

EDWARD W. NEWMAN / I.O.O.F SUNSET TEMPLE BUILDING



STATEMENT OF SIGNIFICANCE

THE EDWARD W. NEWMAN / I.O.O.F. BUILDING, COMMONLY KNOWN AS THE SUNSET TEMPLE BUILDING, IS LOCATED AT THE CORNER OF UNIVERSITY AVENUE AND KANSAS STREET IN THE NORTH PARK COMMUNITY OF THE CITY OF SAN DIEGO, CA. CONSTRUCTED IN 1929 BY GENERAL CONTRACTOR WILLIAM E. GIBBS, THE SPANISH ECLECTIC STYLE COMMERCIAL BUILDING IS ONE STORY WITH A PARTIAL BASEMENT, GROUND FLOOR, AND MEZZANINE. THREE FACADES ARE VISIBLE FROM THE PUBLIC RIGHT OF WAY INCLUDING THE SOUTH, WEST, AND NORTH SIDES. THE EAST FAÇADE ABUTS THE NEIGHBORING BUILDING AND IS NOT VISIBLE. THE BUILDING IS LISTED AS A CITY OF SAN DIEGO HISTORICAL RESOURCE (HRB #1482), IS SIGNIFICANT UNDER LOCAL CRITERIA CRITERION C AS A GOOD EXAMPLE OF A SPANISH ECLECTIC STYLE ONE-PART COMMERCIAL BUILDING IN NORTH PARK. IT RETAINS MANY OF THE CHARACTER-DEFINING FEATURES OF THE STYLE INCLUDING ITS UNDULATING STUCCO EXTERIOR CLADDING, COMPOSITION HIPPED ROOF CORNER TOWER WITH TILED RIDGE AND RECESSED ARCHED FEATURES AT ITS SOUTH AND WEST SIDES; A FLAT ROOF WITH STEPPED PARAPET WALL AND TERRACOTTA TILE RIDGE AND SHED ELEMENTS WITH CURVED RAFTER TAILS. THE DECORATIVE GABLE PROJECTION ABOVE THE SOUTHEAST ENTRY RETAINS ITS ORIGINAL ARCHED FEATURES. THE ORIGINAL METAL DIVIDED LITE WINDOWS AT THE NORTH FAÇADE ARE PRESENT AS WELL AS THE MAJORITY OF THE ARCHED METAL FRAMED DIVIDED LITE TRANSOMS. THE RECESSED STOREFRONT ENTRIES AT UNIVERSITY AVENUE WITH THEIR WOOD DOORS WITH SINGLE GLAZING, ORIGINAL MOSAIC TILE FLOORING, AND WOOD PANELED CEILING ARE PRESENT. STOREFRONT BULKHEADS AND COLUMNS ARE EXTANT ALTHOUGH THE BULKHEADS AND COLUMNS' ORIGINAL TILES HAVE BEEN COVERED BY CONTEMPORARY CERAMIC TILES.

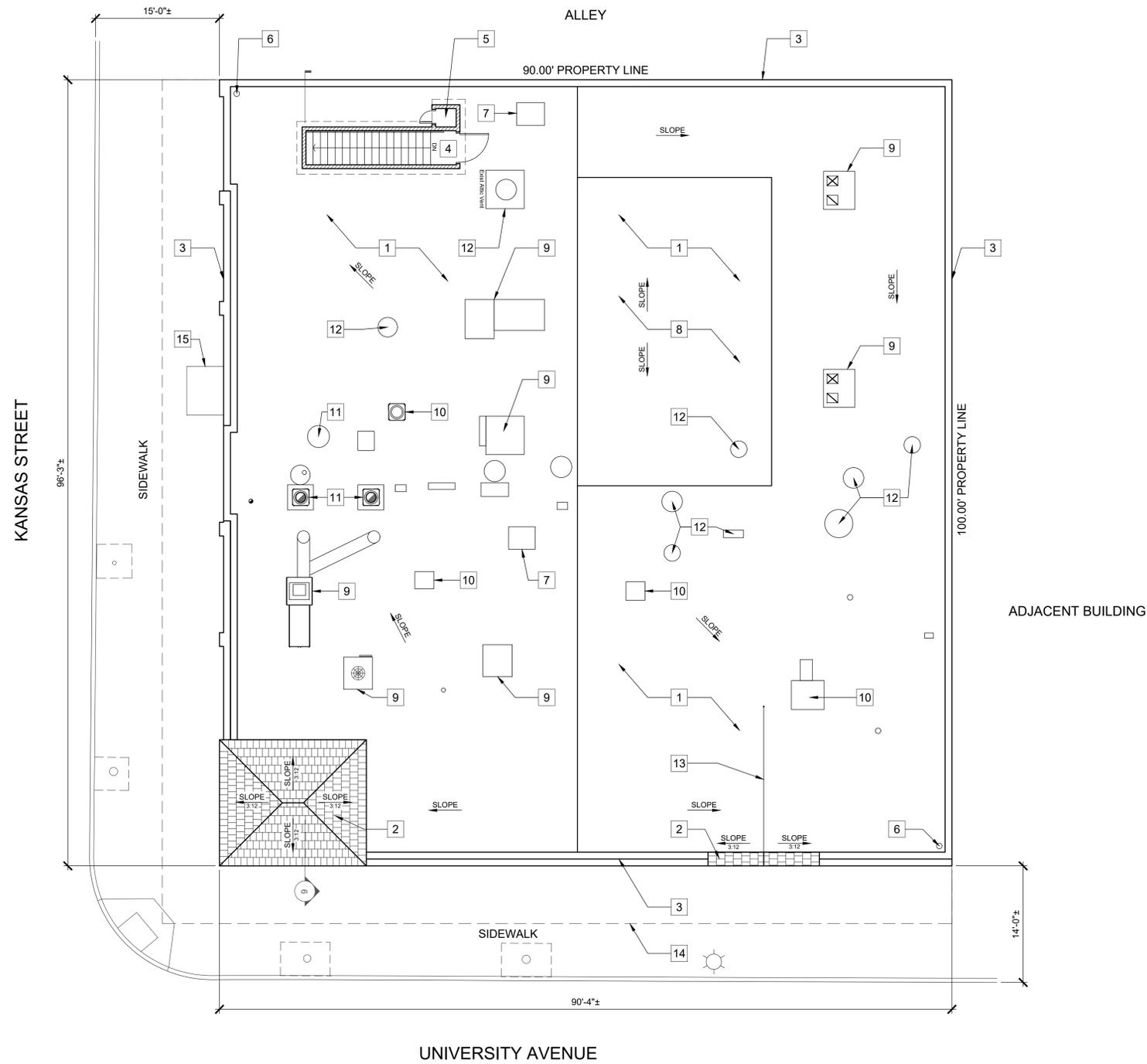
PROJECT INFORMATION STATEMENT

THIS HABS DOCUMENTATION OF THE EDWARD W. NEWMAN / I.O.O.F. BUILDING WAS PRIVATELY FUNDED. THE BUILDING WAS DOCUMENTED AS MITIGATION FOR THE PLANNED INTERIOR DEMOLITION AND REHABILITATION OF THE STREET FACADES.

PRINCIPAL ARCHITECT FOR HABS WAS P. DAVID MARSHALL, AIA OF HERITAGE ARCHITECTURE & PLANNING (HERITAGE). FIELD DOCUMENTATION WAS PERFORMED BY STUART SAWASAKI AND DIANA PACHECO OF HERITAGE. PHOTOGRAPHS WERE TAKEN BY P. DAVID MARSHALL AND DIANA PACHECO. DRAFTING WAS COMPLETED BY STUART SAWASAKI. WORK WAS PERFORMED IN MARCH-APRIL 2024.

