

ASIAN PACIFIC THEMATIC HISTORIC DISTRICT MASTER PLAN

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INTRODUCTION

EXECUTIVE SUMMARY

On October 13, 1987, the City Council of the City of San Diego approved the establishment of the Asian Pacific Thematic Historic District within the Marina and Gaslamp Quarter Redevelopment project areas. The significant aspect or theme of the District is that 20 structures involved are remaining buildings (constructed between 1883 - 1930) which are directly related to the Asian community and its role in the commercial, historical, architectural and cultural development of the City.

In September 1991, CCDC formed the Asian Pacific Thematic Historic District Advisory Committee (APT) to advise CCDC staff and Board on issues which affect the District, including planning goals, land uses, rehabilitation of historic structures, and new infill developments.

In July 1994, CCDC entered into an agreement with the Fehiman LaBarre consultant team to prepare the Master Plan. APT members and CCDC staff have worked with the consultants in developing the Master Plan.

The key ingredients to the Master Plan are as follows:

- Re-establish the District as the social and cultural destination for the Asian community within San Diego.
- Adaptive reuse and preservation of historic buildings.
- Establish Island Avenue as the unifying east/west street promenade.
- Create District identity by the use of special sidewalk patterns, street lighting, gateway elements, historic building markers, banners, colors, street and business signage, and an Asian Pacific flag plaza.
- Identification of future development opportunities. The Master Plan identifies several vacant parcels that can be developed themselves or in conjunction with adjacent parcels to form larger redevelopment opportunities.

Under the Master Plan, land uses and density are to be flexible

as defined within the existing Gaslamp Quarter and Marina District Planned District Ordinances, allowing for market forces to shape the ultimate destiny of the District. The Master Plan, therefore, is intended to maintain the integrity and continuity of the District while identifying new major organizing elements and the creation of District identity.

The Master Plan describes the following marketing strategies and phasing of improvements to implement the plan:

- CCDC will work with existing owners of Asian historic structures to rehabilitate and adaptively reuse their buildings.
- Public improvements are to be implemented adjacent to the Chinese Mission located at Third and J Streets as a demonstration project.

Other off-site improvements may be implemented as adjacent structures are rehabilitated or new projects are developed. Various proposed gateways would be constructed by the Asian community and will symbolize the community's ongoing commitment to the revitalization of the District. Other streetscape improvements proposed would be implemented when private investment in the area justified any public expense.

- Existing Asian organizations and associations are to be encouraged to hold festivals and events within the District.
- Development of a promotional pamphlet or poster to reach San Diego Asian and business communities and provided to interested business investors.
- Work with brokers to market the area to prospective tenants.

The successful implementation of the Master Plan requires commitment from the Asian community and property owners, as well as the Agency. The local Asian Community must reestablish an Asian presence in the District through holding cultural festivals and activities in the area and demonstrating the advantages of locating businesses within the District.

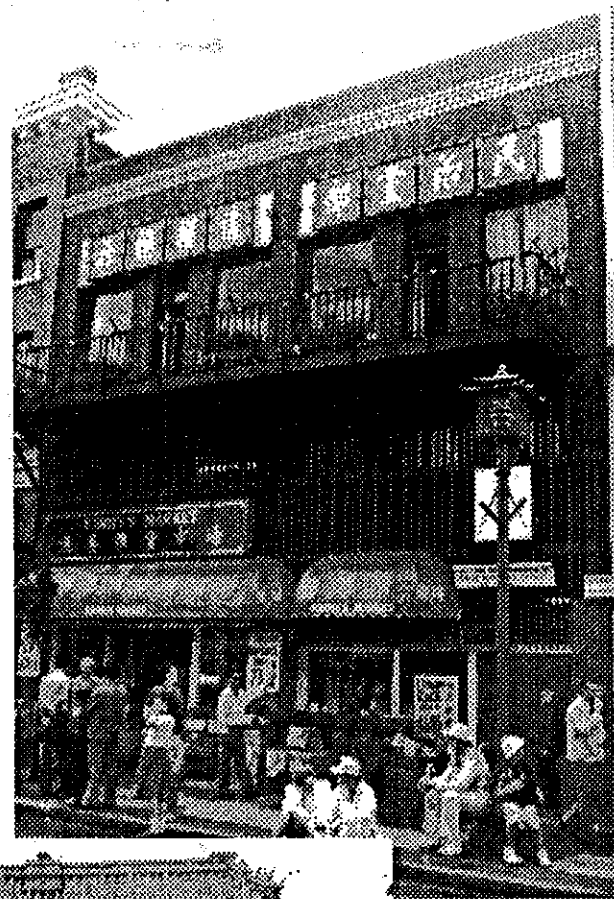


OBJECTIVES

The objective of this Master Plan is to stimulate the revitalization of the Asian Pacific Thematic Historic District. It is important to the City of San Diego to preserve and enhance its cultural heritage. San Diego is the only large metropolitan area in the western United States that does not have a thriving Historic Asian district, and the Asian Pacific community seeks a social and cultural destination for the Asian Pacific residents of San Diego. By recognizing the historically significant buildings and heritage of this district, they contribute and become the basis for and give purpose to a continued redevelopment of the downtown area as an extension of the Gaslamp Quarter and Marina District. This in turn will lead to opportunities for a destination for visitors and tourists seeking the rich architectural and cultural heritage of San Diego's past as is presently demonstrated by the Gaslamp Quarter.

The Master Plan also provides guidelines under which the revitalization can occur. Land uses and density are to be flexible as defined within the Gaslamp Quarter and Marina District PDOs, allowing for market forces to shape the ultimate destiny of the District. The Master Plan, therefore, is intended to maintain the integrity and continuity of the District while identifying new major organizing elements and the creation of District Identity

The establishment of the District's identity is crucial to the long term revitalization of the District, and this Master Plan establishes the public improvements necessary to create such a District identity.



PROCESS

The Asian Pacific Thematic Historic District Master Plan was prepared by Fehiman LaBarre, Architects and Planners with guidance provided by the Centre City Development Corporation (CCDC) and the Asian Pacific Thematic District Committee (APT). Over a period of several months, the project team conducted historical research beginning with an "old-timers" workshop which consisted of interviewing many early residents and business owners from the District. The team also conducted a series of interviews with people active in Asian and other ethnic theme districts along the West Coast. This analysis focused on the San Francisco Bay area, Seattle, Honolulu, Los Angeles, and Orange County. Based on this research, the project team began to formulate initial concepts and strategies for the revitalization of the District. These concepts and strategies were then presented and discussed in several workshops with the APT committee and CCDC staff and later presented to the Gaslamp Quarter Association, the Project Area Committee (PAC), the Historical Sites Board, and the CCDC Board. In addition, several presentations were made to Asian business organizations including the San Diego Asian Business Association as well as prominent individuals within the Asian business community. Ultimately, based on the comments received from these various groups, a Draft Report was prepared and circulated for further review and discussion.

In summary, the Asian Pacific Thematic Historic District Master Plan has undergone extensive public review and consultation in an effort to involve the downtown community and benefactors of the District's revitalization.



APT Committee



OPPORTUNITY

This Master Plan recognizes the proximity of San Diego as a Pacific Rim city and the opportunity to revitalize the historic Asian Pacific District as a visitor and business destination with cultural ties to other Pacific Rim nations and cities.

This opportunity is not just for San Diego proper, but rather it is an opportunity to reach out beyond San Diego and attract foreign visitors and businesses that will feel comfortable with San Diego's high regard for various Asian Pacific cultures.

Locally, it's an opportunity to stimulate investment, broaden the cultural and educational experience of San Diego's general population, not just Asians, and continue the redevelopment success of downtown and the Gaslamp Quarter.

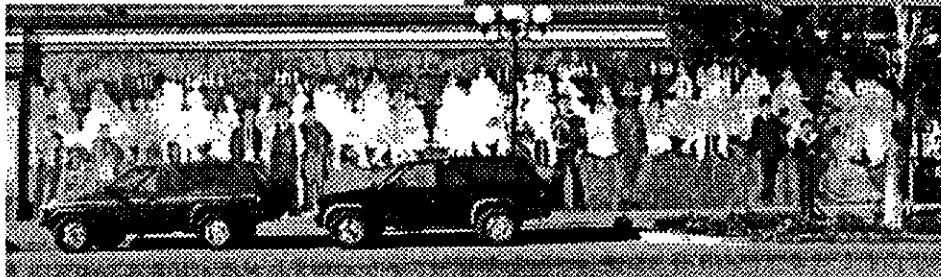
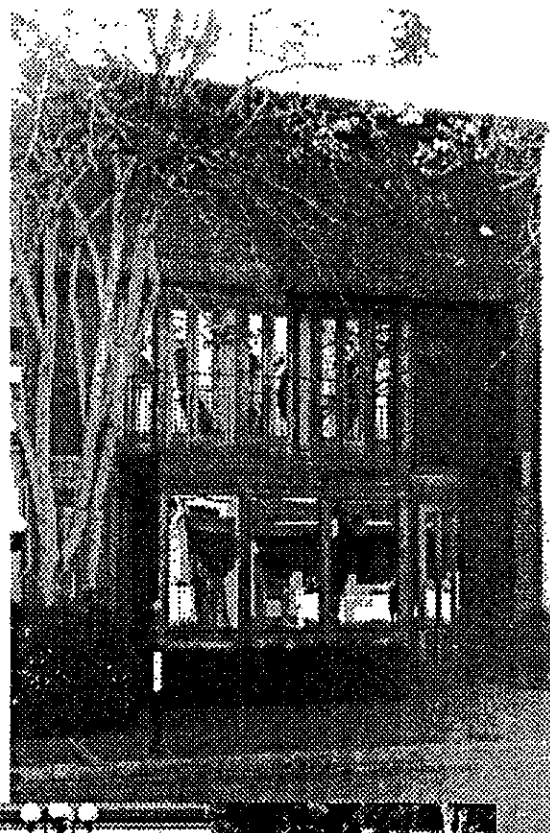
VISION

Over the next 15 to 20 years, the social and cultural enclaves of the Asian Pacific community of San Diego will reestablish themselves within the District. The historic structures within the Asian Pacific District will continue to be restored and used once again, preserving the historical value and character

of the District. New buildings will be constructed providing goods and services to San Diego's Asian Pacific community, visitors and tourists, and San Diegans in general.

The Asian Pacific District will become the social and cultural center of various Asian Pacific ethnic groups within San Diego, reestablishing the District as the cultural destination point within the region. The preservation and rehabilitation of the Asian Pacific District's historic buildings gives purpose and meaning to the new, revitalized district, which will become San Diego's acknowledgment of its diverse cultures and alliances with the Pacific Rim.

Development of new projects will be determined by market demand and specific uses desiring to locate within the Asian Pacific District (not speculative development) such as an Asian marketplace, Asian Pacific food courts and restaurants, retail establishments, live theater, and offices of foreign and domestic enterprises oriented to Pacific Rim business. Additional new housing or residential projects within the Asian Pacific District could likely be designed for Asian Pacific seniors, and foreign visitors seeking residential living in a environment such as a Single Room Occupancy hotel.



THEMATIC DISTRICT OPPORTUNITY/ VISION







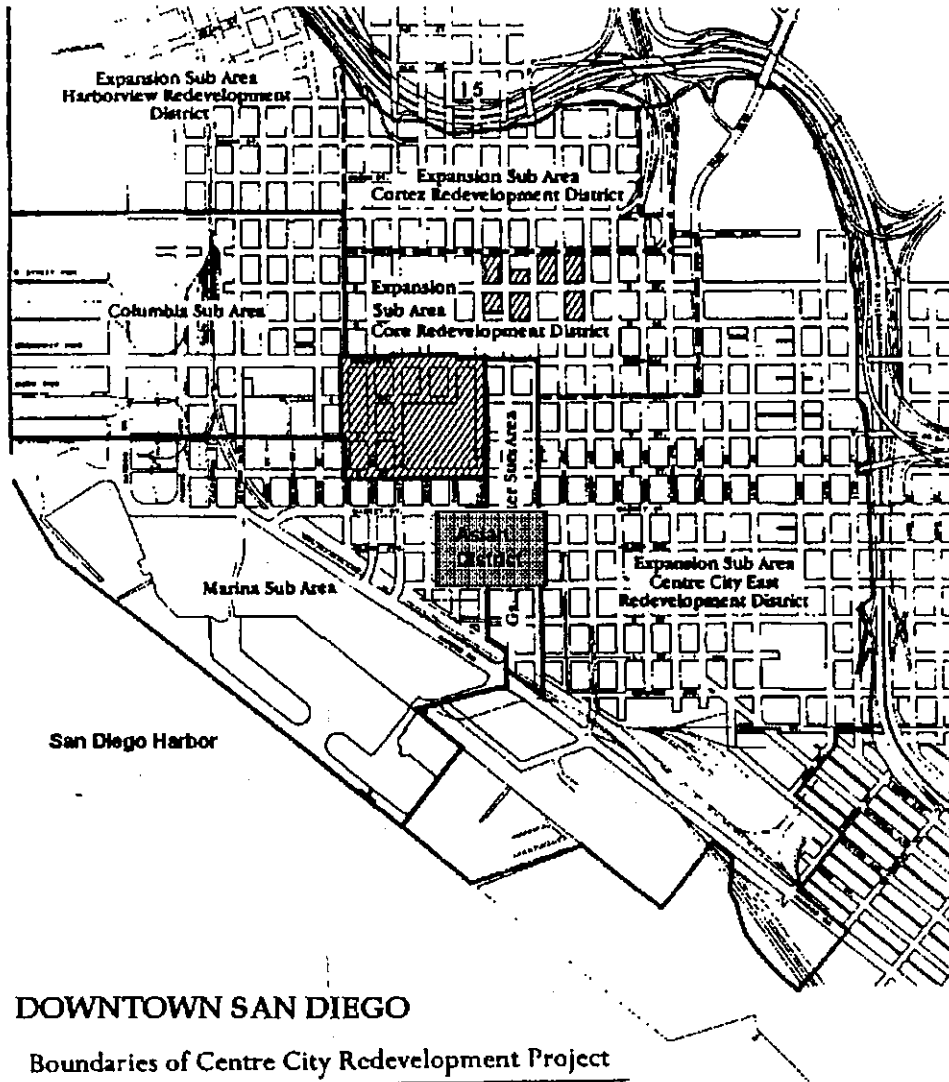
**DISTRICT
PROFILE**

SETTING

The Asian Pacific District is located within the heart of Downtown San Diego. The District is composed of eight city blocks bounded on the west by Second Avenue, on the north by Market Street, on the east by Sixth Avenue, and by J Street on the southern edge, with Island Avenue as the core connection. The Asian Pacific District bridges the

Marina District on the west and the Gaslamp Quarter District to the east and is adjacent to many amenities including the Gaslamp Quarter's 5th Avenue restaurant row and historical buildings, Horton Plaza with its wealth of shopping opportunities, Seaport Village with its wonderful bay view, the Convention Center which attracts thousands of convention attendees each year, and the area's residential units which vary from luxury condos to warehouse loft units.

The Asian Pacific District is composed of twenty historic structures which were constructed between 1883 - 1930.



DOWNTOWN SAN DIEGO

Boundaries of Centre City Redevelopment Project
CENTRE CITY REDEVELOPMENT PROJECT

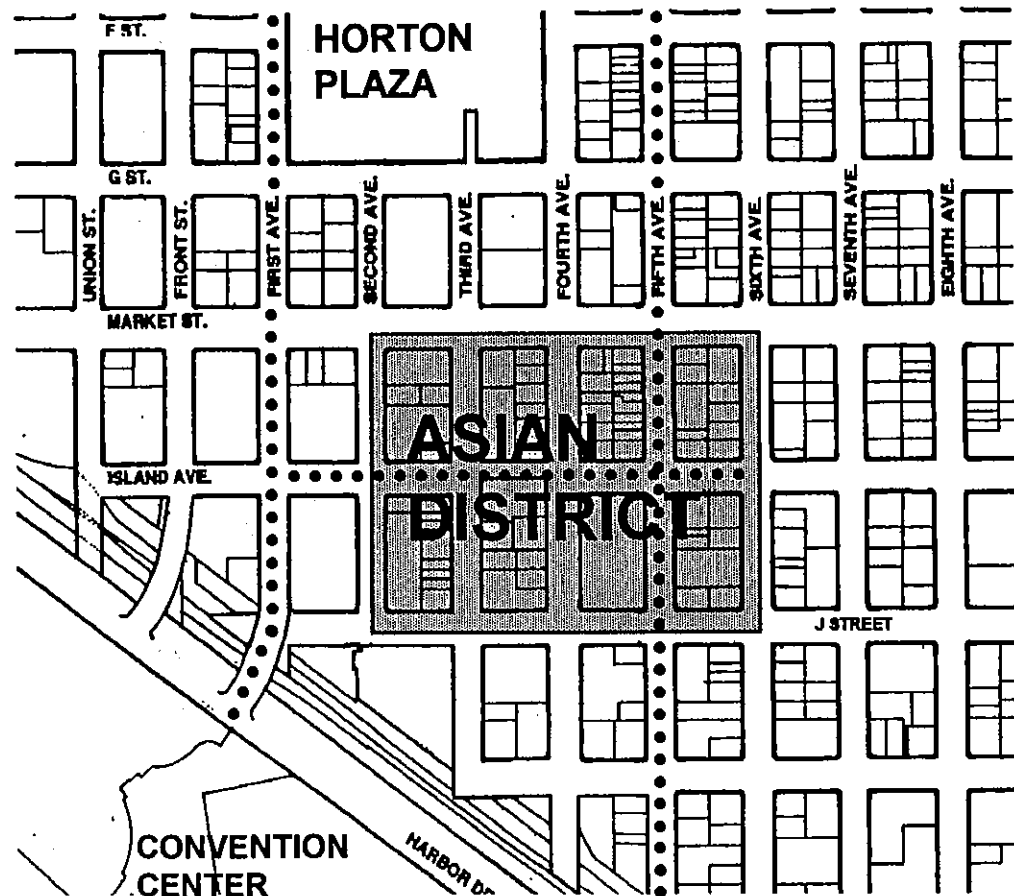


CIRCULATION

Access to the Asian Pacific District is via major surface routes from Interstate 5, Route 163, Highway 94, including the First/Front couplet, Broadway Avenue, Market Street, Harbor Drive and Pacific Highway. The San Diego International Airport is within 3 miles of the Asian Pacific District.

The location of the Asian Pacific District within the context of downtown is such that it acts like a gateway from the convention center to the Commercial/Retail/Civic core of San Diego. The easiest vehicular and pedestrian routes from the convention center to downtown hotels and shopping is up the First or Fifth Avenue corridors. Each of these routes will lead past an Asian Pacific District Gateway or Boundary Marker at Island Street. The statements at these intersections will be dramatized by the change in hardscape, bilingual signage, banners, and lighting.

The Asian Pacific District currently has several surface parking lots and has an abundance of metered street parking. The Asian Pacific District is also accessible by several means of mass transit. The Trolley stops within several blocks of the district at the corner of Fifth Avenue and Harbor Drive and there are several bus and downtown shuttle stops within the Asian Pacific District.



HISTORY OF DISTRICT

The Asian Pacific Thematic Historic District is comprised of twenty structures located in two distinct areas, the Gaslamp Quarter and the Marina District. The various properties included are those which have strong ties to the Asian Pacific community either through ownership, business or cultural use. Some of the structures reflect their Asian Pacific association through architectural treatments such as the use of patterned glazed ceramic tiles, overhanging balconies, clay tile roofs, and other minor distinguishable attributes. These are also the only remaining structures in downtown San Diego historically/culturally associated with the Asian Pacific community. Some are still occupied by Chinese or Asian Pacific residents and businesses and many have retained their historic uses. Some buildings also reflect unique ethnic adaptations of vernacular American architecture which convey an Asian feeling or appearance.

Located in the Gaslamp Quarter National Register Historic District are thirteen Asian Historic buildings. The Gaslamp Quarter historically contained a concentration of Chinese, Japanese, Filipino and Hawaiian owned buildings and businesses throughout the early historic development of San Diego's New Town.

Traditionally, Chinatown or the Chinese District is considered to be along Third Avenue, south of Market Street. The seven structures located here are most directly associated with the Chinese community, but have also been identified with other Asian groups as well. This area also includes the Chinese Mission Building being reconstructed on the northwest corner of Third Avenue and "J" Street as a Chinese American museum. An authentic Asian Garden will be an important part of the District and a home to a new Confucius statue. The Gim Wing Building/Woo Chee Chong Building, formerly located at 448 Third Avenue and part of the Asian Pacific District, was destroyed in a fire a few years ago. The Regal and Anita Hotels, formerly located at 416 Fourth Avenue, were dismantled and portions of the buildings were incorporated into the Chinese Regal Condominiums (adjacent to the Horton Grand Hotel) on Third Avenue.

Three structures in the Marina area were determined eligible

for the National Register of Historic Places during a Section 106 Review process carried out by Centre City Development Corporation in 1979-80. The three buildings are the Plants and Fireproofing Building, the Ying-On Merchants and Labor Association Building and the Chinese Consolidated Benevolent Association Building.

