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Via Electronic Mail

November 14, 2025

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Historical Resources Board
City of San Diego
202 C Street, 6th Floor
San Diego, CA 92101

Re: 2660–2666 First Avenue, HRB Agenda Item 2, November 20, 2025

Dear Chairpersons and Board Members:

As you know, Allen Matkins represents San Diego American Indian Health Center, a federally Qualified Health Center and Indian Health Service-funded 501(c)(3) nonprofit organization (SDAIHC), the owner of 2660–2666 First Avenue (Property). This letter is provided as a follow up to our initial correspondence, dated October 17, 2025, a copy of which is attached hereto as **Exhibit B**. We continue to agree with staff's recommendation to deny designation of the Property, particularly in light of the improper gamesmanship demonstrated by the applicant in this situation.

Staff has consistently concluded that the Property does not meet the threshold for designation under any Historic Resources Board (HRB) criteria: in 2023; in 2024; upon review of the nomination in mid-2025; upon review of the first addendum, dated September 15, 2025; and now, for a fifth time, after review of a second addendum, dated October 31, 2025, which was prepared following a continuance granted at the October HRB hearing over SDAIHC's strong objection.

Kristi Byers, Chairperson
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Continuance and Addendum

The October 2025 HRB hearing continuance was pointless. Despite numerous statements on the record that a continuance was needed to view “new” primary source material at the San Diego History Center and respond to the information provided by the undersigned and by Nexus Planning & Research (Nexus), the applicant instead used the additional time to develop a completely new narrative about an unrelated community organization and solicit support for their position, rather than obtain the evidence they claimed was needed to bolster their designation argument.

Importantly, the addendum cites *no* new primary sources from the San Diego History Center, presents *no* previously unknown facts, and adds *no* material information about the Property and/or San Diego’s planning history to the record, as outlined in the very thorough response prepared by Nexus, dated November 14, 2025 (Second Memorandum), a copy of which is attached hereto as **Exhibit A**.

Alleged Association with Citizens Coordinate for Century 3 (C3)

As detailed in Nexus’ Second Memorandum, the Property is not related to C3 in any way, shape or form. The applicant has not provided any evidence to support a claim that the Property was fundamental to the creation of the organization. The record does not place C3 at this address; documented monthly meetings occurred at Alice Birney Elementary from June through November 1961 and continued there in 1962.

There are no minutes, letterhead, directories, City correspondence, or contemporaneous press tying C3 actions to the Property. No identified decisions or milestones of the organization occurred at the site. Criterion A cannot be met as explained in Nexus’ Second Memorandum, which absolutely refutes the irrelevant and extraneous C3 claim.

Architectural Significance and Integrity

Integrity is the foundation of any historical resource designation. Here, the Property’s integrity has been diminished by: (1) replacement of the storefront front elevation window system and front entry, which changed the materials, operation, and style of the primary facade and entry; (2) additional window and door replacements; (3) roofing and mechanical changes; (4) site fencing and grade changes; and (5) removal of the wood sunshade system. Without the original storefront configuration, original finishes, and intact sunshade, the Property does *not* represent an exemplary or rare early Ruocco/Delawie work when compared to better preserved local examples. The applicant’s second addendum offers no measurable, site-specific evidence to overcome these losses as demonstrated in Nexus’ Second Memorandum.

Kristi Byers, Chairperson

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In fact, the October 9, 2025 Staff Report and Nexus' First Memorandum, dated October 17, 2025, a copy of which is attached hereto as Exhibit B, demonstrate clearly that the applicant's style labels and authorship claims are not supported by the building or by comparative examples, regardless of the abundance of prose to the contrary. Simply stating the applicant's allegations over and over does *not* change the fact that authorship alone does *not* warrant designation. The involvement of one, or in this case two, masters, without more, is not sufficient for designation. The Property is not representative of a notable work of Lloyd Ruocco or Homer Delawie.

The HRB should not allow itself to fall into the trap laid by the applicant in its quest to deny SDAIHC to right to redevelop a tired, out-of-date building that was – at best – a “spec office” building when it was constructed in 1959. To designate the Property as historic would violate numerous HRB precedents and encourage other opponents to engage in the sort of games that the applicant has relied on in this process, which result in delay at any cost regardless of the facts and/or the historicity of the building in question.

Conclusion

The record continues to support staff's recommendation. Applicant's second addendum offers no new primary sources, fails to substantiate a completely speculative C3 association, and does not overcome demonstrated integrity losses. The Property does *not* meet the threshold for designation under any HRB criteria.

We therefore respectfully request that the Board adopt staff's recommendation and decline to designate the Property. Please end this drawn out process and allow SDAIHC to proceed with redevelopment of its Property without further delay.

Respectfully submitted,



Heather S. Riley

HSR:ptl

Attachments

EXHIBIT A

MEMORANDUM

Issue Date: November 14, 2025

Building: San Diego American Indian Health Center, 2660 1st Avenue

Author: Ms. Jennifer Ayala RA, LEED AP, Nexus Planning & Research

Purpose: Addendum to Memorandum Regarding Historical Significance for 2660 1st Avenue, October 17, 2025

1. Introduction

Nexus Planning & Research (Nexus) was enlisted by Allen Matkins to evaluate whether the building constructed in 1959, and located at 2660-2666 First Avenue (Property) is eligible for designation under any City of San Diego (City) Historical Resources Board (HRB) Designation Criteria (Criteria).

To date, a number of documents regarding the Property's eligibility have been prepared and reviewed by HRB staff. Prior to the October 23, 2025 HRB meeting, staff evaluated the property for historical significance five times. Staff consistently concluded that the Property is not eligible for designation under any HRB Criteria.

<u>Review</u>	<u>Date</u>	<u>Type of Review</u>	<u>Lead Party</u>	<u>Staff Determination</u>
1	November 2023	Preliminary Review	San Diego American Indian Health Center	Not Eligible under Criterion C
2	September 2024	Preliminary Review	Applicant	Not Eligible under Criteria C or D
3	October 2024	Nomination	Applicant	Not Eligible under Criteria C or D
4	September 2025	1 st Addendum to Nomination	Applicant	Not Eligible under any Criteria, A, B, C, or D.
5	October 2025	Staff Report	HRB Staff	Not Eligible under Criteria, A, B, C, or D.

However, as only the HRB can ultimately decide whether a property is historic if nominated to the City's register, the Property was scheduled to be considered for designation at the October HRB meeting, where Staff recommended against designation.

The matter was continued to the November 20, 2025 meeting at the Applicant's request to allow the Applicant an opportunity to obtain copies of Lloyd Ruocco's papers, which the Applicant claimed would link the Property to Mr. Ruocco's body of work and, specifically, his association with Citizens Coordinate for a Handsome Community, now Citizens Coordinate for Century 3 (C-3), and to respond to Nexus initial memorandum dated October 17, 2025.

The information that was submitted in the Applicant's 2nd Addendum on October 31, 2025, was reviewed by staff, who again concluded the Property is not eligible for designation.

Memorandum

San Diego American Indian Health Center, 2660 1st Avenue, San Diego, CA 92101

Review	Date	Type of Review	Lead Party	Staff Determination
5	October 31 2025	2 nd Addendum	Applicant	Not Eligible under any Criteria

After reviewing the Applicant's 2nd Addendum, Nexus agrees with staff's conclusion. Nothing provided by the Applicant brings to light new evidence of historical significance under Criteria A, B, C, or D.

2. Executive Summary

The 2nd Addendum offers no new Property-associated evidence supporting the Applicant's claims of historical significance under Criteria A, B, C, or D, and cites no additional primary sources from the San Diego History Center or from Mr. Ruocco's papers. Contrary to the representations made at the October 23, 2025 HRB meeting when the continuance was granted over the Property owner's objection, the 2nd Addendum advances one new argument under Criterion A, which is baseless as shown below. The majority of the 2nd Addendum seeks to reinforce the October 2024 Nomination's claims of significance under Criteria C and D and to advocate for a new interpretation of integrity that does not require the building to remain intact from its period of significance (a troubling new HRB precedent). Overall, the 2nd Addendum presents no previously unknown facts regarding the Property's 1959 development and it fails to demonstrate support for any of the old and new claims of historical significance. Therefore, the Property remains ineligible for designation under Criteria A, B, C, and D.

The Addendum's 39 pages can be condensed into five claims,

1. Criterion A (association): The Property reflects key aspects of the City's historical, landscape, aesthetic, and architectural development tied to Lloyd Ruocco's 1960s C-3 planning and design philosophies. (*New argument*)
2. Criterion C (design): The City has not correctly evaluated the Property under Criterion C. (*Old argument*)
3. Integrity: The City's evaluation of integrity is incorrect; any perceived loss is irrelevant because it is replaceable. (*Old argument*)
4. Criterion D (work of a master): The City has not properly evaluated the Property as a notable example of Ruocco and Delawie's work; loss of integrity is irrelevant. (*Old argument*)
5. Criterion D (comparative context): The City has not properly evaluated the Property within its comparative context as a rare commercial collaboration by Ruocco and Delawie. (*Old argument*)

3. Findings

Before addressing how each claim is unsubstantiated, a brief review of the Property's history is useful.

Dr. Millman Milton and his wife Sylvia Milton took ownership of the subject property in November of 1957. They granted ½ interest in the property to Dr. M. Brent Campbell and his wife Rita Campbell in March of 1959. Ruocco and Delawie were enlisted to design a medical office building. According to a City records, a building permit was issued in April of 1959, and a Notice of Completion confirms construction was completed in December of 1959. Permit records note that the wood fence was permitted in June of 1960, and a metal fence was permitted in November of 1960. Additional building permit records note interior wall relocations in January and May of 1969, re-roofing in 1975, and interior tenant improvements (TI) and exterior front

elevation alterations in 2004. The Property has been used as a medical office building since 1959, and remains in use as a medical office building today.

There is no evidence in the record that the doctors were members of C-3, the Balboa Park Protective Association, Sierra Club, the District Federation of Women's Clubs, the American Institute of Architects, or the West Balboa Park Property Owners Association. Nor is there anything in the record demonstrating any of the owners' special interests in architecture, landscape design, art, ecology, or activism.

Historical research did not reveal any evidence associating the owners or their medical office building with any aspect of significance under the City's Guidelines.

4. Addendum Claims vs. Factual Record

Claim 1: Criterion A (Association): The building's placement at the periphery of Maple Canyon, considered with early C-3 activism, is presented as a physical manifestation of Ruocco's city-building philosophy and canyon-park planning ethic. The building is a singular significant architectural design expressing significant aspects of historical, landscape, aesthetic, and architectural development.

False: Neither the prior information submitted by the Applicant or the 2nd Addendum provide any evidence in support of these claims. The 2nd Addendum did not provide any evidence that Drs. Milton or Campbell, or their medical office building, had a direct or indirect association with any C-3 activities/activism or significant aspects of development. The claims of association rely solely upon the Property's setting and 1960s, 70's and 80's planning concepts, all of which significantly post-date the 1959 development of the Property, rather than on the actual Property's development and character-defining features.¹

- C-3 creation and activism started at least 2 years *after* the building's construction was complete. (1961 at Alice Birney Elementary²). See Exhibit A.
- There is no evidence that the Property participated in or influenced efforts to "save Maple Canyon" from freeway development between 1964–1967³. Groups associated with blocking freeway development through Balboa Park included: C-3, the Balboa Park Protective Association, Sierra Club, the District Federation of Women's Clubs, the American Institute of Architects, and the West Balboa Park Property Owners Association.⁴ See Exhibit A.
- Field observation and photographic documentation show that the building does not front the canyon; the canyon is not visible upon entry into the building due to its internal planning; and under-building parking is utilitarian rather than a character-defining feature. See Exhibit B.

¹ The October 30, 2025 letter from landscape architect Vicki Estrada, PLA, FASLA, likewise relies on generalized statements about Maple Canyon, San Diego's canyon system, and Ruocco's later C-3 advocacy, prepared after she first became aware of the Property the last week of October, and without any contemporaneous project documentation, evidence of C-3 activity at this site, or analysis of the building's actual development history and character defining features.

² San Diego Evening Tribune, March 7, 1961, "Coordinators To Meet on Organization."; San Diego Union, March 9, 1961, "City Beautifying Study Group To Meet Tonight."; San Diego Evening Tribune, March 10, 1961, "Citizens Coordinate Sets Up Study Groups."

³ San Diego Union, September 30, 1964, "Maple Road Would Delay Other Projects."; San Diego Union, November 11, 1964, "Canyon Road Plan Backed, Criticized."; San Diego Evening Tribune, November 11, 1964, "Council to Tour Route of Maple Canyon Road."

⁴ San Diego Union, November 11, 1964, "Canyon Road Plan Backed, Criticized".

- The Addendum did not provide any evidence or comparative examples of 1950's parking designs to demonstrate how the Property's approach to on-site parking and landscaping design is special or was recognized by industry professionals as innovative or in any way remarkable.
- Contextually, the Property occupies a site along the Maple Canyon periphery. City records indicate the canyon encompasses roughly 20 acres and has been surrounded by residential and commercial development since the early 1900s.⁵ Within this setting, the Property is representative of typical edge-of-canyon development, not a significant representation of canyon preservation. See Exhibit C.
- Sanborn Fire Insurance Maps (1950-1971) and aerial photographs (1949-1979) demonstrate a sustained pattern of increased development and encroachment into Maple Canyon. City regulations and patterns of development at the time the Property was developed were not bound by any considerations for environmental impact. That fact did not change until the City adopted an Open Space Preservation and Maintenance Policy in 1984, and added an Open Space Preservation and Development of Sensitive Lands Element to the General Plan in 1984.^{6, 7} See Exhibit D and E.
- Even more importantly, the dedication of Maple Canyon as open space in 1983,⁸ postdates the Property's development by 24 years. See Exhibit F.
- As can be seen, the 2nd Addendum failed to cite any Ruocco or C-3 archival material linking his design philosophies to the Property. By contrast, Ruocco's 1949 Design Center is the appropriate resource representative of his philosophies, it embodies historical, landscape, aesthetic, and architectural aspects of development, and it remains intact. See Exhibit G.

Claim 2: Criterion C (Design): The 2nd Addendum characterizes the design as International Style with Post-and-Beam influence, asserting that functional elements such as the sunshade and fence are integral rather than applied ornament and that the absence of certain textbook features does not preclude classification so long as the overall composition and intent remain legible. This discussion substantially repeats the October 2024 Nomination with additional wording, and provides no new analysis or documentation.

False: This claim is not consistent with the City's Guidelines for the application of Criterion C.

- The 2nd Addendum restates prior arguments and asserts staff error without measured documentation, comparative analysis, or Property-specific evidence demonstrating that the Property's extant character defining features are consistent with good examples of the International Style or Post-and-Beam style.
- The 2nd Addendum equates the Property's design with one of the most recognized International Style buildings, the Villa Savoye (c. 1928). The Property is not comparable to the Villa Savoye. See Exhibit H. Built 31 years later, the Property lacks fundamental International Style character-defining features and falls outside the style's period of significance. The City's register contains stronger, better-preserved representations of this style, and whether a master designed the subject structure or not is irrelevant; the building must still be a good representative example of the style, with its defining features intact.

⁵ https://www.sandiego.gov/sites/default/files/dsd_geotechnical_report_2.pdf web accessed November 2025.

⁶ <https://www.sandiego.gov/sites/default/files/legacy/planning/genplan/pdf/generalplan/gpfullversion.pdf> web accessed November 2025.

⁷ https://docs.sandiego.gov/councilpolicies/cpd_600-23.pdf web accessed November 2025.