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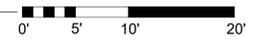


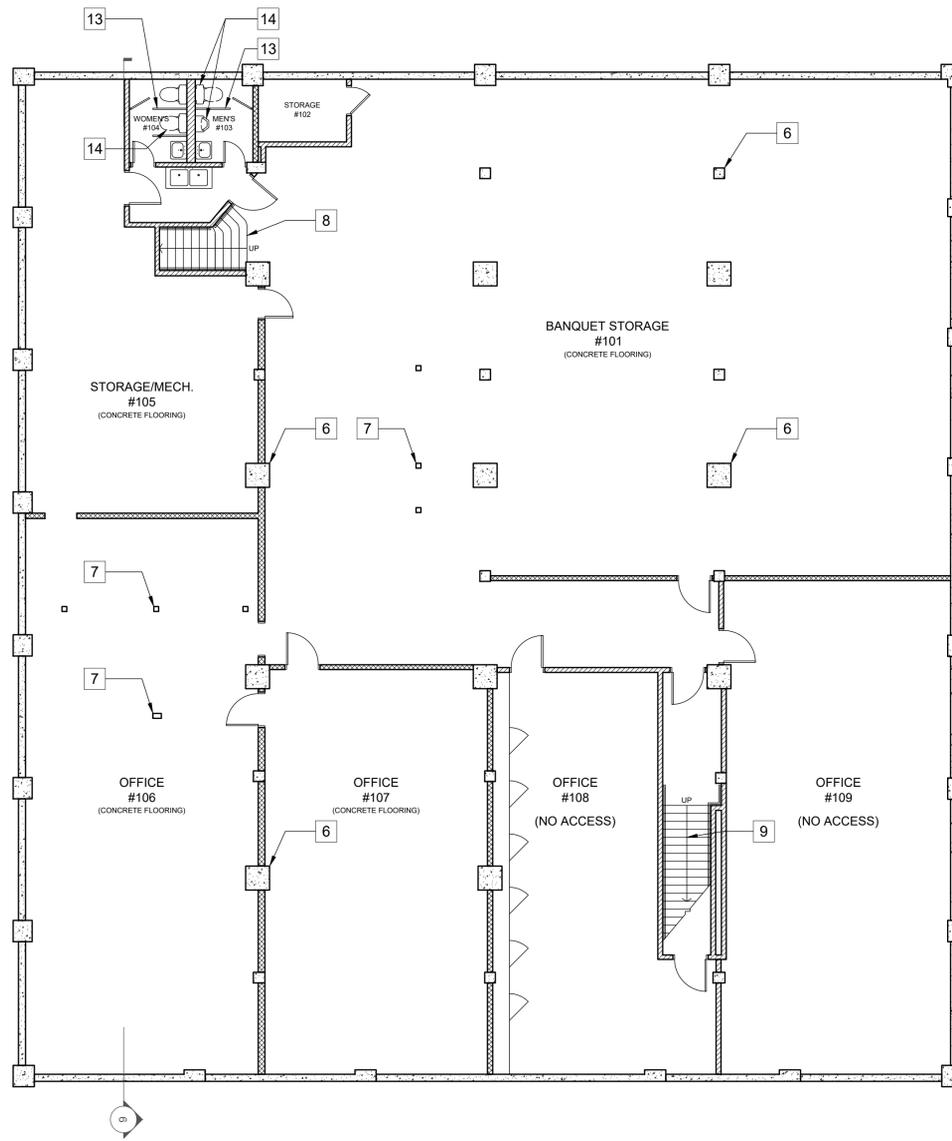
KEY NOTES:

- 1 BUILT-UP ROOF (TYP.)
- 2 ASPHALT SHINGLE ROOF
- 3 ROOF PARAPET
- 4 ACCESS STAIRWAY
- 5 STORAGE
- 6 ROOF DRAIN
- 7 ATTIC ACCESS HATCH
- 8 ARCH ROOF OVER BANQUET HALL
- 9 HVAC UNIT
- 10 CONDENSER UNIT
- 11 EXHAUST FAN
- 12 VENT
- 13 CABLE ROD TIE-DOWN
- 14 LINE OF METAL CANOPY BELOW (DASHED)
- 15 FIRE ESCAPE BELOW

SITE / ROOF PLAN

SCALE: 1/8" = 1'-0"





KEY NOTES:

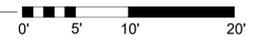
- 1 STOREFRONT WINDOW
- 2 STOREFRONT DOOR(S)
- 3 EXIT DOORS
- 4 METAL WINDOW
- 5 1"X2" TERRCOTTA TILE ENTRY W/ BASKETWEAVE PATTERN
- 6 CONCRETE COLUMN (TYP.)
- 7 WOOD COLUMN (TYP.)
- 8 CONCRETE STAIRWAY
- 9 WOOD STAIRWAY
- 10 BUILT-IN COUNTER
- 11 METAL GUARDRAIL
- 12 PADDED LEATHER DOORS
- 13 TOILET PARTITION
- 14 MISSING PLUMBING FIXTURE
- 15 BOOTH PLATFORM
- 16 BUILT-IN STORAGE
- 17 SHIP'S LADDER AND STORAGE ABOVE
- 18 PAIR OF WOOD DOUBLE HUNG WINDOWS
- 19 FIRE ESCAPE

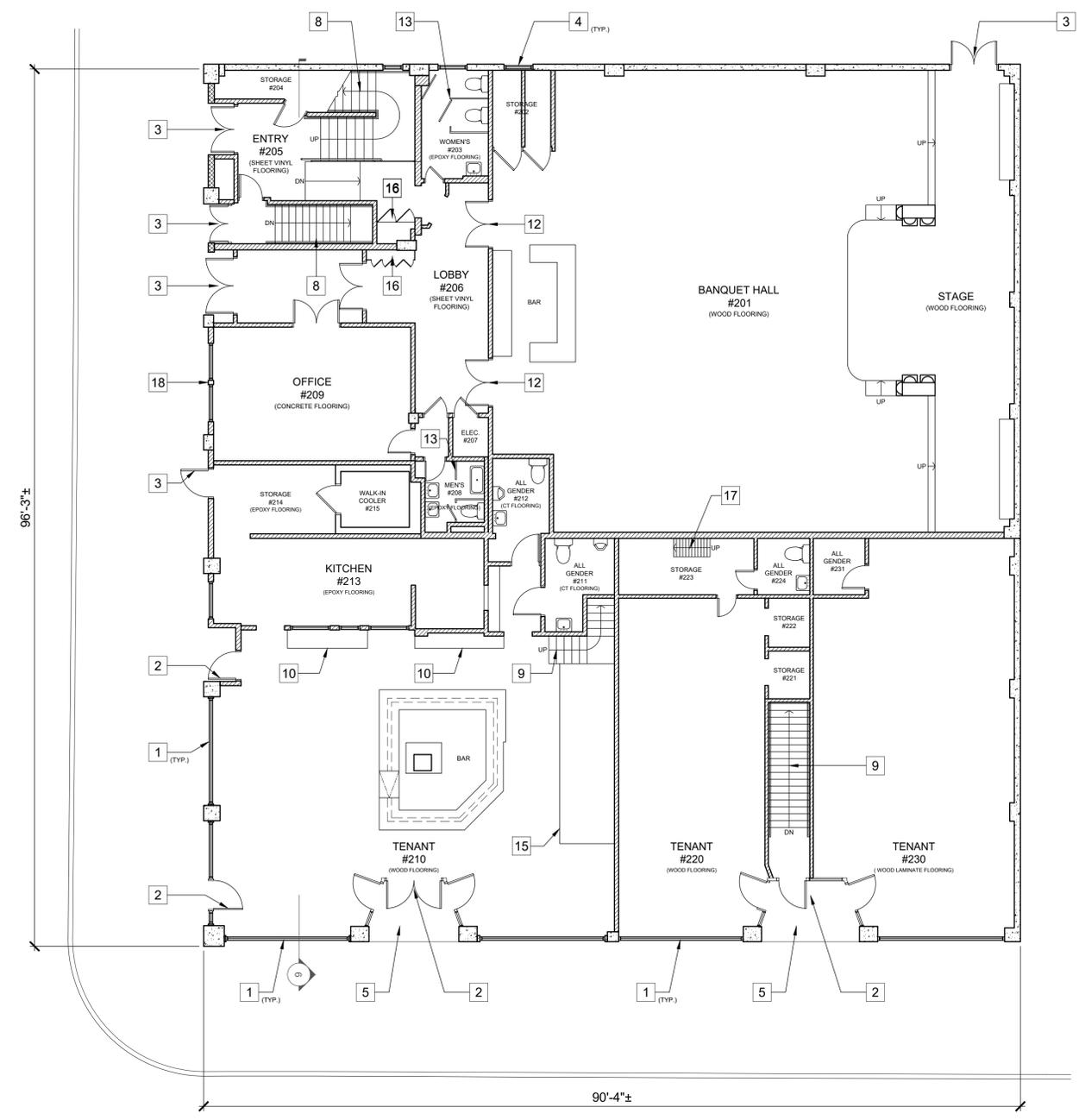
LEGEND:

- WOOD FRAMED WALL
- CONCRETE WALL
- CMU WALL

BASEMENT FLOOR PLAN

SCALE: 1/8" = 1'-0"





KEY NOTES:

- 1 STOREFRONT WINDOW
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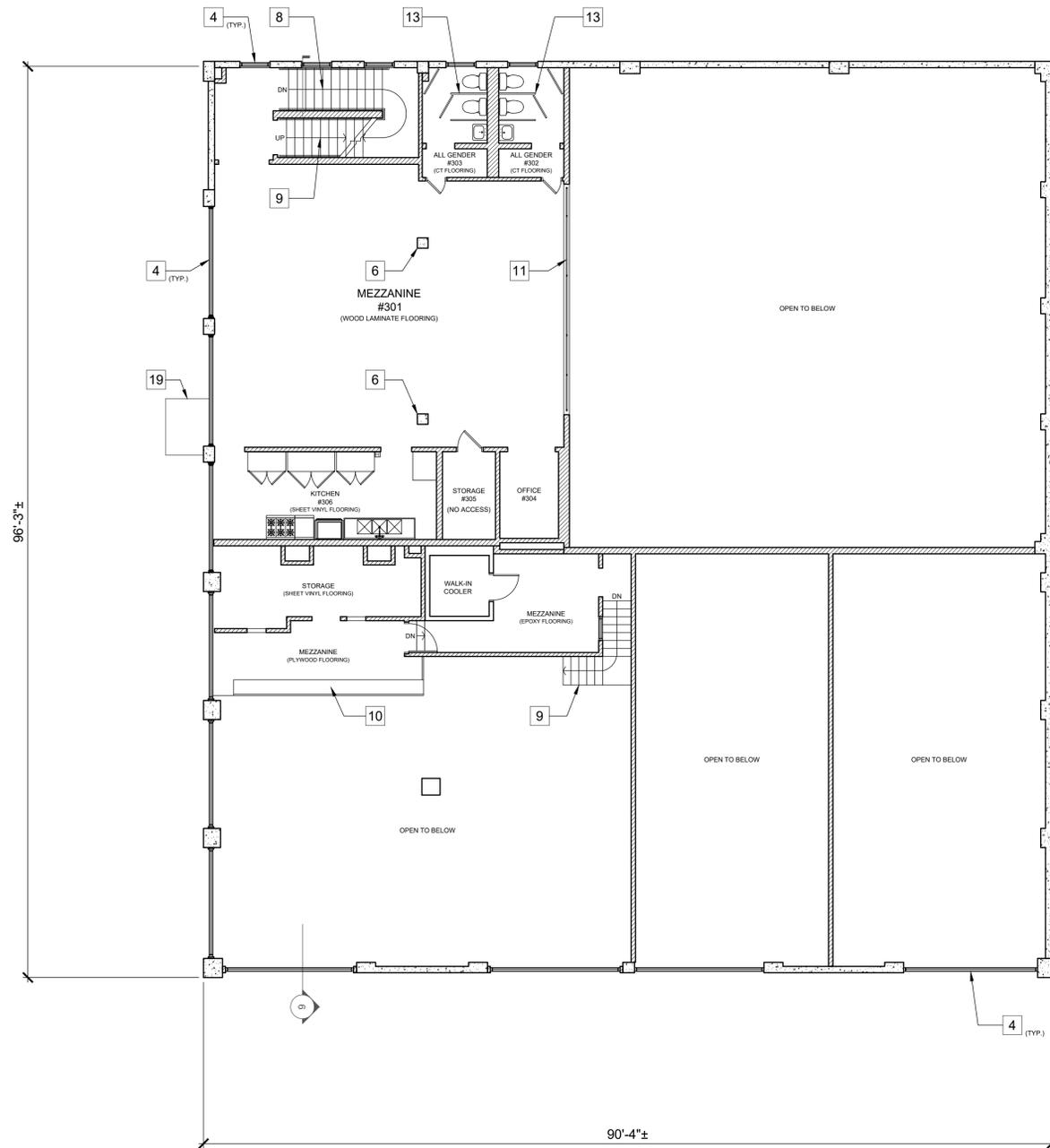
LEGEND:

- WOOD FRAMED WALL
- CONCRETE WALL
- CMU WALL

GROUND FLOOR PLAN

SCALE: 1/8" = 1'-0"





SECOND FLOOR PLAN

SCALE: 1/8" = 1'-0"

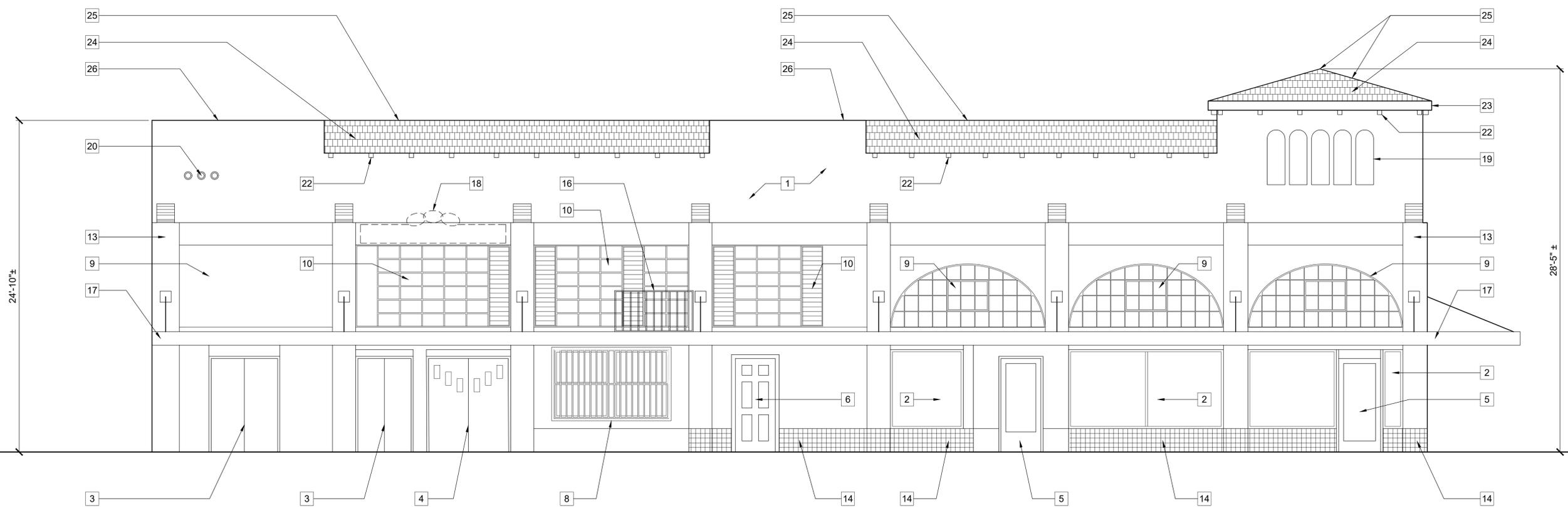


KEY NOTES:

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- 3 EXIT DOORS
- 4 METAL WINDOW
- 5 1"X2" TERRCOTTA TILE ENTRY W/ BASKETWEAVE PATTERN
- 6 CONCRETE COLUMN (TYP.)
- 7 WOOD COLUMN (TYP.)
- 8 CONCRETE STAIRWAY
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- CMU WALL