In 1850, William Heath Mahi-Davis founded New Town San Diego. Davis who was nicknamed "Kanaka Bill" arrived in San Diego from his native land Honolulu, Hawaii when he was 10 years old. Davis, who was born to Hawaiian royal heritage and Haole parentage, had become a major trader in San Diego with China and other ports in the Pacific Rim. Before his thirtieth birthday, Davis and Associates who were members of prominent pioneer families of Old Town, had ownership of over 160 acres of "New Town" and had built the City's Wharf and Warehouse. Unfortunately by late 1851, the new business and government agencies that were



William Heath Davis House

expected to develop in New Town as a result of California becoming a state in the Union and the Gold Rush in the north never materialized. Within a few years "New Town" had all but disappeared except for Pantoja Park which remains today. The Davis family home originally erected on a site at the northeast corner of State and Market Street, is now a museum on the corner of Fourth and Island Avenues in the heart of the Gaslamp Quarter.



HISTORY OF DISTRICT

In 1869, the forsaken New Town began to show new life, when Alonzo Horton began revitalizing New Town. San Diego, and the Asian Pacific population in downtown San Diego began to grow. A Chinese fishing colony developed early along the edge of the bay and laborers, farmers, shop owners and others soon followed. The buildings of the Chinese Quarter housed laundries, restaurants, produce centers, stores, and dwellings and gambling emporiums.

In 1872, Horton sold a lot on Third Avenue to Wo Sung and Company, a branch of the large Chinese importing house of that name in San Francisco. The company built a large two-story brick store on the property. A joss house (Chinese temple) and three fraternal organizations were also established in this area.

Later the major businesses of the surrounding area were prostitution and saloons. These businesses expanded and soon encompassed much of the original Chinese district. An eclectic mixture of stores, vegetable dealers, restaurants, laundries, residences, gambling emporiums and other uses in the Chinese quarter existed side by side with the dance halls, saloons and brothels of their Caucasian neighbors in the Stingaree District.

It was these later non-Chinese businesses which attracted most of the attention and press coverage. This led to several attempts over the years on the part of public officials to close down the brothels

In 1888, a local reporter estimated the number of Chinese residents in San Diego to be 5,000. This growing community

of Chinese people continued to celebrate their traditional holidays. As an example, on October 15th, a holiday in 1871, found the Chinese residents dressed in their best clothes and setting off firecrackers while sharing community meals. They celebrated the Chinese New Year which began on February 14, 1877, and their Christmas which began on December 20, 1884, as evidence of adherence to their heritage and traditions. A long and extensive explanation of events taking place in the San Diego Chinese Quarter was carried in the press as a way of letting other people know that all were welcome to share their holidays. These also included annual feasts of the Chinese Free Masons of America who held the celebrations in front of the Joss House such as the one on April 22, 1897, and another big celebration



of the Chinese New Year in February 1908.

The headlines of *THE SAN DIEGO UNION* of February 11, 1888, stated, "Chinese in Clover, Pagan New Year Opened



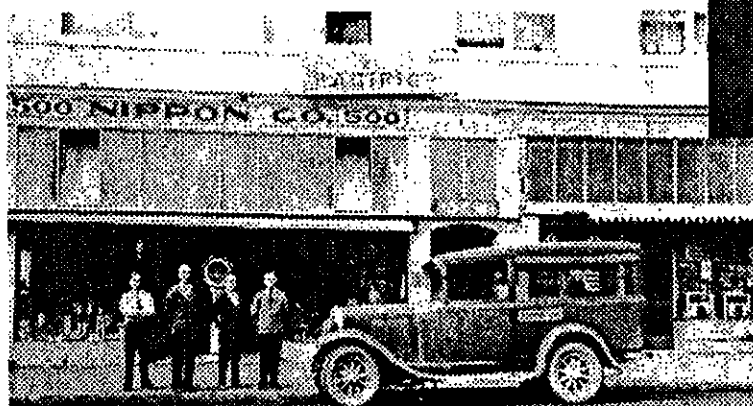
HISTORY OF DISTRICT

with Great Relief, Mongolian Quarter Scenes." Reporters told of the popping of firecrackers, the burning of punk and the worship of Joss greeting the Celestial holiday. Houses were decorated in the Quarter with lanterns and white lilies; restaurants were very busy and a throng of American visitors invaded the Chinese Quarter pressing in on the good natured "Mongolians" who had secured permits from the City to allow the celebration to continue for a week.

The demographics of the original Asian Pacific District shows that the buildings and businesses began their development by the Chinese as early as the 1860s. Between 1860 and 1890, the early settlement included Chinese businesses located in the area bounded by Second Avenue, Sixth Avenue, "E" Street, and "K" Street. There were at least twenty four Chinese/Asian buildings and businesses in the area at this time.

A second period occurred between 1891 and 1910 with a notable increase of Chinese and other Asian buildings and businesses between Broadway and "K" Street, Second Avenue to Sixth Avenue. The majority of the approximately fifty businesses/buildings, were concentrated between Second Avenue to Sixth Avenue, Market to "J" Street. Many of these were newly arrived Japanese merchants who by 1907 had formed a nucleus around 5th and Market street. The Japanese "community" was composed of restaurants, pool halls, barber shops,

and boarding houses. In addition, a Japanese Congregational Mission established on 8th Street, began teaching English at night along with religion. By the end of the decade, a number of pioneer *Issei* had become well established businessmen. It was at this time also that Japanese fishermen began to arrive in San Diego in increasing numbers. The Japanese interest in the Area's fishing potential dates back to 1908 when Kikuchi Jirochi began to catch abalone with a small group of fishermen he employed. From this early beginning the local Japanese fishery grew until 1918 when it was estimated by the Department of Commerce that fifty percent of all the crews in San Diego were Japanese. One reason that many Japanese fishermen



chose this area was the success of the M.K. Fishing Company headed by Kondo Masaharu and managed by Abe Tokunosuke. The Japanese sailing from San Diego were responsible for introducing the bamboo pole to tuna fishing, as well as long range refrigerated boats.

In 1903 the first recorded group of Filipino immigrants arrived



HISTORY OF DISTRICT

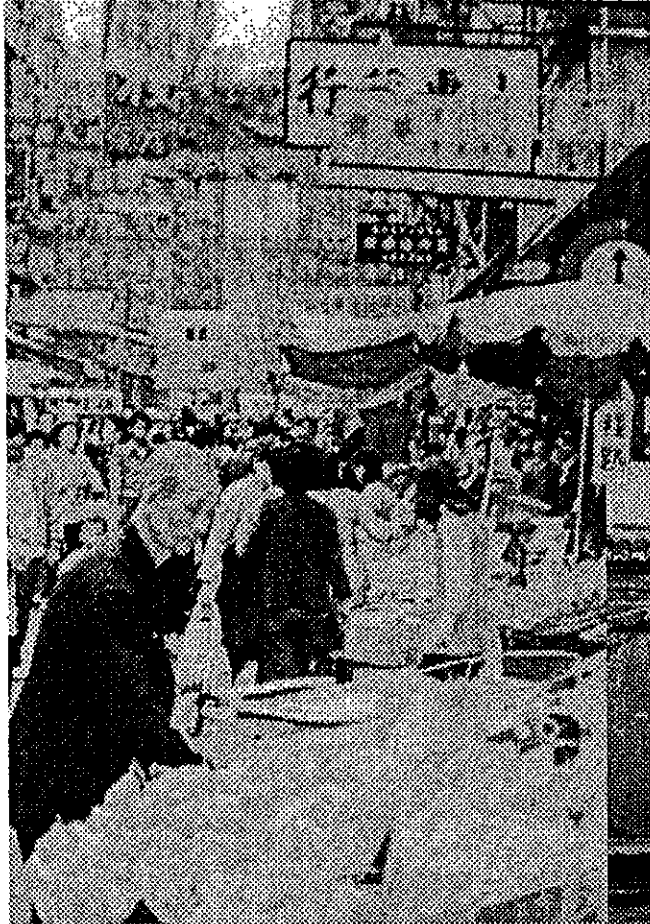
in San Diego and they were students enrolled at the State Normal School (now San Diego State University). The school Registrar's records show the students were between the ages of 16 and 25, and were teachers in Philippine elementary schools.

The businesses within this area were predominately restaurants, wash houses, merchandise sales and housing. The Chinese had primarily grocery stores, laundries, residences and social halls, while the Japanese developed such businesses as barber shops, billiard halls and groceries as new additions to the area.

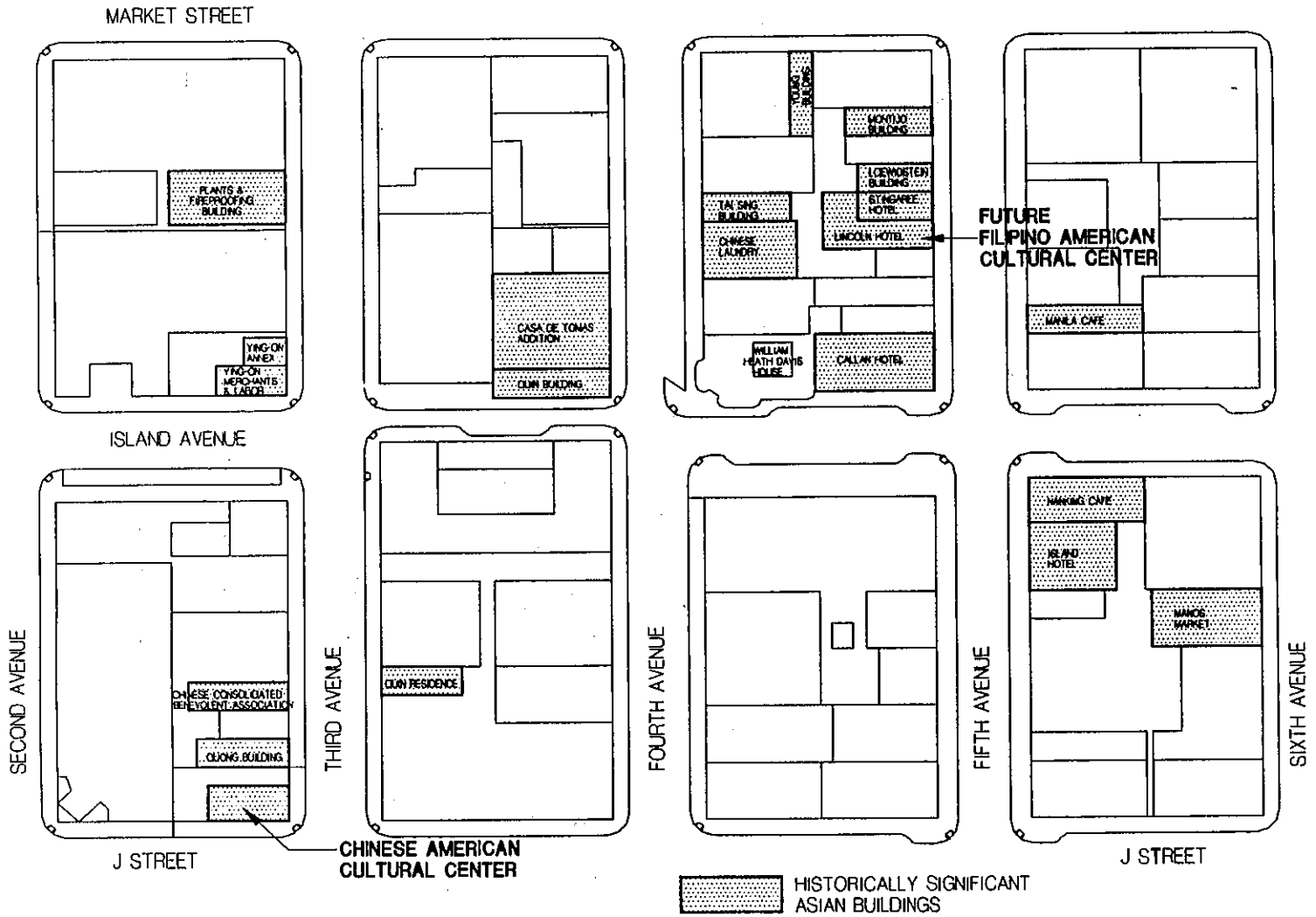
A third period of development for the Asian Pacific Community is from 1911 - 1930. At this time, the number of businesses/buildings is close to one hundred and there is a congenial combination of many Asian ethnic groups. Chinese, Filipino, Japanese and Hawaiian businesses flourished side by side during this time with a remarkable concentration between Market and "J" Street, Second and Sixth Avenues. Between the late 1900's and 1946, various groups of Filipino immigrants came to San Diego. The young Filipino men who enlisted in the United States Navy Recruiting Offices in the Islands, have comprised a large bulk of the migrants ever since the 1900's.

The Japanese disappeared from the district in 1942 as a result of the U.S. Government relocation program of World War II. After the war, some of the businesses were replaced by Filipino tenants, but the Japanese never fully returned to the District and this signaled the ultimate decline of the area beginning in the late 1940's.





HISTORICALLY SIGNIFICANT BUILDINGS



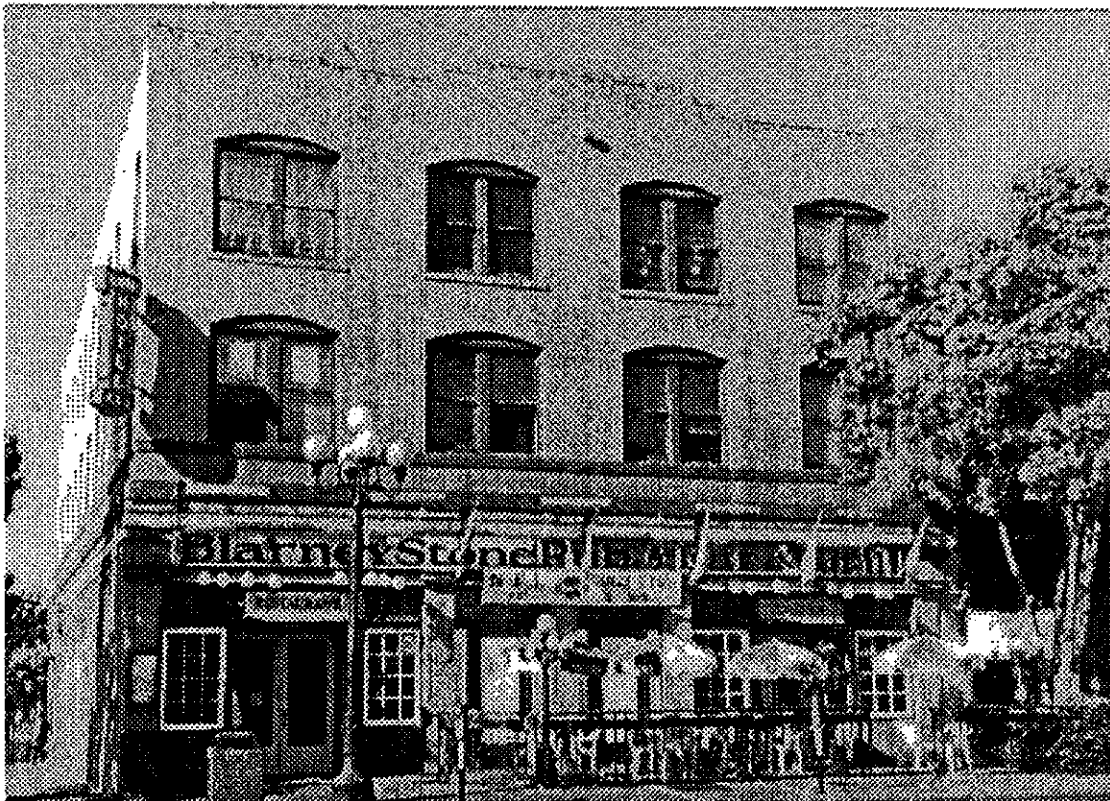
**ASIAN PACIFIC BUILDINGS WITHIN THE GASLAMP
QUARTER**

CALLAN HOTEL
502-512 FIFTH AVENUE
DATE: 1912
ARCHITECT: UNKNOWN

The Hotel Pacific, operated by M. Hada, was the first hotel at this three-story structure which opened in 1914. Most of the people listed as early proprietors and businesses were Japanese. The Japanese Association of San Diego County had their offices at this site. In 1926, the Nippon Company purchased the property and began an imported merchandise business until 1942 when the FBI closed the building and

interred the Japanese owners and shopkeepers. In 1943, the hotel was reopened under the name of the Hotel Callan. In 1947, the Chinese-American Market moved into the building and remained until 1978.

The Callan Hotel is a three-story brick structure with commercial storefronts fronting on Fifth Avenue. The hotel entrance is at the southwest corner of the building facing Island Street. The recently rehabilitated building has an angular roof with a slightly stepped parapet with visible anchor bolt plates. The one-over-one, wood, double-hung windows have arched openings. A belt cornice above the first floor is accentuated with paint. A large mural of historic figures (including Chinese figures) adorns the south wall of the building.



**HISTORICALLY
SIGNIFICANT
BUILDINGS**



HISTORICALLY SIGNIFICANT BUILDINGS

MANILA CAFE
515 FIFTH AVENUE
DATE: 1930
ARCHITECT: UNKNOWN

The Manila Cafe was built in 1930 as a restaurant and was the Mandarin Cafe from 1931-1933 as the Av Sang to 1938. In 1940, Jerome J. "Kid Jerome" O'Connor, local pugilist and father of the former Mayor, opened and operated a pool hall until 1943. Various restaurants occupied the ground floor until the Kabazon Tavern opened in 1971, quickly followed by the Manila Cafe in 1973 which lasted until 1980.

The building is significant because of its distinctive oriental architectural treatment and its longtime use as an oriental restaurant. The Manila Cafe and its oriental architectural appearance were noted in the Gaslamp Quarter National Register Historic District Nomination.

The appearance of the present day "Manila Cafe" (now the LaTavola Restaurant) is one of interesting contrast. The two-story reinforced concrete structure is distinctly oriental in style and has several fascinating combinations which make the building very unique. Starting at the roof, a red clay roof is evidenced. Rather than rounding into the typical "Espadana" type design, however, this facade has the convex taper of an oriental roof complete with spiral decorative ornaments on either corner. This roof is in excellent repair and is supported on either end by brackets which are, in turn, supported by two

substantial looking spiralling columns of stuccoed concrete construction. These columns originate from a small balcony which separates the first and second stories and runs the entire twenty-four and one-half-foot frontage. There are also three small concrete brackets supporting the cornice and tile roof.

The balcony is also supported by two large spiralling columns at either side of the ground floor storefront. These are made of the same type of stuccoed concrete as the two supporting the cornice. This balcony extends about three feet from the front of the building and has a blue ornamental metal

balustrade surrounding its edge. The second story has a two doors leading to the balcony on each end with two, three-foot by five-foot between. Above these are two rows of thick glass, transom windows with one-foot square panes, providing extra light for the rooms within the second story.

The ground floor storefront has undergone many changes throughout the years. The present configuration has a recessed central entry with a door off to the left going up to the second floor apartments and a door to the right into the restaurant. The recessed entry is flanked by two large symmetrical windows. A metal railing enclosing a sidewalk dining area projects out into the sidewalk.



LINCOLN HOTEL
536 FIFTH AVENUE
DATE: 1913
ARCHITECT: D.H. HOLMES

The Lincoln Hotel is significant because of its oriental architectural treatment which is conveyed through the red clay tile roof and decorative tile treatment of the facade. The original proprietor of the hotel through 1916 was A.K. Sakai. The Lincoln Hotel and its distinctive architectural treatment was noted in the Gaslamp Quarter National Register Historic District Nomination.

The Lincoln Hotel is a four-story, steel frame, brick and hollow clay tile building with 48 rooms. It was used originally as a wine business on the first story and a hotel on the upper three stories. The hotel usage remains today.

Though built for an Italian wine grower and merchant, the building has a decidedly oriental style. This style is conveyed through the use of white glazed ceramic tiles on the face of the windows which creates an interesting notched pattern. The 24 and one-half-foot-wide by 85-foot-long building has a flat roof with a slightly stepped parapet and a decorative concrete pediment with the date of construction (1913) cast into the piece.

There is a small, sloping, red tile roof overhanging the fourth floor door and windows and just below the parapet. The upper facade is symmetrical with central hall doors that originally opened out onto balconies or, more likely, fire escapes (only the second floor fire escape landing remains; the third and fourth floor door openings have been half filled in) and are flanked on each side by a small bathroom window and a large one-over-one, double-hung, wood frame window. All of the ground floor is obscured by a plywood and corrugated metal facade which has currently has a storefront mural painted on it. There are double-hung windows along the south side of the building, and the hollow clay tile evidences much need of repair.



**HISTORICALLY
SIGNIFICANT
BUILDINGS**



HISTORICALLY SIGNIFICANT BUILDINGS

STINGAREE BUILDING
540 FIFTH AVENUE
DATE: 1887
ARCHITECT: UNKNOWN

This building, like many others in this block, was associated with several early Japanese businesses. It was the location of the Nippon Company, a Japanese merchandise store from 1917 through 1927. From 1924 to the early 1930s, I. Fujimoto had a photographic studio in the building.