⁸ <https://docs.sandiego.gov/councilminutes/1983/min19830607rg.pdf>

- The 2nd Addendum relitigates a claim previously rejected by staff - that strict application of the City's modernism statement is not warranted, and instead argues that "Frankenstein" versions of styles should be eligible for consideration.
- Critically, the 2nd Addendum continues to ignore that the Property's structural system is not expressed as it should be in a Post and Beam style building. The Property contains perimeter steel I-beam posts concealed within stucco and drywall; the steel I-beams do not project to the exterior and do not create overhangs or decks. See Exhibit K.
- The 2nd Addendum also seeks to treat stucco jointing as an expression of the structural grid. That is incorrect. Stucco is a finish material, not structure. See Exhibit K.
- Additionally, the Property's sunshades are not connected to the steel I-beams. The sunshades are supported by steel flanges that do not align with the primary I-beams, a condition that is not consistent with the Post and Beam style. See Exhibit K.
- Most importantly, upon entry into the building, a visitor does not experience a strong visual or spatial connection to the outside; there is no clear structural language consistent with Post and Beam, and from within the offices, primary views are to neighboring buildings rather than the canyon. See Exhibit I and J.
- In sum, and as outlined in the San Diego Modernism context statements, an exemplary International Style building with Post-and-Beam influences would directly express structure, avoid applied ornament, employ flat roofs with cantilevered slabs or parapets, and feature expansive floor to ceiling glazing with a strong interior to exterior connection. The Property's steel frame is largely concealed and therefore not clear; wood elements (including the removed sunshades) functioned as applied features; glazing is limited to discrete zones; and the front elevation corner glazing is no longer intact. Better preserved, better documented local examples convey both International and Post-and-Beam characteristics, including designated resources attributed to both Ruocco and Delawie.

Claim 3: Criterion C (Style): The Property's frame and structural system remain legible to the public realm; alterations are largely reversible and documented, including that the roof equipment screen was an early alteration rather than an original parapet.

False: Again, this claim largely repeats earlier arguments and provides no new evidence that the building retains its ability to embody a recognized architectural style. Under the City's Guidelines, integrity requires retention of the Property's essential character-defining features from its period of significance. Accepting the 2nd Addendum's effort to redefine integrity in a manner that is inconsistent with the Guidelines would result in a significant change in HRB Guidelines.

- The 2nd Addendum ignores significant cumulative alterations: removal and replacement of the front elevation's storefront; front-entry modifications; removal and replacement of all front elevation windows with changes in operation and profiles; removal of roof top mechanical screen, new door on the south elevation, wood sunshade system removal across the front elevation, and site fencing removal.
- The 2nd Addendum attempts to redefine integrity in evaluating historical significance, particularly under Criterion C, by relying on a "replaceable elements" argument and a "remaining legible in the public realm" concept. Neither concept is found in the City's adopted Guidelines, which require that a property retain integrity of design, materials, and workmanship and clearly retain its character defining features from the period of significance. There is no question that the Property no longer

contains its 1959 character defining features, and “remaining legible” in the public realm is not a recognized standard for determining integrity or eligibility for local designation.

- Regardless, reversibility is not pertinent to designation. It is a rehabilitation concept employed when evaluating proposed work for consistency with the Secretary of the Interior’s Standards, typically to accommodate a new use or an addition to a historic resource, in which original character defining features are repaired or replaced in kind. The question before the HRB is **not** how to rehabilitate the Property, but whether it currently embodies its original 1959 character defining features. The Property does not, and therefore it does not retain integrity.

Claim 4: Criterion D (Master): The Property is presented as a rare, early in-city commercial collaboration by Masters Ruocco and Delawie, supported by the joint title block and licensing documentation and significant under Criterion D for these reasons.

False: The 2nd Addendum fails to demonstrate that the Property is a notable work within Ruocco’s and Delawie’s bodies of work or that it meets the threshold for designation under Criterion D, for the following reasons:

- The 2nd Addendum provides no new evidence and instead re-argues that the City’s Guidelines should not apply, while repeating the nomination’s general summary of Ruocco’s and Delawie’s careers without adding new evidence.
- The 2nd Addendum does not establish the Property as a notable work within their bodies of work while partners, which include over 31 collaborations (including four City-recognized designated properties, showing this Property is neither rare nor notable); stronger, better documented contemporaneous examples are already designated, and collaboration alone does not confer significance.
- The 2nd Addendum cites no new material from Ruocco’s archives demonstrating that this building is important among his approximately 150 commissions, and the 2nd Addendum does not comprehensively survey his work in order to establish the Property’s notability within it.⁹
- Likewise, the 2nd Addendum provides no evidence of Delawie’s opinion of this building or of its importance within his more than 250 widely known commissions, many of which remain extant.
- In addition to all of the above flaws, the 2nd Addendum glosses over and minimizes significant alterations to the Property in a headlong attempt to justify eligibility, even though under Criterion D, as under Criterion C, the City’s Guidelines require integrity of design, materials, and workmanship, which the Property does not retain. The Property cannot convey the architects’ design intent.

Claim 5: Comparative Context: Among extant Ruocco-Delawie commercial works, this example is argued to better represent their integrated approach and site responsiveness than available comparators.

⁹ See the Lloyd Ruocco Archive, “Confirmed Ruocco Projects” (online project list curated by landscape architect and Ruocco researcher Todd Pitman), which reconstructs Ruocco’s built work from archival sources. The Millman & Campbell Medical Office Building at 2666 First Avenue is listed there simply as a 1959 Ruocco–Delawie medical office commission and is not distinguished as a landmark, award-winning, or otherwise especially significant project within his oeuvre.

Memorandum

San Diego American Indian Health Center, 2660 1st Avenue, San Diego, CA 92101

False: The 2nd Addendum provides no new information, and the Criterion D collaboration claim lacks a defensible comparative framework or evidence that the Property meets the threshold for significance, for the following reasons:

- Characterizing the Property as a rare commercial building within Ruocco's and Delawie's body of work is unsubstantiated and not grounded in a survey of their extant commercial projects. In addition, the City's Guidelines do not support a "rare building type" argument under Criterion D. If the Applicant wished to pursue a rare type of building claim, the appropriate framework would be Criterion C, supported by a comparative analysis of contemporaneous commercial buildings. The Applicant certainly had time to prepare the necessary paperwork given the significant timeline outlined above, but failed to provide the required information. Exhibit L.
- Comparative context under Criterion C does not support designation. Better preserved local examples more clearly convey International and Post-and-Beam Modern styles. Within Ruocco's work, the Fifth Avenue Design Center remains the recognized exemplar, underscoring this Property's lack of distinction. The 2nd Addendum does not examine Delawie's designated Post-and-Beam buildings as comparison properties, even though those resources provide clearer, better-preserved examples of the style and of his body of work, and it does not show that the Property is on par with those buildings. Exhibit M.
- The 2nd Addendum ignores significant cumulative alterations that have compromised design, materials, and workmanship. It provides no site-specific evidence to rebut these integrity losses, relying instead on an integrity concept that is not consistent with the City's Guidelines.
- Ultimately, the 2nd Addendum fails to demonstrate how the Property is an exemplary or rare expression of Ruocco/Delawie work. Without integrity and a defensible comparative framework, it cannot meet the threshold for Criterion D (or Criterion C.)

5. Conclusion

The HRB granted a continuance to provide the Applicant an opportunity to examine materials at the San Diego History Center, specifically Lloyd Ruocco's papers and any documentation regarding the Property, and respond to Nexus' October 17 memorandum. The 2nd Addendum failed to accomplish either goal as it does not introduce new primary sources from the San Diego History Center, cite other property specific material from Ruocco's archives, or address any of Nexus' submittal.

Instead, the 2nd Addendum advances one new argument under Criterion A without documentary support and then attempts to reargue points already rejected by staff. As shown throughout the record, the Property is not eligible for designation under Criteria A, B, C, or D.

Bibliography

1. Clare B. Crane, Ph.D., *Citizens Coordinate & The Battle for City Planning in San Diego* (June 18, 2010). PDF. Web accessed. November 2025.
2. <https://www.lloydruocco.com/> curated by Todd Pittman, web accessed November 2025.
3. San Diego Evening Tribune, March 7, 1961, "Coordinators To Meet on Organization."
4. San Diego Union, March 9, 1961, "City Beautifying Study Group To Meet Tonight."
5. San Diego Evening Tribune, March 10, 1961, "Citizens Coordinate Sets Up Study Groups."

Memorandum

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- 6) San Diego Union, March 29, 1961, "Officers Picked By Backers Of Beautification."
- 7) San Diego Evening Tribune, April 26, 1961, "Parks to Be Talked."
- 8) San Diego Evening Tribune, July 25, 1961, "Curbs Asked On Billboards."
- 9) San Diego Evening Tribune, January 23, 1962, "Center City's Fund Swells."
- 10) San Diego Union, June 27, 1961, "Citizens Group Asks Freeway Billboard Law."
- 11) San Diego Union, July 25, 1961, "Citizens Group Criticizes City's Billboard Proposal."
- 12) San Diego Evening Tribune, August 29, 1961, "City Billboard Plan Praised."
- 13) San Diego Union, September 17, 1961, "Council Plans To Discuss Freeway Billboard Control."
- 14) San Diego Union, September 26, 1961, "Freeway Plant Cost Rise Cited."
- 15) San Diego Union, October 11, 1961, "Council Expects To Pass Law Regulating Billboards."
- 16) San Diego Union, October 14, 1961, "Council Expects To Pass Law Regulating Billboards."
- 17) San Diego Union, November 19, 1961, "Hearing Set On 'Minimum' Freeway Sign Ordinance"
- 18) San Diego Union, November 21, 1961, "City Planners Delay Vote On Billboard Rules."
- 19) San Diego Evening Tribune, May 23, 1961, "Canyon Park Work Urged."
- 20) San Diego Union, June 11, 1961, "Anti Litter Legion."
- 21) San Diego Union, June 21, 1961, "Funds Sought For Protection Of Canyon Park."
- 22) San Diego Union, July 9, 1961, "Park Aides To Tour Two Clairemont Canyons."
- 23) San Diego Union, July 13, 1961, "Keep San Clemente Canyon In Natural State, City Urged."
- 24) San Diego Union, October 7, 1961, "Formal Dedication Of Park Proposed."
- 25) San Diego Union, November 16, 1961, "Tree Lovers Voice Pleas."
- 26) San Diego Union, September 30, 1964, "Maple Road Would Delay Other Projects."
- 27) San Diego Union, November 11, 1964, "Canyon Road Plan Backed, Criticized."
- 28) San Diego Evening Tribune, November 11, 1964, "Council to Tour Route of Maple Canyon Road."
- 29) San Diego Evening Tribune, November 21, 1961, "Planners Find Fault With Billboard Act."
- 30) San Diego Evening Tribune, January 28, 1966, "City Manager Cites Traffic Problems."
- 31) San Diego Evening Tribune, March 5, 1964, "New Park Entrance Planned by Citizens."
- 32) San Diego Evening Tribune, July 15, 1972, "Downtown Ministers Assn. sponsors public meeting on Plaza Redevelopment Project."
- 33) San Diego Union, February 16, 1981, "Environmentalists View Future."
- 34) San Diego Union-Tribune, July 26, 1992, "C-3's foot soldiers battle to make city fit to live in";
- 35) San Diego Union-Tribune, July 3, 2011, "Obituary: Clare Crane, historian and teacher, supported responsible planning."
- 36) City of San Diego Building Permits
- 37) Sanborn Fire Insurance Maps
- 38) County of San Diego Records
- 39) Aerial Photographs courtesy of EDR.net

End of Memorandum

Exhibit A: C-3 Newspaper articles

Evening_Tribune_1961-03-07 Page 31

Coordinators To Meet on Organization

Citizens Coordinate, a group representing civic and cultural organizations will meet at 7:30 p.m. Thursday in Alice Birney School to discuss organizational plans.

Lloyd Ruocco, organizer of the group, said it was formed to study and advise on city planning and building problems.

The group will be asked to name a committee Thursday to nominate officers and choose projects, Ruocco said.

Representatives of the San Diego Chapter of the American Institute of Architects, League of Women Voters, San Diego County Metropolitan Planners' Association, San Diego Opera Guild, San Diego Symphony Association, American Association of University Women and the Junior League have been invited.

San Diegoan Poultrv

Evening_Tribune_1961-05-23 Page 23

Canyon Park Work Urged

Development of San Clemente Canyon as a city park was urged in a resolution passed last night by Citizens Coordinate at a meeting in Alice Birney Elementary School.

San Clemente Canyon extends from U.S. 101 near the brickyard in Rose Canyon to U.S. 395.

Fire Protection Needed

Mrs. Jean Morley, chairman of the park project committee of the citizens' group, said that fire protection of the 466 acres acquired by the city last September is urgent.

There also should be erosion control, access roads and clearing of trash and underbrush, she said. The city is expected to include funds for these in its capital outlay program for fiscal 1963-64, she said.

Use of Lot Urged

The Citizens Coordinate also urged in a resolution that the city use a vacant lot between the Old Town Plaza and Presidio Park for park purposes. It presently is used as a parking lot.

The land was given to the city by the federal government for an extension of the Old Town Plaza in connection with original Fiesta del Pacifico plans.

Exhibit A: C-3 Newspaper articles

San_Diego_Union_1964-11-11 Page 19

Canyon Road Plan Backed, Criticized

(Continued from b-1)

suffering from artery sclerosis," Zlotoff said.

He said the programmed Inland Freeway through North Park would serve north-south traffic. However, he said better east-west service was needed and that the project should not be delayed.

Dr. Joseph Telford, a spokesman for citizens living in the Quince-Morley Field Drive area, favored the southernmost alternate of three originally recommended by City Mgr. Tom Fletcher a year ago.

Also asking for deferment of the project was W. E. Wessels, speaking for the West Balboa Park Property Owners Association.

"People were here before cars," Wessels said. "We have inherited this park and should be the guardians of it."

Douglas Giddings, chairman of the city Park and Recreation Board, opposed Route B-A. He said any route the council chooses should be studied closely to provide the maximum of park service, particularly in alleviating the through traffic on Laurel Street which is the main park entry.

The San Diego Girl Scouts asked for assurances that the selected route would not disrupt

the 10-acre lease the organization holds off Richmond at the north fringe of the park.

Mrs. Dorothea Edmiston, president of Citizens Coordinate, said the full project should be put off until the effect of construction of the Inland Freeway could be measured.

"We want this council to go down in history as the one that saved Balboa Park," Mrs. Edmiston said.

Albert Harutunian Jr., a member of the Planning Commission, said he could not support Route B-A unless some tunnels were considered. Harutunian said he was speaking individually and noted that the plan submitted to the commission, which resulted in backing for B-A, included the Quince-Palm one-way plan.

Alternate B-A calls for the route to extend from Laurel and State northeasterly through Maple Canyon under the First Avenue bridge to Third Avenue. Quince would be widened at this point.

It would connect with Cabrillo at Richmond, then follow Richmond past Upas Street into Marston Canyon, merging with Park Boulevard at the canyon's terminus.

Plans for Maple Canyon in discussion in 1964, no decision yet. C-3 weighing in on proposals that are not clear yet.

Exhibit A: C-3 Newspaper articles

San_Diego_Union_1981-02-16 Page 20

GROUP ALSO ASSESSES PAST 20 YEARS

Environmentalists View Future

By CARL RITTER

Staff Writer, The San Diego Union

Citizens Coordinate for Century 3, a San Diego environmental organization whose efforts predated government involvement, said yesterday it will broaden its base in 1981 by forming two new task forces.

One will concern itself primarily with plans for development of Southeast San Diego. The other will seek creation of a river park in Mission Valley.

The organization, meanwhile, will continue its activities relating to open space and canyons, development of Penasquitos Park and Mission Trails Park, downtown redevelopment, Balboa Park and public transit, said outgoing president Clare Crane.

At Coordinate's 20th anniversary meeting yesterday, Crane noted that its members "championed protection of the environment and quality of life here long before those interests became popular."