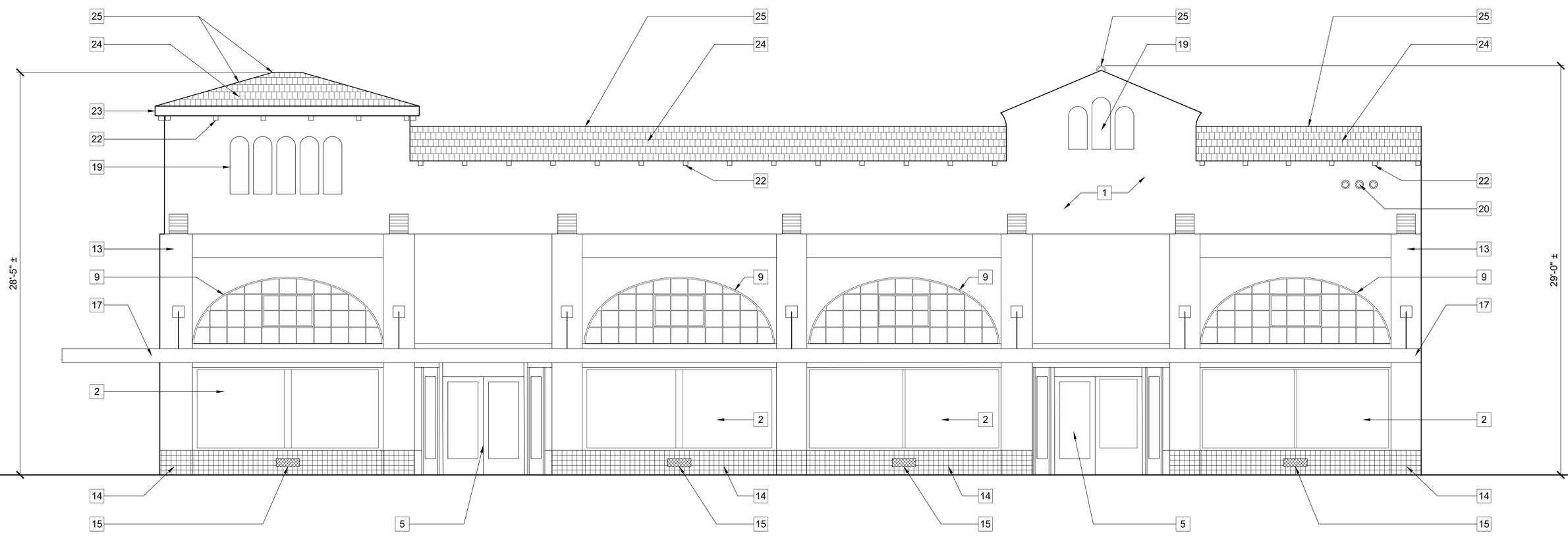
WEST ELEVATION

SCALE: 1/4" = 1'-0"



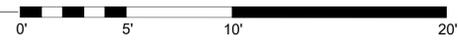
KEY NOTES:

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|--|---|
| 1 EXTERIOR CONCRETE WALL W/ PAINTED STUCCO FINISH | 15 CAST- IRON VENTILATION GRILLE |
| 2 STOREFRONT WINDOW | 16 METAL FIRE ESCAPE PLATFORM AND LADDER |
| 3 FLAT SLAB ENTRY DOORS | 17 METAL OVERHEAD CANOPY W/ METAL ROD HANGERS |
| 4 STOREFRONT DOORS W/ GLASS LITES | 18 "SUNSET TEMPLE" SHEET METAL AND NEON SIGN |
| 5 STOREFRONT FRENCH DOOR(S) | 19 RECESSED ARCH FEATURE IN STUCCO (TYP.) |
| 6 STOREFRONT PANEL DOOR | 20 CLAY PIPE ATTIC VENTS |
| 7 EXIT DOORS | 21 HOLLOW CLAY TILE ATTIC VENT |
| 8 PAIR OF WOOD DOUBLE HUNG WINDOWS AND SECURITY BARS | 22 DECORATIVE WOOD RAFTER TAIL (TYP.) |
| 9 STEEL ARCHED TRANSOM W/ OPERABLE CENTER PIVOT AND COMBED OBSCURE GLASS | 23 WOOD FASCIA |
| 10 METAL WINDOW W/ JALOUSIE SIDELITE | 24 ASPHALT SHINGLE ROOF |
| 11 METAL HOPPER WINDOW W/ SECURITY BARS | 25 MISSION CLAY TILE RIDGE (TYP.) |
| 12 METAL FIXED WINDOW W/ TEXTURED GLASS | 26 MISSION CLAY TILE PARAPET |
| 13 PILASTER AND CAPITAL W/ STUCCO AND PAINTED FINISH | 27 RECESSED STUCCO AT FORMER WINDOW |
| 14 CERAMIC TILE BULKHEAD | 28 ELECTRICAL EQUIPMENT |



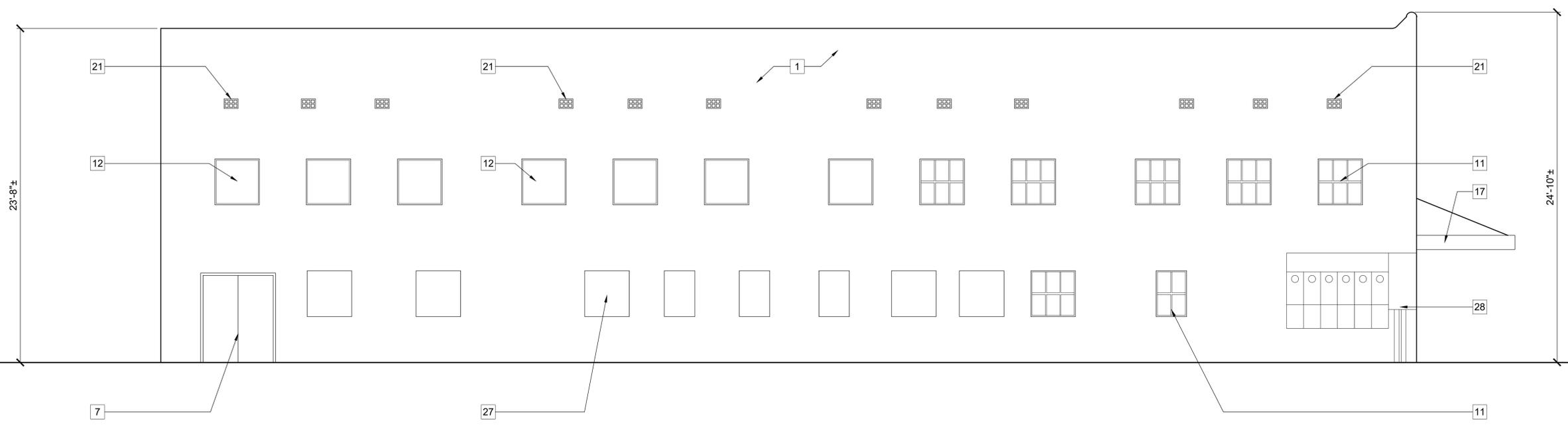
SOUTH ELEVATION

SCALE: 1/4" = 1'-0"



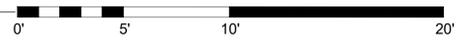
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| 14 CERAMIC TILE BULKHEAD | 28 ELECTRICAL EQUIPMENT |



