" for only \$169.50, as advertised in the San Diego Union's July 23, 1950 issue.

The carpet store anchored the corner for 20 years. Abraham Abramson died in 1970, and the business was sold to Sid's Carpet Barn of National City.

The new owner, Sidney Rubin, intended to operate the North Park carpet store on Ray Street but announced in the San Diego Union's Aug. 15, 1971 issue that conditions had changed and "We Quit This Location."

Another long-term business that occupied 3804 Ray St. was Parliament Builders, which moved to North Park in 1975.

Parliament Builders presented unique renderings of their showroom in a half-page advertisement in the San Diego Union's May 6, 1975 issue.

This home remodeling business set up "a home within a showroom," according to an article in the San Diego Union's May 6, 1975 issue.

A half-page advertisement accompanying the article illustrated real-life displays of patio, kitchen, recreation room, study, bedroom and bathroom created inside the building.

"We've used every bit of available space here to set up our facilities," Parliament Builders President Norman Troyan wrote in the newspaper article, adding that this "leaves less to the imagination and to chance for the customer."

The Parliament Builders' advertisement with renderings from the street and as a bird's-eye view provides useful historic information about changes to the original 1926 Mission Revival-style building. The

drawings illustrate that transom windows above the awning had been covered up and stone veneer added to the exterior facade after Abramson's Carpet left.

Fans of North Park's authentic architecture welcome the restoration accomplished by Salvage Salon. With great care, the Andersons uncovered the original transom windows and replaced broken pieces of glass. They painted the false stonework on the facade to blend with the exterior walls, opened up the interior and removed the dropped ceiling. The overall effect is bright, light and more historically accurate.

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



Antique mirrors hung on aged doors reflect the street scene through the expansive windows of Salvage Salon at 3800 Ray St. (Photos by Katherine Hon)



Light floods the interior of the new salon after Mike and Jessica Anderson uncovered the original transom windows.