

**NORTH PARK HISTORICAL SOCIETY
MARCH 2022 MEETING SUMMARY**

DATE: MARCH 17, 2022

TIME: XX PM

These notes summarize information that was planned to be presented at the March 17, 2022 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 March 29, 2022. 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 2022** 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 February 17, 2022 meeting has been posted on the website at [NPHS Board Meeting Agendas and Minutes | North Park Historical Society \(northparkhistory.org\)](http://northparkhistory.org).

BUSINESS PORTION OF MEETING

4. TREASURER'S REPORT

The financials for this meeting are for February 17 to March 16, 2022 and were sent to Board members on March 16, 2022. In this time period, two members renewed (thank you, Robert R. and Ed. C.!) for total income of \$40. Expenses in this time period totaled \$20, consisting of our annual fee for filing our corporate Statement of Information as a California non-profit with the California Secretary of State.

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. 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 photo of a business card for Stevens & Hartley showing the building — now the Western Dental Building on University Avenue at 30th Street — from one of the carousels.



8. SIGNS FOR DRYDEN DISTRICT

There are no street signs marking the North Park Dryden Historic District as there are for other districts like Burlingame. NPHS is exploring the possibility of the City putting up demarcation signs for the Dryden District. Council District 3 staff has promised to continue to follow up and keep NPHS updated “so we can get this done.”



9. COMMUNITY COORDINATION

In March 2022, we responded to requests for information (and received interesting information) as summarized below.

1. Brook and Justin, who own a 1914 bungalow, said they were “looking into replacing some of our old cedar shingles on our house and wonder if you might have a few historically minded contractors you can recommend.” We suggested they look in the Save Our Heritage Organisation (SOHO) Resource Directory at: [Old House Resource Directory \(sohosandiego.org\)](http://sohosandiego.org).
2. Andrew got back in touch with NPHS after we conducted a designation evaluation of his house on 29th Street in October 2019. We had found his house in the NPHS building permit database, informing him that it was located in Block 7 of Blair's Highlands with a building permit pulled by J.E. Matthew on January 20, 1913 for value of \$3,000. Lot Book 105 on the City Clerk's website showed J.E. Matthew owned lots 15 & 16 and paid taxes on improvements by January 1914. Andrew requested some additional consultation, noting that “the pandemic arrived and threw all plans into a maelstrom,” a statement to which we can all relate. Paul met with Andrew at the house to discuss brick facing which may not be original.

3. NPHS has a Facebook page at [\(20+\) North Park Historical Society | Facebook](#) and we recently found under the menu item “More” and then “Community” a wonderful video and many photos of our 10th and Final Car Show in September 2019 posted by Holly Anzman. Thank you, Holly, especially for the pictures of our hard-working members on the day of the event. The show was definitely an “all-hands-on-deck” effort every year. Great memories from before the time of COVID!



Bob, Jody and Claudia greeted “Favorite Car” voters and counted ballots at the booth.



Turner, Steve, Sharon and Judy kept things organized at the booth and in the parking lot.



Katherine, Hilda and Christine welcomed car exhibitors.

4. Nate asked if we had any historical photographs of the “Waldorf building located at 3140 University Ave.” This is the Last Real Gym building at Iowa Street. The building dates back to 1927 and was identified as “Contributing” to the potential **30th Street/University Avenue Commercial Historic District** in the 2016 North Park Community Plan Area Historic Resources Survey. We did not have any photographs, but we sent Nate this advertisement from the April 4, 1951 San Diego Union illustrating the angled entrance of the building and the prominent signage for the Waldorf House of Television.

5. New member Diane sent us information about her grandparents’ house at 3736 Granada Avenue, which they bought in the late 1940s and owned for more than 25 years. The house was built in 1920 and is still a very pretty Craftsman, as evident from the current photo below. Diane remembered that in 1950 her grandparents “bought a Philco [TV] set and promptly placed it in the corner of the living room for all to see.” Perhaps they bought it at the Waldorf House of Television!



Just Out! **PHILCO**
17-in. TV



PHILCO 1832
New LOW PRICE **\$354.95**

Also available in blond.
Plus tax & parts warranty.

**We have a complete stock
of all available Philcos—
see them today!**

Waldorf
House of
TELEVISION
T-7646
3148 University Ave.