The group, she said, was "responsible for saving Mission Valley and the Tia Juana River Valley from ugly and expensive concrete flood channels," and had a major role in "saving Kemp Ranch and other sensitive mountain areas for public recreational use."

Much of Mission Valley, she said, "is a lost battle, but we support efforts to plan the remaining portions creatively." She added that this envi-

sions a park stretching along much of San Diego River from the west tidelands all the way to El Capitan Dam, beyond Santee and Lakeside to the east.

Crane said this means Citizens Coordinate expects to work with other groups and individuals expressing interest in such a river park.

In its two decades, Citizens Coordinate has lost some battles, Crane conceded, but she listed "important victories including successful opposition to a charter change that would have weakened the City Planning Department, successful promotion of a height-limitation ordinance for La Jolla, cooperation with other groups to bring about adoption of the city's General Plan, and raising half the money to buy property to provide a

scenic entrance to Presidio Park on Taylor Street."

The organization's annual award for citizen participation was presented to Warren Nielsen who, the announcement read, "determinedly pressed the case for Helix Heights as an alternate site for location of the Naval Hospital."

On that subject, Crane said City Councilwoman Lucy Killea "will introduce a resolution to the council Tuesday afternoon to instruct the city manager to notify the Navy and the General Accounting Office of two facts:

"The city does not regard the \$3.7 million offered by the Navy for Florida Canyon as adequate compensation, and the city is not necessarily obligated to accept any land-trade the Navy might offer."

Citizens Coordinate paid tribute yesterday to Lloyd Ruocco and Esther Scott as founding the organization 20 years ago.

Gloria Penner, the featured speaker, reviewed highlights of her recent "Agenda '81: San Diego" television program, which indicated viewers' main spheres of interest through questions phoned to the studio.

She said questions relating to housing, water, land-use and toxic-waste disposal dominated. Penner was surprised, she told the audience, at how few questions dealt with education or crime.



THE SAN DIEGO UNION

Monday, February 16, 1981

20-year anniversary review does not mention the Property or Maple Canyon

Exhibit B: First Avenue Bridge looking south, Property is not visible



Property is not visible across Frist Avenue Bridge/ Maple Canyon

Exhibit C: Maple Canyon Trail Map, <https://www.sdcanyonlands.org/maps>

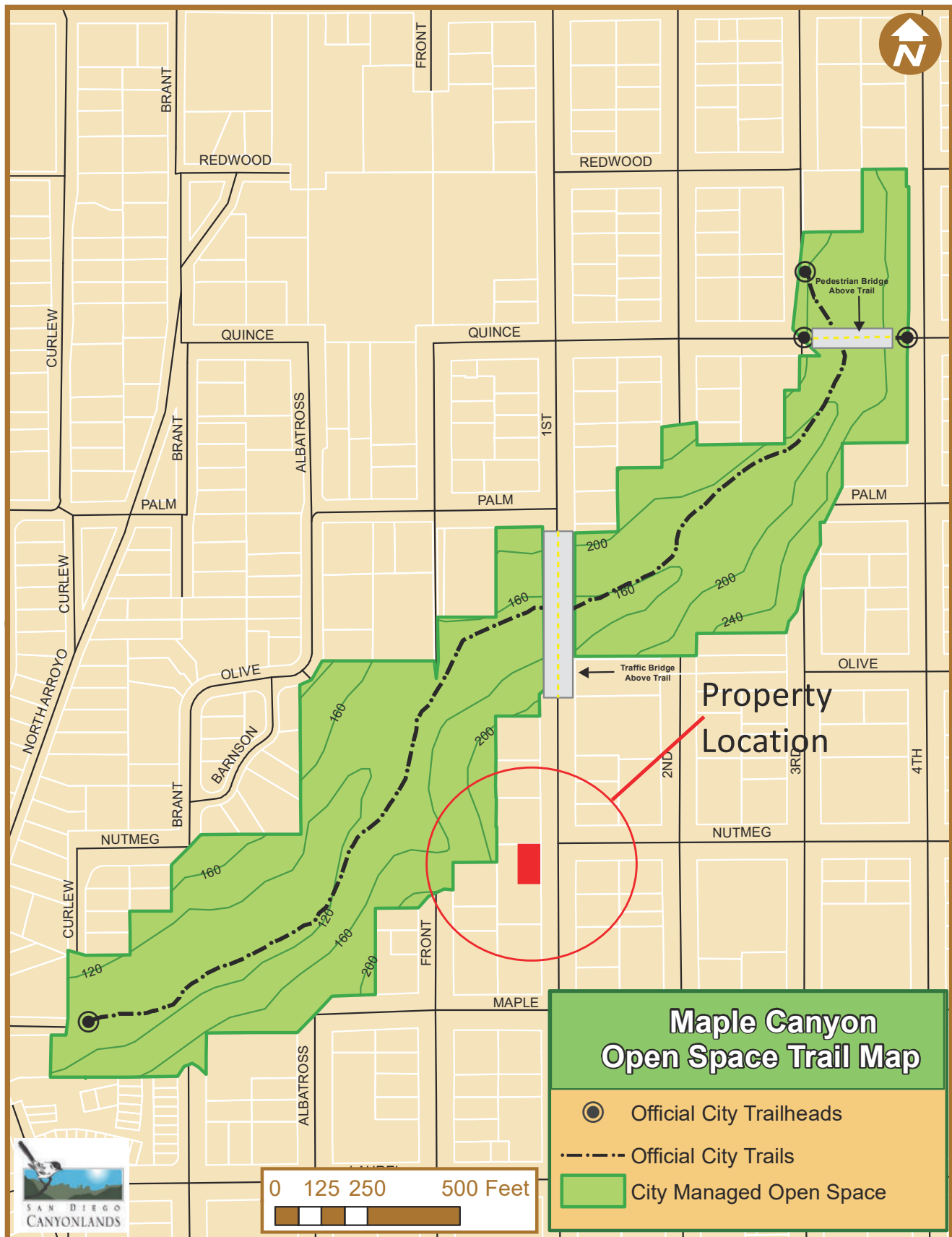


Exhibit C: Maple Canyon Opens space Trail Map,

<https://www.trailforks.com/trails/maple-canyon-655330/>

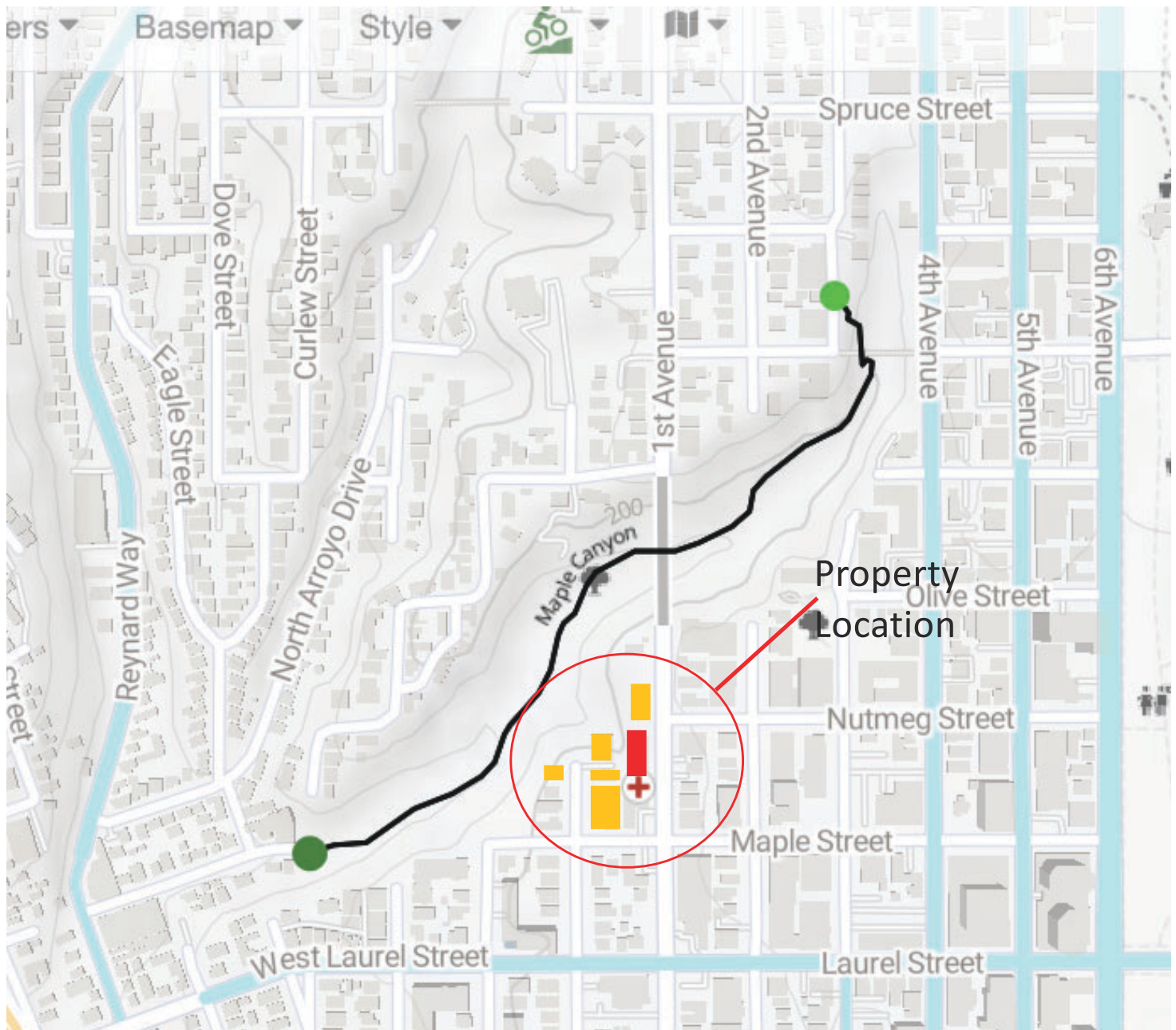


Exhibit D: Sanborn Fire Insurance Maps



Exhibit D: Sanborn Fire Insurance Maps

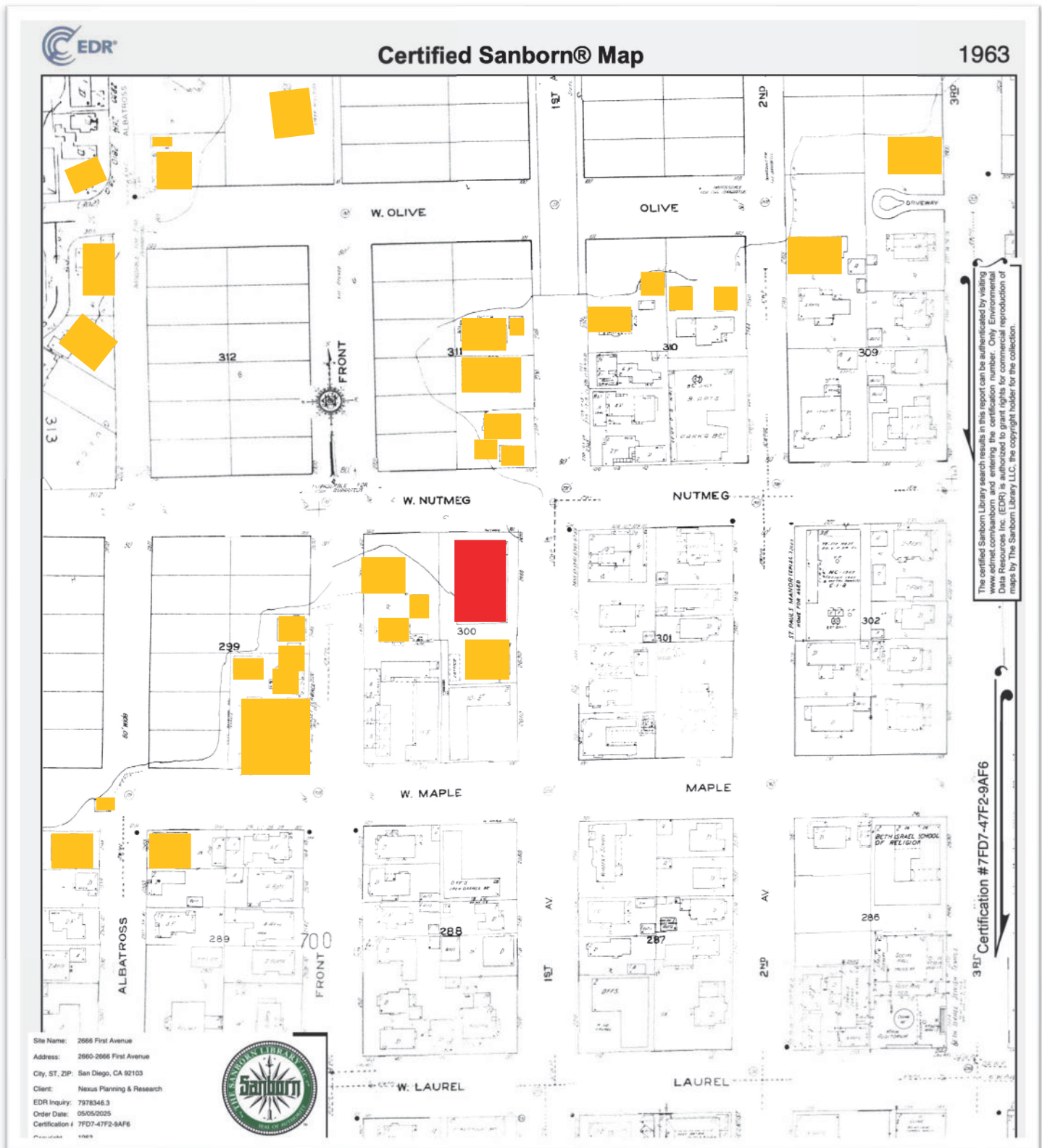


Exhibit E: Historical Aerial Photographs



1928

1928 aerial image reveals south side of
Maple Canyon is developed.

