

**NORTH PARK HISTORICAL SOCIETY
JANUARY 2019 MEETING NOTES**

DATE: JANUARY 17, 2019

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 January 22, 2019.

The next meeting will be **THURSDAY February 21, 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.

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 |
| Judy Ciampoli | George Franck |
| Bob Bauer | Michael Thornhill |

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

| | |
|-------------|---------------|
| Hilda Yoder | Sharon Turner |
|-------------|---------------|

Welcome all!

2. AGENDA REVIEW AND ANNOUNCEMENTS

The latest Pacific Beach Historical Society newsletters were circulated for viewing.

The December PastMatters column in *Uptown News*, which appeared on the front page above the fold, discussed the history of the Toyland Parade from its beginnings through the 1980s. The article was circulated for viewing and a scan appears at the end of these meeting notes.

The obituary for Joan Stockton Campbell was circulated. Joan had been a long-time member of the North Park Community Association History Committee, the forerunner organization of the North Park Historical Society. She wrote several articles about North Park's history, including about Plymouth Church and St. Patrick's Church, which are on the NPHS website at: <https://northparkhistory.org/historical-information/once-upon-a-time-in-north-park-articles/articles-about-buildings/> She lived in a lovely Craftsman home in the Dryden Historic District for many years until she moved to Washington in 2009 to live near one of her daughters.

The annual conference of the Congress of History will be held at the Portuguese Historical Center Hall in Point Loma on Friday, March 29 and Saturday March 30, 2019, from 8:30 am to 4:30 pm each day. The theme this year is "Defining Moments, 250 Years: Extraordinary Events that Shaped the History of the San Diego Region (1769-2019)." If you want to register for this very interesting conference, the total cost is \$35. A scan of the registration form is on page 5 of these meeting notes. The North Park Historical Society is not part of this conference, but several of our members attend each year, and it is always worthwhile.

Katherine announced that on January 8, 2019 the following administrative filings were completed: State sale tax return and payment, 199N e-postcard for state income tax, and California Registry of Charitable Trusts annual statement. Our federal income tax statement with the IRS cannot be filed online yet due to the unfortunate government shutdown.

3. MINUTES ACCEPTANCE

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

BUSINESS PORTION OF MEETING

4-7. TREASURER'S REPORT, ANNUAL REPORT, BUDGET AND COUNTY GRANT

The financials for the period of November 13, 2018 through January 15, 2019 were sent to Board Members before the meeting. During this period, one tote bag was sold at the San Diego History Center. Total income in this period was \$5.00. Expenses in this time period included the City permit for the 2019 Car Show, donation to Grace Lutheran Church for allowing us to use their meeting room, the website back-up service annual fee, final payment to the Water Tower artist team for their final conceptual design, and payment of Invoice #7 for our Water Tower project consultant. Total expenses in this time period were approximately \$2,500.

The 2018 Annual Report for the North Park Historical Society was sent to Board Members in advance of the meeting. Highlights of our accomplishments in 2018 include:

- Reconnecting with the San Diego History Center for sale of our history books and tote bags.
- Receiving two royalty payments from Arcadia Publishing Company for their sales of our 2014 book, "Images of America: San Diego's North Park," which means the book is still in print.
- Initiating a free advice service helping to inform people on the potential for their house to be designated as a significant historical resource. We responded to a total of 8 requests in 2018.
- Conducting 5 walking tours of the Dryden Historic District through the summer for a total of 22 people.
- Writing 12 "PastMatters" articles published in Uptown News.
- Conducting detailed field reconnaissance and developing data tables with photos of all homes in the 20-block Pauly's Addition in North Park, which extends from Alabama Street on the west to Arizona Street on the east, and from University Avenue on the north to Upas Street on the south.
- Hosting a free lecture by local historian Alexander Bevil about the Crash of PSA Flight 182 in North Park that devastated the neighborhood at Dwight and Nile 40 years ago.
- Organizing our 9th Annual Car Show on September 8, 2018, where the Grand Trophy People's Choice was won by a 1906 REO, the oldest car ever shown at our car show.
- Hosting a Pizza Party at Paesano Italian Restaurant to celebrate our 10th Anniversary.
- Receiving a Proclamation from the San Diego County Board of Supervisors commending NPHS for a decade of fulfilling its mission and declaring May 17, 2018 to be "North Park Historical Society Day" throughout the county.