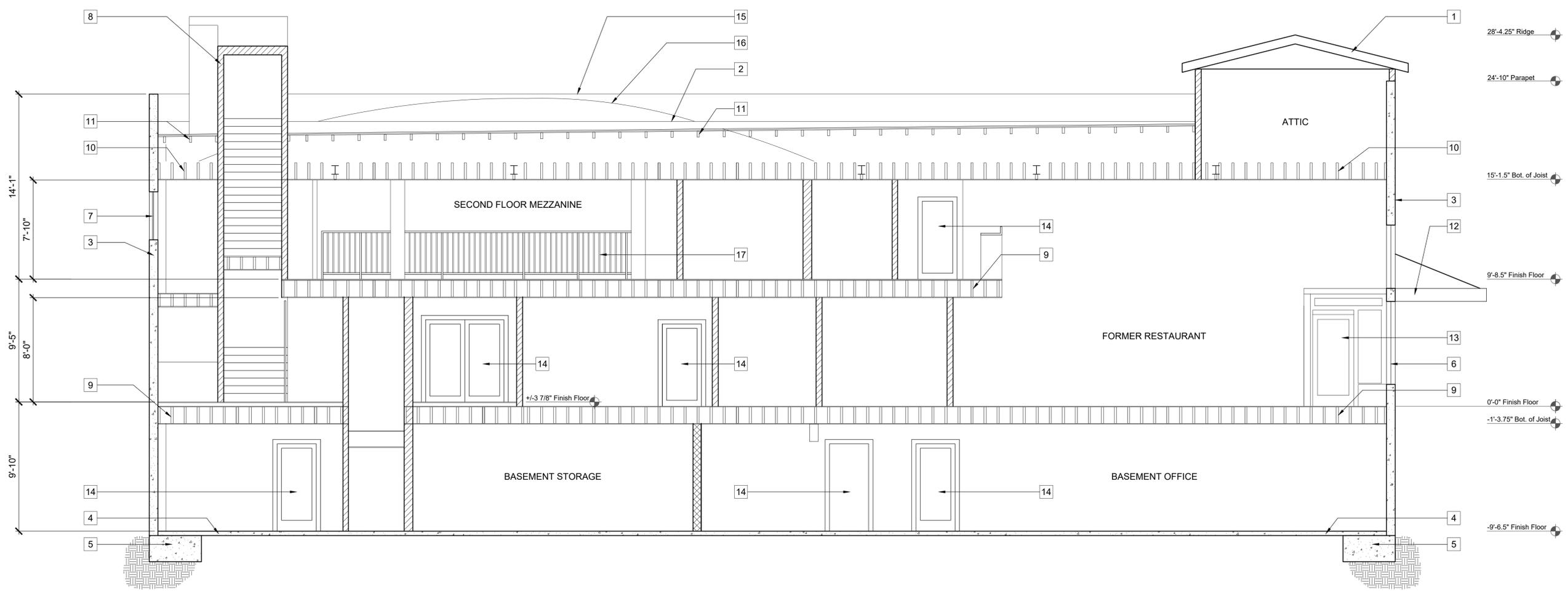
NORTH ELEVATION

SCALE: 1/4" = 1'-0"



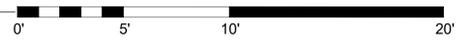
KEY NOTES:

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| <ul style="list-style-type: none"> 1 EXTERIOR CONCRETE WALL W/ PAINTED STUCCO FINISH 2 STOREFRONT WINDOW 3 FLAT SLAB ENTRY DOORS 4 STOREFRONT DOORS W/ GLASS LITES 5 STOREFRONT FRENCH DOOR(S) 6 STOREFRONT PANEL DOOR 7 EXIT DOORS 8 PAIR OF WOOD DOUBLE HUNG WINDOWS AND SECURITY BARS 9 STEEL ARCHED TRANSOM W/ OPERABLE CENTER PIVOT AND COMBED OBSCURE GLASS 10 METAL WINDOW W/ JALOUSIE SIDELITE 11 METAL HOPPER WINDOW W/ SECURITY BARS 12 METAL FIXED WINDOW W/ TEXTURED GLASS 13 PILASTER AND CAPITAL W/ STUCCO AND PAINTED FINISH 14 CERAMIC TILE BULKHEAD | <ul style="list-style-type: none"> 15 CAST- IRON VENTILATION GRILLE 16 METAL FIRE ESCAPE PLATFORM AND LADDER 17 METAL OVERHEAD CANOPY W/ METAL ROD HANGERS 18 "SUNSET TEMPLE" SHEET METAL AND NEON SIGN 19 RECESSED ARCH FEATURE IN STUCCO (TYP.) 20 CLAY PIPE ATTIC VENTS 21 HOLLOW CLAY TILE ATTIC VENT 22 DECORATIVE WOOD RAFTER TAIL (TYP.) 23 WOOD FASCIA 24 ASPHALT SHINGLE ROOF 25 MISSION CLAY TILE RIDGE (TYP.) 26 MISSION CLAY TILE PARAPET 27 RECESSED STUCCO AT FORMER WINDOW 28 ELECTRICAL EQUIPMENT |
|--|---|



BUILDING SECTION

SCALE: 1/4" = 1'-0"



KEY NOTES:

- | | |
|---|-----------------------------------|
| 1 WOOD FRAMED HIPPED ROOF TOWER W/ ASPHALT SHINGLES | 16 ARCHED ROOF (SHOWN BEYOND) |
| 2 BUILT-UP ROOF | 17 METAL GUARDRAIL (SHOWN BEYOND) |
| 3 CONCRETE WALL W/ EXTERIOR STUCCO PAINTED FINISH | |
| 4 CONCRETE BASEMENT SLAB | |
| 5 CONCRETE FOOTING (DIMENSIONS UNKNOWN) | |
| 6 STOREFRONT WINDOW | |
| 7 METAL HOPPER WINDOW W/ SECURITY BARS | |
| 8 WOOD FRAMED STAIR ENCLOSURE | |
| 9 2 X 16 FLOOR JOISTS @ 12" O.C. | |
| 10 2 X 16 CEILING JOISTS @ 12" O.C. | |
| 11 2 X 6 ROOF JOISTS @ 24" O.C. | |
| 12 METAL OVERHEAD CANOPY W/ METAL ROD HANGERS | |
| 13 RECESSED ENTRY (SHOWN BEYOND) | |
| 14 DOOR (SHOWN BEYOND) | |
| 15 PARAPET (SHOWN BEYOND) | |

LEGEND:

- WOOD FRAMED WALL
- CONCRETE WALL
- CMU WALL



VARIES FROM 11'-8" TO 13'-8"
EXTERIOR - SHOWN ABOVE METAL CANOPY



INTERIOR - SHOWING CENTER OPERABLE PIVOT SECTION

1 TYPICAL ARCHED STEEL TRANSOM
SCALE: 3/4" = 1'-0"



SHOWING PAIR OF WOOD FRENCH DOORS W/ SINGLE FRENCH DOORS W/ SIDE LITES ON BOTH SIDES.

2 ORIGINAL RECESSED ENTRY
NTS (SCALE: 3/4" = 1'-0")



SHOWING RECESSED WOOD PANELS W/ COVERED TRIM

3 ORIGINAL ENTRY SOFFIT
NTS



1"x2" TERRACOTTA TILE (SQUARE TILES ARE NOT ORIGINAL)

5 ORIGINAL ENTRY TILE PATTERN
NTS



SHOWING TYPICAL METAL HOPPER WINDOW W/ METAL SECURITY BARS (NORTH FACADE)

7 ORIGINAL HOPPER WINDOW
SCALE: 1 1/2" = 1'-0"



CLOSE-UP VIEW

4 ORIGINAL ENTRY SOFFIT
NTS



EXTERIOR

INTERIOR

6 ORIGINAL CAST-IRON VENT GRILLE
SCALE: 1 1/2" = 1'-0"



9 PADDED LEATHER DOOR
NTS



"SUNSET TEMPLE" NEON SIGN ON WEST FACADE

8 NEON SIGN
SCALE: 3/4" = 1'-0"

HISTORIC AMERICAN BUILDINGS SURVEY**EDWARD AND EMMA NEWMAN BUILDING**

HABS No.