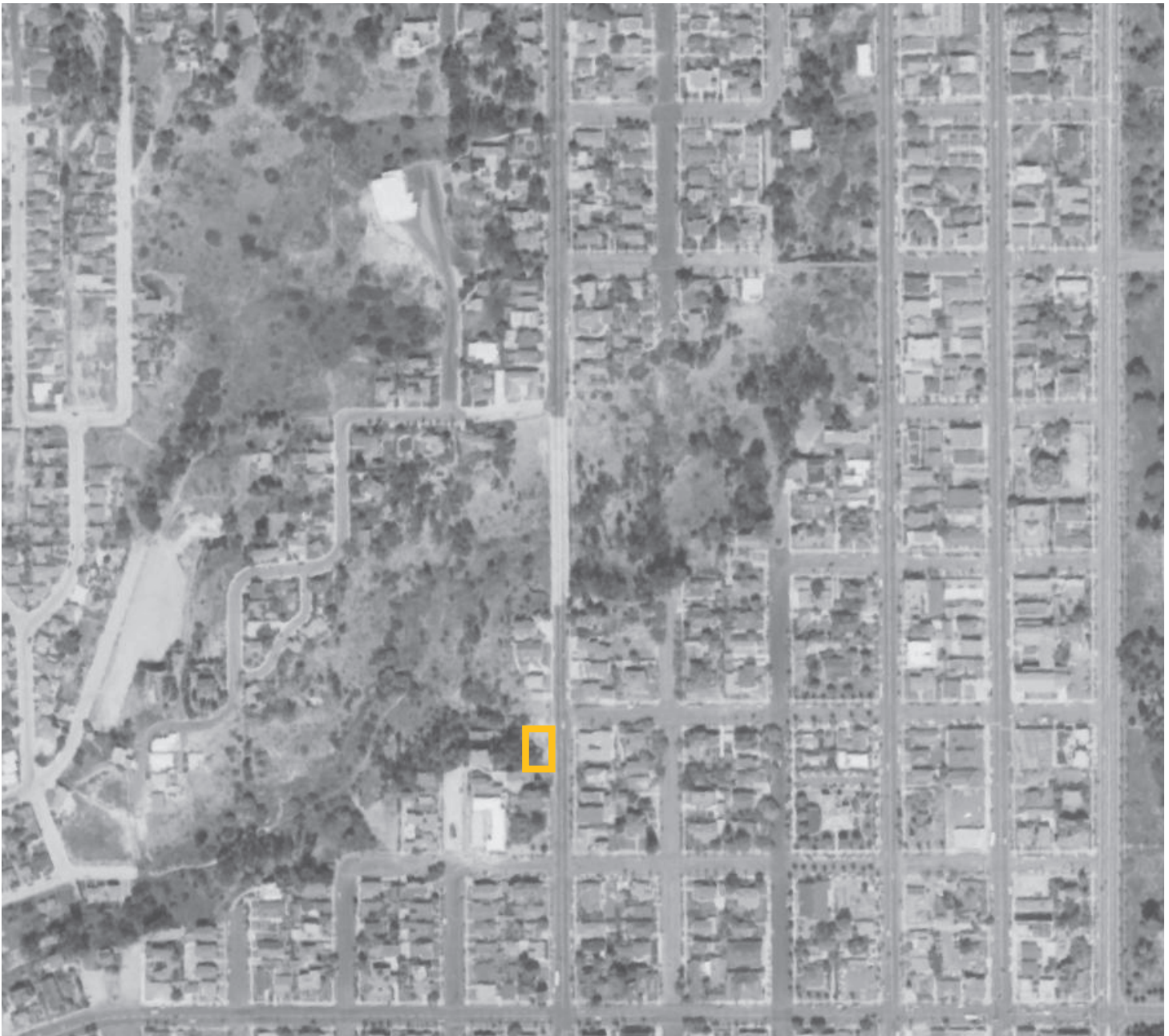
Exhibit E: Historical Aerial Photographs



1949

1949 aerial image reveals north side of Maple Canyon approaching build-out, including First Avenue Bridge to connect the two sides of the canyon which increases development of north side

Exhibit E: Historical Aerial Photographs



1953

1953 aerial image reveals north and south side of Maple Canyon are developed and much of Bankers Hills is being converted to commercial office uses and more intense residential buildings.

Exhibit E: Historical Aerial Photographs



1964

1964 aerial image reveals Property in place and consistent with surrounding development scale and use.

Exhibit E: Historical Aerial Photographs



1966

1966 aerial image reveals continued development intensification around Maple Canyon.

Exhibit E: Historical Aerial Photographs



1970

Exhibit E: Historical Aerial Photographs



1979

Exhibit F: Dedication of Maple Canyon for open space park purposes

Council Member Jones-present.
Council Member Struiksmma-present.
Council Member Gotch-present.
Council Member Murphy-present.
Council Member Martinez- present.

ITEM-330: (R-83-1720) ADOPTED AS RESOLUTION R-258608

Considering the protests and determining that the public interest and convenience requires the acquisition of property in Maple Canyon for open space park purposes under Resolution of Intention R-258466, adopted May 16, 1983; authorizing the expenditure of not to exceed \$700,000 as payment for said property and related costs from Open Space Bond Fund 79102.

(See City Manager Report CMR-82-188. Uptown Community Plan. District-8.)

CITY MANAGER REPORT:

Maple Canyon, one of the few remaining undeveloped uptown canyons, is a northeast-southwest bearing canyon located between Curlew Street and Fourth Avenue to the west and east, and Maple Street and Redwood Street to the south and north. This canyon lies within the Uptown Canyon Open Space System which is the eighth priority on the Open Space Retention List adopted by the City Council on January 8, 1979. There are currently 18 acres in City ownership which were dedicated as Maple Canyon Open Space Park on July 29, 1982 by Ordinance O-15768. An additional four lots were recently approved for purchase in a separate action.

City Manager Report CMR-82-188, dated May 12, 1982, recommended three additional acres for purchase in Maple Canyon as part of the reprogramming of approximately \$7,771,939 in funds remaining from the Second Bond Issuance. Council subsequently approved an acquisition plan which included these parcels, along with funds to have them appraised for purposes of acquisition for open space.

FILE LOCATION:

STRT OS-8

COUNCIL ACTION: (Tape location: D105-195).

Hearing began at 2:14 p.m. and halted at 2:20 p.m.

Testimony in opposition by Roselyn L.

MOTION BY MARTINEZ TO CLOSE THE HEARING AND ADOPT. Second by Gotch. Passed by the following vote: Mitchell-yea, Cleator-not present, McColl-yea, Jones-yea, Struiksmma-yea, Gotch-yea,

Murphy-

yea, Martinez-yea, Mayor Hedgecock-yea.

ITEM-331: CONTINUED TO JULY 5, 1983, 2:00 P.M.
19830607

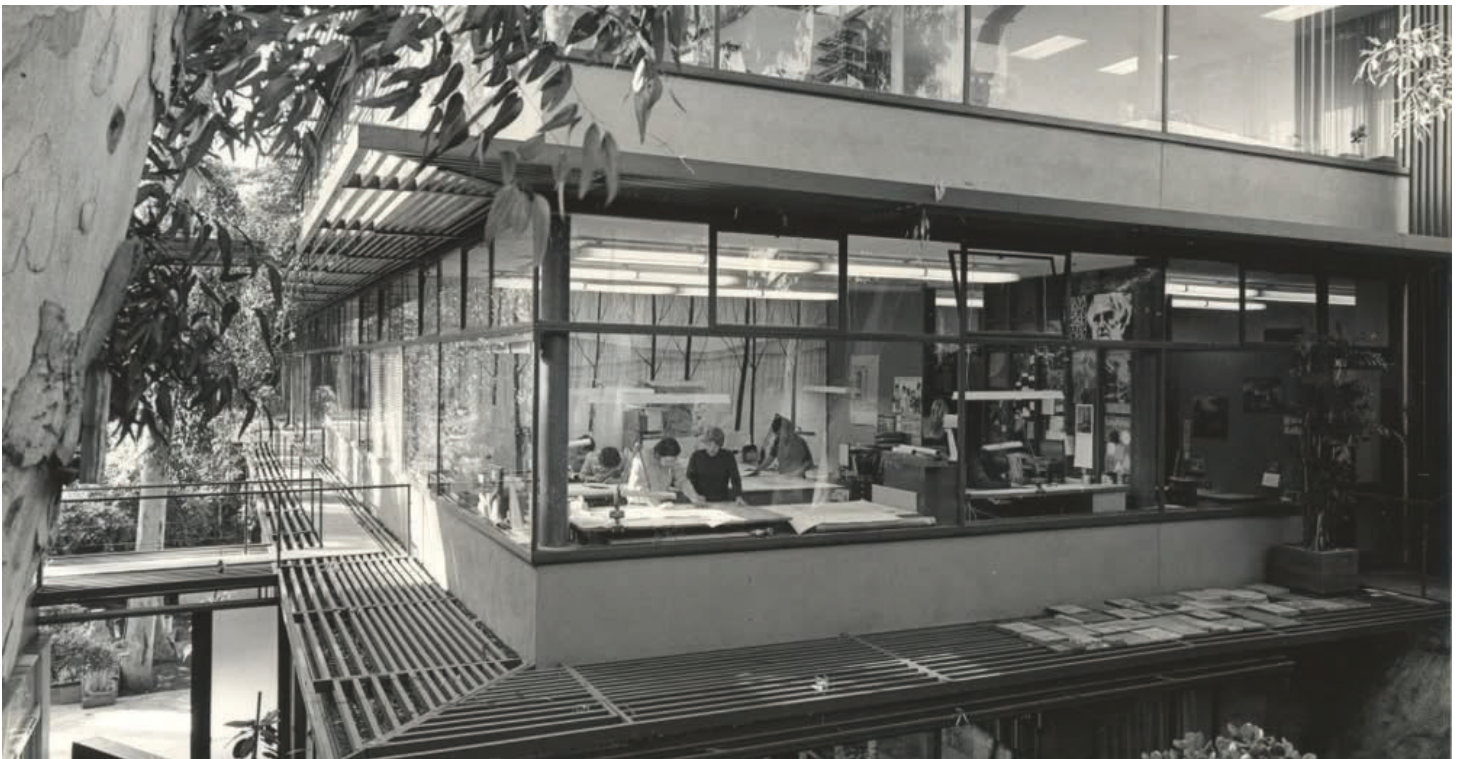
Exhibit G: Lloyd Ruocco, The Design Center 1949 (<https://mcculloughla.com/news/futurospace>)



The most frequently cited example of Ruocco's commercial work is the Design Center on Fifth Avenue in Hillcrest, completed in 1949. Constructed primarily of redwood and glass in a post and beam style, the multi tenant complex housed Ruocco's architectural offices, his wife Ilse Ruocco's interior design showroom, and studios for other designers and artists, and is widely described as one of San Diego's finest mid century modern buildings and a locus of the region's modern design community in the 1950s through 1970s.

The Design Center has long been recognized as one of San Diego's earliest and most important examples of Modern commercial architecture and is often cited as among Ruocco's best work. Constructed of redwood, glass, and steel in a low post and beam composition, the building embodies key characteristics of late 1940s and early 1950s California Modern commercial design, including extensive full height glazing with fixed windows, transoms, and sliding glass panels, exposed wood beams and trellises, a combination of wood, glass, and stucco wall surfaces, and a flat roof with broad overhanging eaves. The design carefully integrates the building with its site, creating a strong relationship between interior and exterior spaces through its siting, transparency, and the surrounding landscape of mature eucalyptus and jacaranda trees and boulders. This indoor outdoor continuity, coupled with the generous use of redwood, is emblematic of California's Modern architectural expression. HRB Staff Report, September 15, 2000

Exhibit G: Lloyd Ruocco, The Design Center 1949 <https://kidder.com/news/2021/06/rdc-san-diego-signs-lease-at-historically-significant-hillcrest-building/>



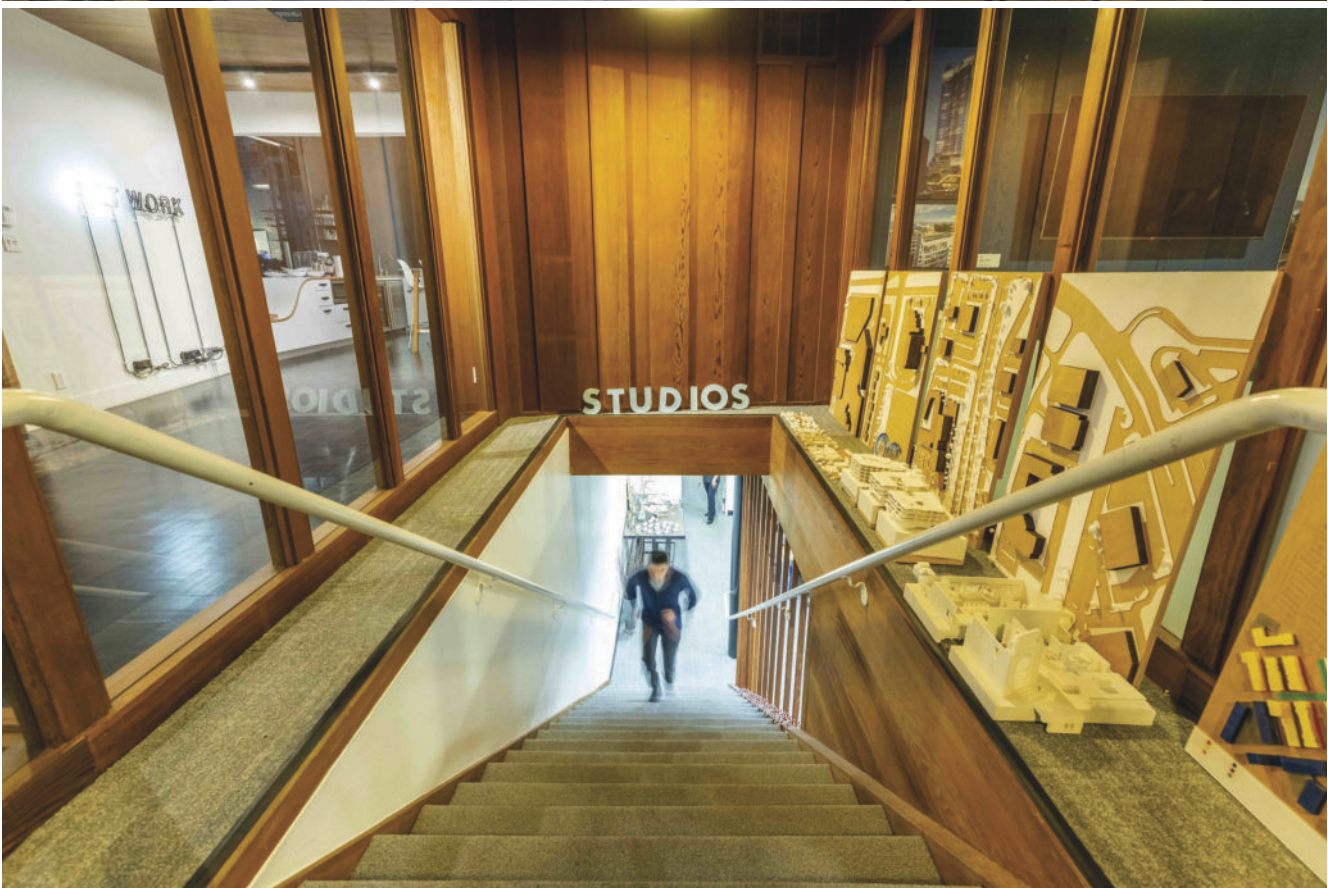


Exhibit G: Lloyd Ruocco, The Design Center 1949 (<https://www.workdesign.com/2024/08/futuro-space-a-distinctive-future/>)



Exhibit H: International Style



Villa Savoye, Le Corbusier and Pierre Jeanneret, 1928-1931, France



Bauhaus Building, Walter Gropius, 1926, Dessau, Germany



Villa Tugendhat, Mies van der Rohe, 1928-1930, Brno, Czech Rep.



Barcelona Pavilion, Ludwig Mies van der Rohe, 1929, Barcelona, Spain



Lovell House, Richard Neutra, 1927-1929, Los Angeles, CA



Farnsworth House, Ludwig Mies van der Rohe, 1945-1951, Chicago, IL

Exhibit I: Main Entry, after 2004 Modifications



2660 1st Avenue, October 17, 2025

Exhibit J: Canyon is not viewable from interior work spaces



Exhibit K: Window Alterations, north elevation and front east elevation



Exhibit L: Guidelines, Criterion. C, Type

Guidelines for the Application of
Historical Resources Board Designation CriteriaAdopted
August 27, 2009

tremendous growth of commerce. The Warehouse was built for strength, permanence and fire resistance using a reinforced concrete "mushroom column" – "flat slab" system of construction, the integrity of which is illustrated by its intense and continuous use as a warehouse from its construction until its adaptive reuse following designation.

*It should be noted that this site was designated under a previous set of designation criteria. If this resource were designated today, it would be eligible under HRB Criterion C.

- **Period** - The age and physical features reflect the era when the architectural style, building type or method of construction became popular.

Guidelines for the Application of
Historical Resources Board Designation CriteriaAdopted
August 27, 2009

massive stucco square porch piers topped by stacked 4 x 4 stucco beams on either end, and a matching stucco half pier in the center. Shaped stucco buttresses extend from the lower portions of the side porch piers. The fenestration of the house is comprised of wood framed doors and windows, all original. Windows are primarily 9-over-1 lite double hung, with some fixed. The detached garage at the rear of the property also exhibits character defining features of the Craftsman style.