The original ornate Victorian facade was probably removed in 1935 when the owner signed a Notice of Non-responsibility for a building contract of \$3,115. This two-story brick building was rehabilitated about 1979-80. The second story has a small parapet and a modest cornice with decorative dentils on a plain frieze. Arched radiating bricks surround the second story windows, which were changed to three fixed-pane sets

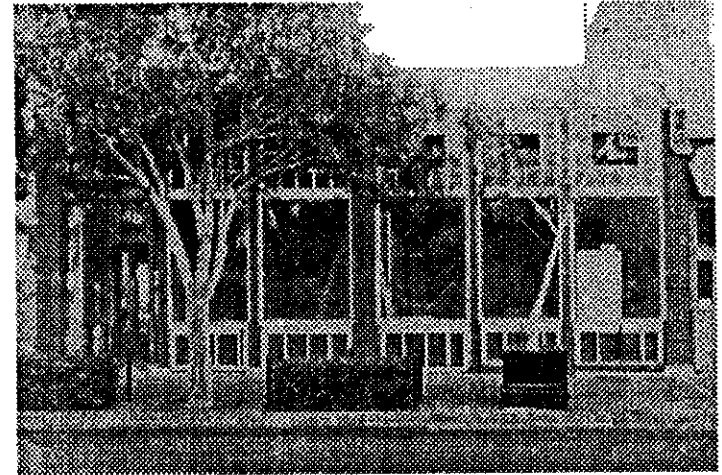


of windows framed in wood with diagonal wood trim panels below. A wood belt cornice with dentils separates the two floors. The rehabilitated storefront has recessed wood doors at either side and a wood storefront.

NANKING CAFE
461 FIFTH AVENUE
DATE: 1912
ARCHITECT: UNKNOWN

This building is significant because of its longtime association with the Asian Pacific Community and its oriental architectural treatment. The building has been either a Chinese restaurant since its construction. Thomas A. Quin, son of Ah Quin, owned the Cafe in 1927 for a short period after signing a 49-year lease which was apparently quickly transferred.

This one-story, stuccoed brick building has decorative cast-iron columns along the Fifth Avenue and Island Street



facades and a cast-iron column located in front of the corner entrance. Oriental characters adorn the entrance and signage. Decorative anchor plate rosettes detail the top of the cast-iron pillars. These pillars divide the window openings, which have large single-pane windows below large twenty-pane openable transom windows. A projecting sign advertises chop suey.



ISLAND HOTEL
449 FIFTH AVENUE
DATE: 1877
ARCHITECT: UNKNOWN

The Island Hotel is one of the oldest buildings in the Gaslamp Quarter. The hotel was an early bordello and residence for many Asians. In 1929, it is shown as the Hotel Ohio, run by Harry Matsui.

This is a two-story stuccoed brick hotel building. Four arched, wood, double-hung windows are across the second story. These is otherwise no ornamentation on the building. The ground



floor storefront has a door on the north side and one in the middle. Doors and windows are topped with fixed, split window transoms with larger single-pane windows below. The storefront is old, but probably is not original.

HOP LEE CHUNG LAUNDRY
527 FOURTH AVENUE
DATE: 1923
ARCHITECT: UNKNOWN

While the Fifth Avenue side of this block is noted for its association with the Japanese community, the Fourth Avenue side of the block attracted primarily Chinese interest. The Hong Kong Gate, located at 517 Fourth Avenue, the Yuen Tom Cafe at 566, and the Tai Sing Oriental Goods Store at 504 Fourth Avenue (1917-1923 City Directories). In 1923, the Hop Lee Chung Chinese Laundry moved from 440 Sixth Avenue to 527 Fourth Avenue. The laundry remained here until 1964. The property has been in Chinese ownership since its construction in 1923 and has been a residence for Chinese tenants as well. Currently, the building houses several art galleries.

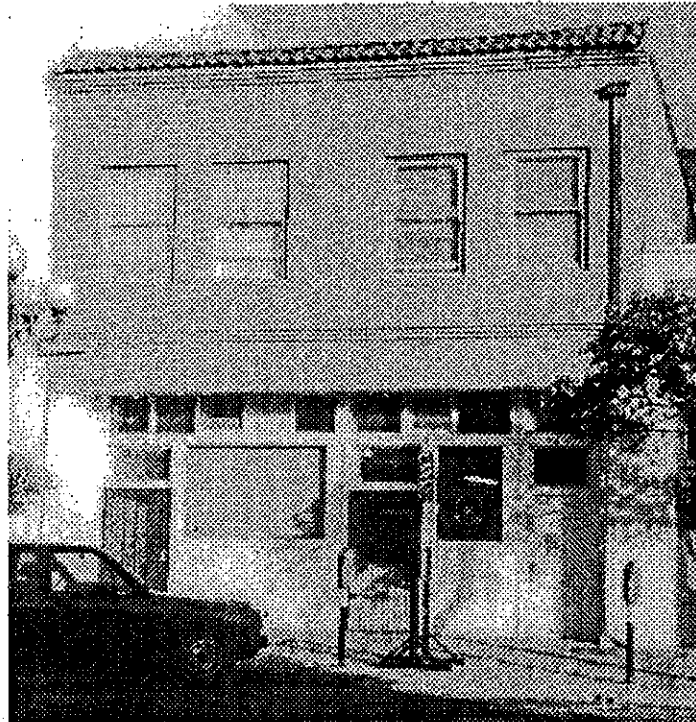


HISTORICALLY SIGNIFICANT BUILDINGS



HISTORICALLY SIGNIFICANT BUILDINGS

TAI SING BUILDING
539-543 FOURTH AVENUE
DATE: 1923
ARCHITECT: UNKNOWN



The Tai Sing Building has a long history of business and residential ties to the Chinese community. It has been under Chinese ownership since 1923.

A two-story, 25 x 25 foot building, built of eight-inch concrete block. The upper floor has been stuccoed. Four wood double-hung windows are placed across the second floor. The ground floor has three doors with glass transoms; the door at the southwest corner is the stairway entrance to the second story. Two large ground floor windows have curtains, indicating their current residential use. The center suite is currently being used by the Manilla Barber Shop.

QUIN BUILDING AND GARAGE
500-520 FOURTH AVENUE
DATE: 1930
ARCHITECT: UNKNOWN

The current buildings were built in 1930 by Thomas A. Quin, son of Ah Quin, the honorary Mayor of Chinatown. The association of these properties to the Chinese community dates back to 1887 and the Wing Lee Laundry. But the primary early tenants were the Gee Wo Laundry, 1911-1919, and the Tai Sing Company from 1919 to 1923. Quin acquired the property in 1922 and owned considerable property in San Diego, much of it in his wife's name. This caused him some difficulty in 1933, when the District Attorney charged that violation of the alien land laws existed as Quin's wife was a native of China and could not legally own land in California. The D.A. wanted the property in her name to revert to the state. The case was finally settled in 1935 when Judge Andrews ruled that Thomas A. Quin was the actual owner of the property in question and his wife held it under a constructed trust. As Thomas A. Quin was a native Californian, no violation of the alien land law existed.

Building records are not complete enough to document whether these are two different buildings. It is suspected that they were built at the same time by the same owner, Thomas Quin, as two separate buildings.



HISTORICALLY SIGNIFICANT BUILDINGS

The Quin Building is a two-story, stuccoed brick building. The style is somewhat Mission Revival in appearance with red clay tile roof, plastered facade and second story balcony with an ornate balustrade. However, many of these same elements are also present in most of the structures built by Chinese in this period, as was this structure.

At the north side of the second floor balcony is an eight-lite French door which opens out onto the balcony. The clay tile roof makes an interesting break and drops down over the door. A large arched window includes a fixed-pane of glass in the middle, flanked by two casement windows. A plain plaster trim surrounds this window. A multi-lite casement window is located at the south end of the balcony. Fifteen double-hung windows, in different groupings of one, two and three, and different sizes, traverse the south side of the second floor.

The ground floor has the doorway to the second floor apartment located at the north side and a commercial storefront with painted, multi-paned transom windows above large storefront windows. The entrance is recessed and has a wood door with a large single pane of glass. A row of small square windows at the height of the transom windows runs the length of the south facade. A large garage entrance onto Island Street is from the Quin Garage next door.

The garage on the north side of the Quin Building is a 14-foot high, one-story, hollow clay tile building with a stucco facade. The building has a steel truss reinforced roof on concrete pilasters, with a large wire glass skylight over the center of the building. The flat roof has a stepped parapet with a simple cornice molding in the center. At the north and south ends of the building, the parapet steps back up and is capped with red clay tile. Recently remodeled, the ground floor has new wood storefronts on either side of a small entrance door which is also flanked on either side by large multi-paned windows. Decorative plaster ornaments occur over the central and garage doors. Two large multi-paned windows also flank the storefronts at the north and south ends of the building.

SUN CAFE
421 MARKET STREET
DATE: 1883
ARCHITECT: UNKNOWN

The Sun Cafe's earliest Asian occupancy was in 1914 when it was operated by Joseph and Shue Obayashi as a shooting gallery. The gallery was converted to the Sun Cafe in 1920. In 1935, the Obayashis remodeled the storefront to its condition today.

This building was built sometime between 1873 and 1883. It first appears on the 1883 Sanborn Fire Map as a one-story brick structure measuring 25 feet in width by 50 feet in length. In 1925, the Obayashi family had the building "remodeled and repaired." The present facade has a recessed entry slightly offset from the center of the building.



The flanking windows also reflect this lack of symmetry with the largest window on the west side. This is to accommodate and allow for the luncheon counter in the interior. The transparent glass block frames the storefront. Above the door is a red sign - Sun Cafe - probably original (1926) when the name of the restaurant was changed. The top one-third of the facade is stucco with decorative Art Deco ornamentation.



HISTORICALLY SIGNIFICANT BUILDINGS

MANOS MARKET
444 SIXTH AVENUE
DATE: 1896
ARCHITECT: UNKNOWN

Manos Market was originally a hay and grain store. In 1904, it was converted to a Chinese produce market in the front of the building and a Chinese laundry in the back. It operated as such until 1922. John Manos, the present owner, bought the property in 1941, and it remains a produce market today.

A simple, one-story brick warehouse structure covered over with stucco.



MONTIJO BUILDING
560 FIFTH AVENUE
DATE: 1887
ARCHITECT: UNKNOWN

This building, as best as can be determined, was constructed in 1887 and remodeled in 1894-1895 as a restaurant. For a number of years it was occupied by the "R. Montijo Saddlers and Harness Makers" shop. From 1923 to about 1942, the property was listed under the name of K. Kawamoto and the Frisco Cafe. After 1942, Tommy Leung's name becomes affiliated with the address until 1947, when Lim Jun's name

appears in the city directory. Wing On Wong appears in 1950, but the name reverts back to the Frisco Cafe from 1951 and 1972. It is possible that the facade was altered to its present condition in the 1930s during its use by K. Kawamoto as a restaurant. This property is another example of the proliferation of Japanese businesses along Fifth Avenue during the twenties and thirties.

The building is a one-story, brick structure with a double door in the center front. Over the door, extending the 25-foot width of the building, are rectangular, transom glass windows approximately one and one-half feet by four feet in dimension. Over this bank of windows and for two feet on the north and south ends of the buildings is a handsome glazed brick wall. It is trimmed with white brick and has a green and white design on the basic reddish background. The glass storefront has a glazed tile base that coordinates with the pediment above. A decorative concrete urn is located in the middle of the stepped parapet. The words "Model Restaurant" are inscribed on a tile inset leading to the door.

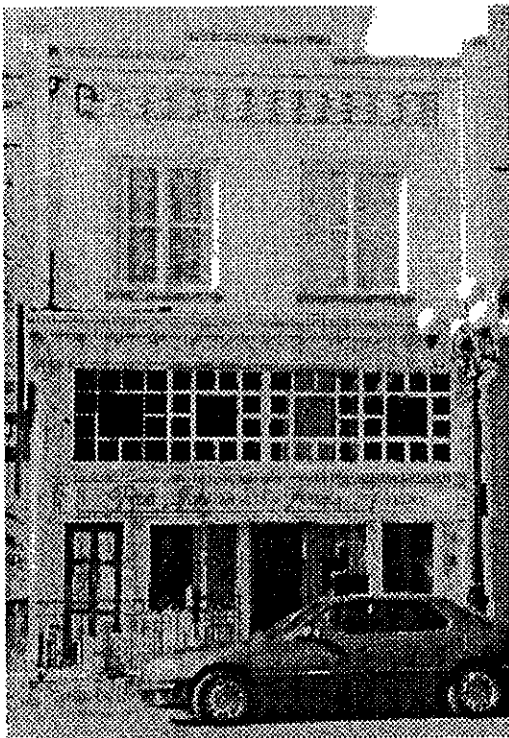


LOWENSTEIN BUILDING
544 FIFTH AVENUE
DATE: 1886
ARCHITECT: UNKNOWN

Though never owned by an Asian, this building built by Max Lowenstein in 1886, was long occupied by Japanese billiard parlors. In 1909, Mr. K. Uyeno operated his billiard parlor there. The property continued in use as a billiard parlor/pool hall, a saloon and restaurant over the next twelve years until Frank Yamada opened his billiard parlor in 1924. The billiard parlor remained in the Yamada family until the 1960s taking on the name ABC Cafe as early as 1952. It is interesting to note that from 1942 - 1948, the Yamadas are not listed as the business proprietors, but that they did return and revive the business as soon after the war as possible.

This two-story brick building has a storefront with a wood frame

door and windows. The original ornate Victorian facade was probably removed in the '30s. The upper facade is white brick with a large, rectangular green and white design done in tile. There is a shallow, central, stepped parapet. The First and Second story are separated by a wood cornice with transom windows below.



ASIAN PACIFIC BUILDINGS WITHIN THE MARINA REDEVELOPMENT AREA

PLANTS AND FIREPROOFING BUILDING
540 THIRD AVENUE
DATE: 1912
ARCHITECT: UNKNOWN

This building was determined eligible for the National Register of Historic Places in 1980 based on the building's



long association with the Chinese community. It was acquired by Chinese owners only in 1950, however, within four years of completion a Chinese restaurant was established on the ground floor through 1929. Chinese and other oriental are known to have resided at the hotel for many years.

The two-story brick and hollow clay tile structure, is rectangular in shape. The ground floor is divided into three bays with a central stairwell and recessed entrance. The building has a flat roof with a triangular-shaped pediment parapet at the front facade, with crenellets at the corners and peak of the parapet. A strong course separates the first and second floors. The second-story, double-hung wood windows have flat radiating stones with a center keystone top trim. The floor system consists of wood framing spanning across the width of the building; the roof framing is clear-span wood trusses. The storefront is possibly original, including original prism glass transom windows. Light wells are located on the south elevation.

HISTORICALLY SIGNIFICANT BUILDINGS



HISTORICALLY SIGNIFICANT BUILDINGS

QUIN RESIDENCE
429-431 THIRD AVENUE
DATE: 1888
ARCHITECT: UNKNOWN

The original owner, Tom Ah Quin, came to San Diego and worked to aid others to find work and hence have a better life. In time, he would become the "Mayor" of Chinatown, and leave a legacy of goodwill with a family tree that now transcends beyond the social, cultural and political boundaries of our region. His role was instrumental in shaping the smooth, gradual assimilation of the Chinese into the larger melting pot of San Diego society. At the same time, he fostered among his family and those who came from certain provinces in China, the concept that they could make something of their lives here. Today, at 429-431 Third Avenue descendants of Ah Quin still maintain the original family business and structure that dates from 1887-1888, when the house first appears on a Sanborn Fire Map.

During 1886-1902, city directories reflect the building as having a variety of commercial and professional enterprises such as Dr. Hing, Chinese physician, Jim Hee, Chinese-Japanese Merchandise and one of the notorious Quinian brother, T.J., who had a saloon.

The Commercial-Industrial Building Record for parcel 53-086-04, indicates that the building was erected in 1888, the owner of the property being one Grantville Eaton. Over the years, as the title shows, the building (without alteration) was owned by three other persons.

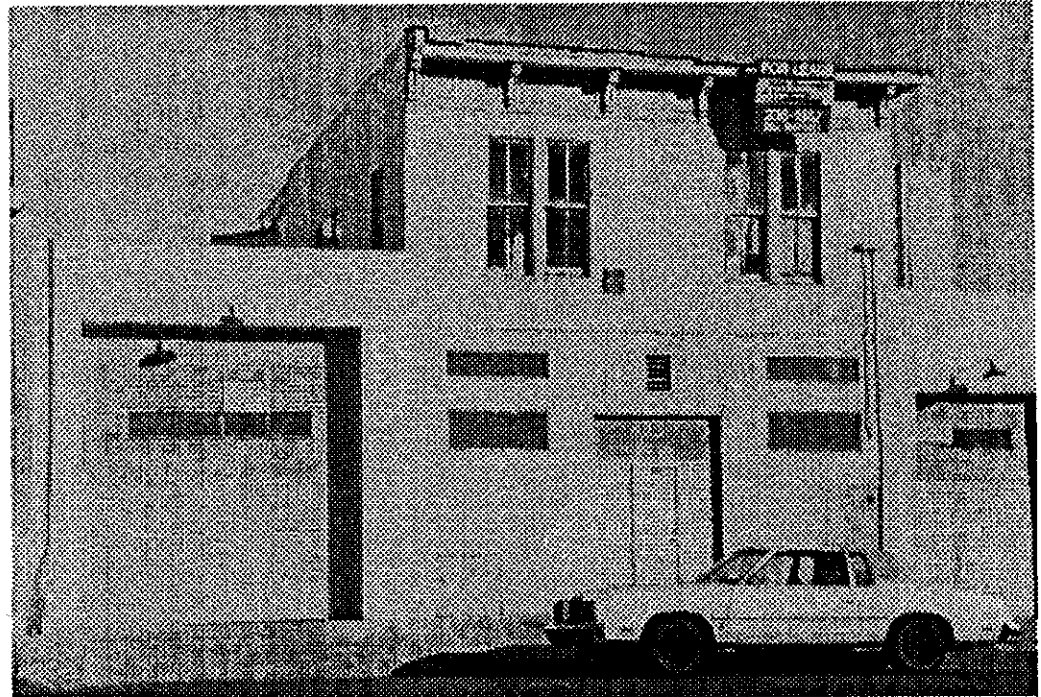
Joseph Quin indicates that Ah Quin had leased the property at 429-431 Third Avenue for use for the family produce business and after his death,

the George Quin family (A Quin's oldest son and Joe's father) continued to lease the property at 429-431 Third Avenue. After George Quin passed away, which Joseph Quin has indicated as being in 1930, the Quin family purchased 429-431 Third Avenue.

After the family moved in as tenants and bought the residence, Joseph added two "wings" or additions to the building for the produce business. The most recent business still consisted of buying produce from brokers and distributing to retail outlets. Since 1914, the business has always been named the Ah Quin Produce Company.

The building's significance stems from its lengthy ties to the Chinese community and its continued use by the founding family.

This 1888 two-story building is wood frame with redwood siding covered with stucco. The one-story wings are concrete block. There is a concrete floor at the first floor and a wood



floor at the second floor. The original cornice and decorative corbels still remain.

Structurally, the building has concrete floor on the first floor and pine floors above. It includes an apartment upstairs and has a garage/store warehouse below, with the two additions made in 1937. The rectangular building is constructed of both frame and cement tile, has a flat roof, and is finished on the exterior with stucco. The square footage for the first and second floor is 1,716 square feet and the two "wings" add 1,560 square feet.

QUONG BUILDING

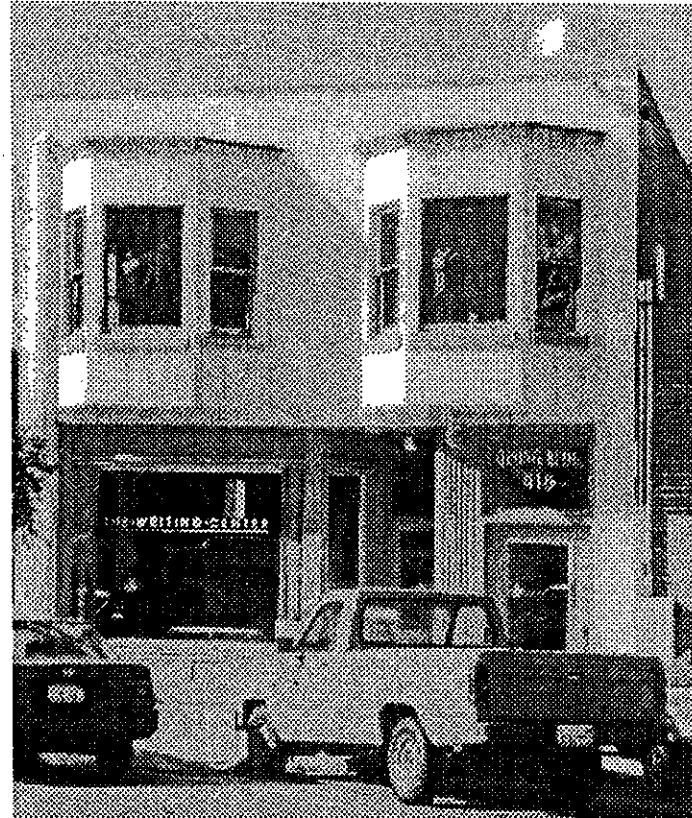
416-418 THIRD AVENUE

DATE: 1913

ARCHITECT: UNKNOWN

The Quong Building derives its name from Mow Yuen Quong who had his Chinese and Japanese store here from 1889 through 1928. Other Asian tenants occupied part of the building through at least 1948. The upstairs residences had a colorful history as a bordello and were certainly knowledgeable of the business going on at the "Jewel Rooms."