- Name:** Edward and Emma Newman Building
- Location:** 2906-2912 University Avenue, San Diego, California 92104
- Present Owner/Occupant:** Purpose Real Estate Group
- Present Use:** The Edward and Emma Newman Building is presently a commercial building known as Sunset Temple. This building is located on its original site, built in 1929.
- Significance:** The Edward and Emma Newman Building is currently listed as City of San Diego as Historical Resources Board Site #1482. It is significant under Criterion A as a special element of the historical and economic development of North Park and the City as a whole and retains its integrity to its 1929-1932 period of significance. Specifically, the resource is a representative of the early commercial development of North Park that occurred along University Avenue as a result of the expansion of streetcar lines and subsequent residential growth. The commercial center at 30th and University developed into the community's primary commercial core and the 2906-2912 University Avenue building housed North Park's first department store, the Mudd Department store, from 1929-1932.
- The resource is significant under Criterion C with a period of significance of 1929, reflecting its construction date. The Edward and Emma Newman building exemplifies the distinctive characteristics features of the One-Part Commercial Block type by embodying the historic characteristics associated with the building type; specifically, the resource covers the entire parcel, retains a boxed form, features a large expanse of wall above the storefront intended for signage, and large glass display windows to support its use as a commercial space. Additionally, the building continues to convey its Spanish Colonial Revival architectural style, retaining its undulating stucco exterior cladding, pilasters with scroll-like capitals, corner tower, arched transom windows, terracotta tile roof accents, mosaic tile entries, and clay pipe attic vents.
- Historian:** Eileen Magno, MA, Heritage Architecture & Planning.

Project Information: Report prepared by Eileen Magno and Stuart Sawasaki. The HABS drawings were prepared by Stuart Sawasaki, Principal Architect. Photography provided by P. David Marshall, NCARB, AIA, Heritage Architecture & Planning. All HABS work was under the direction of Stuart Sawasaki, Principal Architect, Heritage Architecture & Planning.

PART I. HISTORICAL INFORMATION

A. Physical History

Date of Erection: 1929

Architect: Unknown

Original and subsequent owners, uses:

- | | | |
|--------|------------------------------|-------------|
| • 1921 | Jennie Albertia Wales | Undeveloped |
| • 1929 | Edward W. and Emma L. Newman | Commercial |
| • 1932 | Sunset Lodge No. 328 | Mixed Use |
| • 1955 | Sunset Temple Association | Mixed Use |
| • 2003 | Sunset Temple, Inc. | Mixed Use |
| • 2020 | The North Park Building, LLC | Commercial |

Builder: William E. Gibbs

Original Plans and Construction:

Original plans were not located.

Alterations and Additions:

- 1929 Initial construction.
- 1933 Roof and plumbing.
- ca. 1933 West façade storefronts stuccoed-over. New doors and a pair of double-hung windows were added to the west façade at the first floor level. Date per historian Donald Covington.
- ca. 1940s Upper window replacement at the north side of the west façade with square-topped steel divided lite windows.
- 1954 Basement alterations.
- 1955 “Marquee” (canopy cover) and commercial addition per Assessor Building Record. A wrap around metal canopy was added above the storefronts on both street facades. Earlier fabric and fixed canopies were removed. Fire escape addition at the west façade and replaced some glazing with jalousies at the square-topped steel windows.

- 1958 Gas service extension.
- 1961 Alteration per Assessor Building Record.
- 1963 Electrical.
- 1965 Re-roofing.
- 1967 Mechanical/Electrical work.
- Pre-2000 Mission-style clay tile roofing replaced with asphalt shingles and new clay tile on the ridges and parapets.
- Pre-2009 Sidewalk café railings were added along both street frontages.
- Post-2015 Ceramic tile bulkheads below the storefronts on both street facades were covered with new black ceramic tile.
- 2016 Signage, structural support beams at the basement level.
- 2017 Operable windows. Storefront display windows at the former Tamarindo Restaurant were replaced with inward-opening awning windows on University Avenue.
- 2019 Mechanical/Plumbing/Electrical; ADA upgrade, HVAC, restrooms remodeled, bars and interior ramp added at the entrance and stage. [There is no elevator]
- 2020 Storefronts and transoms covered.
- 2021 Graffiti murals added.

B. Physical History¹

Historic Commercial Development of North Park 30th and University: 1907-1929

The commercial core in North Park emerged at the beginning of 1909 after the completion of three streetcar lines in the area and a new water supply system bringing water to the neighborhood. The opening of the University Ave streetcar line brought immediate development to the surrounding area which had previously been cattle pastures and citrus groves. The San Diego Union reported that 37 homes had been built in the area since the start of construction on the line in early 1907.² Real estate firms began to see the potential for suburban development and started purchasing land around Balboa Park which they would then subdivide to create residential tracts. One of the real estate firms who was instrumental in the commercial development along University Avenue was Stevens & Hartley, run by Jack Hartley and William Stevens (Hartley's brother-in-law). The Hartley family was one of the pioneer families who purchased 40 acres of land at the end of the 19th century in North Park before its urban development.

By 1910 there were over a dozen residential tracts established in North Park, lots were sold, and residential properties were being constructed. With the boom of residential construction and expanding population, Stevens & Hartley had prophesied that the corner of 30th and University would

¹ Heritage Architecture & Planning, "Historical Resource Research Report for the Edward W. Newman/I.O.O.F. Building, 2906-2912 University Avenue & 3911 Kansas Street." December 5, 2022. The resource was officially listed in January 26, 2023 as the Edward and Emma Newman Building, HRB #1482.

² . P. Covington, *North Park: A San Diego Urban Village, 1896-1946*. (San Diego, CA: Hon Consulting for the North Park Community Association, 2007).

someday become one of the busiest corners in the city.³ In 1910 Stevens & Hartley decided they would develop the family's former lemon grove into commercial and residential properties.⁴ In order to pay for future commercial development, they parceled off 20 acres of land to be subdivided for residential lots and named it Hartley's North Park Tract. Shortly after establishing the residential tract, they began clearing the rest of the land at the corner of 30th and University. The first commercial building constructed at the junction was a small wooden building which would become Stevens & Hartley's North Park branch for their real estate firm; it was completed in 1909.

The first significant commercial development at 30th and University began in 1912 when Stevens & Hartley commissioned a three-story mixed-use building⁵ on the northwest corner of 30th and University. The building housed their new real estate office headquarters, a pharmacy, a barber shop, and on the second and third floor there were a total of six apartments containing 22 rooms. In the same year, the real estate partners built a small building on the southeast corner which would become the first grocery store in the area. On the southwest side of 30th across the street from the grocery store, four single-story buildings were constructed for a man named William Younkin. The four buildings would be occupied by businesses to support the home building industry in the area, such as two plumbing shops, a hardware store, and a furniture store.⁶ By 1917 there were more than a dozen buildings that had been constructed. Among some of the businesses that occupied the buildings were a bakery, laundry services, an auto-mechanic garage, a fire station, doctors' offices, and a lumber company.

There was an economic decline starting in 1917 when the US entered WW1 and most construction in the area came to a halt. The first signs of commercial development at the junction after WWI occurred in 1921 when the economy started to recover. Entrepreneurs who had businesses in downtown San Diego became aware of the fast-paced growth in North Park and began to open new shops at 30th and University, expanding the commercial core several blocks to the south, east, and west sides of the junction. Some of the new buildings were constructed with concrete, brick, exposed steel and adorned with tile which was considered to be modern. Stevens & Hartley commissioned seven concrete buildings and the area would be called "Hartley's Row." Hartley's Row included several grocery stores, a shoemaker, restaurant, poultry shop, billiard hall, and bakery.⁷

The commercial district continued to grow and by 1927 the dynamic growth of North Park resulted in more civic improvements in the area, the single-track streetcar lines turned into double tracks, a power substation was built, the post office constructed a branch on Ray Street, and the streetlights lined University Ave.

Toward the end of the 1920s Stevens & Hartley began to remodel the individual shops on Hartley's Row by unifying the facades integrating them into one architectural unit.⁸ This was a new architectural typology for North Park and became the precursor to the shopping center. In the following years several shopping centers began to emerge. The shopping center buildings were larger than previous

³ Covington, *North Park*.

⁴ Covington, *North Park*.

⁵ Covington, *North Park*.

⁶ Covington, *North Park*.

⁷ Covington, *North Park*.

⁸ Covington, *North Park*.

commercial buildings. They were designed by renowned local architects and in the Mediterranean Revival style, which was popularized by the 1915 Panama-California Exposition buildings in Balboa Park.⁹ Notable shopping center buildings include The Hurlburt & Tidal Retail Center, University Motor In Market, and the Dixie Retail and Office Building.