Example:

HRB Site #723, Greta and Howard Steventon House



The Greta and Howard Steventon House at 1355 29th Street was constructed in 1914, during a time when the Arts and Crafts Movement was at its height in the United States. As a good representative of Craftsman architecture, the 1,800 sq. ft. two-story house depicts

prominent elements of the style. Prominent elements include the use of natural materials as seen with the use of wooden shingles, wide overhanging eaves, and exposed brackets. The shingles are highlighted and set apart by the use of red brick for the porch, porch piers and chimney. The house also features mature landscaping, and a large three-quarter wrap-around porch. Low pitched side gables are also indicative components of Craftsman architecture, thus mimicking the natural horizon--an expression of the Arts & Crafts ideology.

- **Type** - The form and materials clearly demonstrate through the presence of essential physical features a specific purpose and/or function.

Example:

HRB Site #145, McClintock Storage Warehouse



Although recognized for its construction methods, Mission Revival style and historic associations, the McClintock Storage Warehouse at 1202 Kettner Boulevard (built in 1925) is also significant as one of the few remaining examples of transportation oriented large commercial warehouse structure of an era which saw a

construction of the San Diego center was begun in 1936 completed in 1938 as part of the Works Progress Administration (WPA) program. The building is a prime example of American civic center architecture built in the 1936-38 period during the Great Depression when public works of commerce were financed in Roosevelt's New Deal. Roosevelt visited San Diego on July 16, 1936. Water, featured a pioneer resource – water, in her olla. After three years to complete Roland D. Hoyt, appointed grounds landscaping which

under a previous set of designation criteria. If this resource were designated today, it would be eligible under HRB Criterion C.

example of building practices, practices during a specific time

Exhibit M: Post-and-Beam examples



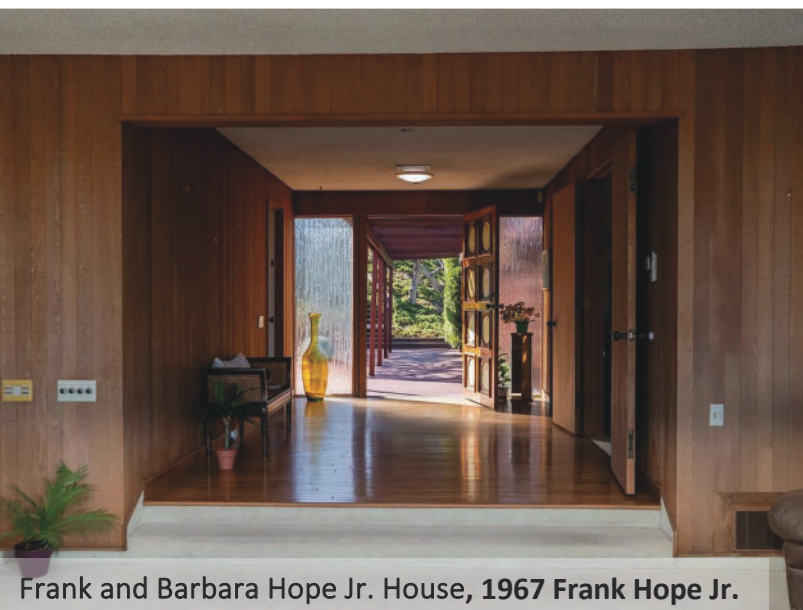
Delawie Residence II, 1973 Homer Delawie



Bond House, 1960 Richard Nuetra



Dorrit and Albert Wright House , 1955 Theodore Paulson



Frank and Barbara Hope Jr. House, 1967 Frank Hope Jr.

EXHIBIT B

Allen Matkins

Allen Matkins Leck Gamble Mallory & Natsis LLP

Attorneys at Law

One America Plaza

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Telephone: 619.233.1155 | Facsimile: 619.233.1158

www.allenmatkins.com

Heather S. Riley

E-mail: hriley@allenmatkins.com

Direct Dial: 619.235.1564 File Number: 396420.00001/4919-4604-7603.1

Via Electronic Mail

October 17, 2025

Kristi Byers, Chairperson
Michael Taylor, Vice Chairperson
Rammy Cortez, 2nd Vice Chairperson
Lisa Cumper, Board Member
Carla Farley, Board Member
Dr. Eva Friedberg, Board Member
David McCullough, Board Member
Joy Miller, Board Member
Dr. Michael Provence, Board Member
Melissa Sofia, Board Member
Melanie Woods, Board Member
Historical Resources Board
City of San Diego
202 C Street, 6th Floor
San Diego, CA 92101

Re: 2660-2666 First Avenue - Opposition to Historical Resource Designation

Dear Chairpersons and Board Members:

Allen Matkins represents San Diego American Indian Health Center, a federally Qualified Health Center and Indian Health Service funded 501(c)(3) nonprofit organization (SDAIHC), the owner of 2660–2666 First Avenue (Property).

We agree with staff's recommendation to deny designation of the Property and urge you to accept their well-reasoned and thoughtful analysis. Toward that end, we want to emphasize the fact that the Property is before the Historical Resources Board (Board) only because community members submitted a nomination *over SDAIHC's objections* despite two prior historic clearances from staff. In fact, staff consistently reached the correct conclusion that the Property does not meet the threshold for designation under any HRB criterion in 2023 and 2024.

To support staff's efforts, SDAIHC engaged the services of Nexus Planning and Research. As you can see in the attached correspondence from Jennifer Ayala, the Property in its current state, and even more importantly, prior to the April 2025 alterations, does not demonstrate significance

Chairpersons and Board Members

October 17, 2025

Page 2

under Criteria C or D. The nomination uses style labels and authorship claims that are not supported by the building itself, by comparative examples, or by the level of architectural clarity seen in designated properties. As originally designed, the Property does not convincingly embody International or Post and Beam. Character defining features are limited and structural expression is subdued. The relationship of wall to window does not reflect the clarity seen in designated exemplars. And, when compared to acknowledged local examples, the Property lacks the distinctive characteristics necessary to convey architectural significance.

Furthermore, authorship by a Master is *not* sufficient to qualify a site for designation. Here, the Property is not representative of notable work within the bodies of work of Lloyd Ruocco or Homer Delawie. The design does not reflect the level of innovation, structural expression, or recognition seen in their designated works. Ms. Ayala's correspondence includes numerous examples of designated works by Ruocco and Delawie that illustrate these conclusions. In addition, the exhibits she provides document storefront conditions and roof equipment screening that differ from the current appearance. City records indicate that these changes were implemented in 1975 and 2003.

In sum, the Property does not exhibit the level of architectural clarity or integrity of design necessary for designation. Therefore, we respectfully request that the Board accept staff's recommendation and not designate the Property under any criterion.

Very truly yours,



Heather S. Riley

HSR:ptl
Attachments

cc: Kelly Stanco, Deputy Director
Suzanne Segur, Senior Planner
Alvin Lin, Associate Planner
Jennifer Ayala, Nexus Planning & Research



MEMORANDUM

Issue Date: October 17, 2025

Building: San Diego American Indian Health Center, 2660 1st Avenue

Author: Ms. Jennifer Ayala RA, LEED AP, Nexus Planning & Research

Purpose: Opinion of Historical Significance for 2660 1st Avenue

1. Introduction

Nexus Planning and Research was asked to prepare a memorandum regarding 2660 1st Avenue's potential historical significance under the City of San Diego's Guidelines for the Application of Historical Resources Board Designation Criteria, specifically Criteria C and D.¹ It is my understanding that Attorney Scott Moomjian and IS Architecture submitted a nomination to list the Property in the City of San Diego Register of Historical Resources. The Property owner and City staff disagree with the evaluation. Staff reviewed the Property in September of 2023 at the Property owner's request and 2024 at Mr. Moomjian's request and found it ineligible under all criteria. At the Property owner's request, Nexus prepared this independent second opinion.

This memorandum evaluates whether the Property qualifies for designation under Criteria C and D and incorporates Staff analysis. To support the analysis, the memorandum includes attachments that illustrate why the Property should not be designated as an historic resource. Each attachment is cited in the text where relevant and compiled at the end of the document.

According to the historical record, the Property was developed in 1958 to 1959. The architects of record are Lloyd Ruocco and Homer Delawie, both recognized as Master Architects in the City.

This memorandum evaluates the Property based on a site visit on October 13, 2025, archive and permit research, the San Diego Modernism context statements for International and Post and Beam, comparison to designated local examples, City Water and Sewer video records from the 1970s, and pre- and post-April 2025 photographs.

2. Background

The nomination asserts eligibility under Criteria C and D, claiming the building is a unique International style work with Post and Beam influence and a notable early collaboration by Ruocco and Delawie. Staff

¹ <https://www.sandiego.gov/sites/default/files/legacy/planning/programs/historical/pdf/201102criteriaguidelines.pdf>

disagrees with that conclusion and recommends that HRB not designate under any of the City's criteria. For Criterion C, Staff finds that the original design used applied ornament and shows limited Post and Beam expression. Alterations, including work done in early 2025 for safety and health purposes, further degraded the Property's design, materials, and workmanship. For Criterion D, Staff finds that the building is not a notable work by Ruocco or Delawie. These are the same conclusions Staff determined in November of 2023 and again in September of 2024. (*See Attachment H*)

3. Findings

Based on the Modernism context criteria, permit records from 1975 and 2003, City Water and Sewer video stills from the 1970s, pre-and post-2025 photographs, site observation, and comparative examples, the Property is not a good example of International or Post and Beam and is not a notable work by either Ruocco or Delawie. I concur with Staff. The Property should not be designated.

The Property was not a good example of either International or Post and Beam in 1958 or in 2023 and 2024 before the 2025 work was completed. The nomination is not supported by physical evidence or by the level of clarity present in comparative designated properties. Research found no awards, no contemporary press, and no architectural journal coverage. Documented alterations between 1975 and 2003 diminish integrity of design, materials, and workmanship, each of which is necessary to convey significance under Criterion C and D.

4. Is the Property a good example of the International style of architecture with Post and Beam influences?

No. Under the Modernism Historic Context, an exemplary International style building with Post and Beam influences is expected to express a flat roof as a cantilevered slab or parapet, avoid applied ornament, and clearly express structure. International style expects continuous horizontal bands of flush steel sash that wrap the corners with continuous frames and mullions. Post and Beam expects direct expression of a wood or steel post-and-beam frame, horizontal massing, flat or shallow-pitched roofs with deep overhangs (or no parapet), minimal solid load-bearing walls, expansive floor-to-ceiling glazing, repetitive modular bay spacing, and a strong interior/exterior connection. (*See Attachment F*)

The Property's structural design is not consistent with these character defining features. The steel frame is largely concealed behind stucco, and the limited exposed structure is not a wood post and beam system, but a combination of steel frame with posts visible only in the parking area and stucco covered beams that do not extend past the posts. The Property does not demonstrate direct expression of a post and beam frame, repetitive modular bay spacing, deep eaves or overhangs associated with flat or shallow pitched roofs, minimal solid load bearing walls, or a strong interior and exterior connection. (*See Attachment D*)

Windows appear banded at a glance (International style), but they are sliders rather than fixed, awning, or casement, and they do not wrap the corners at three of the building's four corners. The fourth corner originally exhibited floor to ceiling glazing wrapping the corner, but it was removed in 2003 to 2004. In good examples of Post and Beam buildings, glazing is expressed as expansive floor to ceiling panes; at the Property, glazing occurs in discrete zones. While stucco is a common finish within the International

style vocabulary, the purported Post and Beam influences at this Property, including wood siding and sunshades, are applied decoration rather than direct structural expression or a primary façade material. Applied wood elements conflict with the no applied ornament requirement of International style, and they are not integral to the building form or structure as reflected in Post and Beam. Accordingly, the Property is not a good representative example of the International style with Post and Beam influences. *(See Attachment C)*

The record shows that both architects were prolific during their careers, with over 138 commissions for Ruocco and over 250 for Delawie. Within their bodies of work, they both have better Modernist examples. *(See Attachment F)* As a result, the Property does not satisfy Criteria C and it should not be designated as historic.

5. Alteration History and Performance - Attachment

City Water and Sewer videos from the 1970s show storefront and roof screening configurations that differ from the conditions documented in 2023. Permit records indicate roof work in 1975, and accessibility and storefront alterations in 2003. These modifications changed the fenestration, roof screening, and storefront detailing and materials. The cumulative effect reduced integrity of design, materials, and workmanship. The Property is not consistent with the level of integrity required for designation under Criteria C and D. *(See Attachments A, B, C, and I)*

6. Criterion D: Significance for association with Lloyd Ruocco and Homer Delawie

The work is not significant as a representation of Ruocco and Delawies' collaboration. Comparative designated examples by Ruocco and Delawie show clearer style expression and recognition than is present at the Property. Rarity of a collaboration does not substitute for being a good example or a notable work, and nothing in the record demonstrates that examples of their collaboration are rare. In fact, historical research indicates that Ruocco and Delawie collaborated on at least 29 projects, and the City of San Diego already recognizes four of their collaborations. Park Garden Apartments in 1960, the Ruth Smith and Louise Neece Duplex in 1960, the Jackson Johnson III House in 1961, and the Robert and Alma Lard House in 1965 are all better representatives of their work together. Additionally, according to the California Historic Resources Inventory Database (CHRID), Delawie has 10 City listed designations from 1958 to 1973. and Ruocco has 9 from 1938 to 1967. There appear to be more examples of their collaboration that are not designated at this time, including the Frivaldsky Residence from 1959 to 1961 and the Senterfit Residence from 1960 *(see Attachments E and F)*

Association with a Master alone is not sufficient to support designation. The building does not exhibit the design clarity, structural expression, or recognition that would place it among notable works within either architect's body of work. Both architects were prolific, with a number of buildings designated as notable examples of their work alone and together; and this Property does not add to an understanding of their careers or contributions. Moreover, there is no evidence of contemporary recognition in newspapers or magazines and no design awards. In contrast, Delawie's Residence No. 1 (Boxcar House, HRB #1441) received an Award of Excellence in 1960, and the pair received an "Award of Fun" for the San Diego Children's Zoo theater, an imaginative geodesic dome structure, in 1959. The Property was not recognized in the 1960 awards and, relative to honored contemporaries, lacks the compositional

clarity and structural expression expected of buildings from that era. Accordingly, the Property is not consistent with Criterion D and it should not be designated. (*See Attachment J*)

7. Conclusion

I concur with staff that the Property lacks the character defining features and integrity required for designation under Criterion C and is not a notable work associated with Lloyd Ruocco or Homer Delawie under Criterion D. Authorship by Ruocco and Delawie is not in dispute. Within CHRID, there are far better examples of both International style and Post and Beam, including far better examples of Ruocco and Delawie's collaborative efforts. The pending nomination overstates the Property's significance and would not address underrepresentation or fill a documented gap in the historical record.

References to permits, code enforcement actions, and title blocks do not establish significance under Criteria C or D. They neither demonstrate the presence of character defining features nor restore lost integrity; they are administrative or compliance records, not evidence of architectural merit. I urge you to accept staff's recommendation and not designate the Property as historic.

8. Attachments

Attachment A.	City Water and Sewer video stills from the 1970s, and 2024 documenting storefront and roof screening configurations that differ from current conditions.
Attachment B.	Permit records showing 1975 roof work and 2003 accessibility and storefront alterations.
Attachment C.	Photographs showing glazing: removal of the former corner wrap condition in 2003 to 2004 and banded windows in sliding, fixed, and jalousie styles.
Attachment D.	Structural photographs show that building framing is concealed behind stucco or under parking area except for posts within in the parking area and exterior stair.
Attachment E.	Images of designated International and Post and Beam examples illustrating character defining features outlined in the San Diego Modernism context statement.
Attachment F.	Excerpts from the San Diego Modernism context statements for International and Post and Beam identifying the character defining features cited in this analysis.
Attachment G.	CHRID summary table of Ruocco and Delawie designations, including four collaborations, and a list of strong but undesigned works.
Attachment H.	Staff preliminary reviews from 2023 and 2024.
Attachment I.	Alterations chronology and integrity impacts to design, materials, and workmanship.
Attachment J.	1960 AIA San Diego Awards, <i>Award of Excellence</i> to Homer Delawie for his Residence I (Boxcar House) and <i>Award of Fun</i> to Lloyd Ruocco and Homer Delawie for their design of the San Diego Children's Zoo Geodesic Dome theater.

