

**NORTH PARK HISTORICAL SOCIETY
OCTOBER 2021 MEETING SUMMARY**

DATE: OCTOBER 21, 2021

TIME: XX PM

These notes summarize information that was planned to be presented at the October 21, 2021 Business Meeting of the North Park Historical Society (NPHS) Board of Directors, and the activities discussion for the organization. These notes include updates as of October 26, 2021. The public meeting was canceled in advance due to concerns about the coronavirus.

All future public meetings scheduled for the third **THURSDAYS of the month starting at 6:30 p.m.** in a second-floor meeting room at Grace Lutheran Church **WILL NOT OCCUR in 2021** until the public health crisis due to COVID-19 has passed. Although we will not resume our public meetings until then, we are still providing information to all who contact us with questions about North Park history and documenting those communications in monthly summaries.

1. WELCOME AND INTRODUCTIONS

We hope all our members and friends are staying safe and healthy.

2. AGENDA REVIEW AND ANNOUNCEMENTS

Pacific Beach Historical Society newsletters will continue to be collected for future viewing.

3. MINUTES ACCEPTANCE

The meeting summary from the canceled September 16, 2021 meeting has been posted on the website.

BUSINESS PORTION OF MEETING

4. TREASURER'S REPORT

The financials for this meeting are for September 17 to October 21, 2021 and were sent to Board members on October 23, 2021. In this time period, two members renewed (thank you, Claudia and Barons Market!). The total income in this time period was \$40.00. There were no expenses in this time period.

ACTIVITIES PORTION OF MEETING

5. UPDATE ON PLAQUE FOR WATER TOWER

Coordination with City Public Utilities Department staff regarding the feasibility of placing the plaque in a boulder or some kind of low wall next to the two-story building at the Water Tower site is pending return to some kind of normalcy.

6. PLANNING FOR PAULY'S ADDITION WALKING TOUR

The team has developed the route, photo notebook and draft guide notes for the southern part of Pauly's Addition. The current tour starts at Upas and Texas, heads west on Upas, north on Mississippi to Landis, east on Landis to Texas, and south on Texas back to the park. This route is approximately one mile and includes six designated houses and a wide range of ages and architectural styles.

7. BUNGALOW COURT IDENTIFICATION PROJECT

NPBS provided an updated inventory of local bungalow courts in the North Park area to City staff for the City's historic context statement for a Bungalow Court Multiple Property Listing addressing bungalow courts and garden apartments city-wide. George's summary of the context statement was presented in the August 2021 NPBS Meeting Summary.

8. SLIDE AND PHOTO SCANNING PROJECT

We are in the process of scanning slides and notebooks with photos and notes from the Covington Family. Here is a 1979 street scene along University Avenue. Do you recognize the two-story building on the right? Target is now in what was originally a J.C. Penney store that was originally built in 1942 and expanded to its current appearance in 1954. On the left is the Nordberg Building, then the home of Thrifty Drug Store.



9. SIGNS FOR DRYDEN DISTRICT

Ten years ago, on June 23, 2011, the North Park Historical Society (NPBS) achieved designation of the North Park Dryden Historic District. As yet, there are no street signs marking the district as there are for other districts like Burlingame. NPBS is exploring the possibility of the City putting up demarcation signs for the Dryden District, but we have not heard back yet from Council District 3 staff.



10. COMMUNITY COORDINATION

In October 2021, we responded to requests for information as summarized below.

1. Dr. Meredith Walton of North Park Optometry contacted us to say, “I own North Park Optometry and we are having our 65th year anniversary coming up at the end of the month. We are also just getting done with a remodel so we will pair it up with a re-opening event...I was wondering if you had any information on the building and its history. (3068 University Ave.) and some old pictures of our cross street.”

We researched the building and business, and sent Dr. Walton the following information: We believe, based on old city directories, that the building North Park Optometry now occupies was built around 1930. In 1931, the occupant of 3068 University Avenue was William Brunson cigars. In 1932, the occupant was Howard F. Gowdy cigars, and in 1933, the occupant was C.J. Murcan cigars. After a year being vacant, a series of restaurants occupied the space from 1935 to 1938. In 1940, Howard L. Herr, a real estate broker, moved into the space, and he operated his business there until about 1956. In 1957, Alan M. Liker — who had been the Optometrist in Charge at Edward Platt & Associates across the street at 3065 University Avenue — opened his own practice at 3068 University Avenue. The business was listed in the 1958 city directory as: “Liker, Alan M, OD. Eyes Examined, Prescriptions Duplicated, Glasses Fitted, Contact and Blended Lenses, Latest Style Frames, 3068 Univ.”

We sent Dr. Walton page 141 from our book, “North Park: A San Diego Urban Village, 1896-1946.” That scene is looking east from Ohio Street, showing the building that is now the home of Fatboys and Seven Grand, which was originally the Dixie Lumber Company building constructed in 1926. The smaller building to the right of the formerly quite elaborate Dixie building is occupied by Berger Hardware, then there is the space where the North Park Optometry building is now. It appears some used car lots operated in the space during the late 1920s.