North Park offered its residents amenities beyond retail and professional services. By 1929 there were two theaters, The Romona and The North Park Theater, a mini-golf course, community meeting space in the Nordberg Building, and the Maw Music store in the [Edward W.] Newman Building created the first area for entertainment in North Park at University and 29th.¹⁰

The fast-paced growth North Park had experienced during the 1920s rapidly declined when the New York stock market crashed in 1929 resulting in the Great Depression.

Edward W. Newman Era (1929-1932)

The undeveloped lot at the corner of University Avenue and Kansas Street in North Park was purchased from Jennie Albertia Wales on June 21, 1921, by Edward W. and Emma L. Newman. Edward W. Newman was an early building developer and builder by occupation. Records indicate that he arrived in San Diego as early as 1913.¹¹ During the 1920s, Edward maintained an office in the 3800 block of 30th Street and was a speculator and builder, primarily of residences, in the University Heights, Normal Heights, Kensington, as well as North Park communities.¹² By 1923, Edward and Emma lived in North Park at 3970 Kansas Street. The Newmans would witness firsthand the emerging commercial growth along University Avenue in North Park and saw this as an opportunity to venture into commercial development.

Just south of his residence at the corner of Kansas and University and across from the recently completed North Park Theater, Newman took a chance and invested.¹³ Newman engaged contractor William E. Gibbs to design-build his corner commercial structure in the Spanish Eclectic style.¹⁴ The cost of the building was \$14,000 and included a ground floor, full basement, and mezzanine.¹⁵ The original plan was to include four stories with reinforced concrete and steel foundation to compensate for the structural load. However, during construction, plans were changed with the building retaining two stories in height with the second floor planned as a mezzanine around a central open space.¹⁶

Newman also solicited two entities to occupy the building: the E.N. Mudd Department Store and the Norman F. Maw Music Company. The E.N. Mudd store would be run by E.N. Mudd and his son, Thurmond Mudd. Both were previously connected to the J.C. Penny company where they gained knowledge of the general mercantile industry. The new store, according to E.N. Mudd, “would carry

⁹ Historic Resources Group & City of San Diego, “Greater North Park Community Plan Area Historic Resources Survey.” 2011, Appendix A-22.

¹⁰ Covington, *North Park*.

¹¹ City Directory 1913 notes Edward W. Newman’s occupation as “Builder” and that he resided at 3828 30th Street.

¹² Donald P. Covington, “Once Upon a Time in North Park: Newman/I.O.O.F. Building.” February 1997.

¹³ The North Park Theater was completed in January 1929 and is located directly across University Avenue from the Edward W. Newman/IOOF building.

¹⁴ “Twenty-Nineth and ‘U’ to have New Store.” *The Evening Tribune*. July 30, 1929.

¹⁵ “Twenty-Nineth and ‘U’ to have New Store.” *The Evening Tribune*. July 30, 1929. “Mudd Company to Open Store.” *The Evening Tribune*. November 22, 1929.

¹⁶ Covington, “Once Upon a Time in North Park.”

a complete department store line of merchandise.”¹⁷ E.N. Mudd store officially opened for business in December 1929. Conversely, the Norman F. Maw Music Company was an established business for 19 years with a location in the downtown area. The company was looking forward to a larger facility and their occupancy began in 1930.¹⁸ Besides musical instruments, the Maw Company also stocked Frigidaire refrigerators and Brunswick radios.¹⁹ At the public opening of Norman Maw’s new store, representatives of the Frigidaire Company served frozen desserts “to illustrate the advantages of electrical refrigeration in the home.” Entertainment was also offered by the thirty voices of the Treble Clef club and the San Diego State College Men’s Glee Club. Several ukuleles and banjos were also given away during the grand opening.²⁰

Unfortunately, despite all of the fanfare, the Newmans saw the decline of business due to the stock market crash and decided to sell the building in 1932. Norman F. Maw Music decided to close its doors after over 20 years while the E.N. Mudd store moved its location to 30th Street and University. On September 13, 1932, the property was sold to the Independent Order of Odd Fellows (I.O.O.F.) Sunset Lodge No. 328.

I.O.O.F. Era (1932-2003)

The Independent Order of Odd Fellows (I.O.O.F.) was a non-sectarian fraternal order of Odd Fellowship founded initially in England in 1748. The order, composed of lodges or local chapters, formed the first official lodge in the U.S. in Baltimore, Maryland by Thomas Wildey in 1819.²¹ The Order was also known as the “Triple Link Fraternity” for their interlocking symbol alluding to their motto, “Friendship, Love, and Truth.” As an organization, the I.O.O.F. aimed to provide a framework that promoted personal and social development. The goal of the order was not only to form a brotherhood in personal ways, but to embrace their faith through acts of service to others. An early charity and philanthropic organization, much like the Freemasons, the Odd Fellows sought to bring aid to the poor and the sick.²²

The Odd Fellows of San Diego had their beginnings at the New Town home of James Pasco on December 5, 1868. At this time the Odd Fellows resolved to organize and soon realized that their growth and stature within the community would necessitate a more permanent structure. It was a sentiment also shared by the Masons. This need for permanent meeting halls by both the Masons and the Odd Fellows evolved into the formation of the Masonic Building Association.²³ By 1882, their building was completed and was situated in the heart of what was then the center of business and commerce at Sixth and H (Market) Streets in downtown.²⁴ The Masons occupied the Sixth Street front and the Odd Fellows the H Street front.²⁵ Even more suggestive of the Order’s fellowships was the

¹⁷ “Mudd Company to Have New Store.” *San Diego Evening Tribune*. August 2, 1929.

¹⁸ “Store to Hold Open House.” *The San Diego Union*. June 7, 1930.

¹⁹ Covington, “Once Upon a Time in North Park.”

²⁰ Covington, “Once Upon a Time in North Park.”

²¹ Rose Heichelbech, “The Strange History of the Odd Fellows: Their Symbols are Still Mysterious Today.”

<https://dustyoldthing.com/odd-fellows-history/>

²² Heichelbech, “The Strange History of the Odd Fellows.”

²³ Sarah Haugh and Charles P. Tyson, “Independent Order of Odd Fellows Building National Register of Historic Places.” 1978.

²⁴ The downtown I.O.O.F. building is currently listed in the National Register of Historic Places and is a contributing resource to the Gaslamp Quarter Historic District.

²⁵ Haugh and Tyson, “Independent Order of Odd Fellows Building.”

rapid spread of new lodges throughout the years with each new lodge initially congregating at the downtown building. By 1920, the Masons outgrew the Hall they shared with I.O.O.F. for nearly 31 years and relocated. The I.O.O.F. continued to occupy the downtown property until ca. 1972.

IOOF Sunset Building

Originally meeting at the downtown I.O.O.F. building, the Sunset Lodge No. 382 later purchased the Edward W. Newman building in North Park in 1932. According to historian Donald Covington, after I.O.O.F.'s purchase, a remodeling project began under the direction of Lee Brendt, a Marine officer and member of the fraternity. The project resulted in lodge facilities facing Kansas Street and three business spaces facing University.²⁶ City Directories note the following businesses in 1934: R.M. Milam Clothes Cleaner; North Park Florists who shared their space with Lucille Suhr Sheet Music; and R.L. Jarrard Cigars. Sunset Hall was recorded as occupying 3911 Kansas Street beginning in 1935. From 1938-1948, First Lutheran Church co-occupied the space with Sunset Hall. Other fraternal orders and societies also shared the space in the coming years with many of these organizations directly functioning under the I.O.O.F. The Daughters of Rebekah, the female branch of the I.O.O.F., would congregate and host larger events and meetings at the site that would include organizational state leaders and higher-ranking members of the I.O.O.F. Other non-I.O.O.F. occupants included the Decree of Pocahontas, Order of Rainbow Girls, and Bethlehem Shrine, among many others.²⁷

About the time major renovations and additions were taking place at the I.O.O.F. Sunset building in 1955, the Sunset Hall name would be replaced with Sunset Temple from 1956-1972 after which a variation of the two names, Sunset Temple Hall, would be recorded in the local directories. By the 1980s, the organization's official name, I.O.O.F., was recorded in the directory listings until 2003 when the non-profit organization sold the property to the corporate firm Sunset Temple, Inc.