Two-story brick structure with a plastered facade on a masonry foundation. The building was remodeled in 1950, and a Mission style "Espanada" parapet was removed at that time. The second story has two projecting bay windows with decorative molding over the top of each bay. A lungskill trims the bottom of each window in both bays. The building was also rehabilitated in 1978, at which time the south bay of the ground floor was converted into a workshop space and an industrial roll-up garage door installed. The entrance to the second floor is located on the north side of the building and an angled, recessed door opens into the northerly ground-floor bay. The upstairs rooms are still equipped with the original inside doorbells, as the Quong Building was historically a bordello. The building is in very good condition. The roll up garage door has since been replaced with a wood storefront.



**YING-ON MERCHANTS AND LABOR
BENEVOLENT ASSOCIATION BUILDING**
500 THIRD AVENUE
DATE: 1925
ARCHITECT: UNKNOWN

This building derives its name from the Ying-On Association which bought the property in 1959 for its offices. However, a review of the city directory indicates that the building has been continuously used by different Chinese Benevolent associations since 1927. The building also continues to serve as a residence for a limited number of Chinese.

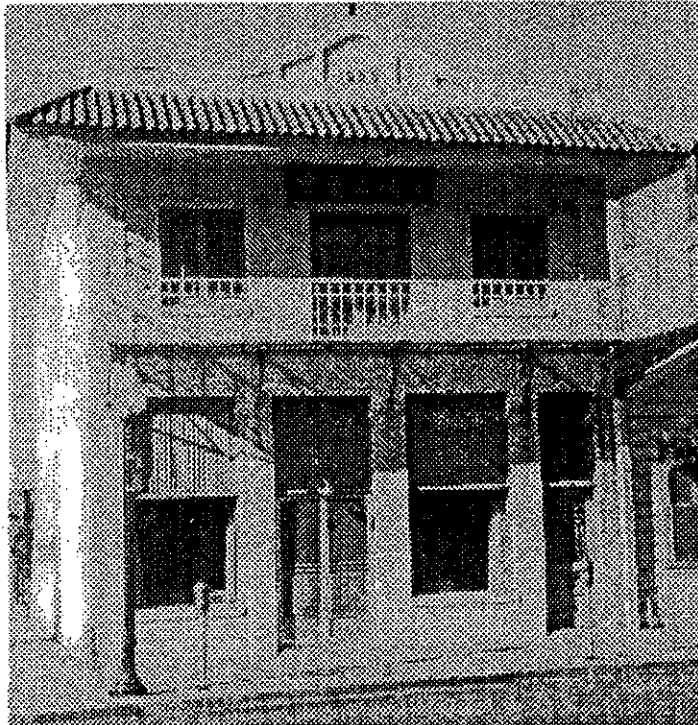
HISTORICALLY SIGNIFICANT BUILDINGS



HISTORICALLY SIGNIFICANT BUILDINGS

The Ying-On Benevolent Association was an outgrowth of the Ying-On fraternal organization, one of three that existed in San Diego's Chinatown. The association is still active in the Chinese community as a business and social gathering place for local merchants and residents.

The Ying-On building was listed on the local Historical Site



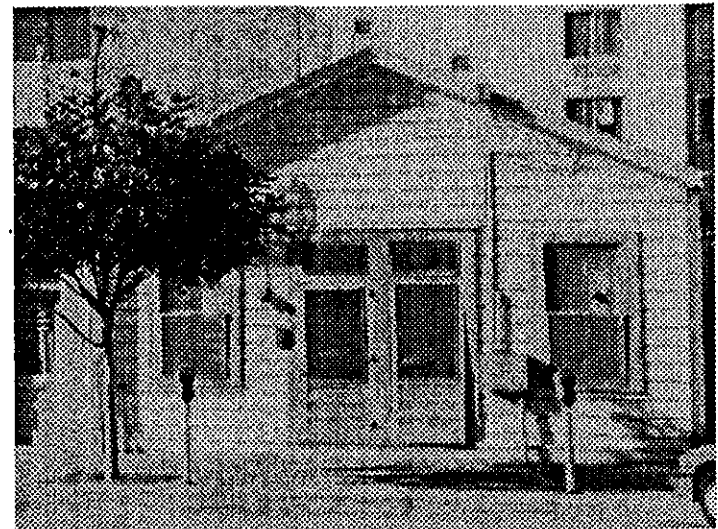
Board Register as Historical Site 151 on June 2, 1981. The property has been determined eligible for the National Register of Historic Places. The building is both architecturally and historically significant for its cultural contribution to the Chinese community and as an example of an ethnic building type.

The Ying-On Merchants and Labor Benevolent Association Building was constructed in 1925. It is a two-story, brick veneer structure over wood framing. The brick has been plastered with rough yellow stucco. The ground floor is

divided into two bays made up of one central entrance flanked by two windows and an entrance on the right leads to the second story. A red clay tile roof overhangs the second-story iron balcony. The iron balustrade is decorated with ornate tracery. Two sconces at the balcony corners hold lights and a string of lights frames the upstairs openings. A curving parapet adorns the roof with the date of construction recorded in the center beneath a flagpole. The triangular tile roof has slightly upturned edges that provide the building an oriental flavor and Chinese characters are printed on the building's sign above the doors. The south elevation has two double-hung windows at each floor and a lattice screen leads to a wooden stair addition at the rear of the building

**YING-ON MERCHANTS AND LABOR
BENEVOLENT ASSOCIATION ANNEX**
502-504 THIRD AVENUE
DATE: UNKNOWN
ARCHITECT: UNKNOWN

This is very likely one of, if not the oldest structures continuously associated with San Diego's Chinese community. The building predates the Ying-On building next door and appears to be present on the 1887 or 1888 Sanborn Fire Map. Its proximity to "female boarding" houses gives a



fairly clear impression of its early use. The structure has been little changed over the years and still has what is probably the original board and batten siding on the north and west sides. This building is one of the best, if not the only true representative of the original pioneer residential architectural style prevalent throughout much of downtown San Diego.

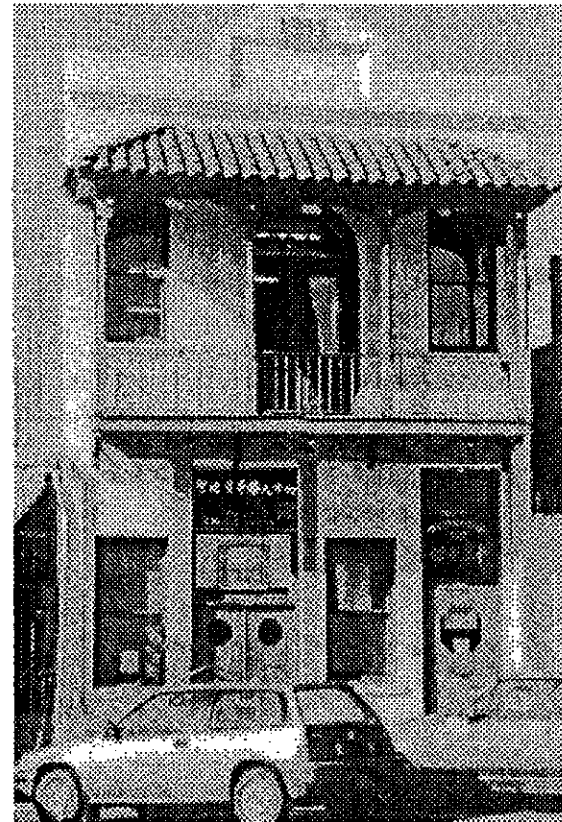
**CHINESE CONSOLIDATED
BENEVOLENT ASSOCIATION BUILDING**
426-428 THIRD AVENUE
DATE: 1911
ARCHITECT: UNKNOWN

The Yee Hing Company purchased this property in 1883 and constructed the present building in 1911. It is assumed that the Yee Hing Company carried out the commercial enterprises of the Chee Kung Tong which has also been identified as the Chinese Free Masons. The Chee Kung Tong was also affiliated with the Gee Goon Tong, who are famous for their help in plotting Sun Yat-Sen's revolution that made China a republic in 1912. The following material is taken directly from an April, 1986 report prepared by Dr. Ray Brandes, Ph.D.:

By 1920 it is clear that as an outgrowth of the Tong, the Chinese Benevolent Association was founded. According to one source, this was certainly not simply local, but represented powerful interests of families from Kwangtung Province and of the highest social organization and quasi-legal tribunal. Among its functions were:

- A. To handle discrimination against the Chinese in business and industrial affairs;
- B. To resolve the unreasonable difficulties the Chinese were having with the U.S. immigration authorities;
- C. Where disputes arose over financial or other matters between Chinese was to make resolution;

- D. Where proper methods of educating the Chinese children in their native language were concerned to try resolution;
- E. To aid where the Chinese Hospital and other charitable activities of the Chinese were involved;
- F. To aid where all other miscellaneous activities connected with the public good were concerned they would become involved.



HISTORICALLY SIGNIFICANT BUILDINGS



HISTORICALLY SIGNIFICANT BUILDINGS

From approximately 1917, the Chinese Free Masons utilized this building in part as their Masonic Hall; and in the late 1920s, the Chinese Parlor, Native Sons of the Golden West began to hold their meetings there.

In 1940, the Chung Wah School was located in the building. Since most of the San Diego's Chinese or their ancestors were from Canton, Cantonese was taught. K.Y. Wong, pastor of the Chinese Congregational Mission, was the instructor. This fell under the patronage of the Chinese Consolidated Benevolent Association with Philip Hom as President.

In July 1972, Ruby Tom first suggested the idea of a Chinese Social Service Center at the location, an organization since incorporated. In 1985, Sally Tsui Wong as the Executive Director manages the CSSC as a nonprofit, multi-social service agency and has pulled together a number of services meant to specifically address the needs of the Chinese population in San Diego: The elderly, new immigrants, refugees, the truly needy and those who are monolingual. The CSSC continues to carry out functions for seniors and women. It should be recalled, as reported in the recent volume on the Stingaree District, this is the area, particularly in front of the Chinese Benevolent Consolidated Association Building, where as far back as can be recalled, the Chinese holidays were celebrated.

The Chinese Consolidated Benevolent Association building is a two-story structure with exterior walls of bearing brick masonry which support the interior wood frame walls, floor and roof. The front facade has a painted stucco finish over brick and is in good condition. The date of construction, 1911, is shown on the parapet with a flagpole on top of its crest. There is a sloped tile roof over an exterior wood balcony with an iron balustrade. Beneath the tile roof, decorative wood arches across the front of the wood balcony between the decorative wood columns mimic the arched door

opening onto the balcony. Two double-hung windows occur on either side of the second-story door to the balcony. The stairway to the second floor is located at the north door beneath a large glass transom with the name of the Chinese Benevolent Association printed in English and Chinese. A double pair of doors flanked by wood double-hung windows is located beneath another large, glass transom window with the Chinese Social Service Center written in English and Chinese. Decorative Chinese art work and colors surround the door. Most of the original historic fabric still exists. The Chinese Consolidated Benevolent Association building has been determined eligible for the National Register of Historic Places.

CHINESE MISSION BUILDING

RELOCATED TO THE NORTHEAST CORNER OF 3RD
AND "J" STREET

DATE: 1927

ARCHITECT: LOUIS J. GILL

The original Chinese Mission School opened in 1885 under the sponsorship of the California Chinese Auxiliary of The Congregational American Missionary Association in rented facilities at the First Presbyterian Church at Eighth Avenue and "D" Street (Broadway). The Mission became a center for interaction between Caucasians and Asians in San Diego, and provided an opportunity for the Chinese and later Japanese immigrants (mostly men) to learn English, receive religious instruction and utilize the facility as a social center.

A December 27, 1886 article in *The San Diego Union* reported on the "twenty promising young Celestials" receiving instruction in reading and writing and being taught "religious precepts from the Bible in their own language." The article, in the basic tenor of the times reflected a less than favorable attitude towards Chinese, speaks of several boys having graduated and gone back to the "Flowery Kingdom, to disseminate the gospel among their benighted countrymen, providing they themselves don't backslide." The article mentions the desire to build a new school closer to the



HISTORICALLY SIGNIFICANT BUILDINGS

Chinatown and to provide sleeping rooms for the Christianized Chinese, "as their association with their unconverted countrymen is not conducive to morality and steadfastness in the faith."

In March 1897, the Mission relocated to 631 First Avenue and also acquired the hoped-for dormitory at 639 13th Street as well. In 1900, the Mission was consolidated at 663 First Avenue and in 1909 moved again to 645 First Avenue, the land having been donated by George Marston.

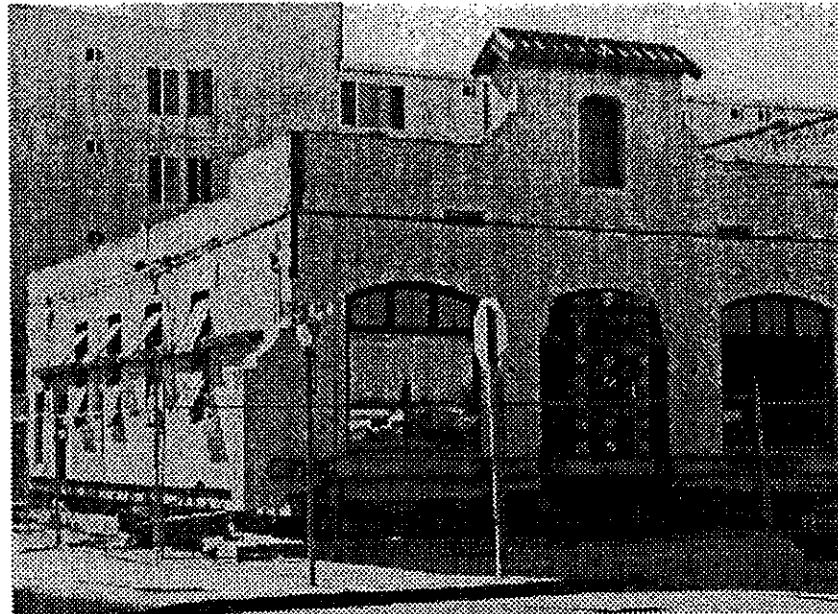
The first ordained Chinese minister arrived from Hawaii in 1925. Reverend C.C. Hung helped initiate a fund-raising campaign to replace the old wooden Mission structure with a new brick sanctuary and dormitory. Soon, \$15,000 was raised and Louis J. Gill, the nephew and partner of Irving Gill, was chosen as the architect for the new building.

The new Mission Revival style Mission was dedicated on November 22, 1927. The mission continued as the spiritual and cultural center for much of the Chinese community until 1960, when a new church on 47th Street was completed and the Mission was sold.

Historian and author, Elizabeth McPail, noted that "the extent of the Mission's influence in the Americanization of Chinese in San Diego can be seen by the fact that today the first American born Chinese and their descendants have merged into San Diego's various communities so that a Chinatown has long ceased to exist." The Mission is significant because of its role in culturally acclimating new Chinese immigrants to this country and also encouraging them to maintain their own customs and traditions. The early Mission's association with George Marston is also important.

The Chinese Mission is a California Mission Revival style building and was built in 1927. The architect for the Mission was Louis J. Gill, nephew, protégé and partner of Irving Gill, the noted California architect. The facade of the one-story Chapel has a red tile sloping roof over a central bell tower with the entrance to the Chapel in the middle.

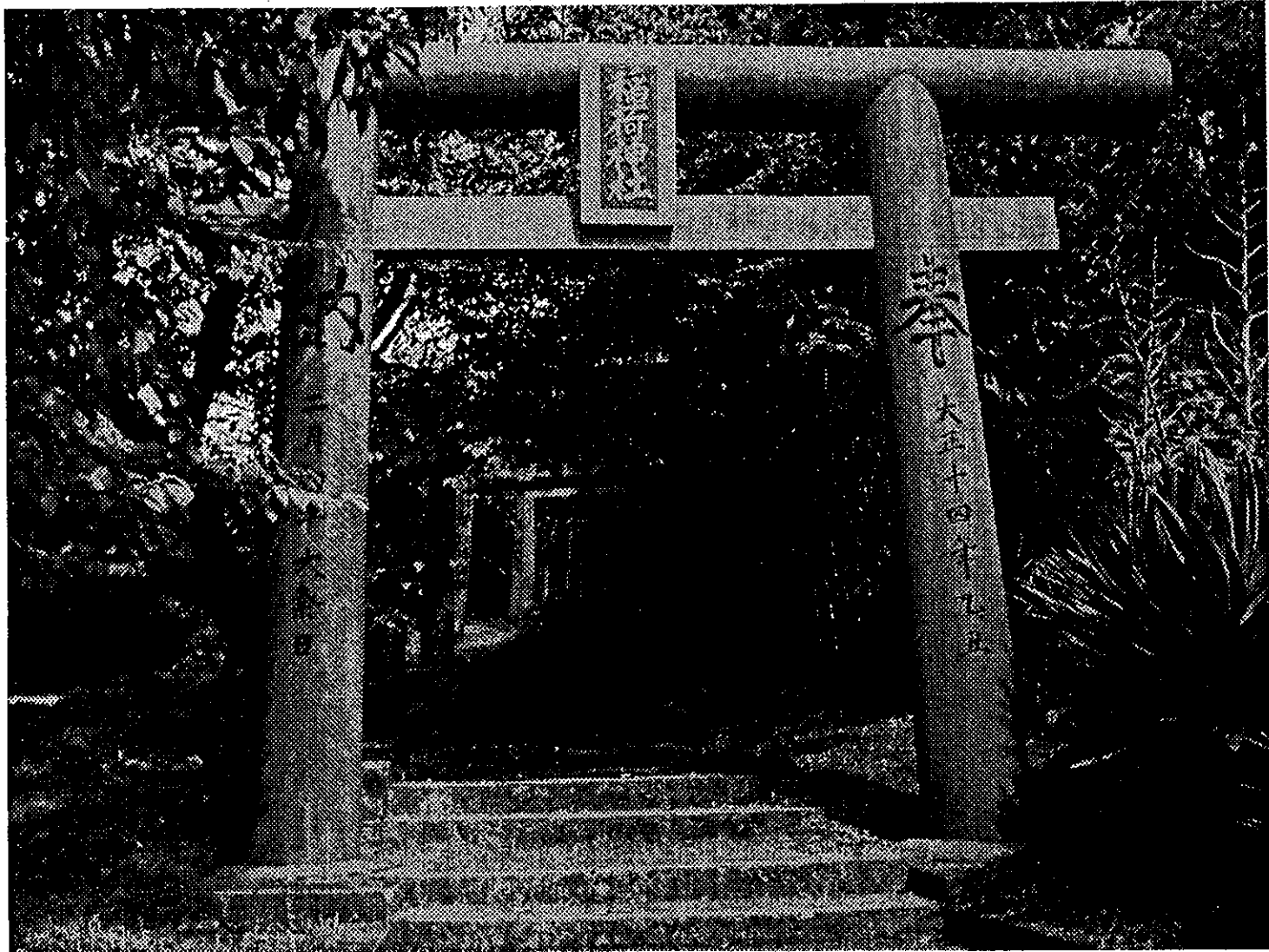
The Chinese Mission Building was removed from its original First Avenue location. It was in storage and has been placed on a site on the northwest corner of Third and "J" Street. The relocated building is being developed as a Chinese/American Museum. An Asian garden of approximately 2,500 square feet will be developed. The garden will contain a reflection pool, pond, landscaping, statuary and a Chinese gate.







**ASIAN PACIFIC
THEMATIC DISTRICT
MASTER PLAN**



Japanese Entry Gate

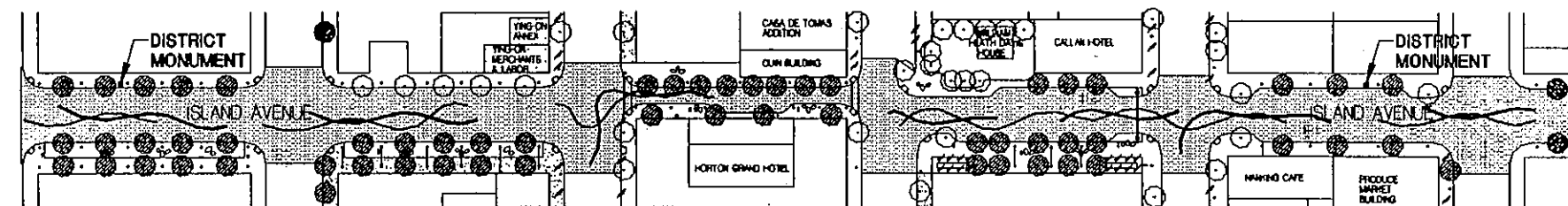
The key ingredients to the Master Plan are as follows:

1. Reestablish the Asian Pacific District as the social and cultural destination for the Asian Pacific community within San Diego.