The Annual Budget was discussed. Questions about the Proposed and Actual 2018 Budget were answered, and assumptions about proposed income and expenses for 2019 were explained. This year we intend to replace the display easels we have been using for nearly the past 10 years. Bob suggested we look in an art supply store for sufficiently heavy duty easels for our outdoor displays. We propose to request \$2,000 from the County of San Diego through their Community Enhancement Grant Program, consisting of \$750 to support the 10th Annual Car Show, and \$1,250 for our Public Art Consultant to continue advising us on the art project for the fence near the North Park Water Tower. Bob moved and Michael seconded that the Budget including the County grant request be approved as proposed. All ten Board members in attendance voted in favor and none opposed or abstained.

ACTIVITIES PORTION OF MEETING

8. 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 final conceptual design was approved by the selection committee at that meeting, and by the NPHS Board at the November 15, 2018 meeting.

A permit application for consideration as a 5-year loan was prepared and submitted to Christine Jones, our contact at the City, on December 4, 2018. 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. Christine Jones replied on December 12, 2018 that she will follow up with us after staff review of the application. We will request an update from Christine early in February.

9. TABLE AT SAN DIEGO HISTORY CENTER

On March 12, 2019, NPHS will have a display table in the lobby of the San Diego History Center. This annual opportunity to connect with people visiting the History Center on a free Tuesday is always interesting. Last year we connected with the Sheriff's Museum's staff who were also displaying that day, and as a result had a 1989 Chevrolet Caprice Sheriff's vehicle at our Car Show.

10. 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 from University Avenue on the north to Upas Street on the south. We conducted field reconnaissance and gathered information about condition, style, date of construction and first owner into data tables. We sent a letter to the Chair of the City of San Diego Historical Resources Board (HRB) summarizing the results and recommendations. He has not responded, but we will put the data tables on our website and use some of the explanatory text from the detailed letter for an announcement.

Other suggestions included developing a walking tour of the best parts of Pauly's Addition and putting photos of potentially significant homes in the area (as well as some homes in the already designated Dryden Historic District) on the website.

11. PROPOSED HISTORIC DISTRICTS

There are no updates on the proposed Park Boulevard or Melhorn historic districts. However, a public workshop will be held at a special Historical Resources Board (HRB) meeting on Thursday, January 24, 2019 starting at 10:00 am at 401 B Street, Suite 400 (4th floor) to discuss changes to the historic district designation process proposed by the City. Multiple historical resources advocacy groups such as SOHO and Mission Hills Heritage are very concerned about some of the proposed changes, including the following:

1. Changing the decision maker for district appeals from the City Council to the Planning Commission;
2. The addition of a de novo appeal hearing, which means the Planning Commission could hold a whole new hearing to consider a historical district with no public access to the members and no requirement that the members have any expertise in historic resources.

3. Requiring a majority of all the property owners to consent, instead of a majority of respondents, as currently required. Typically less than half of property owners respond. Under the new rules no district would meet that threshold.

NPHS agrees with SOHO and Mission Hills Heritage in their concerns about these changes that could make it more difficult to designate historic districts and easier to overturn districts on appeal. Similar to other historical resources advocacy organizations, NPHS does support proposed changes that would require additional noticing to residents and outreach procedures, which could help dispel false information about impacts of districts. Bob moved and Jody seconded that NPHS Vice-President George Franck attend the workshop and communicate our organization's positions on the above proposed changes.