End of Memorandum

Historical Evaluation: City of San Diego Criterion C and D

Property Name: 2660 1st Avenue

Page 5 of 35



Attachment A: City Water and Sewer video stills from the 1970s and 2024 documenting storefront and roof screening configurations that differ from current conditions.



Floor-to-ceiling glazing, wrapping corner
No horizontal mullions



2003-2004, new glazing configuration

- No longer wraps corner
- Horizontal mullions at 30" from finished floor and at top of door frame

Historical Evaluation: City of San Diego Criterion C and D

Property Name: 2660 1st Avenue

Page 6 of 35



Attachment B: Permit records showing 1975 roof work and 2003 accessibility and storefront alterations.

City of San Diego Development Services
1222 First Ave., MS-301
San Diego, CA 92101-4154
(619) 448-5000
www.ci.san-diego.ca.us/development-services

General Application

1. Approval Type: ☒ Construction Permit ☐ Structure ☐ Grading ☐ Public Right-of-Way ☐ Electrical ☐ Plumbing/Mechanical ☐ Sign ☐ Subdivision ☐ Demolition/Removal ☐ Development Permit ☐ Neighborhood Use ☐ Coastal ☐ Neighborhood Development ☐ Site Development ☐ Planned Development ☐ Conditional Use ☐ Variance ☐ Other

2. Project Address: Include Building or Suite No. 2660 1st Ave Project Title: Roof Work Project No. For City Use Only: 101799
Lot No. 2660 Block No. 1017 Subdivision Name Unit No. Map No. 1

3. Designer Name: T.I. AND RESTROOMS Address 12320 Oak Knoll Rd City San Diego State CA Zip Code 92123 Telephone 619-448-5000 License Number 300184

4. Applicant Name Please check one: ☒ Contractor ☐ Agent for Contractor ☐ Owner ☐ Agent for Owner ☐ Licensee or Tenant
Name: GUS BAIAS PUMBAING Address: 12320 Oak Knoll Rd City: San Diego State: CA Zip Code: 92123 Telephone: 619-448-5000 License Number: 300184

5. Property Owner/Leaseholder Name Please check one: ☒ Owner ☐ Licensee or Tenant
Name: ROSS NICHOLSON Address: P.O. Box 679 City: San Diego State: CA Zip Code: 92123 Telephone: 619-448-5000 License Number: 300184

6. Contractor Name (not required for development permits)
Name: GUS BAIAS PUMBAING Address: 12320 Oak Knoll Rd City: San Diego State: CA Zip Code: 92123 Telephone: 619-448-5000 License Number: 300184

Licensed Contractor's Declaration: I hereby affirm that I am licensed under provisions of Chapter 9 (commencing with Section 7000) of Division 3 of the Business and Professions Code, and my license is in full force and effect.

Signature: Progr. Pumb Title: PM Date: 4-27-04

7. Workers' Compensation Declaration: I hereby affirm under penalty of perjury that the following declarations are true and correct:
☒ I have and will maintain workers' compensation coverage as required by Section 7700 of the Labor Code, for the performance of the work for which this permit is issued.
☐ I am owner of the property, or my employee with wages as their sole compensation, will do the work and the structure is not intended or offered for sale (See 7700, Business and Professions Code). Any city or county which requires a permit to construct, alter, improve, demolish, or repair any structure, prior to its issuance, also requires the applicant for such permit to file a signed statement that he is licensed pursuant to the provisions of the Contractor's License Law (Chapter 9, commencing with Section 7000, of Division 3 of the Business and Professions Code) or that he is exempt therefrom, and the basis for the alleged exemption. Any violation of Section 7700.5 by any applicant for a permit subjects the applicant to a civil penalty of not more than five hundred dollars (\$500).
☐ I am owner of the property, or my employee with wages as their sole compensation, will do the work and the structure is not intended or offered for sale (See 7700, Business and Professions Code). The Contractor's License Law does not apply to an owner of property who builds or improves himself, and who does such work himself or through his own employees, provided that such improvements are not intended or offered for sale. If, however, the building or improvement is sold within one year of completion, the owner-builder will have the burden of proving that he did not build or improve for the purpose of sale.
☐ I am owner of the property, am exclusively contracting with licensed contractors to construct the project (See 7700, Business and Professions Code). The Contractor's License Law does not apply to an owner of property who builds or improves himself, and who does such work himself or through his own employees, provided that such improvements are not intended or offered for sale. If, however, the building or improvement is sold within one year of completion, the owner-builder will have the burden of proving that he did not build or improve for the purpose of sale.
☐ I am exempt under Section 7700.5 B.P.C. for the reason: State Comp.

Signature: Progr. Pumb Title: PM Date: 4-27-04

8. Construction Lending Agency: I hereby affirm that there is a construction lending agency for the performance of the work for which this permit is issued (See 7700, Ch. 9).
Lender's Name: State Comp. Lender's Address: State Comp.

10. Applicant's Signature: Progr. Pumb Date: 4-27-04

CONTINUED ON REVERSE SIDE
This information is available in alternative formats for persons with disabilities.

General Application

1. Approval Type: ☒ Construction Permit ☐ Structure ☐ Grading ☐ Public Right-of-Way ☐ Electrical ☐ Plumbing/Mechanical ☐ Sign ☐ Subdivision ☐ Demolition/Removal ☐ Development Permit ☐ Neighborhood Use ☐ Coastal ☐ Neighborhood Development ☐ Site Development ☐ Planned Development ☐ Conditional Use ☐ Variance ☐ Other

2. Project Address: Include Building or Suite No. 2660 1st Ave Project Title: Roof Work Project No. For City Use Only: 101799
Lot No. 2660 Block No. 1017 Subdivision Name Unit No. Map No. 1

3. Designer Name: T.I. AND RESTROOMS Address 12320 Oak Knoll Rd City San Diego State CA Zip Code 92123 Telephone 619-448-5000 License Number 300184

4. Applicant Name Please check one: ☒ Contractor ☐ Agent for Contractor ☐ Owner ☐ Agent for Owner ☐ Licensee or Tenant
Name: GUS BAIAS PUMBAING Address: 12320 Oak Knoll Rd City: San Diego State: CA Zip Code: 92123 Telephone: 619-448-5000 License Number: 300184

5. Property Owner/Leaseholder Name Please check one: ☒ Owner ☐ Licensee or Tenant
Name: ROSS NICHOLSON Address: P.O. Box 679 City: San Diego State: CA Zip Code: 92123 Telephone: 619-448-5000 License Number: 300184

6. Contractor Name (not required for development permits)
Name: GUS BAIAS PUMBAING Address: 12320 Oak Knoll Rd City: San Diego State: CA Zip Code: 92123 Telephone: 619-448-5000 License Number: 300184

Licensed Contractor's Declaration: I hereby affirm that I am licensed under provisions of Chapter 9 (commencing with Section 7000) of Division 3 of the Business and Professions Code, and my license is in full force and effect.

Signature: Progr. Pumb Title: PM Date: 4-27-04

7. Workers' Compensation Declaration: I hereby affirm under penalty of perjury that the following declarations are true and correct:
☒ I have and will maintain workers' compensation coverage as required by Section 7700 of the Labor Code, for the performance of the work for which this permit is issued.
☐ I am owner of the property, or my employee with wages as their sole compensation, will do the work and the structure is not intended or offered for sale (See 7700, Business and Professions Code). Any city or county which requires a permit to construct, alter, improve, demolish, or repair any structure, prior to its issuance, also requires the applicant for such permit to file a signed statement that he is licensed pursuant to the provisions of the Contractor's License Law (Chapter 9, commencing with Section 7000, of Division 3 of the Business and Professions Code) or that he is exempt therefrom, and the basis for the alleged exemption. Any violation of Section 7700.5 by any applicant for a permit subjects the applicant to a civil penalty of not more than five hundred dollars (\$500).
☐ I am owner of the property, or my employee with wages as their sole compensation, will do the work and the structure is not intended or offered for sale (See 7700, Business and Professions Code). The Contractor's License Law does not apply to an owner of property who builds or improves himself, and who does such work himself or through his own employees, provided that such improvements are not intended or offered for sale. If, however, the building or improvement is sold within one year of completion, the owner-builder will have the burden of proving that he did not build or improve for the purpose of sale.
☐ I am owner of the property, am exclusively contracting with licensed contractors to construct the project (See 7700, Business and Professions Code). The Contractor's License Law does not apply to an owner of property who builds or improves himself, and who does such work himself or through his own employees, provided that such improvements are not intended or offered for sale. If, however, the building or improvement is sold within one year of completion, the owner-builder will have the burden of proving that he did not build or improve for the purpose of sale.
☐ I am exempt under Section 7700.5 B.P.C. for the reason: State Comp.

Signature: Progr. Pumb Title: PM Date: 4-27-04

8. Construction Lending Agency: I hereby affirm that there is a construction lending agency for the performance of the work for which this permit is issued (See 7700, Ch. 9).
Lender's Name: State Comp. Lender's Address: State Comp.

10. Applicant's Signature: Progr. Pumb Date: 4-27-04

CONTINUED ON REVERSE SIDE
This information is available in alternative formats for persons with disabilities.

Historical Evaluation: City of San Diego Criterion C and D

Property Name: 2660 1st Avenue

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Attachment C: Photographs showing glazing: removal of the former corner wrap condition in 2003 to 2004 and banded windows in sliding and jalousie styles



2660 1st Avenue, October 17, 2025

Historical Evaluation: City of San Diego Criterion C and D

Property Name: 2660 1st Avenue

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Attachment C: Photographs showing glazing: removal of the former corner wrap condition in 2003 to 2004 and banded windows in sliding, fixed, and jalousie styles



Glazing does not wrap corners

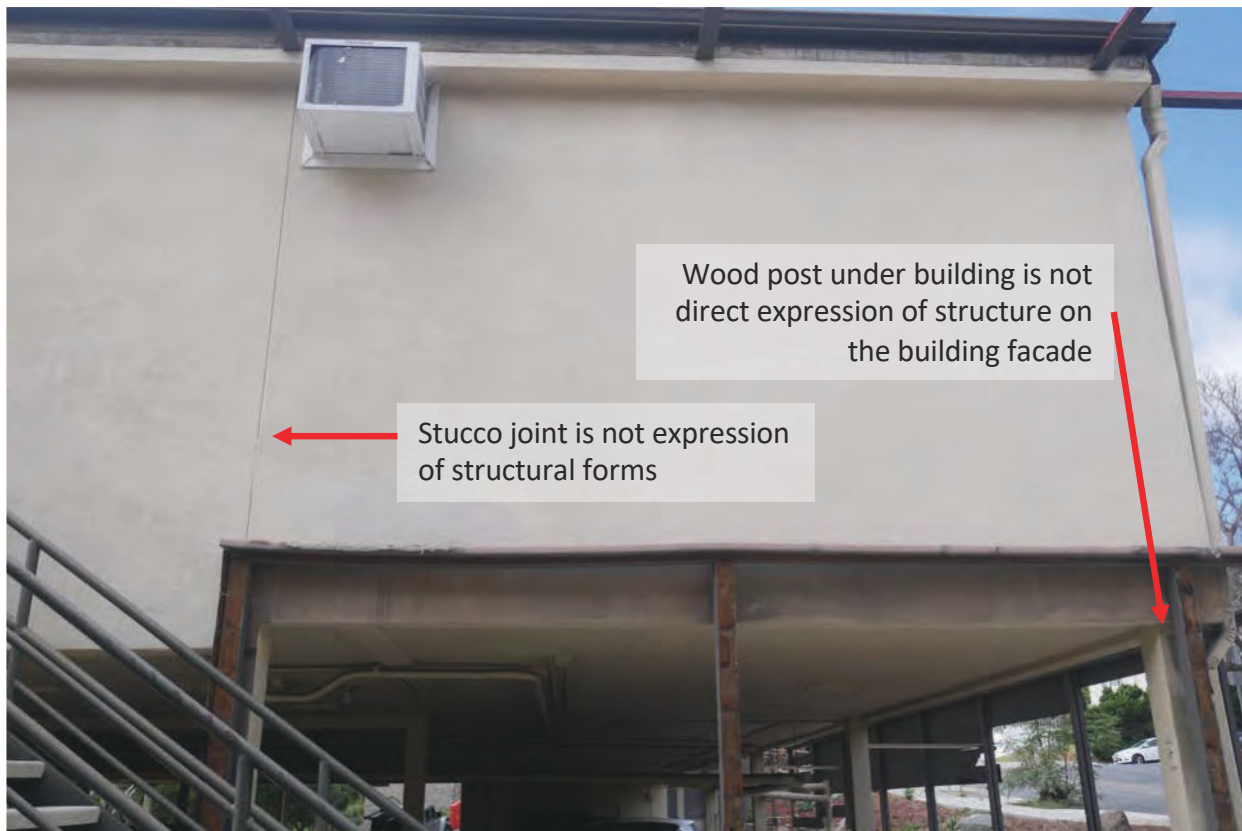


Metal-framed slider style windows
NOT wood-framed or steel-framed casement or awning

Metal-framed fixed windows
Metal-framed jalousie windows



Attachment D: Structural photographs show that building framing is concealed behind stucco or under parking area except for posts within in the parking area



Exposed beams are limited to parking area and only span between columns. The beams do not extend past the posts to form any cantilevers around the building perimeter



Attachment D: Structural photographs show that building framing is concealed behind stucco or under parking area except for posts within in the parking area and exterior stair.



Large steel frames and girders with concrete pilings are visible under the parking area. This structure is not representative of wood Post & Beam architectural style.



Secondary ingress / egress is steel frame with concrete treads, not wood frame

Attachment E: Images of designated International and Post and Beam examples illustrating character defining features outlined in the San Diego Modernism context statement



International Style
Donald and Gladys Clitsome/Lloyd Ruocco House, 1938
Lloyd Ruocco, HRB #1491



International Style
Charles H. Holmstrom, 1936
S. Janet Rental House, HRB #1421

Historical Evaluation: City of San Diego Criterion C and D

Property Name: 2660 1st Avenue

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Attachment E: Images of designated International and Post and Beam examples illustrating character defining features outlined in the San Diego Modernism context statement



International Style

San Diego City Library, 1954

William Templeton Johnson, HRB #1491



International Style

Park Prospect Condominiums/Russell Forester Building, 1963

Russell Forester, HRB #992

2660 1st Avenue, October 17, 2025

Historical Evaluation: City of San Diego Criterion C and D

Property Name: 2660 1st Avenue

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Attachment E: Images of designated International and Post and Beam examples illustrating character defining features outlined in the San Diego Modernism context statement



Post and Beam

Institute of Geophysics and Planetary Physics Judith and Walter Munk Laboratory, 1963

Lloyd Ruocco, NRHP

Historical Evaluation: City of San Diego Criterion C and D

Property Name: 2660 1st Avenue

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Attachment E: Images of designated International and Post and Beam examples illustrating character defining features outlined in the San Diego Modernism context statement



Post and Beam
The Design Center, 1950
Lloyd Ruocco, HRB #434

2660 1st Avenue, October 17, 2025

Attachment E: Images of designated International and Post and Beam examples illustrating character defining features outlined in the San Diego Modernism context statement



Delawie Residence II
1963
Homer Delawie
HRB #905



Delawie Residence II
1973
Homer Delawie
HRB #845

Attachment F: Excerpts from the San Diego Modernism context statements for International and Post and Beam identifying the character defining features

SAN DIEGO MODERNISM HISTORIC CONTEXT STATEMENT SAN DIEGO MODERNISM SUB-STYLES

INTERNATIONAL: (ca. 1935-1955)



The International style was a major world-wide architectural trend of the 1920s and 30s and reflects the formative decades of Modernism prior to World War II. Although the International style originated in Western Europe, it transcended any national or regional identity because International style architecture made no reference to local vernaculars or traditional building forms. The style quickly migrated to the United States as architects from Europe fled prior to WWII. In Los Angeles, immigrant architects Rudolph Schindler and Richard Neutra were instrumental in popularizing the International style. The emergence of International style architecture in San Diego came later with most examples built after 1935.