Presently, there are a large number of existing organizations and associations in San Diego that hold Asian Pacific cultural events and festivals at various times throughout the year. It is extremely important to the revitalization of this district that these events and festivals be held within the district area as much as possible.

2. Adaptive reuse and preservation of historic buildings.

CCDC will make available low-interest rehabilitation loans



Island Avenue Promenade

available to property owners wishing to renovate their buildings to accommodate current market demands as well as social and cultural facilities.



3. Establish Island Avenue as the unifying east/west street promenade.

A strong east/west corridor should be defined between the Gaslamp Quarter (predominately Fifth Avenue) on the east and the Marina District on the west. Specifically, Front and First Avenues are major north/south corridors linking the convention center and waterfront hotels to the downtown core: also, the Children's Museum is at Front Street and Island

Avenue and provides a major link to visitor traffic. Island Avenue should be designed to establish the District identity and to serve as a major staging area for the proposed cultural events and festivals. Visitors to the district will recognize Island Avenue as the central unifying element of the district from which additional cultural facilities, historic buildings and events emanate.

4. Create Asian Pacific District Identity.

Create an identity for the Asian Pacific District so that the public will recognize when they have arrived and that such a District exists. This can be achieved in several ways. First, public improvements including street trees, paving patterns, street lighting, and accessories can be designed to introduce a uniquely Asian Pacific character. Second the use of environmental graphics including the creation of an Asian Pacific District logo, gateway elements, historic

building markers, banners, colors, street and business signage, and an Asian Pacific flag plaza can further reinforce the District's unique identity. Thirdly, the historic preservation and adaptive reuse of historic buildings can continue the heritage of the District while maintaining its identity.

5. Future Development Opportunities

The physical concept plan identifies several sites within the Asian Pacific District which represents future development opportunities. These sites are typically vacant parcels that can be developed themselves or in conjunction with adjacent parcels, to form larger redevelopment opportunities. Redevelopment of these



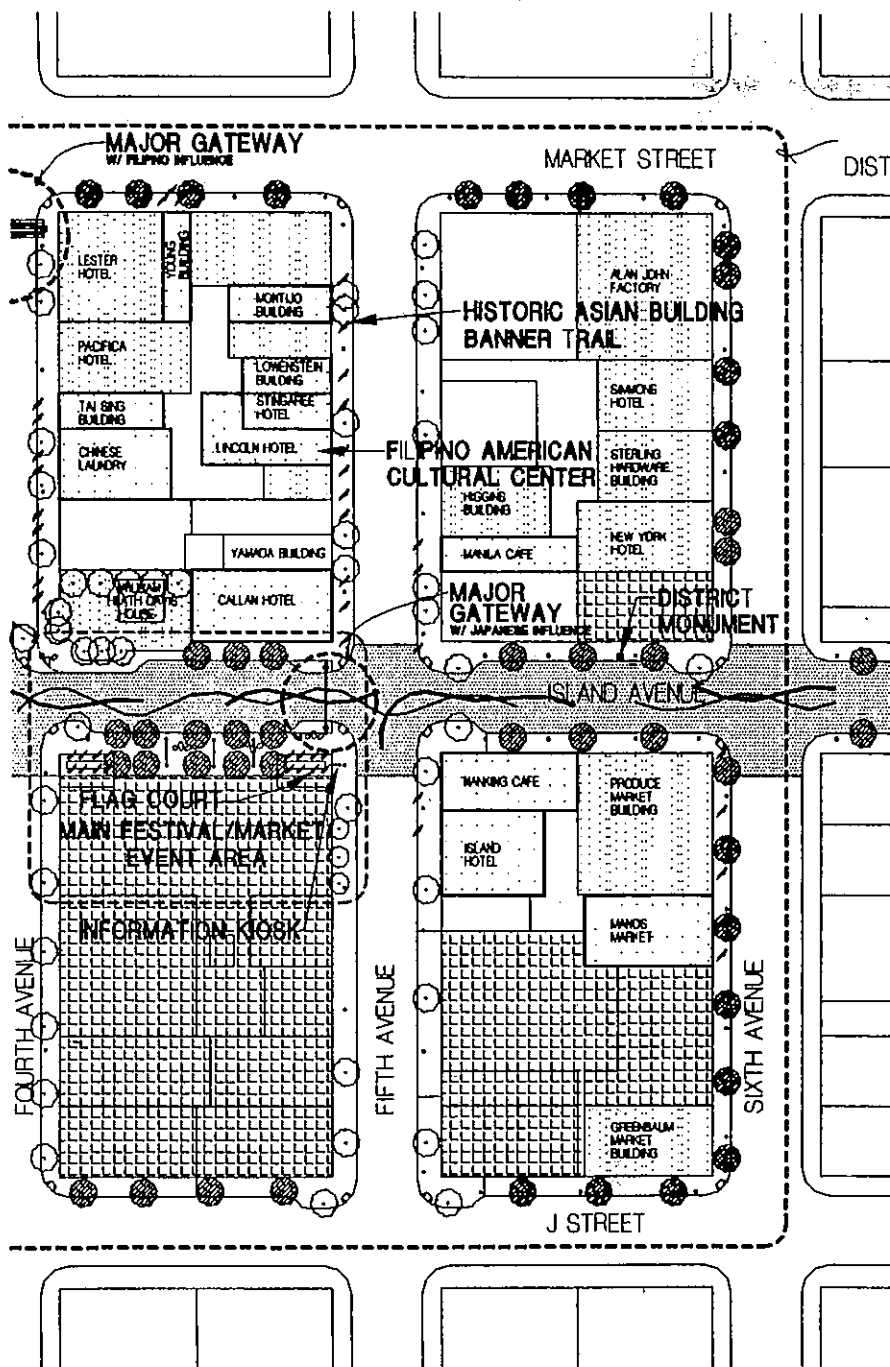
CONCEPT



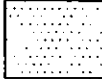
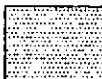
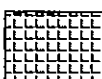
Concept Plan



CONCEPT



LEGEND

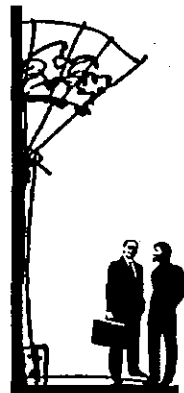
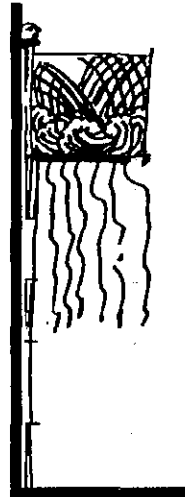
-  ASIAN HISTORIC STRUCTURES
-  HISTORIC STRUCTURES
-  REDEVELOPABLE SITES

sites will be dictated by present and future market demands and consequently there may be a temptation to develop projects with land uses that have no relationship to the historic Asian Pacific District. Therefore, land uses to be encouraged that are also prevalent market demands include residential mixed-use projects with ground level commercial space, particularly senior housing, restaurants and entertainment, an Asian marketplace, an Asian Pacific food court, offices and hotels, and retail businesses catering to the Asian Pacific community and/or visitors/tourists.

The Goodwill block provides the greatest single opportunity for continued evolution of the Gasiamp Quarter and the Asian Pacific District. It's redevelopment should consist of a mixed-use project, maintaining the opportunity to hold festivals along Island Avenue and the dedication of a 15-foot right-of-way. Onsite parking should also be provided for this future project, with consideration being given for additional public parking on this site.



GATEWAYS, BANNERS & SIGNAGE



Building Banners

The District will incorporate many unique elements within its bounds to reinforce its separate character and identity from the surrounding area. One of the elements that will be used is various types of signage including bilingual street signs, and building and educational banners.

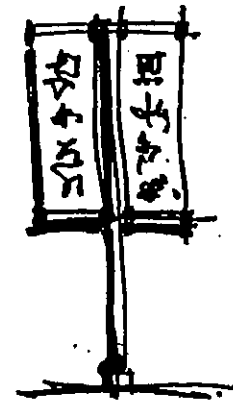
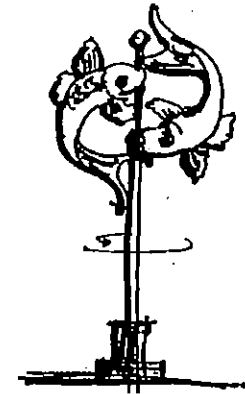
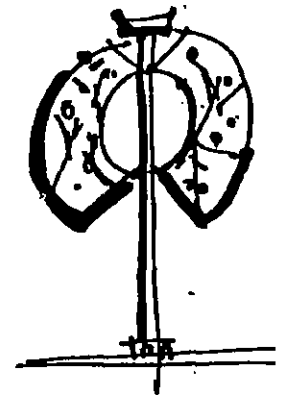
1. Gateway signage at entrance points into the District will be developed at the following locations:

- At the west corner of 5th and Island Avenue will be a major gateway of Japanese influence.
- At the south corner of 3rd and Market Street will be a major gateway of Chinese influence.
- At the north corner of 3rd and J Street will be a pair of "Guarding Lions".
- At the south corner of 4th and Market Street will be a major gateway of Filipino influence.
- At the north side, mid-block, of Island Avenue between 1st and 2nd will be a pylon type district marker that also identifies the Gaslamp Quarter.
- At the north side of Island Avenue at 6th will be a pylon type district marker.

2. Temporary District banners may be located on poles and buildings along the north-south streets from Island Avenue leading up to Asian Pacific historic buildings on each street.

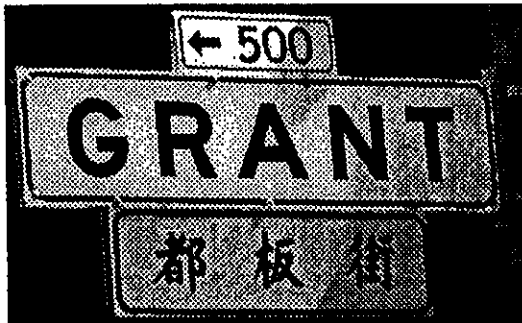
- Each "set" of banners will be unique in design and color palette.

3. Identification medallions and historical information will be located on each Asian Pacific historic building.



Pole Banners



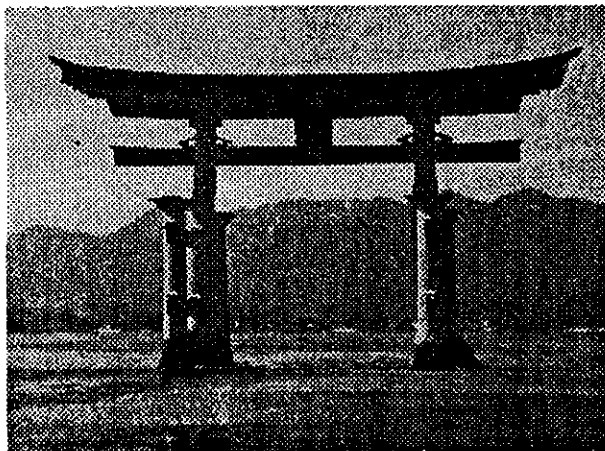
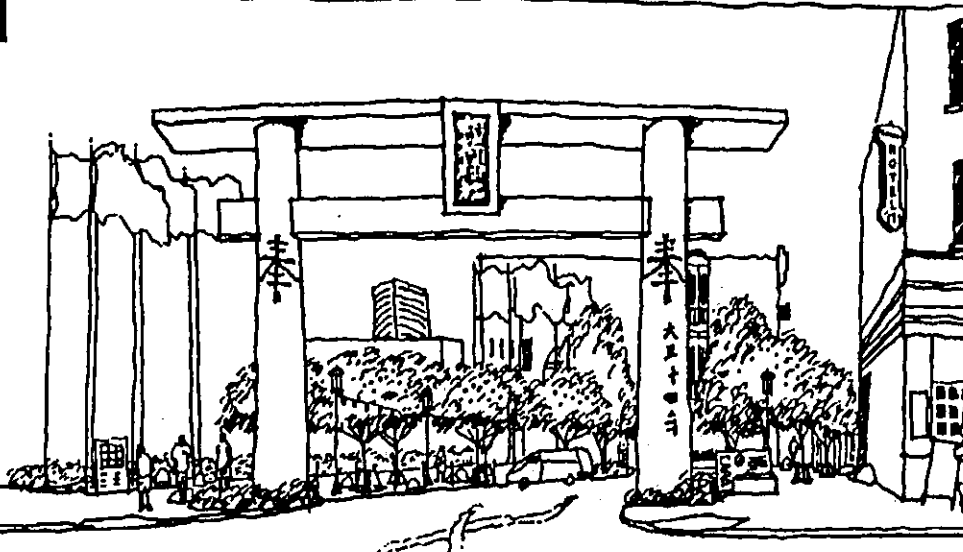


Bilingual Street Signage

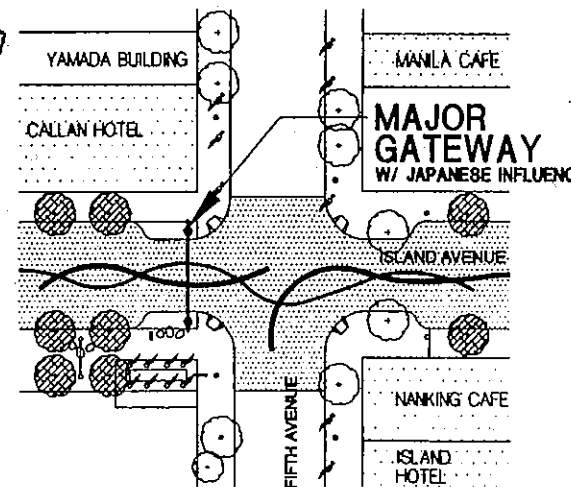
(and/or San Diego's Asian Sister Cities) within the District. The Flag Courts will be developed as urban gardens, perhaps designed in the spirit of a Zen garden with carefully placed boulders and a simulation of raked gravel (using different concrete textures).

GATEWAYS, BANNERS & SIGNAGE

4. All street signs on Island Avenue will have Asian Pacific language translations (possibly non-literal) added and will have a background color to match Asian Pacific District light poles.
5. A District informational kiosk, with a map, will be located in the "Asian Pacific Flag Court" at 5th and Island. The Flag Courts provide an opportunity to recognize and include all Asian and Pacific Islander Countries



Main Entry Gate with Japanese Influence

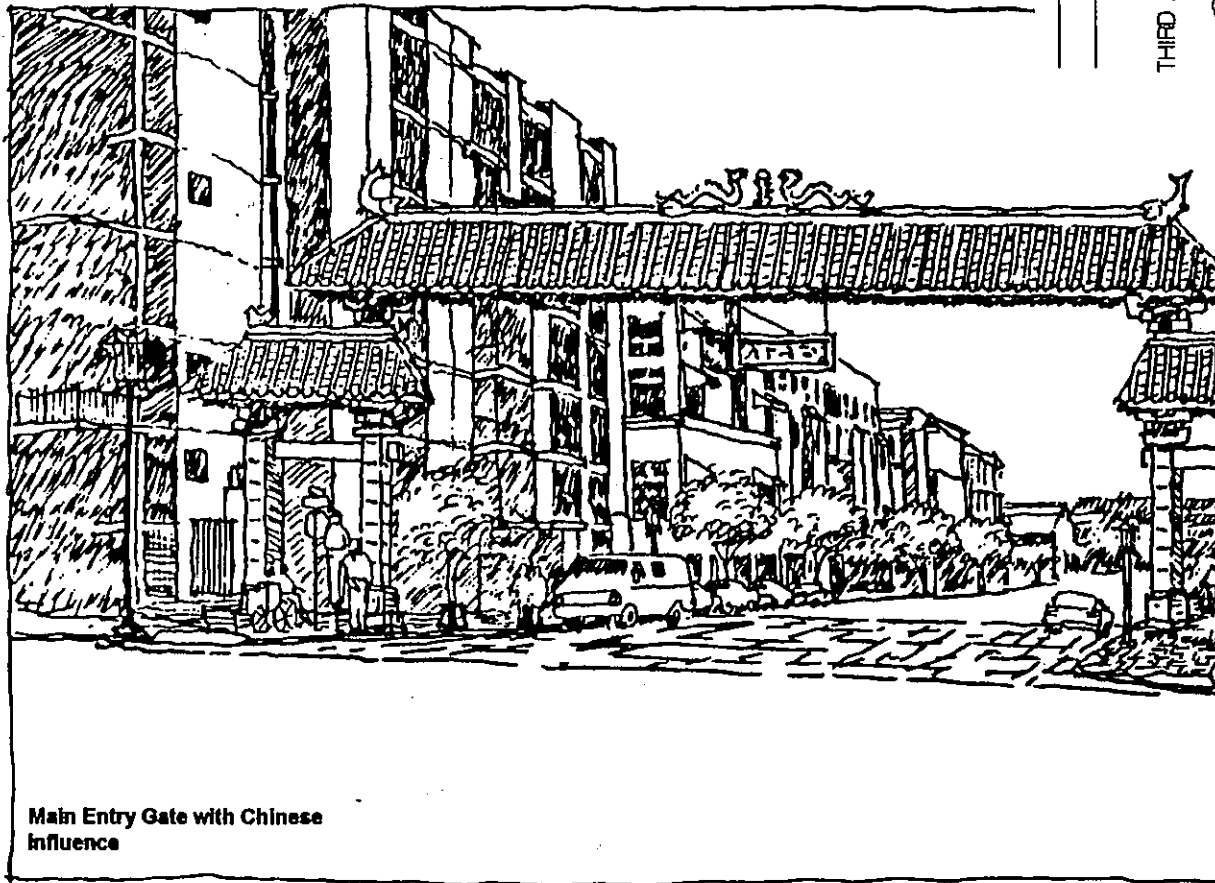
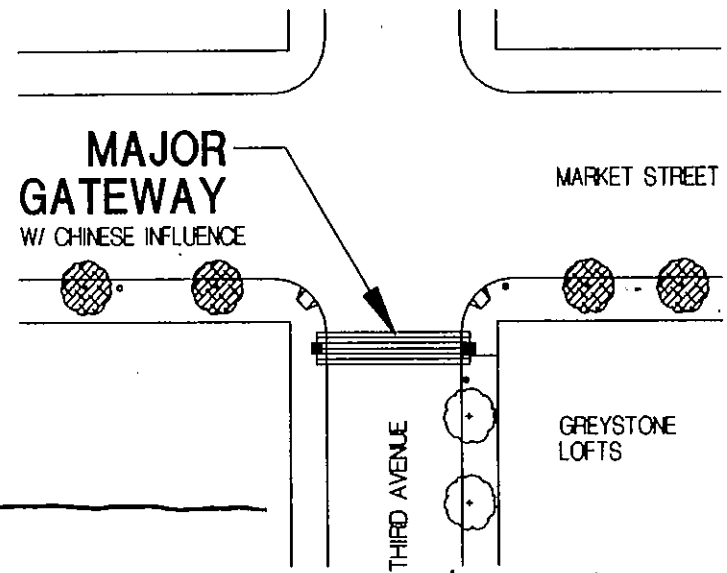