12. UPCOMING COMMUNITY ACTIVITIES

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

- North Park Festival of the Arts: Saturday, May 11, 2019. We are exploring how to get the \$275 non-profit organization booth fee waived in exchange for assisting North Park Main Street with something. Otherwise, we cannot justify the fee when we sell so little.
- North Park Car Show: Saturday, September 7, 2019, from 10:00 a.m. to 1:00 p.m. The Balboa Tennis Club has agreed to host us for our 10th and Final Car Show, and Steve has already obtained the permit from the City to use the parking lot. We hope it will be our best. It has been a good run, but we also look forward to re-focusing on core activities like walking tours and other educational outreach.
- Toyland Parade: Sunday, December 8, 2019. This is the second Sunday in December, a change from being held on the first Saturday. North Park Main Street has taken over organization of this event, which is a good thing.

NEXT MEETING

The next meeting will be **THURSDAY February 21, 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.

Prepared by



Katherine Hon
Secretary, North Park Historical Society

DEFINING Moments 250 YEARS

Extraordinary Events that Shaped the History
of the San Diego Region (1769-2019)

Registration Form 54th Annual History Conference

Friday, March 29, and Saturday, March 30, 2019

DOORS OPEN 8:30 A.M. TALKS START 9:00. END AT 4:30 P.M. CONFERENCE LOCATION: **PORTUGUESE HALL**
2818 AVENIDA DE PORTUGAL (POINT LOMA), SAN DIEGO, CA 92106 • FREE OFF-STREET PARKING.
MANY HISTORY TABLES AND VENDORS. LUNCH IS ON YOUR OWN. THERE ARE MANY FOOD OPTIONS A BLOCK AWAY.
(MAPS SHOWING LOCAL RESTAURANTS WILL BE PROVIDED AT THE CONFERENCE)

Please print and then fill out this registration form. You may also join or renew your Congress of History membership. This is old school.
Make your check to "Congress of History." Mail your completed form with your check to Congress of History Conference,
P.O. Box 1346, Lemon Grove, CA 91946 no later than 3/21/19. Walk-ups welcome. After 3/21/19 email this registration form to
HistoricSanDiego@aol.com so we can create your registration badge and you pay at the door. Bring cash for book purchases!

Name (ONE person ONLY per form) _____

Individual's Address _____

City _____ State _____ ZIP _____

Individual's Phone(s): Home (_____) _____ Cell (_____) _____

Individual's email address _____

Organization (if any), or School (if any) _____

Organization's Phone (_____) _____ Organization's email _____

CONFERENCE ATTENDANCE

One Attendee at this 2-day Conference (price is the same if you can only attend one day): \$35 \$ _____

One Senior (65 & older) Attendee: \$25 \$ _____

One Student (12 & Older, with student ID): \$15 \$ _____

COH MEMBERSHIP (our year runs from July 2019 through June 2020). Please choose one of the following:

Individual member: \$20 \$ _____

Senior member (65 & older) or Student (12+, with ID): \$15 \$ _____

Organization, Business, or Family membership (circle which): \$25 \$ _____

Donor: \$100 \$ _____

Lifetime: \$250 \$ _____

Our newsletter showcases the historic happenings of our member groups. It is sent via email. Use individual or organization email (circle one).

TOTAL PAYMENT (conference and, if applicable, membership): Your check # _____ \$ _____

Conference Registration and Membership payment may be written in one check. Make your check or money order payable to Congress of History.

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On December 14, 2018, the PastMatters column about the Toyland Parade made front page news!

Continued on next page

A tradition worth saving

North Park Toyland Parade marches on

PastMatters
 Katherine Hon

Social media buzzed when the small nonprofit organization in charge of the North Park Toyland Parade canceled this year's event five days prior due to financial difficulties. Some said it was time to let the parade die because it was nothing like it used to be. But North Park Main Street, local businesses, city of San Diego's Special Events Department staff, and community members stepped in to save the day.

Was all the scrambling and last-minute effort worth it?