The International style is characterized by a radical simplification of form and a complete rejection of ornament. Common features of International style architecture include square and rectangular building footprints, simple cubic or extruded rectangular forms, horizontal bands of windows, and strong right angles. Predominant building materials include concrete, smooth stucco, brick, and glass.



Pueblo Ribera Court, La Jolla, 1923. Original rendering by Rudolph Schindler. Schindler's only project in San Diego and probably the earliest example of International style architecture in the region. The buildings feature exposed board-formed concrete walls and horizontal wood accents.

Attachment F: Excerpts from the San Diego Modernism context statements for International and Post and Beam identifying the character defining features

SAN DIEGO MODERNISM HISTORIC CONTEXT STATEMENT SAN DIEGO MODERNISM SUB-STYLES

Character-Defining Features of International Style

Primary

- Flat roofs (cantilevered slabs or parapets)
- Lack of applied ornament
- Horizontal bands of flush windows
- Asymmetrical facades

Secondary

- Square corners
- Common exterior materials include concrete, brick, and stucco
- Steel sash windows (typically casement)
- Corner windows



Caltrans building in Old Town, designed by C.J. Paderewski in 1953. Note the horizontal bands of windows accented by a plaster surround.

Evaluation Criteria

In San Diego, examples of true International style architecture are rare with no great concentrations occurring in any one area. International style buildings in San Diego generally have commercial or institutional uses, such as schools. Residential examples in San Diego are uncommon, but there are some examples of International-inspired tract homes. They were advertised by Dennstedt builders as "Modern" in the late 1930s, and are located in the Rolando Village area.

Examples of this style in San Diego are limited; therefore retention of good examples is important. Eligible resources should retain the majority of their character defining features, although some impact or loss to character defining features may be acceptable when comparative analysis demonstrates that the resource is a rare example of the type.



The Chamber Building in downtown San Diego, by Palmer & Krisel dates from 1963, and exhibits International style design elements inspired by the PSFS building in Philadelphia.

Location and setting are particularly relevant for International style resources which are institutional and related to a "campus" environment, and the preservation of the surrounding site may be important to the overall significance of the resource.

Typically International style buildings will be significant individually due to their limited number and the rarity of resources gathered in a sufficient concentration to warrant district designation. However, tracts exhibiting an International theme, such as the one in the Rolando Village area, may be eligible for district designation.

Attachment F: Excerpts from the San Diego Modernism context statements for International and Post and Beam identifying the character defining features

SAN DIEGO MODERNISM HISTORIC CONTEXT STATEMENT SAN DIEGO MODERNISM SUB-STYLES



Education Center in University Heights, designed by Clyde Haufbauer in 1953. Note the horizontal bands of steel sash windows, the strong horizontal roof line, and the use of brick between the concrete frame to accentuate the linear structure.



McKinley Elementary School in North Park, designed by Richard Requa, ca. 1937. Note the stucco façade with brick skirt, the horizontal arrangement of windows, the flat roof, and vertical projection marking the front entry.



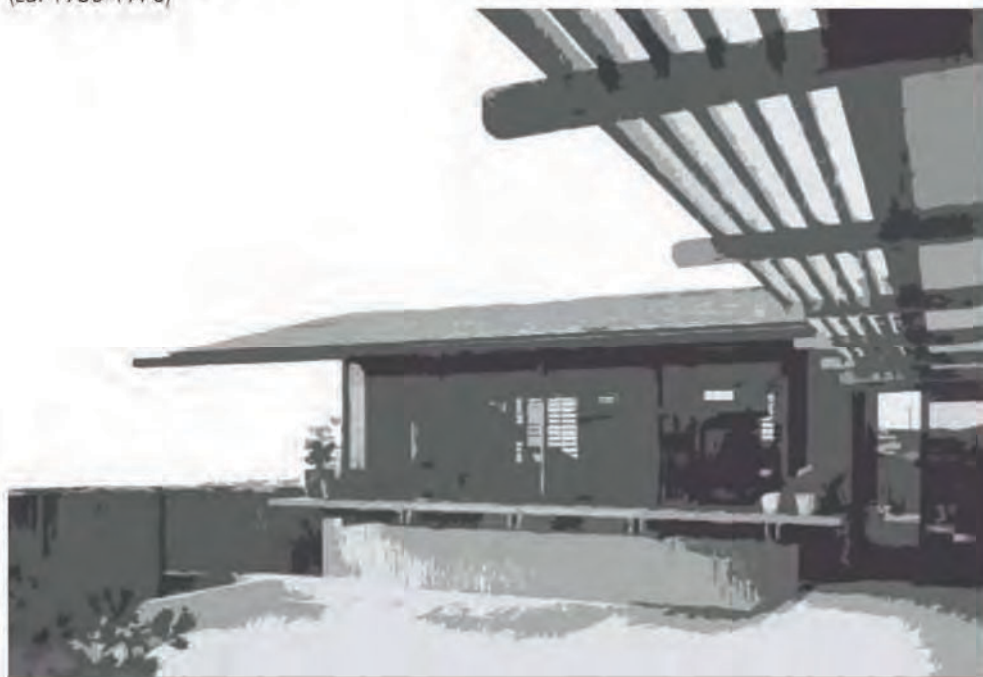
The Clitsome Residence in North Park, designed by Lloyd Ruocco in 1938. This residence was based on Ruocco's exhibit for "Modeltown" at the 1935 Exposition. Note the sun trellis projection and horizontal window arrangement.

Attachment F: Excerpts from the San Diego Modernism context statements for International and Post and Beam identifying the character defining features

SAN DIEGO MODERNISM HISTORIC CONTEXT STATEMENT SAN DIEGO MODERNISM SUB-STYLES

POST AND BEAM:

(ca. 1950-1970)



Post-and-Beam is a method of construction in which the structural framing consists of load bearing beams supported by columns rather than solid bearing walls. This method has been used for centuries in wood-frame and heavy-timber construction. In Modern design, post-and-beam construction was used as a means of limiting the need for solid load-bearing walls, which allowed for expansive use of glass along the perimeter of the building where one would normally find an opaque wall. In fact, extensive use of glass including entire walls of floor-to ceiling glass is a primary characteristic of this style. Simplified aspects of Japanese and Ranch design are frequently seen in Post-and-Beam architecture.

Post-and-Beam Modern Houses are characteristically rectilinear with open floor plans that are grid-like in layout and based on a consistent module or beam length. The roofs are generally flat, although there are some examples of Post-and-Beam Modern construction with gabled roofs. Roof lines frequently include wide overhangs. The structural members may be wood or steel. Used in both residential and commercial design, Post-and-Beam architecture is generally custom designed and involves a high degree of individualization.

Attachment F: Excerpts from the San Diego Modernism context statements for International and Post and Beam identifying the character defining features

SAN DIEGO MODERNISM HISTORIC CONTEXT STATEMENT SAN DIEGO MODERNISM SUB-STYLES

Character-Defining Features of Post and Beam

Primary

- Direct expression of the structural system, usually wood or steel frames
- Horizontal massing
- Flat or shallow pitch roofs (with deep overhangs or no parapet)
- Floor-to-ceiling glass

Secondary

- Repetitive façade geometry
- Minimal use or solid load bearing walls
- Absence of applied decoration
- Strong interior/exterior connections
- Open interior floor plans
- Exterior finish materials usually include wood, steel, and glass



The Boxcar House in Mission Hills, designed by Homer Delawie in 1958. The 16-foot wide home was built on a steep narrow lot. The lack of roof overhangs (a typical Delawie detail) accentuates the boxy form. Courtesy of Douglas Simmons.

Evaluation Criteria

Residential examples of Post and Beam architecture are located in previously established neighborhoods such as Mission Hills, La Jolla, and Point Loma that offered sloped and canyon "fill" lots which were previously un-built due to the inherent difficulty of developing them. Ironically, it is these very features which give these sites visual interest and challenged the architects to develop innovative and interesting building solutions.



The Mills residence in La Jolla, designed by Dale Naegle in 1957. Note the scissor rafters in the entry foyer and the dramatic full-height glass. The arrangement of the floor plan around a central courtyard and the continuous interior/exterior flooring add to the strong outdoor connection.

Due to the relative rarity of this sub-style and high degree of individualization any extant examples should be considered for historic designation. District designations may also be considered in instances where examples are found grouped in later communities such as Alvarado Estates, Del Cerro, and Mt. Helix, which were developed in the 1950s and 1960s and offered lots for high-end custom residential development.

In evaluating integrity, expression of the structural system through expansive floor-to-ceiling glass and wood or steel framing is critical to conveying the style.

Due to the transparent nature of these glass-walled structures the contextual relationship and landscape setting is of extreme importance to the overall character of these properties. Surrounding landscapes associated with Post-and-Beam architecture should be considered in historical designations and rehabilitation projects. Any intact landscapes, especially those that can be attributed to the architect or a landscape architect, should be retained.

Attachment F: Excerpts from the San Diego Modernism context statements for International and Post and Beam identifying the character defining features

SAN DIEGO MODERNISM HISTORIC CONTEXT STATEMENT
SAN DIEGO MODERNISM SUB-STYLES



The Bobertz residence in the college area, designed by Craig Ellwood in 1953. Note the floor-to-ceiling glass. The exposed wood beams and columns carry the roof load allowing for open walls of glass. Courtesy of Gerry Bobertz.



Frequently looked to as the catalyst for Post and Beam architecture in San Diego, the Design Center on Fifth Avenue was designed by renowned architect Lloyd Ruocco in 1949.



The Institute of Geo-Planetary Physics at the Scripps Institution of Oceanography in La Jolla, designed by Lloyd Ruocco in 1963. The post-and-beam construction allows for continuous floor-to-ceiling glass. The horizontal lines are accentuated by sun trellises and catwalks that encircle the building. The landscape was designed by Harriett Wimmer. Courtesy of the San Diego Historical Society.

Historical Evaluation: City of San Diego Criterion C and D

Property Name: 2660 1st Avenue

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Attachment G: CHRID summary table of Ruocco and Delawie designations, including four collaborations, and a list of strong but undesignated works

Historic Register Buildings Attributed to Lloyd Ruocco and/or Homer Delawie

Year Built	HRB#	Resource / HRB Name	Architect	Architectural Style
1938	1491	Donald & Gladys Clitsome/ Lloyd Ruocco House	Lloyd Ruocco	International/Modern Style
1948	911	James Don & Ruth H. Kelleer / Lloyd Ruocco House	Lloyd Ruocco	Contemporary (Modernist)
1950	434	The Lloyd Ruocco Design Center	Lloyd Ruocco	Post & Beam
1958	1340	Ruth Smith and Louise Neece / Lloyd Ruocco and Homer Delawie Duplex	Ruocco and Delawie	Contemporary (Modernist)
1958	1441	Delawie #1/Boxcar House	Homer Delawie	Post & Beam
1960	1271	Park Garden Apartments / Lloyd Ruocco & Homer Delawie Building	Ruocco and Delawie	Contemporary (Modernist)
1961	1228	Jackson Johnson III/ Lloyd Ruocco & Homer Delawie House	Ruocco and Delawie	Contemporary (Modernist)
1962	844	Louis & Bertha Feller/Homer Delawie House	Homer Delawie	Post & Beam
1963	905	Delawie Residence II	Homer Delawie	Post & Beam
1963	NRHP	Institute of Geophysics and Planetary Physics Judith and Walter Munk Laboratory, 1963	Lloyd Ruocco	Post & Beam
1963	1105	Russell and Rosemary Lanthorne/Homer Delawie House	Homer Delawie	Post-and-Beam
1965	1297	Robert & Alma Lard / Hoomer Delawie & Lloyd Ruocco House	Ruocco and Delawie	Contemporary (Modernist)
1966	1494	Jerome and Joyce Shaw/ Lloyd Ruocco House	Lloyd Ruocco	Organic Geometric
1967	1511	Dr. Paul A. Libby / Lloyd Ruocco House	Lloyd Ruocco	Contemporary (Modernist)
1973	845	Delawie Residence III - The Village	Homer Delawie	Post & Beam
15	Total Historic Register buildings			
6	Historic Register (Local and NRHP) Lloyd Ruocco, alone			
5	Historic Register (Local) Homer Delawie, alone			
4	Collaborations			

Historical Evaluation: City of San Diego Criterion C and D

Property Name: 2660 1st Avenue

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Attachment H: Staff preliminary reviews from 2023 and 2024.

PRJ-1099623 was
determined on
11/29/2023

2023 Preliminary
Review, but
printed in 2024.

Project Issues Report
PRJ-1099623



19 August 2024 11:46:23 AM
Page 1 of 2

THE CITY OF SAN DIEGO
Development Services Department
1222 1st Avenue, San Diego, CA 92101

Project Address 2645 01st
San Diego, CA 92103
Project Type Preliminary Review
Primary Contact DBlair@KMA-AE.com

Instructions

<p>The following issues require corrections to the documents submitted.</p>

Preliminary Review Exhibit PRJ-1099623.pdf

DSD-Historic

Alvin Lin
AMLin@sandiego.gov

[Comment 00103 | Sheet T1 | Closed]

The applicant has submitted a preliminary review application for the property located at 2660 01st Av, APN 452-706-0600 and 2602-2630 01st Av, APN 452-706-0900 to determine whether or not the subject property is potentially historically significant and eligible for designation under one or more designation criteria. This preliminary review has been submitted in anticipation of the potential historic resource review required by SDMC Section 143.0212, which directs City staff to determine whether a potentially significant historical resource exists on site before the issuance of a construction permit for any parcel in the City that contains a structure 45 years old or older.

More information regarding this review process can be found in Information Bulletin 580:

<https://www.sandiego.gov/sites/default/files/dsdlb580.pdf>

During this review buildings are evaluated for eligibility under local designation criteria. The designation criteria and guidelines for their application can be found on the City's website:

<http://www.sandiego.gov/planning/programs/historical/pdf/hrbcriteriaguidelines.pdf>

If City staff determines after review of these documents that no potentially significant historical resource exists on site, the parcel will be exempt from further historical review for five years from this date unless new information is provided that speaks to the building's eligibility for designation. If Significant (Part 1)

If City staff determines that a potentially significant historical resource exists on the site, all future modifications and additions will be evaluated to determine consistency with the Secretary of the Interior's Standards for Treatment of Historic Properties (Standards). If a future proposed project is consistent with the Standards, the permit process may proceed and the parcel will require additional review for all future modifications.

If a future proposed project is not consistent with the Standards, the applicant may redesign the project or prepare a historic report that evaluates the building's integrity and eligibility under all designation criteria.

[Comment 00104 | Sheet T1 | Closed]

Historical Evaluation: City of San Diego Criterion C and D

Property Name: 2660 1st Avenue

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Attachment H: Staff preliminary reviews from 2023 and 2024.

PRJ-1099623 was
determined on
11/29/2023

2023 Preliminary
Review, but
printed in 2024.

Project Issues Report
PRJ-1099623



19 August 2024 11:46:23 AM
Page 2 of 2

THE CITY OF SAN DIEGO
Development Services Department
1222 1st Avenue, San Diego, CA 92101

Staff cannot make a determination with the information provided. Please provide the following documents:

Adequate photo documentation of the property has not been provided. Provide a photo survey for all buildings on the property. The photo survey must include a photo key showing all building footprints and the location that each photo was taken from. The survey must provide clear, color photos showing each elevation as well as a view from the street showing street number. Please note, Google or Bing streetview images are not permissible.