GATEWAYS, BANNERS & SIGNAGE



Building Medallion

MAJOR
GATEWAY
W/ CHINESE INFLUENCE



Main Entry Gate with Chinese
Influence

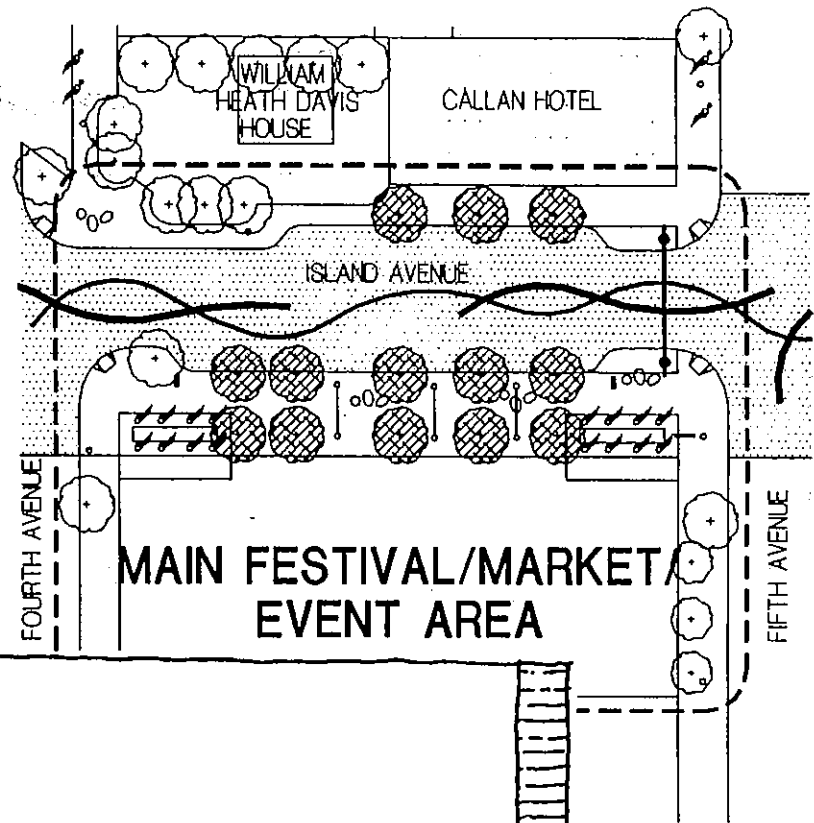


Guarding Lion

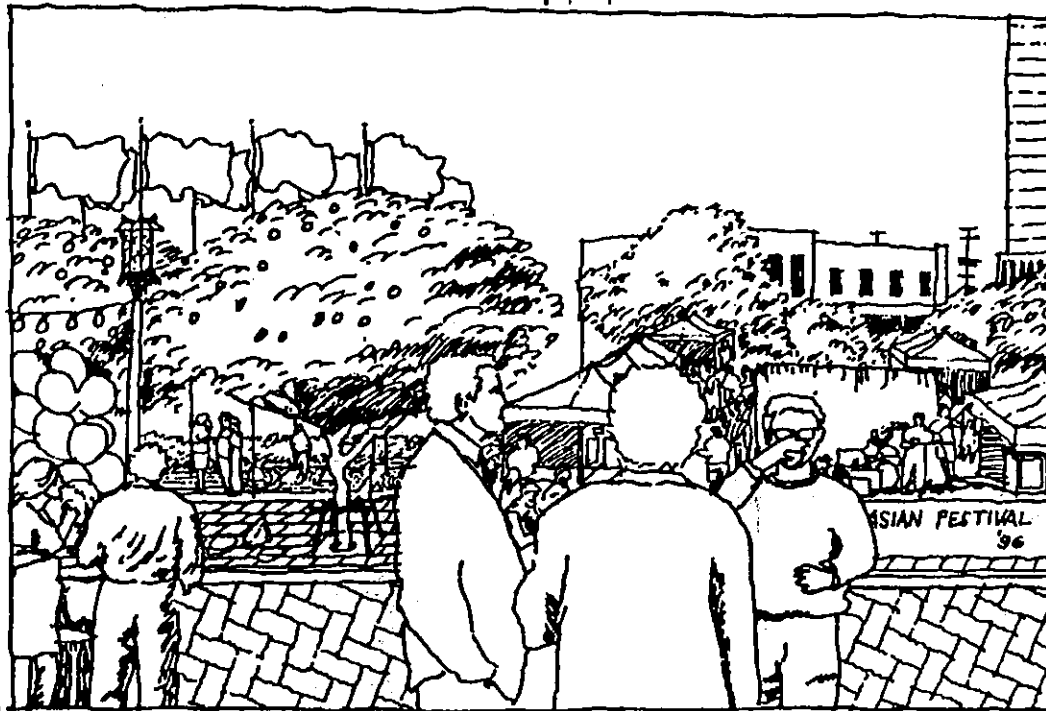


Important to the revitalization of the Asian Pacific District is the staging of various events and festivals within the District area. Island Avenue is envisioned as a Major Event and Festival site, with appropriate street closings necessary to support the event. Specifically, Island Avenue between Fifth Avenue and Fourth Avenue is envisioned to be a Main Event area providing a strong visual and physical connection to the Gaslamp Quarter luring visitors to within the Asian Pacific District.

On the west side of the District, Third Avenue is envisioned as a Event and Festival Area, particularly for the Chinese American organizations and associations. The Chinese Gateway is recommended to be located at Third and Market Street providing a Gateway element on the northern boundary of the District, leading south on Third Avenue to J Street where the Chinese Mission is located. In addition, Island Avenue at its widest point between Second and Third



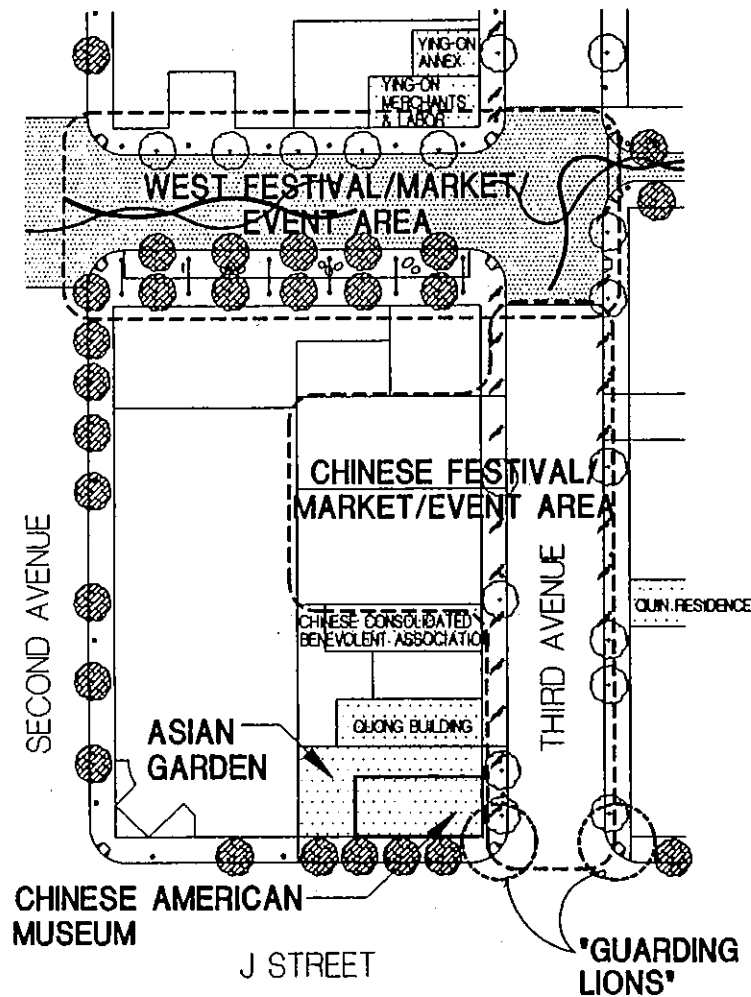
FESTIVAL SPACE



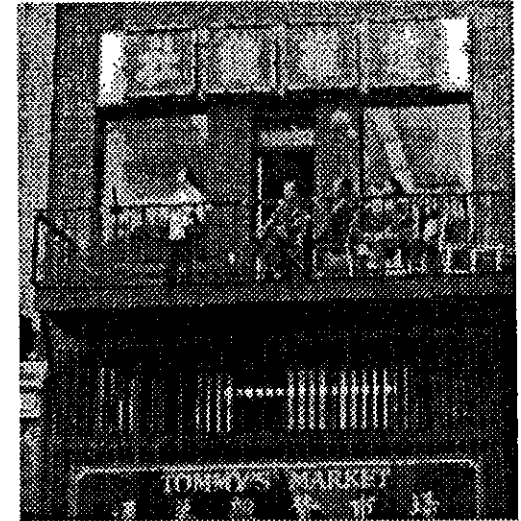
Festival Space Sketch



FESTIVAL SPACE



Avenue's provides additional Event and Festival Space. Although no streets within the District are excluded from the possibility of staging events or festivals, it is these locations along Island Avenue and Third Avenue that are envisioned to be the logical locations which provide the visual and physical connections important within the District and the main circulation routes.



Guarding Lion

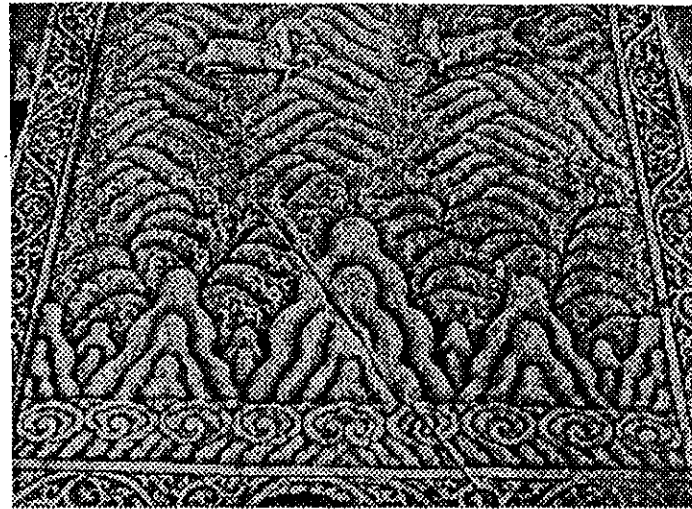


The Island Avenue Promenade will be the main unifying element within the Asian Pacific District. To achieve this the roadbed will be paved, curb to curb, with 6" x 12" interlocking concrete pavers. Three colors will be used to create a base field of tan with accent "ribbons" of red and green. The ribbons are a response to the importance of wind movement in Asian Pacific cultures.

Existing brick sidewalk paving patterns within the Asian Pacific District will remain but will be periodically inlaid with an 8" x 8" accent paver of bright color or an accent medallion with etched Asian Pacific symbology on Island Avenue and in front of historic buildings.

All remaining unimproved, concrete or asphalt sidewalk areas within the District will be repaved with matching brick paving, in a singular pattern, with accent pavers and medallions.


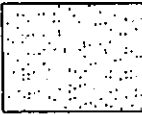

- In areas where underlying concrete sidewalks are serviceable and where building threshold grades allow, new bricks will be "splits" installed over existing concrete.



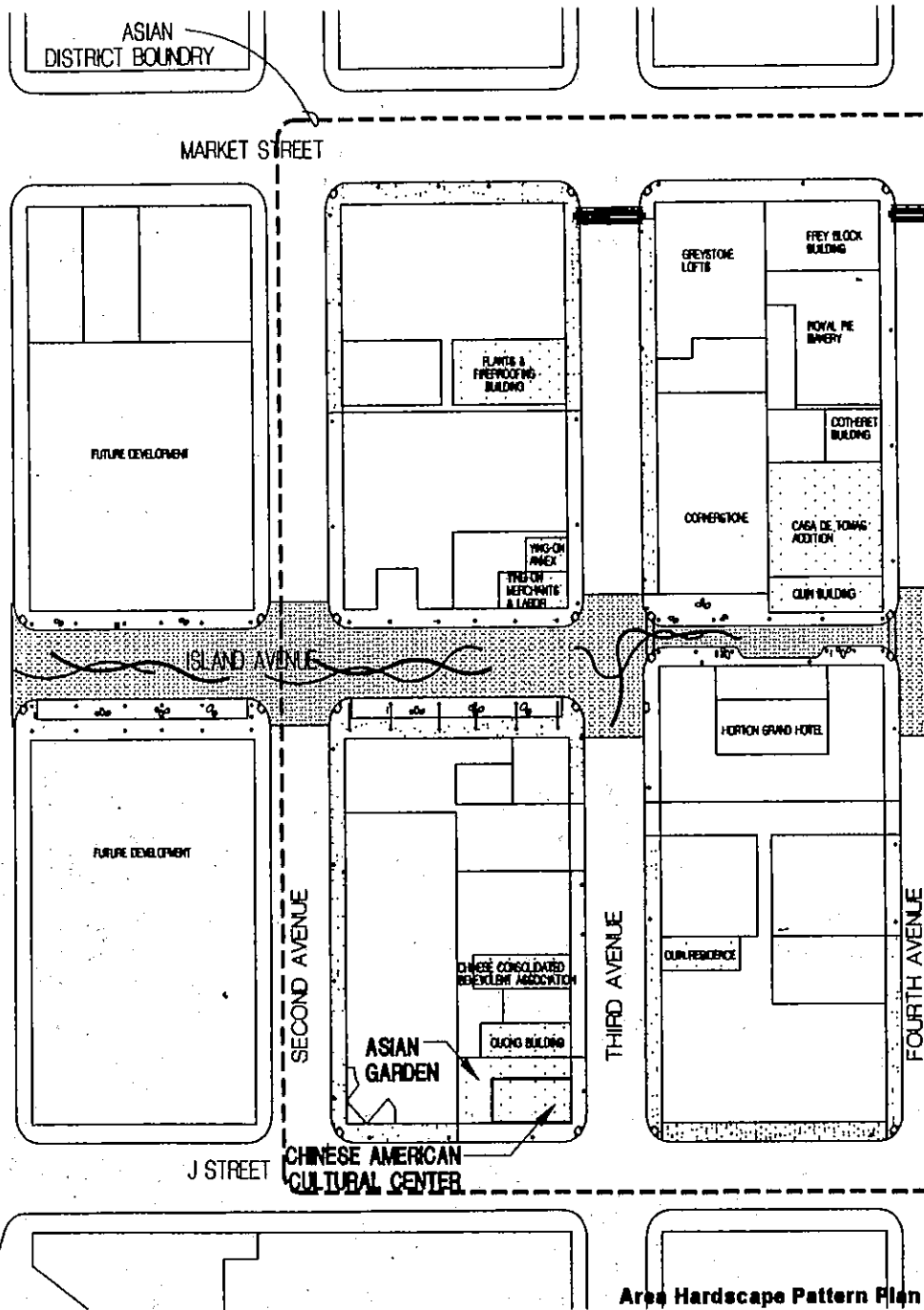
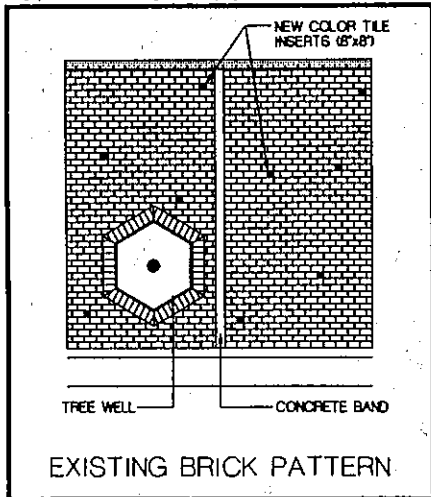
TAPESTRY HARDSCAPE



TAPESTRY HARDSCAPE

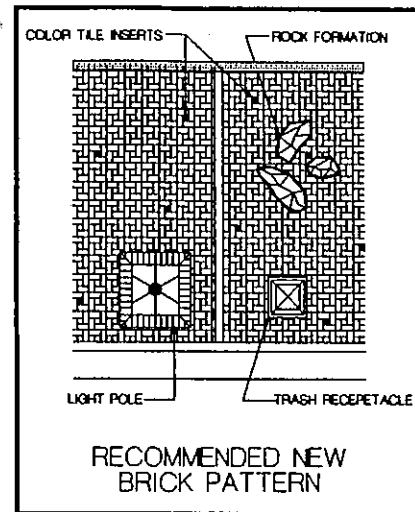
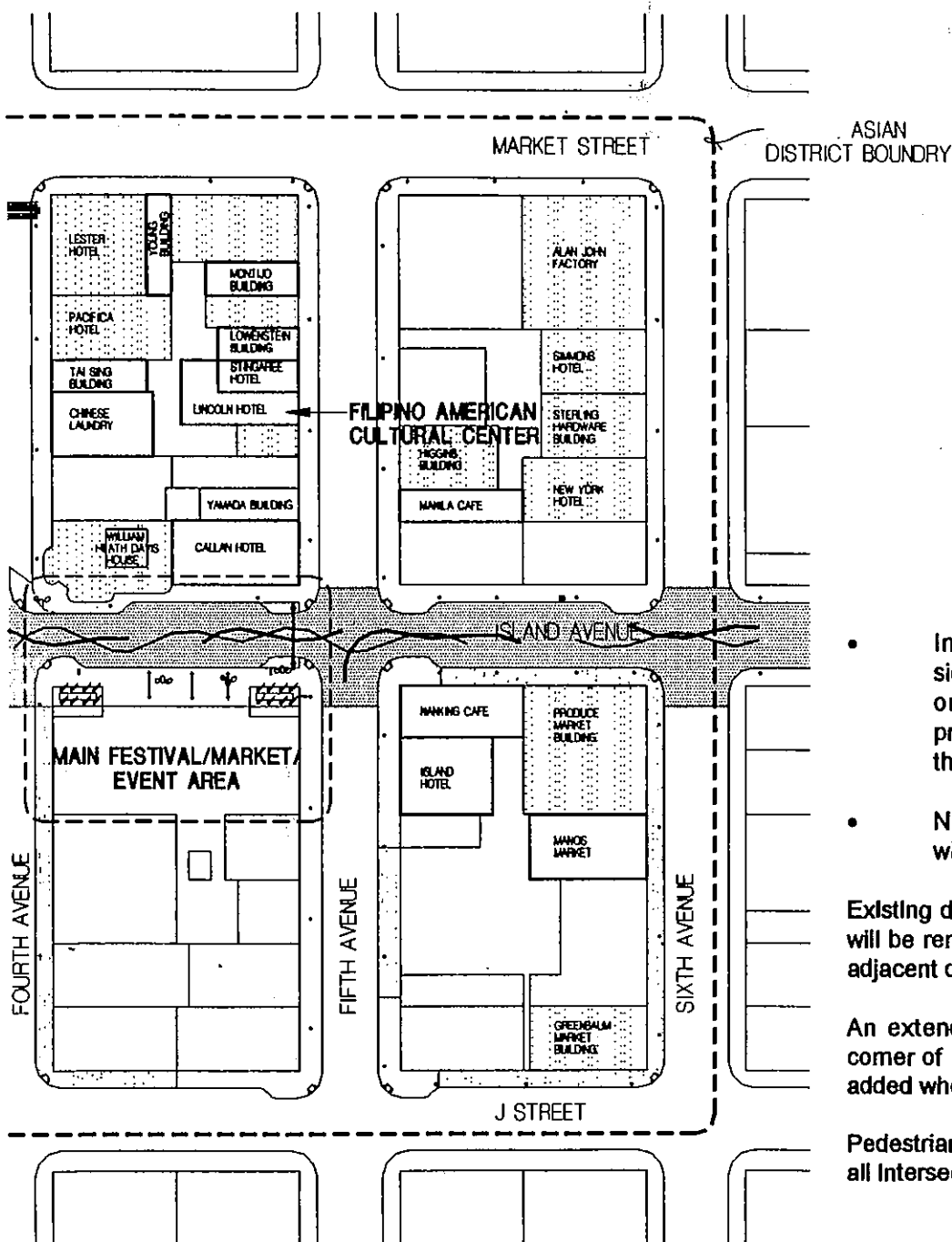
-  EXISTING INTERLOCKING BRICKS
-  NEW BRICK OVER EXISTING CONCRETE
-  REMOVE PAVING AND REPLACE WITH NEW BRICK PATTERN

Approximate spacing quantity per 100 sq. ft.



Area Hardscape Pattern Plan





TAPESTRY HARDSCAPE

- In areas where underlying concrete sidewalks are not in serviceable condition or where building threshold grades present conflicts, new bricks will be full thickness over a new concrete base.
- No thin pavers or "thin-set" installations will be allowed.

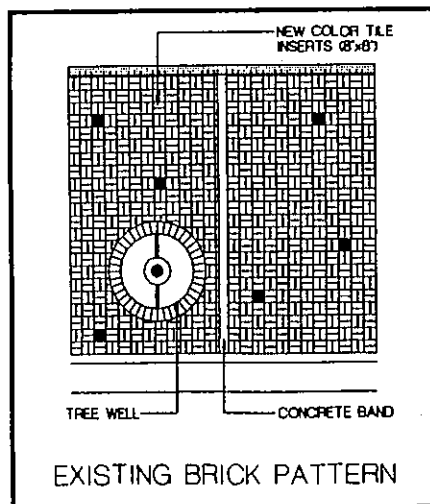
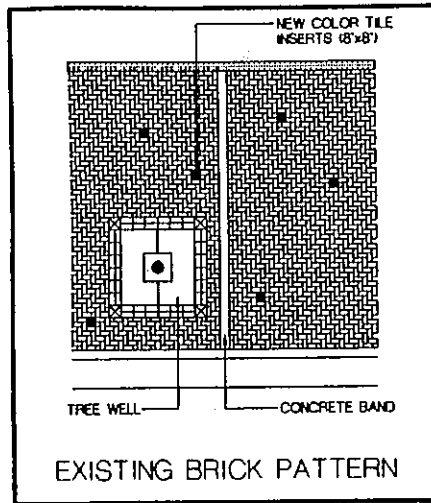
Existing driveway ramps that are nonfunctional will be removed and replaced with full curbs as adjacent development occurs.

An extended curb "pop-out" at the northeast corner of Island Avenue and 4th Avenue will be added where striping currently exists.

Pedestrian handicap ramps will be installed at all intersections.



TAPESTRY LANDSCAPE



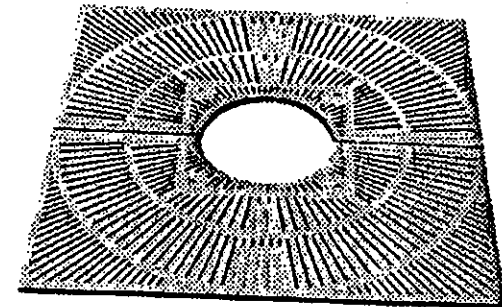
The perimeter of the Asian Pacific District and the gateway blocks of Island Avenue from 1st to 3rd and from 5th to 8th will be defined with Liquidambar (Chinese and Oriental Sweet Gum) trees.