It is true that the Toyland Parade is not the juggernaut it once was. The tradition traces its roots at least as far back as 1934, when the North Park Business Men's Club and local merchants sponsored a Christmas celebration that featured decorated floats and four brass bands marching on University Avenue.

The following year, a police motorcycle escort led a procession of more than 50 local business entries in nine divisions, each division accompanied by a band or drum corps. Except for a short break during World War II, the parade continued to grow for the next three decades.

In 1954, an estimated 300,000 people flocked to North Park to watch 200 entries march more than two miles along University Avenue from 32nd to Arizona streets, and south to Morley Field. The parade included 30 floats, 24 bands, 26 marching units and five live reindeer pulling Santa's sleigh. In 1958, the San Diego Zoo

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TOYLAND PARADE

provided camels and handlers in costumes. That year, the U.S. Marine Corps drove several tanks along University Avenue advertising its Toys for Tots campaign.

The 1966 parade included 25 bands and was led by the 30-member Long Beach Silver Mounted Police posse riding matching palominos. The parade was described as “one of the biggest holiday events in the county” in the San Diego Union’s Dec. 4, 1966 issue.

In spite of this success, the parade did not happen in 1967.

“The North Park Toyland Parade — San Diego’s biggest — has been canceled. The reason: freeway construction in the vicinity of 32nd & University,” Frank Rhoades reported in his Oct. 6, 1968 San Diego Union column. The parade would remain canceled for nearly 20 years.

North Park Business Club members confessed they allowed the Toyland Parade to die because it was a complicated event and the construction of the Interstate 805 freeway at University Avenue was an excuse to give it up. The decline of neighborhood retail due to the rise of regional shopping malls contributed to the loss of the parade. The San Diego Union’s Sept. 22, 1969 issue predicted: “Chances are it never will be revived.”

But that prediction was wrong.

In 1985, the parade came back to life. Patrick Edwards — long-time North Park businessman and the 2018 parade’s Grand Marshal — petitioned the City Council to create the North Park Business Improvement District (BID) in 1984. The city approved the request in 1985.

Edwards’ wife, Kristen Arrivee, told him it was important to restart the Toyland Parade, which had been a regular event in North Park

when they were growing up. And with the help of the community, they did. The 1985 Toyland Parade famously featured an elephant provided by the zoo.

“The parade was more or less a statement that we are a community and that we cared enough to come together,” North Park resident Midge Neff-LeClair said in an interview, which was referenced in the San Diego Union-Tribune’s Dec. 3, 1993 issue.

That sentiment still holds true. What the current parade lacks in splendor it makes up for in homegrown charm. The entries may not include horses, camels or military tanks, but this year there were dogs on rolling paddle boards, floats created by Jefferson Elementary School students, and two water tanks: the North Park Historical Society’s dancing water tower, and a two-dimensional version constructed by North Park Little League.

For Edwards, the effort has always been worth it.

“I must say that when the community joined in and walked University Avenue after the last entry, I felt that I was part of a real community,” Edwards said after this year’s parade. “Seeing the parents and kids join in celebrating the parade like that gave me a lot of pride to have played a part in the renaissance of the North Park Business District.”

For Angela Landsberg, executive director of North Park Main Street — the successor



North Park Little League participants ready their entry featuring the iconic water tower in the 2018 Toyland Parade. (Photo by Steve Hon)

organization of the 1985 BID — saving the parade was essential.

“The North Park community is deeply connected to its history and the Toyland Parade is a big part of that,” Landsberg said. “When I heard that the parade had been canceled, I knew our job at North Park Main Street was to ensure that the show would go on!”

And with the help of the community, it did.

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



U.S. Marine Corps tanks rumbled along University Avenue in the 1958 Toyland Parade. (Photo courtesy of Joe Schloss)



North Park Historical Society member Victor Flake has been the man behind the famous dancing water tower for six years. The costume was constructed by The Old Globe Theater’s props department in 2013 to replace Vincent Rivera’s aging 2008 paper version. (Photo by Sharon Turner)