A complete copy of the Assessor's Building Record must be provided. This document is available at the County Assessor's Office and includes information such as the date of construction, materials, date of alterations, and a dimensioned footprint of the building and subsequent additions. The owner's written consent is required in order to obtain this document from the County. Please contact ARCCBuildingRecords.FGG@sdcounty.ca.gov. If the Assessor does is unable to provide this document for any reason, please upload a copy of the Assessor's email response stating that the record is unavailable. This will fulfill the submittal requirement for DSD-Historic.

Notice of Completion – this document is typically provided as part of a chain of title search. This item can be obtained at the same location as the building record, County Administration Center, 1600 Pacific Highway, Room 103, San Diego, CA 92101. If a Notice of Completion cannot be located, then add this note to a standalone sheet: "Notice of Completion cannot be located."

Please upload the requested historical review document(s) onto Accela as a single PDF under document type "Historic Resource Information."

[Comment 00105 | Sheet T1 | Closed]

The applicant has submitted the following documentation for staff review: current photos and Assessor's Building Record. Staff also reviewed Sanborn Maps and water and sewer records considered any input received through applicable public noticing and outreach and have made the following determination:

Based on the documentation provided, the property does not meet local designation criteria as an individually significant resource under any adopted HRB Criteria. Therefore, no historical research report required at this time.

This determination is good for 5 years from this date unless new information is provided that speaks to the building's eligibility for designation. Please be aware that additional historic review may be required at any time if the applicant submits a discretionary project application subject to review under the California Environmental Quality Act (CEQA). (Info Only)

Historical Evaluation: City of San Diego Criterion C and D

Property Name: 2660 1st Avenue

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Attachment H: Staff preliminary reviews from 2023 and 2024.

New Preliminary Review
submitted to confirm
results of PRJ-1099623

Reissue of
determination in
March 2024

Project Issues Report
PRJ-1112637



20 March 2024 12:55:04 PM
Page 1 of 1

THE CITY OF SAN DIEGO
Development Services Department
1222 1st Avenue, San Diego, CA 92101

Project Address 2660 01st
San Diego, CA

Project Type Building Construction

Primary Contact DBlair@KMA-AE.com

Instructions

<p>The following issues require corrections to the documents submitted.</p>

Scope of Work

LIFE SCIENCE - Tier 2

Building Construction Plans PRJ-1112637.pdf

DSD-Historic

Megan Walker
mewalker@sanidiego.gov

[Comment 00020 | Sheet G001 | Closed]

The property at 2660 01st Ave was previously reviewed on 11/29/2023 in accordance with SDMC Section 143.0212 under PRJ # 1099623 and was determined not eligible for designation under any HRB criteria. That determination is good for 5 years from the 11/29/2023 review date unless new information is provided that speaks to the building's eligibility for designation. No new information has been provided and the property is not subject to Historic review at this time.

Attachment H: Staff preliminary reviews from 2023 and 2024.

7/17/20024 Email from Staff summarizing reviews to date. 3rd determination that the Property is not significant after review.

Lin, Alvin

From: Lin, Alvin
Sent: Wednesday, July 17, 2024 4:02 PM
To: Heather Gordon
Cc: Segur, Suzanne
Subject: RE: [EXTERNAL] Ruocco & Delawie Re: 2660/2666 First Ave

Hello Heather,

The property located 2660 1st Av, APN 452-706-0600, was previously reviewed under SDMC 143.0212 through a preliminary review in November of 2023. As required by Information Bulletin 580, staff reviewed the building records and photographic survey and made a determination regarding the property's eligibility for individual designation on the San Diego Register under all HRB designation Criteria. Specifically, staff evaluated the property under HRB Criterion C and found that it did not rise to the level of significance to be eligible for individual designation.

On July 3rd 2024, we received new information that the subject property at 2660 1st Av, also known as 2666 1st Av, was designed by the firm of Ruocco & Delawie in 1958-1959. Both Lloyd Ruocco and Homer Delawie are established Master Architects; therefore, staff conducted additional research and evaluation for the building's eligibility under Criterion D. After reviewing the new information, staff determined that the property is not representative of a notable work of Ruocco & Delawie, and thus the property is not eligible for individual designation under HRB Criterion D.

Thank you,

Alvin Lin
Associate Planner
Heritage Preservation
City of San Diego
City Planning Department
T 619-446-5163
SanDiego.gov

CONFIDENTIAL COMMUNICATION

This electronic mail message and any attachments are intended only for the use of the addressee(s) named above and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If you are not an intended recipient, or the employee or agent responsible for delivering this e-mail to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you received this e-mail message in error, please immediately notify the sender by replying to this message or by telephone. Thank you.

From: Heather Gordon <heather.gordon@gmail.com>
Sent: Tuesday, July 9, 2024 9:16 PM
To: Lin, Alvin <AMLin@sandiego.gov>
Cc: Segur, Suzanne <SSegur@sandiego.gov>
Subject: Re: [EXTERNAL] Ruocco & Delawie Re: 2660/2666 First Ave

Historical Evaluation: City of San Diego Criterion C and D

Property Name: 2660 1st Avenue

Page 27 of 35



Attachment I: Alterations chronology and integrity impacts to design, materials, and workmanship.

Date	Event
1958	Dental office building built
1975	Rooftop screen shielding mechanical equipment from view removed
2003-2004	\$200,000 remodel completed to front entry (\$345,000 in 2025 dollars)
November 2023	Property owner requested preliminary review—city staff determines the building is not historic
Early 2024	Property owner submitted development project to city, relying on this finding
September 2024	Preliminary review submitted by Mr. Scott Moomjian seeking historical determination of significance under Criterion C and D. City staff disagreed, upheld 2023 decision
October 2024	Nomination submitted to city staff, project halted because HRB must hear the nomination
April 2025	Property owner removes wood members that are rotting and falling off the building
August 2025	City determines removal of decorative elements did not require a permit
October 2025	HRB Hearing

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Guidelines for the Application of Historical Resources Board Designation Criteria

Adopted
August 27, 2009

A single property can be significant within one or more historic contexts, and if possible, all of these should be identified. A property is only required, however, to be documented as significant in one context. In the development of a context related to archaeological resources, the ability of the resource to answer important research questions must be addressed.

Applying the Criteria

Once the context is established, one must evaluate the resource's history to determine whether it is associated with the historic context in any important way by applying the HRB Criteria. Application of the HRB Criteria is discussed in great detail, beginning on page 8 of this document. Please note that the examples of designated resources provided for each criterion may not address all aspects of the resource's significance. For example, a resource given as an example of a resource eligible under Criterion B may also have been designated under Criterion C, which will not necessarily be addressed in the example. Please review the designation file for complete information regarding the significance of the resource.

Understanding Integrity

Integrity is the authenticity of a historical resource's physical identity clearly indicated by the retention of characteristics that existed during the resource's period of significance. Historical resources eligible for designation by the HRB must meet one or more of the designation criteria and retain enough of their historic character or appearance to be recognizable as historical resources and to convey the reasons for their historical significance. It is important to note that integrity is not the same as condition. Integrity relates to the presence or absence of historic materials and character defining features. Condition relates to the relative state of physical deterioration of the resource. Integrity is generally more relevant to the significance of a resource than condition. However, if a resource is in such poor condition that original materials and features may no longer be salvageable, then the resource's integrity may be adversely impacted.

The California and National Registers recognize location, design, setting, materials, workmanship, feelings, and association as the seven aspects of historical integrity. Although not all seven aspects of integrity need to be present for a property to be eligible, the evaluator must show that the property retains enough physical and design characteristics to reflect the property's significance. The seven aspects of historical integrity are:

- **Location** is the place where a resource was constructed or where an event occurred.
- **Design** results from intentional decisions made during the conception and planning of a resource. Design includes form, plan, space, structure, and style of a property.

Removing and replacing front entry, floor-to-ceiling glazing without horizontal mullions affects Design, Materials and Workmanship aspects of Integrity

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Example:

HRB Site #14e, Casa de Machado-Silvas



The Casa de Machado is an adobe house built in 1832 by Jose Manuel Machado as a wedding present for his daughter. The foundation is constructed of field stone laid in adobe mortar. The walls consist of sun dried adobe brick laid in adobe mortar, plastered on both sides with adobe mortar and white washed.

The wood frame roof is boarded and shingled.

*It should be noted that this site was designated under a previous set of designation criteria. If this resource were designated today, it would be eligible under HRB Criterion C.



ADDITIONAL DOCUMENTATION

- Provide a written narrative discussing design description and relationship to indigenous materials, craftsmanship, unorthodox use of materials or experimental approach to design and construction, including graphic documentation as necessary, and;
- Interior design proposals shall include documentation establishing the original design and introduction of furnishings, and;
- Provide documentation establishing an era and design association with a particular style or technology.
- In instances where intact interiors which embody the distinctive characteristics of style, type, period, or method of construction or the use of indigenous materials or craftsmanship are present, the interior elements must be documented in the report and tied to the context and significance. If the property owner wishes to include those interior elements in the designation, that information should be included as well.

SIGNIFICANT ASPECTS OF INTEGRITY RELATED TO CRITERION C

- | | | |
|-------------------|----------------------|----------------------|
| • <i>Location</i> | • <i>Materials</i> | • <i>Association</i> |
| • <i>Design</i> | • <i>Workmanship</i> | |
| • <i>Setting</i> | • <i>Feeling</i> | |

Retention of design, workmanship, and materials will usually be more important than location, setting, feeling, and association. Location and setting will be important; however, for those properties whose design is a reflection of their immediate environment.

All aspects of Integrity are
important under Criterion C

Attachment I: Alterations chronology and integrity impacts to design, materials, and workmanship.

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- Provide samples of other works by the Master with specific identification of features that match stylistic characteristics of this Master's development. (Not applicable when a resource is determined to have an anonymous builder/designer, etc. and is of exceptional value.)
- Interior designation of resources shall address interior features of the resource including the designer's philosophy and intent, physical description and condition, floor plans, and photographs of interior spaces and features.
- In instances where intact interiors retaining integrity which represent a notable work of a Master are present, the interior elements must be documented in the report and tied to the context and significance. If the property owner wishes to include those interior elements in the designation, that information should be included as well.

SIGNIFICANT ASPECTS OF INTEGRITY RELATED TO CRITERION D

- | | | |
|-------------------|----------------------|----------------------|
| • <i>Location</i> | • <i>Materials</i> | • <i>Association</i> |
| • <i>Design</i> | • <i>Workmanship</i> | |
| • <i>Setting</i> | • <i>Feeling</i> | |

A property important as a representative example of the work of a Master must retain most of the physical features and design quality attributable to the Master. A property that has lost some historic materials or details can be eligible if it retains the majority of the features that illustrate its style in terms of the massing, spatial relationships, proportion, pattern of windows and doors, texture of materials, and ornamentation. The property is not eligible, however, if it retains some basic features conveying massing but has lost the majority of the features that once characterized its style and identified it as the work of a Master.

All aspects of Integrity are
important under Criterion D

Attachment I: Alterations chronology and integrity impacts to design, materials, and workmanship.

Integrity	
Location	YES
Design	NO: 1975 – Rooftop wood screen shielding roof top equipment was removed 2003/2004 - Front entry storefront was removed and replaced with new materials and style, removing corner mullion and adding horizontal mullions
Setting	Partial
Materials	NO: 1975 and 2003 changes removed original materials
Workmanship	NO: 1975 and 2003 changes removed original workmanship
Feeling	NO: Rooftop equipment dominates street elevation and corner entry is contemporary glazing design
Association	Yes: Ruocco and Delawie were architects of record

Attachment J: 1960 AIA San Diego Awards, *Award of Excellence* to Homer Delawie for his Residence I (Boxcar House) and *Award of Fun* to Lloyd Ruocco and Homer Delawie for their design of the San Diego Children's Zoo Geodesic Dome theater.

ARCHITECTURE

... the Example

by JOHN R. MOCK

PRESENTED ON the following pages are a variety of examples of fine architecture. I feel, as the 1960 San Diego Chapter AIA Honor Awards Jury felt, that each example indicates an awareness of the principles of architecture within its architect creator. Even as each architect has given his own expression to these principles, beyond the fact of dissimilarity of building types, common relationships between each are apparent.

These relationships can be stated as follows:

1. Attention to local climate involving the basic conception of the building.
2. Attention to space surrounding the building, as well as space within the building, to create harmony between building and site.
3. Superior development of functional planning to serve the purpose for which the building was intended.
4. Experiment with structure not as an end in itself, but in response to a specific architectural need.

5. Simplified construction process through better integration of building elements.

6. Application of the concept of surprise and delight by appealing to the senses, use of light and shadow, silhouette, suggestion.

7. Materials logically used to permit structure—form—space.

We may now proceed with the examples, with comment on each written by William G. Quinn, Southern California Editor of 'Pacific Architect and Builder.' But before examining the examples, we must realize that the photographs can only record these buildings statically, as seen from a single view point, that of the camera. To fully comprehend the value of architecture and of relations stated, these buildings and their spaces must become part of the viewers' experience and thus must be walked through or around, preferably both.

Town House on 24 ft. lot

Architect: Homer Delawie, AIA

Owners: Mr. & Mrs. Homer Delawie

Contractor: Bach Construction

Interiors: Design Center

Photos: Douglas Simmonds

Comments: Superb performance of orientation problems. Handsome qualities of light and space. The Architect handled his use of a small lot under limitations of a primitive zoning law in the best way possible. The Architect exercised environmental controls with imagination. Here he has proven the architect can meet and overcome the challenge of a difficult site.



Historical Evaluation: City of San Diego Criterion C and D

Property Name: 2660 1st Avenue

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Attachment J: 1960 AIA San Diego Awards, *Award of Excellence* to Homer Delawie for his Residence I (Boxcar House) and *Award of Fun* to Lloyd Ruocco and Homer Delawie for their design of the San Diego Children's Zoo Geodesic Dome theater.



<https://www.usmodernist.org/AIASANDIEGO/AIASANDIEGO-1962-04.pdf>

Attachment J: 1960 AIA San Diego Awards, *Award of Excellence* to Homer Delawie for his Residence I (Boxcar House) and *Award of Fun* to Lloyd Ruocco and Homer Delawie for their design of the San Diego Children's Zoo Geodesic Dome theater.



Regional Center Study, City of San Diego
Architects: Frank L. Hope & Associates
Photo: Busco-Nestor

Comments: The Jury felt it should recognize this effort to solve downtown City problems. The study also shows the Architect's rightful place in community planning.



Children's Zoo
Architects: Ruocco & Delawie, AIA
Geodesic Dome Design and Construction: Jeffrey Lindsay
Contractor: Callahan Bros.
Photo: Ernest Braun

Comments: Highly commendable effort to bring children in contact with animals and nature. A successful collaborative effort of client and Architect. The idea of a Children's Zoo itself is a refreshing and worthwhile City project of which San Diego should be very proud.

Historical Evaluation: City of San Diego Criterion C and D

Property Name: 2660 1st Avenue

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Attachment J: 1960 AIA San Diego Awards, *Award of Excellence* to Homer Delawie for his Residence I (Boxcar House) and *Award of Fun* to Lloyd Ruocco and Homer Delawie for their design of the San Diego Children's Zoo Geodesic Dome theater.



Photo credits: Getty Images, Fox Photos

"Award of Fun" 1960
Ruocco and Delawie
San Diego Children's Zoo,
Henry B. Clark Theater,
geodesic dome



Photo credits: **Peter Csanadi** about.me/petercsanadi·Graphic designer, avid photographer; Disneyland, SeaWorld and San Diego Zoo passholder for years