- This will require the removal of 10 existing nonconforming species on the perimeter streets

The core of the Asian Pacific District Promenade (Island Avenue) will be defined with *Pyrus kawakami* (Evergreen Flowering Pear) trees, in double rows where possible.

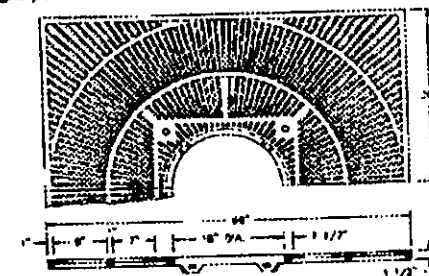
- This will require the removal of 4 existing nonconforming species on Island Ave.
- All Flowering Pear Trees will have permanently installed "bud lights" across the tree's canopy.

R-8714 180° SQUARE



Note 3/4" slot openings for special pedestrian requirements and four 1" diameter holes used for staking tree. Non-expandable. Available with cast iron angle frame if required. Also available 65" square. Order as R-8714-A.

Weight per set - 500 pounds.



HALF PLAN AND SECTION



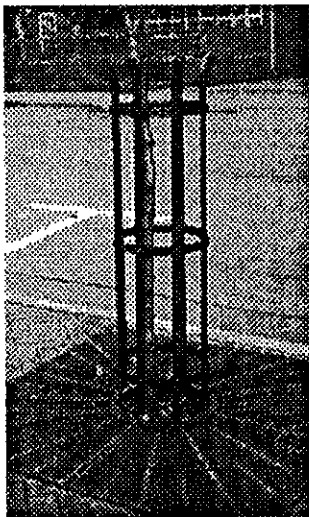
Existing trees on north-south streets will remain.

New trees added on north-south streets within the District will be selected from the following palette of "Asian Pacific-influenced" trees:

- Koelreuteria bipinnata (Chinese Flame Tree)
- Sophora japonica (Japanese Pagoda Tree)
- Pistacia chinensis (Chinese Pistache Tree)
- Ulmus parvifolia (Chinese Evergreen Elm Tree)
- Chionanthus retusus (Chinese Fringe Tree)
- Pyrus kawakamii (Evergreen Flowering Pear)

All Island Avenue and Third Avenue trees will have "Asian Pacific-Influenced" tree guards of metal simulating heavy Bamboo poles. As an alternative, other urban tree guards could be used.

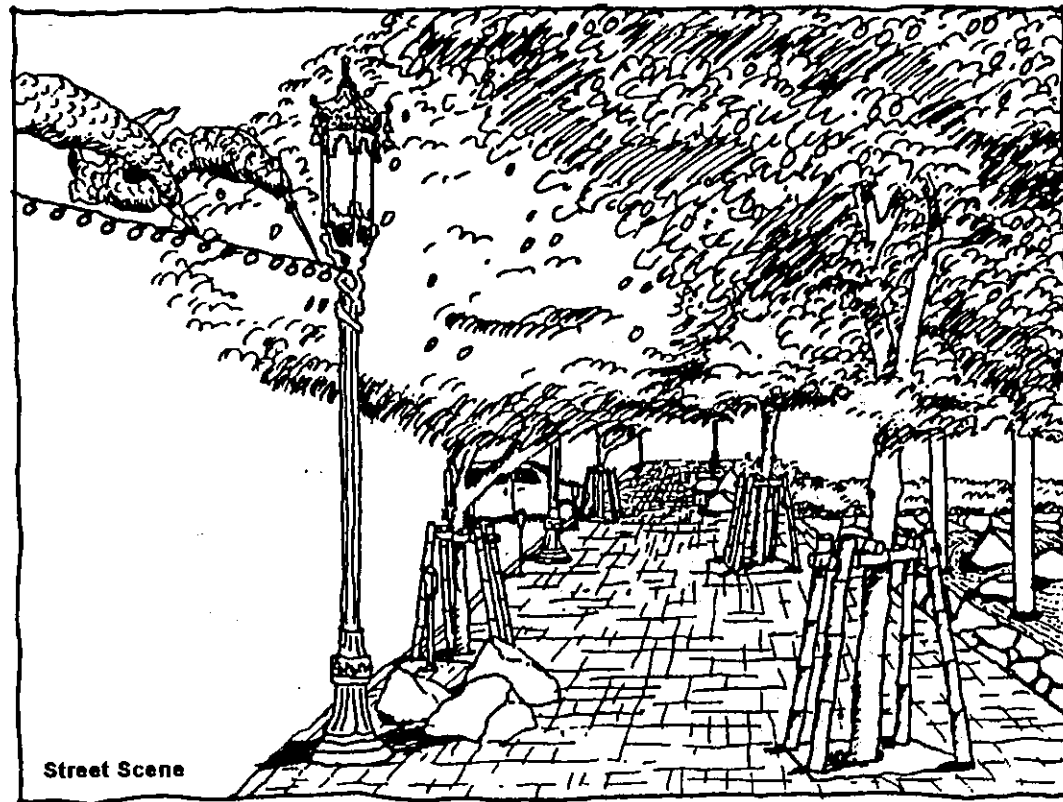
Tree grates will be selected from a variety of styles and shapes to match Gaslamp grates and to conform with Title 24 and ADA requirements.



Alternative Tree Guard



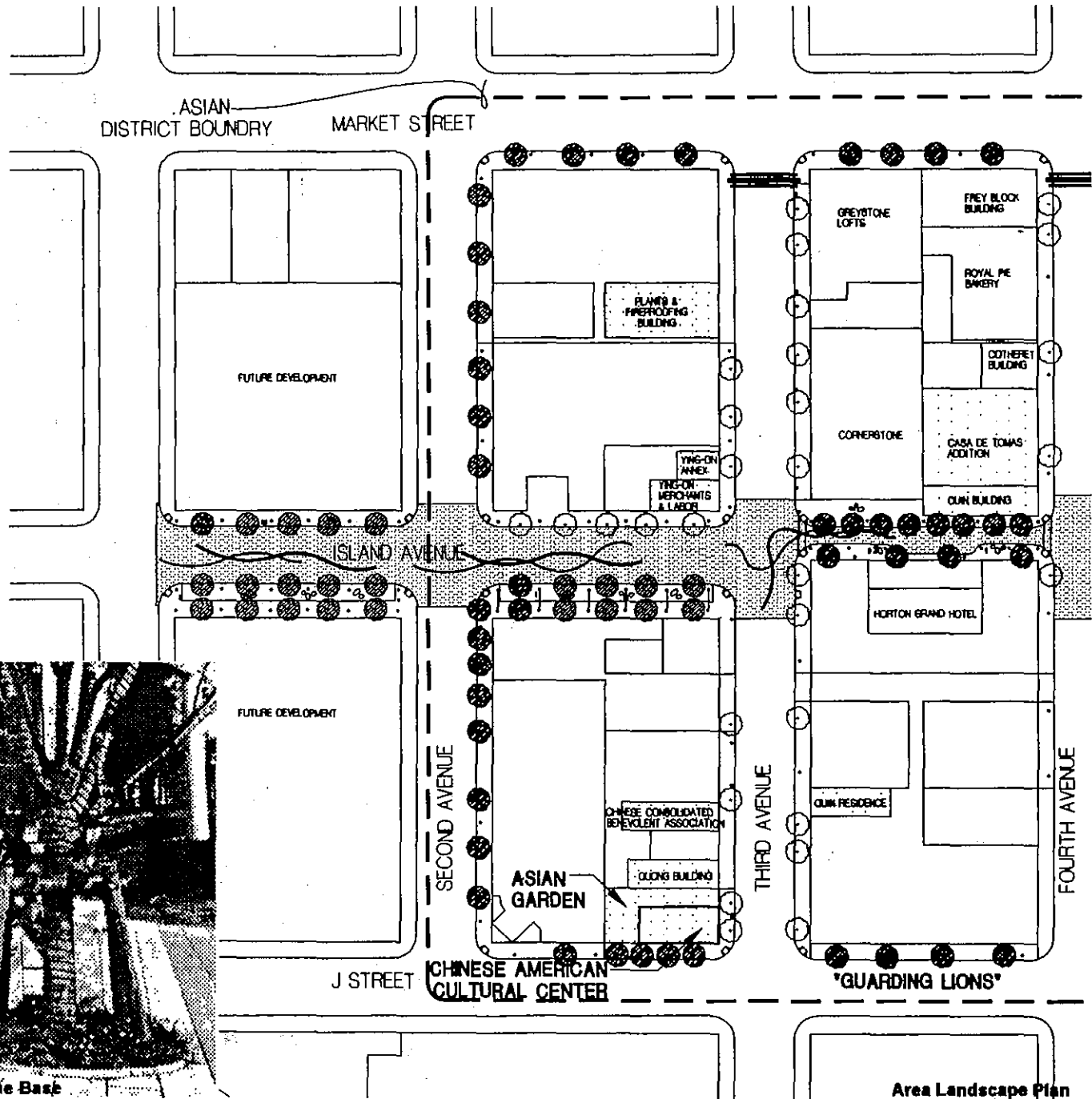
**Rock Garden
Sample**



Street Scene



**TAPESTRY
LANDSCAPE**

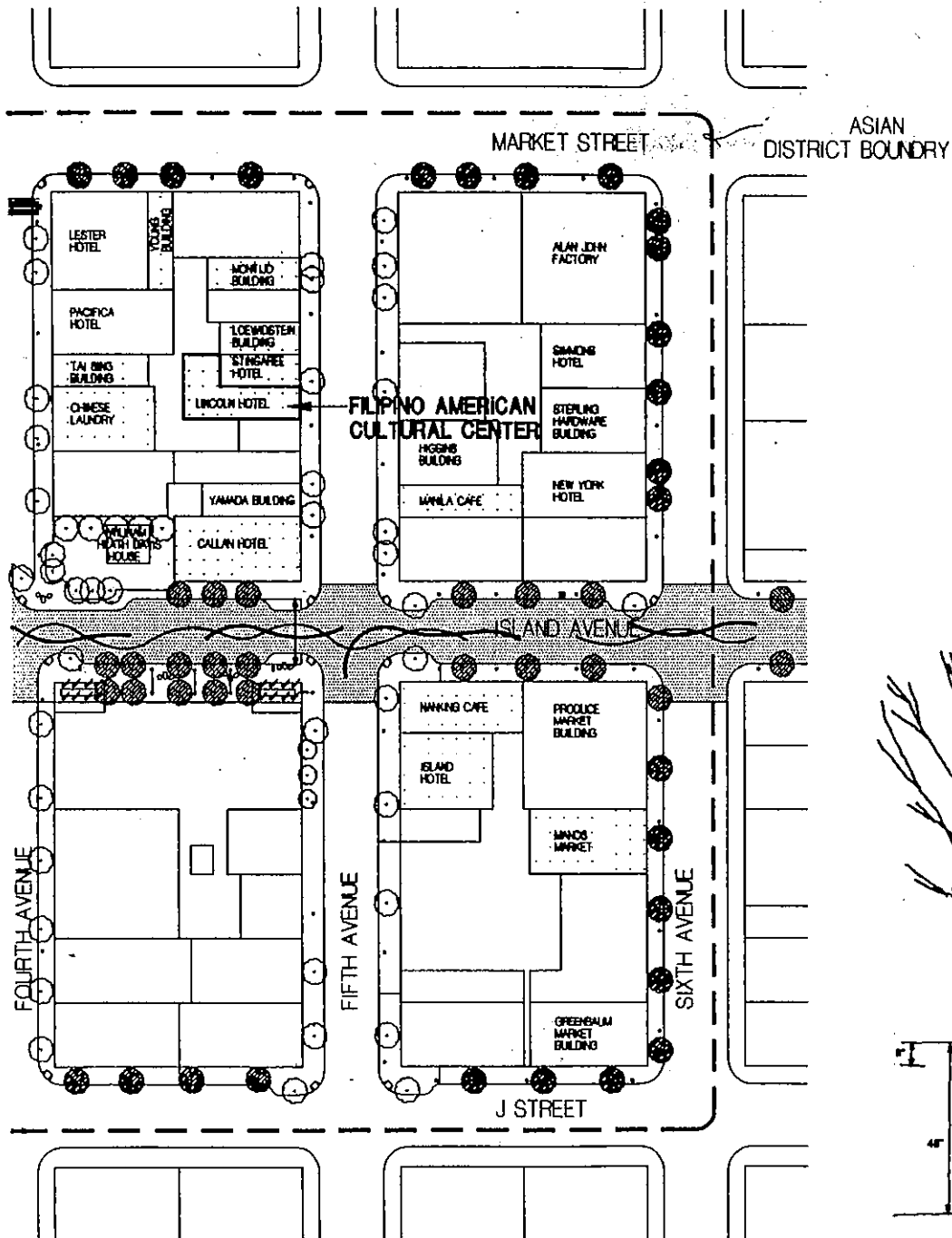


Bamboo Tree Base



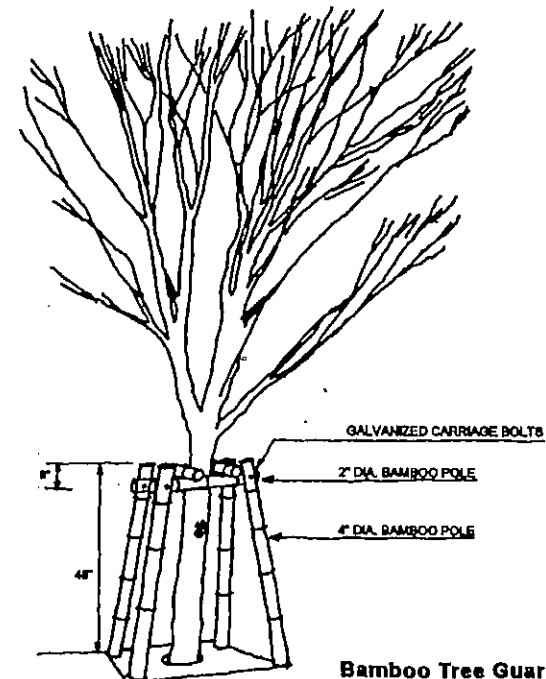
Area Landscape Plan

TAPESTRY LANDSCAPE



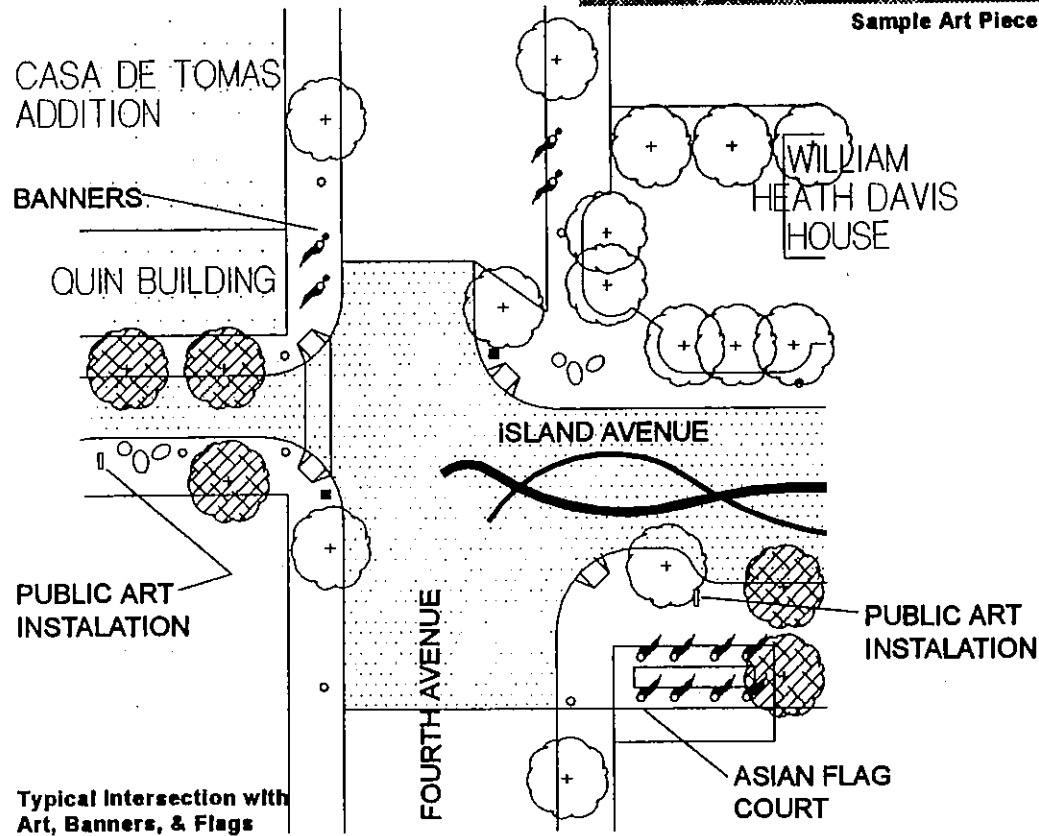
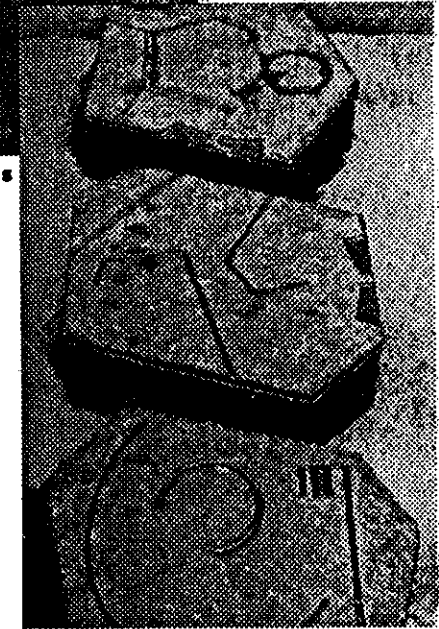
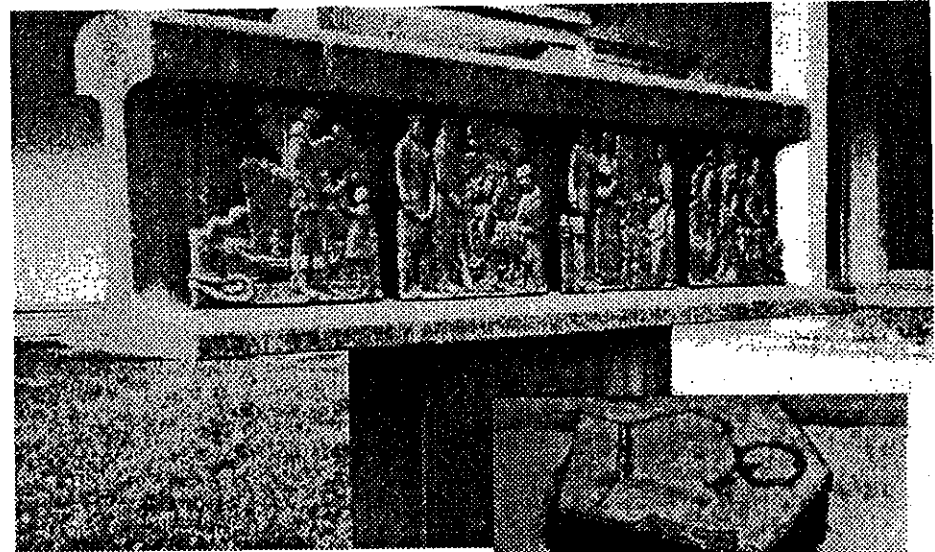
Street planters along the sidewalk, but inside of the property line are highly encouraged. The plant palette for these planters should include shrubs and trees traditionally found in Asian Pacific gardens and culture such as the following:

- Pinus spp. (Pine trees and shrubs)
- Bambusa spp. (Bamboo trees and shrubs)
- Juniperus spp. (Juniper shrubs)
- Prunus spp. (Flowering plum and peach trees)



PUBLIC ART

A public art program of permanent installations at periodic locations along the Island Avenue Promenade could be coordinated with the City's Commission for Arts and Culture. The installations could convey important and interesting historical information about the Asian Pacific culture in early San Diego. Ultimately, a walking tour of these art installations could be developed as an attraction for the District, including a possible mural for the north side of the Nanking Building at Fifth Avenue and Island Avenue



Typical Intersection with Art, Banners, & Flags

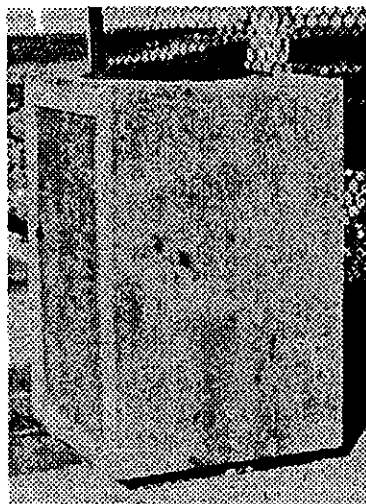
**TAPESTRY
STREET
FURNITURE/
SPECIAL
FEATURES**

Two Asian Pacific Flag Courts will be located along the Island Avenue Promenade at 5th and at 4th Avenue. The Flag Courts provide an opportunity to recognize and include all Asian and Pacific Islander Countries (and/or San Diego's Asian Sister Cities) within the District. The Flag Courts will be developed as urban gardens, perhaps designed in the spirit of a Zen garden with carefully placed boulders and a simulation of raked gravel (using different concrete textures).