**San Diego's Oldest, Largest
Exclusive Television Dealer**

6. NPBS reviewed and commented on a January 2022 historical resource report for the previous North Park Rug and Carpet building at 2888-2894 University Avenue. In a letter to Suzanne Segur, Senior Planner with the City of San Diego Historical Resources, Development Services Department, NPBS noted:

“NPBS disagrees with the conclusion that the neighborhood of the building at 2888-2894 University Avenue ‘does not contain a cohesive, unified sense of original commercial development.’ The Newman Building, built in 1929 and identified by the City in the 2016 *North Park Community Plan Area, Historic Resources Survey Report* discussion of the 30th Street/University Avenue Commercial Historic District as Individually Significant, is directly to the east across Kansas Street. The North Park Theatre, built in 1929 and already designated Individually Significant, is across University Avenue. The Pekin Café built in 1931, and the Granada Building built in 1921, both identified as Contributing to the Commercial Historic District, are directly across University Avenue.”

The complete letter is included at the end of this meeting summary.

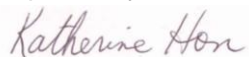
10. COMMUNITY ACTIVITIES

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

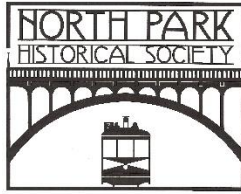
11. FUTURE MEETINGS

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Prepared by



Katherine Hon
Secretary, North Park Historical Society



North Park Historical Society
2226 Dwight Street, San Diego, CA 92104
619-294-8990

City of San Diego
Historical Resources, Development Services Department
ATTN: Suzanne Segur, Senior Planner
1222 First Avenue, MS401
San Diego, CA 92101

February 28, 2022

Subject: 2888-2894 University Avenue, North Park

Dear Ms. Segur:

The North Park Historical Society (NPHS) appreciates the opportunity to comment on the January 2022 *HISTORICAL RESOURCE RESEARCH REPORT FOR THE 2888-2894 UNIVERSITY AVENUE BUILDING SAN DIEGO, CALIFORNIA 92104*. We have the following comments:

Page 1 of 20 (P3a Description) and Page 17 of 20 (Setting) – NPHS disagrees with the conclusion that the neighborhood of the building at 2888-2894 University Avenue “does not contain a cohesive, unified sense of original commercial development.” The Newman Building, built in 1929 and identified by the City in the 2016 *North Park Community Plan Area, Historic Resources Survey Report* discussion of the 30th Street/University Avenue Commercial Historic District as Individually Significant, is directly to the east across Kansas Street. The North Park Theatre, built in 1929 and already designated Individually Significant, is across University Avenue. The Pekin Café built in 1931, and the Granada Building built in 1921, both identified as Contributing to the Commercial Historic District, are directly across University Avenue. For similar reasons, NPHS disagrees with the conclusions regarding Setting on page 17 of 20.

Page 5 of 20 Paragraph 1 (Property History) – NPHS finds the statement that the City’s determination of the property as a contributing resource being “made for unknown reasons” irrelevant and requests it be deleted. Further, the statement that “No ‘30th Street/University Avenue Commercial Historic District’ exists today” is misleading and should be replaced with information from the *North Park Community Plan Area, Historic Resources Survey Report*, which describes the proposed district as “an intact grouping of approximately 128 commercial properties.” In support, NPHS has prepared the attached summary of *Historical Information for North Park Rug and Carpet Building, 2888-2895 University Avenue*.

Also, we request the following information from the City’s website at [Designation of New Historic Districts | Planning Department | City of San Diego Official Website](#) be included: “With the adoption of the Community Plan Updates (CPUs) for North Park and Golden Hill in late 2016, the Planning Department committed to the implementation of a work program to bring forward all 13 potential historic districts identified in the reconnaissance surveys that were prepared in support of the CPU efforts. The prioritization of the districts was developed in concert with the community and the Community Planning Groups.” Include a statement that processing the 30th Street Commercial District is scheduled for 2023.

Page 16 of 20 Paragraph 1 (Criterion F) – NPHS requests similar edits as noted for Page 5 of 20 be made to the discussion about Criterion F on page 16 of 20. The City is clearly committed to processing the 30th Street/University Avenue Commercial Historic District, beginning next year.

We appreciate the opportunity to comment on this report.