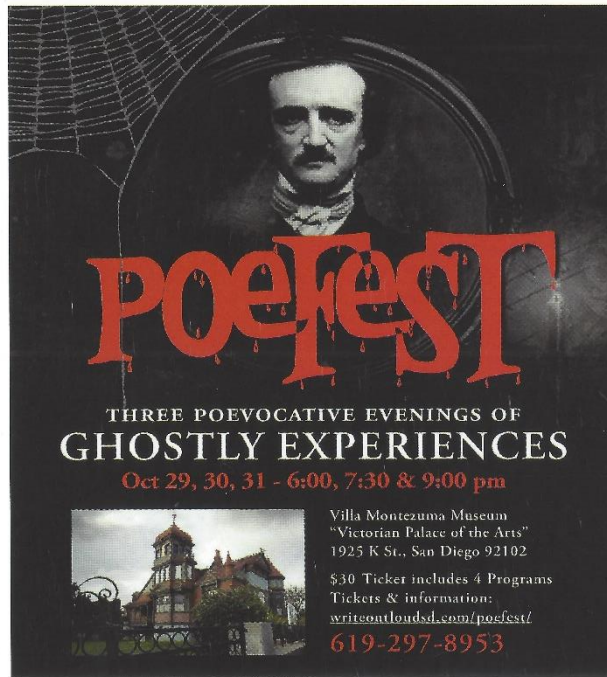


Dixie Building, circa 1926

Page 141 from “North Park: A San Diego Urban Village, 1896-1946” by Donald Covington

- The Friends of the Villa Montezuma want you to know about several events at the magnificent Villa Montezuma Museum at 1925 K Street (at the corner of 20th Street). The museum is hosting three "Poevocative Evenings of Ghostly Experiences" on October 29, 30 and 31, and the museum is open again for tours. See these excerpts from their flyer for information.

CELEBRATE POEFEST AT THE VILLA!



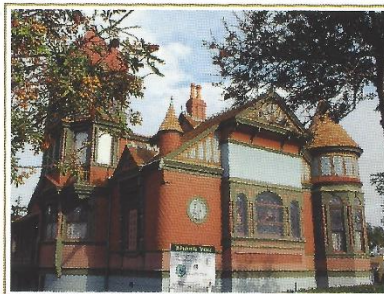
For more information about the FOVM: www.VillaMontezumaMuseum.org
 Info Line: 619-255-9367 • FOVM@VillaMontezumaMuseum.org



**MUSEUM REOPENING!
 TOUR THE VILLA
 3 DAYS EACH WEEK**

**TOUR THE MAGNIFICENT
 VILLA MONTEZUMA
 MUSEUM**

**Fridays, Saturdays, Sundays
 Tours at 1:00, 2:00, 3:00, 4:00
 See the entire museum!**



Location: Villa Montezuma Museum, 1925 K Street (at the corner of 20th Street), Sherman Heights Historic District, San Diego. Plenty of free street parking during the daytime. This historic site has no elevator.

Admission: \$15 per adult; \$12 student (13+), active military, seniors 65+; \$7 kids 6-12; free under 6 when accompanied by a paying adult. Renew or join the FOVM for free Villa tours and discounts on upcoming events and merchandise! All proceeds benefit the FOVM's restoration efforts at the Villa.

RSVP: text us at 619-233-8833, FOVM@VillaMontezumaMuseum.org

Pandemic Info: Tour size is limited for social distancing. All current state and local requirements will be followed. Your docents are vaccinated.

3. We visited Union Bank at the corner of 30th Street and University Avenue and were excited to see they have restored and re-mounted the wooden replica North Park sign that had been placed at Boundary Street and University Avenue in 1987 as part of community advocacy for replacing the neon sign that had been hung in 1935 and removed in 1966. The 18-foot-long redwood sign was carved by Kent Johnson. The \$3,182 cost of the sign was funded by local merchants and the North Park Business Association (NPBA) — successor of the business club — managed at the time by Executive Director Karen Arter. That wooden sign was removed when the gateway art sculpted by Anne Mudge was installed at the intersection in August 1999. But the wooden sign was not lost. Patrick Edwards, long-time North Park businessman and community advocate, took it to his shop on Utah Street. He later convinced Union Bank to hang it on a wall inside their building at University Avenue and 30th Street along with their many framed photographs of historic North Park. The sign was removed years ago when the bank redecorated, and Edwards took it back into his care.

This past May, the Union Bank North Park branch restored and re-mounted the wooden sign in their front conference room where it can be admired once again. This is a wonderful gift to the community, especially now. That wooden sign and the replica neon sign mounted on a pedestal in the median of University Avenue at Kansas Street in 1993 both reflect the perseverance of the North Park business community through many challenging times.



The wooden North Park sign was placed at Boundary Street and University Avenue to advocate for replacing the original neon sign that had been hung in 1935 and removed in 1966.



The neon North Park sign on a pedestal in the median of University Avenue west of 30th Street was installed on October 13, 1993. It is a replica of the neon sign that was originally hung above University Avenue at 30th Street on July 6, 1935. (Photos by Katherine Hon)

4. Channel 8 KFMB News, the oldest TV station in San Diego, contacted North Park Main Street and North Park Historical Society for a piece reporter Shannon Handy is presenting about the North Park commercial area. This is part of a series the station is doing on various San Diego communities for which they have historical footage. We answered Shannon's questions about how North Park got started and shared some historical photos, including the picture on page 2 of this meeting summary. The TV piece may air October 28.

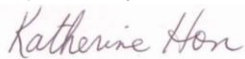
11. UPCOMING COMMUNITY ACTIVITIES

NPHS participation in future events will have to wait until a return to some kind of normalcy.

12. FUTURE MEETINGS

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Prepared by



Katherine Hon
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