Similarly, the storefronts along University were also diverse and changed often throughout the over 90 years of its existence. From florists to clothing, appliances to musical instruments, bridal shops to barber shops, and later restaurants, a variety of commercial entities at this location helped serve the needs of the community.

Just prior to the Covid pandemic in 2020, the property was deeded to its current owner, The North Park Building, LLC. Since that time, the building has mostly been mostly vacant and boarded-up for security.

PART II. ARCHITECTURAL INFORMATION

A. General Statement

1. **Architectural Character:** The Edward W. Newman/I.O.O.F. Building, commonly known as the Sunset Temple building, is located at the corner of University Avenue and Kansas Street in the North Park community of the city of San Diego, CA. The property includes the following addresses: 2906, 2908, 2910 and 2912 University Avenue and 3911 Kansas Street. Constructed in 1929 by general contractor William E. Gibbs, this Spanish Colonial Revival

²⁶ Covington, "Once Upon a Time in North Park."

²⁷ City Directories.

style commercial building consists of two stories plus a basement. Three facades are visible from the public right of way including the south, west, and north sides. The east façade abuts the neighboring building and is not visible.

The resource functions as a One-Part Commercial Block with first floor storefront and upper facades that are divided by a 1955 wrap-around metal canopy. The building's commercial storefront entries are along the south façade facing University Avenue with secondary entries along Kansas Street. The building has a boxlike form and features a composition hipped roof corner tower with terracotta Mission tiles along the ridges and recessed arched features at the south and west sides. The flat roof includes a stepped parapet wall with terracotta tile ridge and composition shingles with curved rafter tails. A decorative gable projects beyond the parapet wall above the southeast entrance and retains its recessed arches at the gable end, but the original roof tile, wrought-iron railing, and two light sconces as seen in historic photographs are no longer extant. Clay pipe attic vents are featured below the roof line at the corners. A series of pilasters topped with scroll-like capitals are showcased at the upper portions of the south and west facades. The walls are finished in an undulating faux-adobe stucco texture. A Moderne-style early 1950s "SUNSET TEMPLE" neon sign in a sheet metal enclosure is installed on the west façade above the ca. 1940s steel windows. A lower 1955 neon sign is located at the canopy.

Fenestration comprises of large steel transom windows with divided lites at the south and portions of the west façade, three 1940s replacement square-topped steel windows with jalousies are at the north end of the west façade, and steel divided lite windows are at the north facade. University Avenue storefront windows at the southwest façade were replaced with garage-style windows that open to the sidewalk. Two first floor double-hung wood windows have been added ca. 1950s along with new doors at the west facade. The north façade includes original steel divided lite windows with hollow clay pipe attic vents above.

There are two recessed storefront entries along University Avenue which include original wood doors with single glazing. These entrances have their original mosaic tile flooring and wood paneled ceiling. Bulkheads and columns are clad in ceramic tiles that have been set over the original tiles. Cast-iron ventilation grilles are also extant at several University Avenue storefronts. Exterior metal sidewalk café rails have been added at the southwest corner. Currently, the building is mostly unoccupied, many of the openings have been boarded-up, and murals have recently been painted over the building.

2. **Condition of Fabric:** The historic integrity of the Newman Building remains largely intact. Overall, the building is in fair condition.

B. Description of Exterior:

1. **Overall Dimensions:** The building has a box-like configuration and has an approximate 8,100 sq ft. footprint. The building has a total of approximately 18,700 sq. ft.
2. **Foundations:** The foundation is cast-in-place concrete piers and footings with a slab on grade at the full basement.

3. **Walls:** The exterior walls consist of cast-in-place board-formed concrete with storefront and window infills at the south, west, and north façades. The building has zero lot line walls at all sides. Refer to Part II - Architectural Information, Architectural Character for a description of the exterior façades.
4. **Structural System and Framing:** The structural system of the Newman Building consists of exterior cast-in-place board-formed concrete walls and columns, interior concrete columns and support beams, and wood floor, ceiling, and roof framing.
5. **Storefronts and Doors:** There are two recessed storefront entries at the south façade that include wood French doors with single lite glazing. These entrances have their original mosaic tile flooring and wood paneled ceilings. The two storefronts at the east end of the south façade retain their original metal storefront windows. The two storefronts at the west end of the south façade were replaced with storefront windows that open to the sidewalk. One storefront bay on the south end of the west façade retains the original metal storefront window. All the other storefronts on the west façade have been modified with non-historic walls and entry doors.
6. **Windows:** Four original steel arched windows with divided lites remain on the south façade and three remain on the west façade. Three replacement square-topped steel windows with jalousie panes are at the north end of the west façade. A pair of non-historic double-hung wood windows exist on the first floor west façade. The north façade includes original steel divided lite hopper windows, although most have been walled-over.
7. **Roof:** The building consists of a flat roof with parapets and is constructed with wood decking and built-up roof membrane. The roof surface is bubbling and deteriorated in many locations and is in poor condition. Composition shingles top the corner tower and shallow mansard roofs with clay tiles on the ridges.
8. **Fire Escape:** A non-historic metal fire escape is located at the second floor of the west façade.

C. Description of Interior

1. **Floor Plans:** The Newman Building has a boxlike configuration with partition walls that create multiple tenant spaces. There are three first floor tenant spaces that are accessed from University Avenue. The tenant space on the corner of University and Kansas was a former restaurant that includes a partial second floor mezzanine. The tenant space on the north half of the first floor and partial second floor was a former Sunset Temple banquet hall that is accessed from Kansas Street. The basement was also used by the Sunset Temple for office space, restrooms, storage, mechanical, and utility spaces.
2. **Stairways:** There are two stairways to the basement, one accessed from University Avenue and the other from Kansas Street. The Kansas Street stairs are cast-in-place concrete with wood railings and the University Avenue stairs are wood with wood railings. The former banquet hall has a stairway in the northwest corner of the building to access the partial second floor mezzanine. There is also another stairway in this location for roof access. This stairway is constructed with wood treads and risers with a wood railing.
3. **Flooring:** The first floor tenant spaces on University Avenue all have hardwood floors. The former banquet hall has hardwood floors on the ground floor and partial second floor mezzanine. The lobby/hallway has a sheet vinyl floor, and the restrooms have concrete floors. The basement has a concrete floor.

4. **Wall and Ceiling Finishes:** The exterior perimeter walls in the basement consist of exposed board-formed concrete, some with a painted finish and some unpainted. There are interior CMU walls mostly unpainted. The ground floor and second floor exterior walls and columns consist of cast-in-place board-formed concrete with a plaster and paint finish. Interior walls are wood-framed with gypsum board or plaster with a painted finish. Ceilings are also wood framed with gypsum board or plaster with a painted finish.
5. **Openings:** Primarily wood recessed panel doors, some are original with a stained finish. The pair of leather doors to the former banquet hall are historically significant.
6. **Hardware:** Most of the door hardware consists of contemporary hardware replacements. Some original storefront hardware remains. Some windows retain their original hardware and operating mechanisms.
7. **Utilities:**
 - Lighting:** The ground floor and second floor lighting consists of chandeliers, hanging pendants, schoolhouse fixtures, track lighting, recessed can lighting, and contemporary fluorescent fixtures.
 - Plumbing:** There are original plumbing fixtures, including water closets, urinals, and lavatories that remain. Most tenant plumbing fixtures have been replaced.
8. **Furnishings:** None of the original interior furnishings remain.

D. Site

1. **Historical Landscape Design:** The Edward and Emma Newman Building is surrounded by concrete sidewalks and adjacent buildings, so there is no landscaping.

PART III. SOURCES OF INFORMATION

- A. **Architectural Drawings:** Original drawings were not located.
- B. **Early Views:** Early photographic views were obtained from the San Diego History Center and San Diego Union Tribune Archives.
- C. **Interviews:** No interviews were conducted for this HABS survey.
- D. **Selected Sources:** Heritage Architecture & Planning, "Historical Resource Research Report for the Edward W. Newman/I.O.O.F. Building, 2906-2912 University Avenue & 3911 Kansas Street." December 5, 2022.
- E. **Likely Sources Not Yet Investigated:** Unknown.
- F. **Supplemental Material:** None.