Trash receptacles will be located at all intersections within the District (2 per intersection on opposing corners).

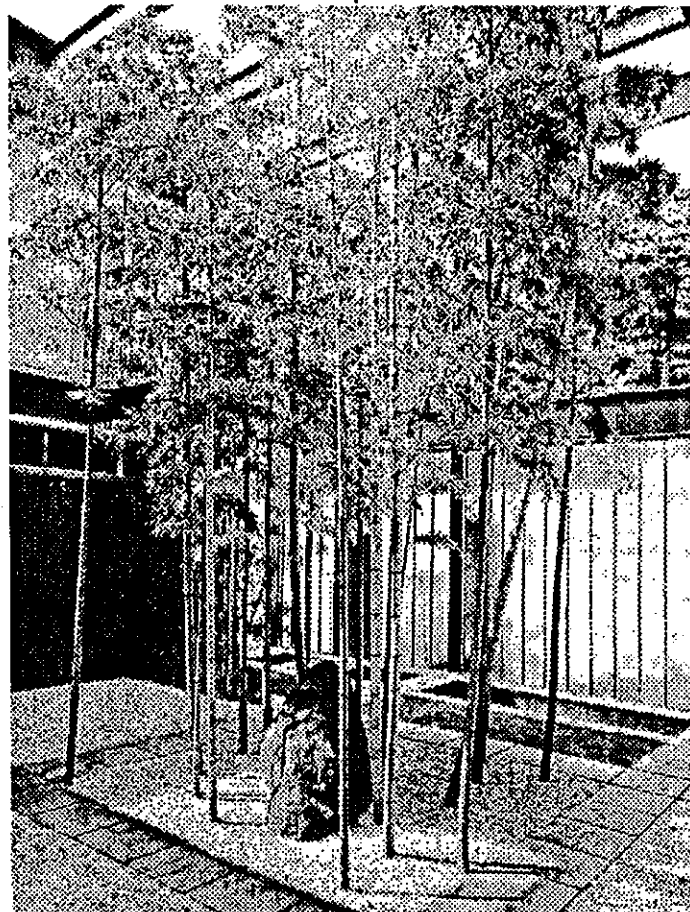
- Receptacle type will match the new CCDDC Standard, but metal parts will be painted to match Asian Pacific District light poles. (green)

In order to encourage the development of and increase the need for outdoor cafe seating and in response to the associated maintenance problems, no benches will be installed, rather, grouped boulders (perhaps placed by a Feng Shui Master) along the Island Avenue Promenade to provide casual seating opportunities.

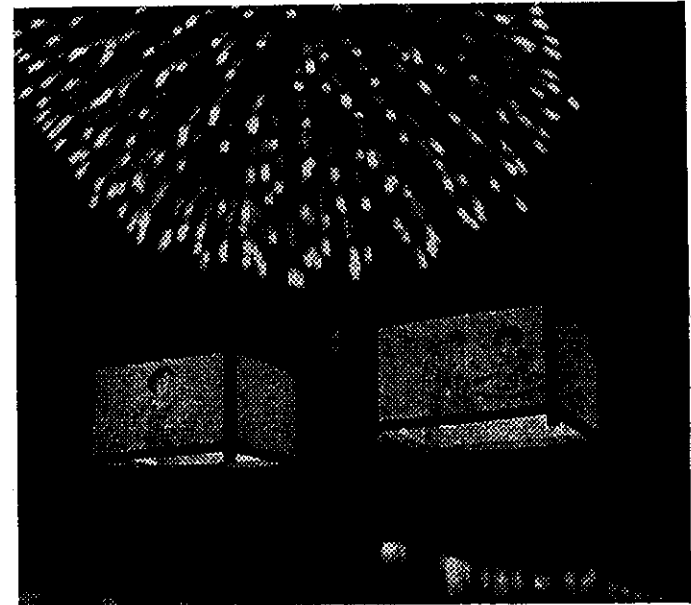
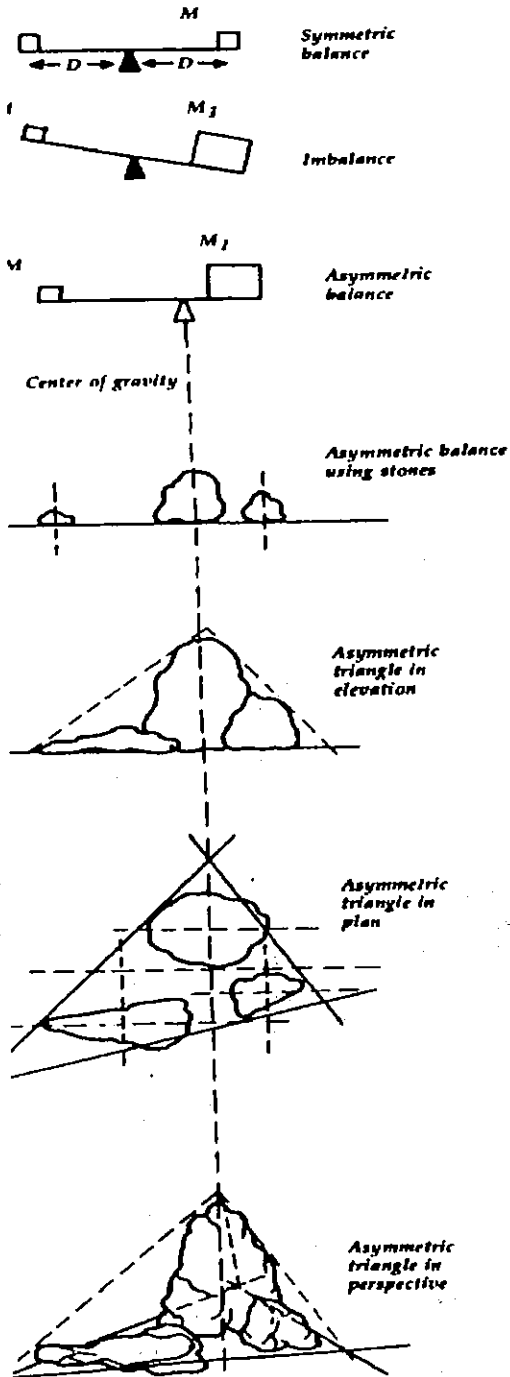


Typical Trash Receptacle
(City Standard with
District color top, green)

Sample Pocket Garden and Boulder



**TAPESTRY
STREET
FURNITURE/
SPECIAL
FEATURES**



Boulder Placement and Schematic



LIGHTING

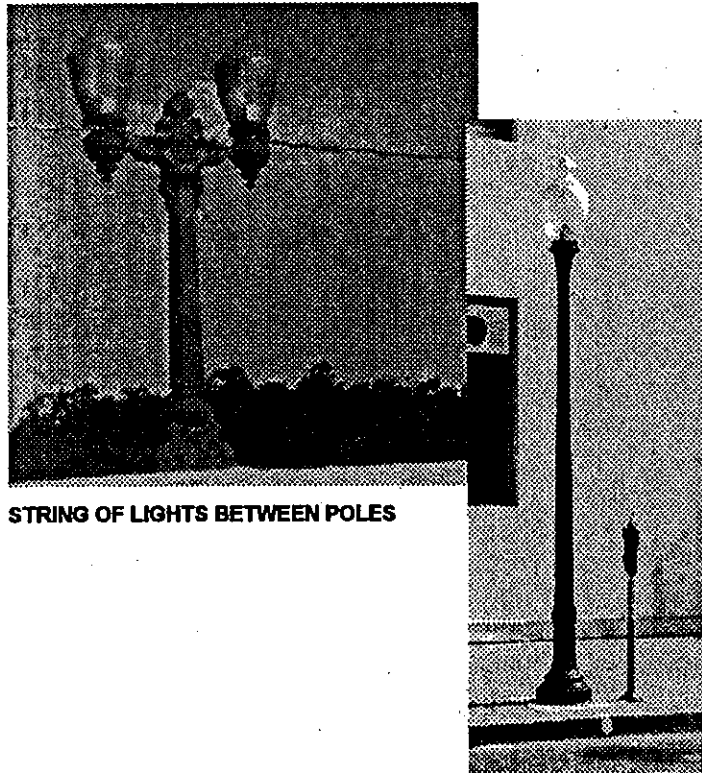
To create further character for the District it is recommended that the existing light fixtures be replaced (using the same pole but changing the color to green) on Island Avenue (as a first priority) and on Third Avenue between J & Market Streets (as a second priority) with new thematic fixtures.

Extra light poles and fixtures should be added along Island Avenue to create a 40' on center spacing (approximately).

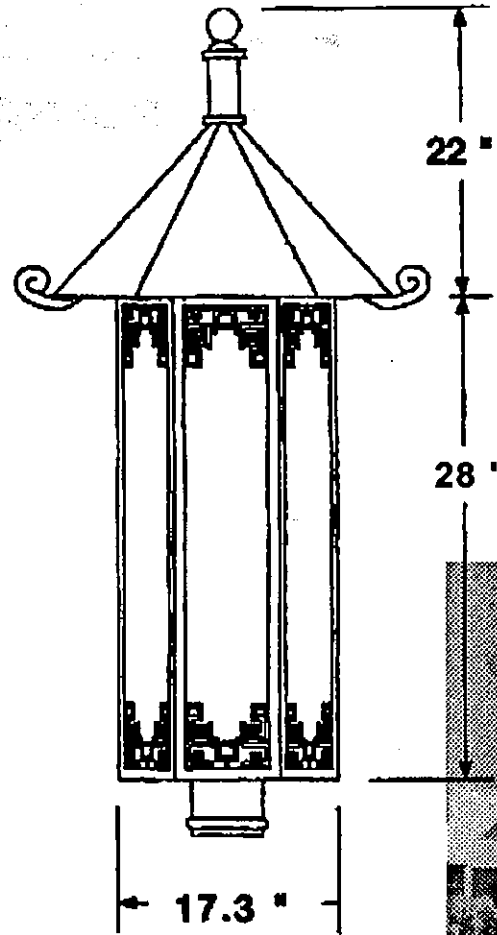
Where possible on Island Avenue, install permanent "light strings" between poles. These also provide opportunities for temporary lantern and kite attachment during festivals.

Provide controlled access power outlets at each street festival area.

Flowering pear trees on the Island Avenue Promenade will have permanently installed "bud lights" across their canopy.

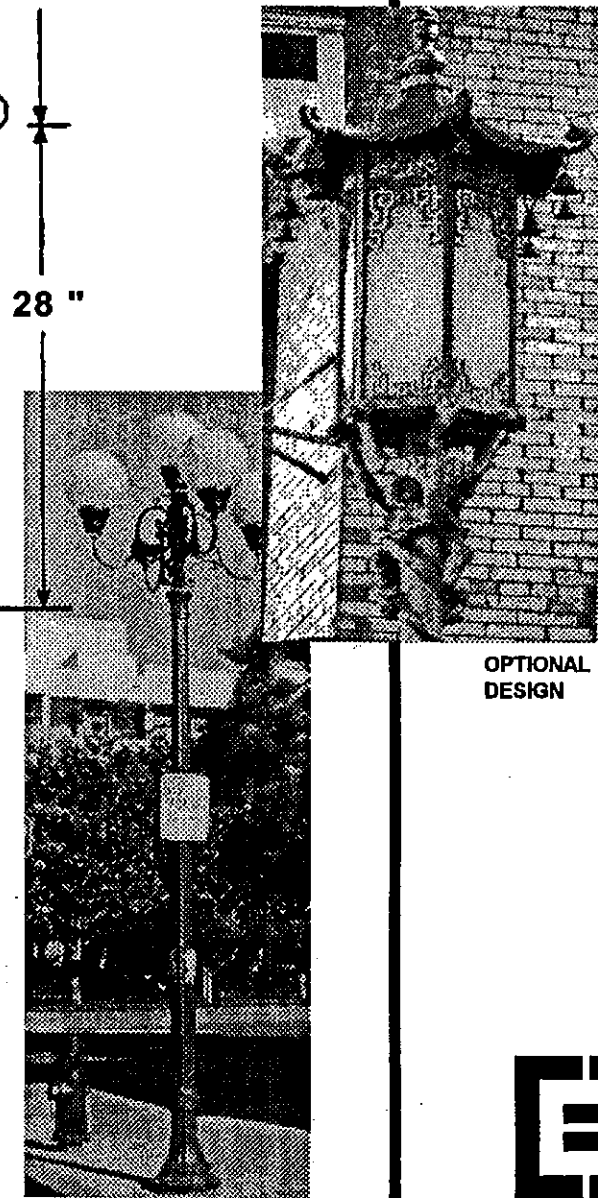


STRING OF LIGHTS BETWEEN POLES



PROPOSED LIGHT FIXTURE

EXISTING POLES TO BE PAINTED ASIAN PACIFIC DISTRICT COLOR (GREEN)



OPTIONAL DESIGN

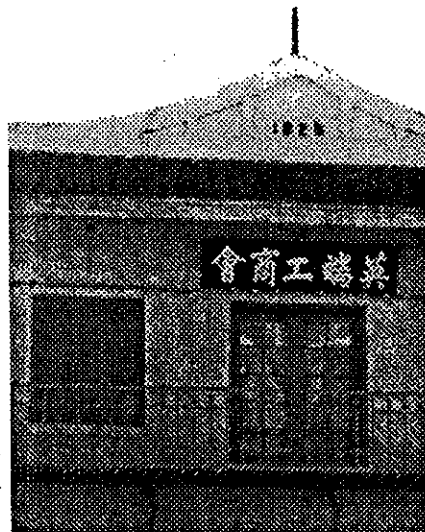
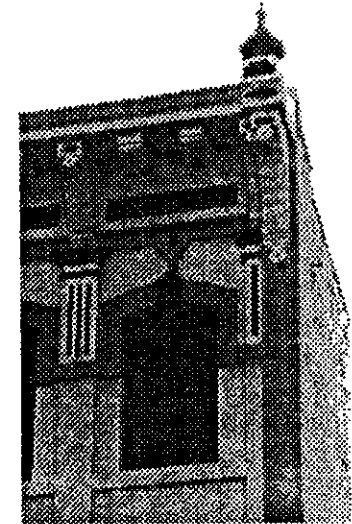


ARCHITECTURAL ELEMENTS DETAILS

Another main element in creating a unified District are the buildings themselves. One of the main things that set the historic Asian Pacific District buildings apart from the surrounding historic structures is the Asian elements that were used in the construction. These elements are in the details, roofs, finishes, and trim.

New construction should incorporate interpretation of cultural, historically Asian Pacific details for the trim around windows, at exterior wall caps, for parapets, etc that use materials such as tile, wood, iron, and masonry to further enhance the uniqueness of the district.

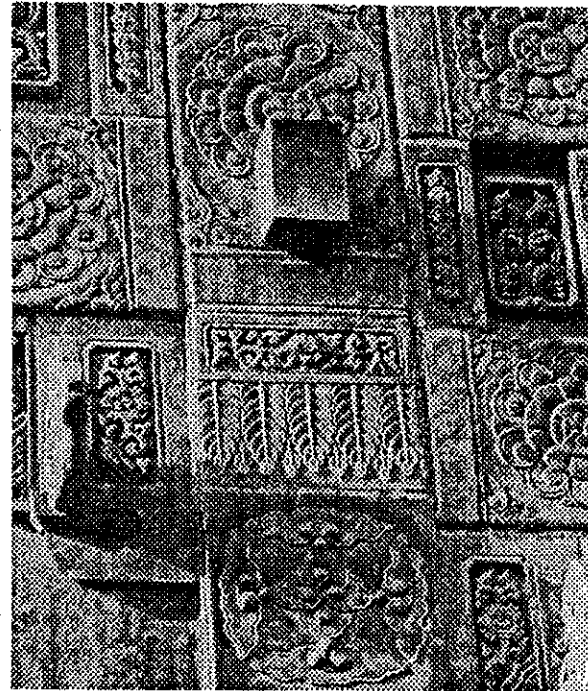
One element that can portray an Asian Pacific character is the roof. This can be accomplished by using traditional materials and forms such as tile with a slight upturning at the eaves, an ornamental cornice overhang, parapets and ornamental corbels and pediments. Facade materials should be wood, stucco or masonry.



Eave and Facia
Details



Consideration should be given to the use of colors or accents that are consistent with Asian Pacific color schemes. Examples of such colors are Chinese red, green, yellow, gold for accents, warm pastel colors for buildings.



Tile Detail



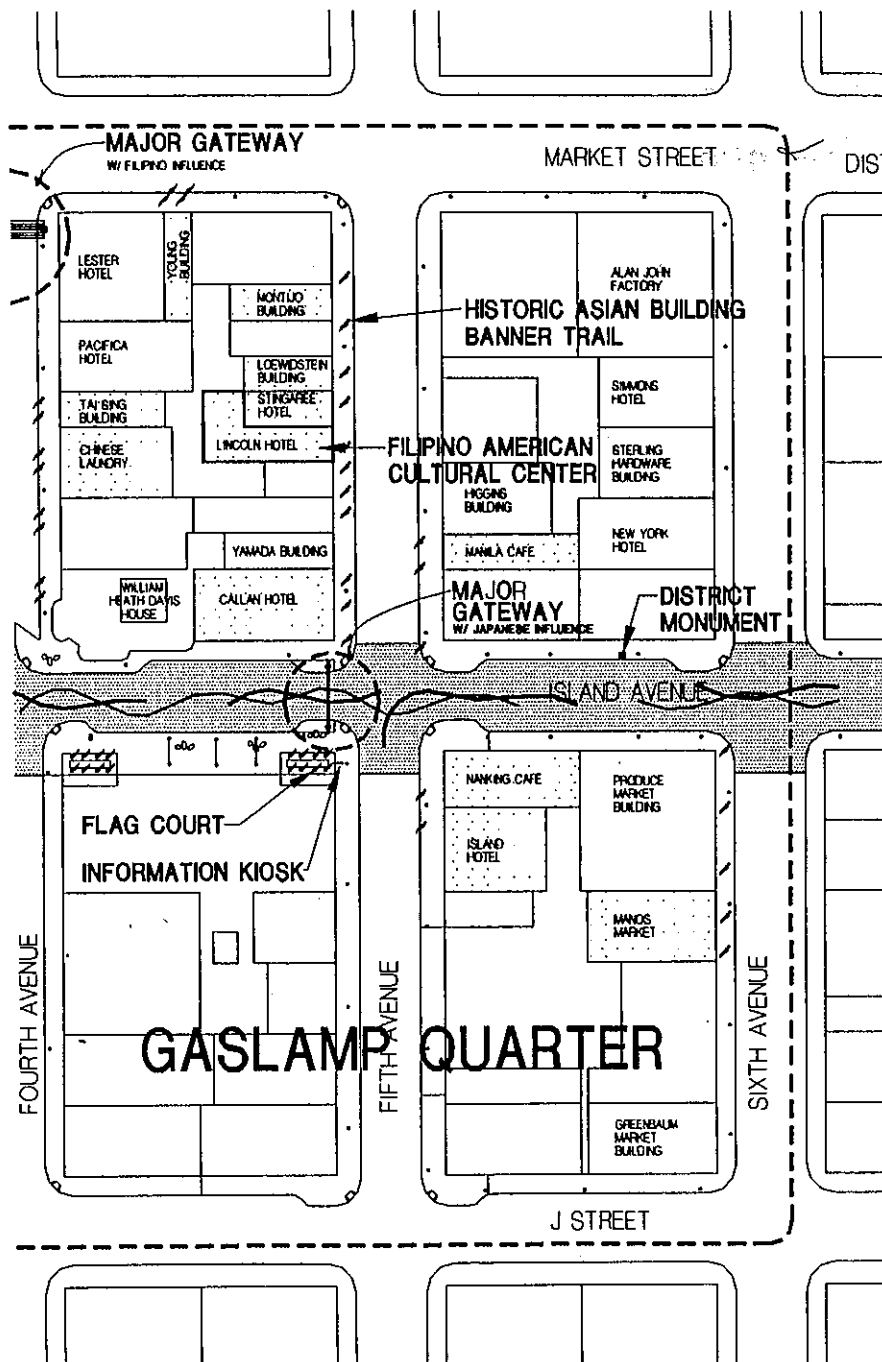
Window Trim Detail

ARCHITECTURAL ELEMENTS COLORS



USES & REUSES





The criteria for new construction and the use and rehabilitation of Historic Structures within the Asian Pacific District shall have the following objectives:

- Preserve the uniqueness and richness of the existing Asian historic structures by enhancing rather than weakening their character.
- Respect the character of older development nearby in the design of new buildings so that the new and old can stand next to one another with pleasing effects. This can be accomplished by identifying and respecting the scale, building form and proportion along with the details, textures, colors and materials of the historic buildings and repeat or complement them in the new.

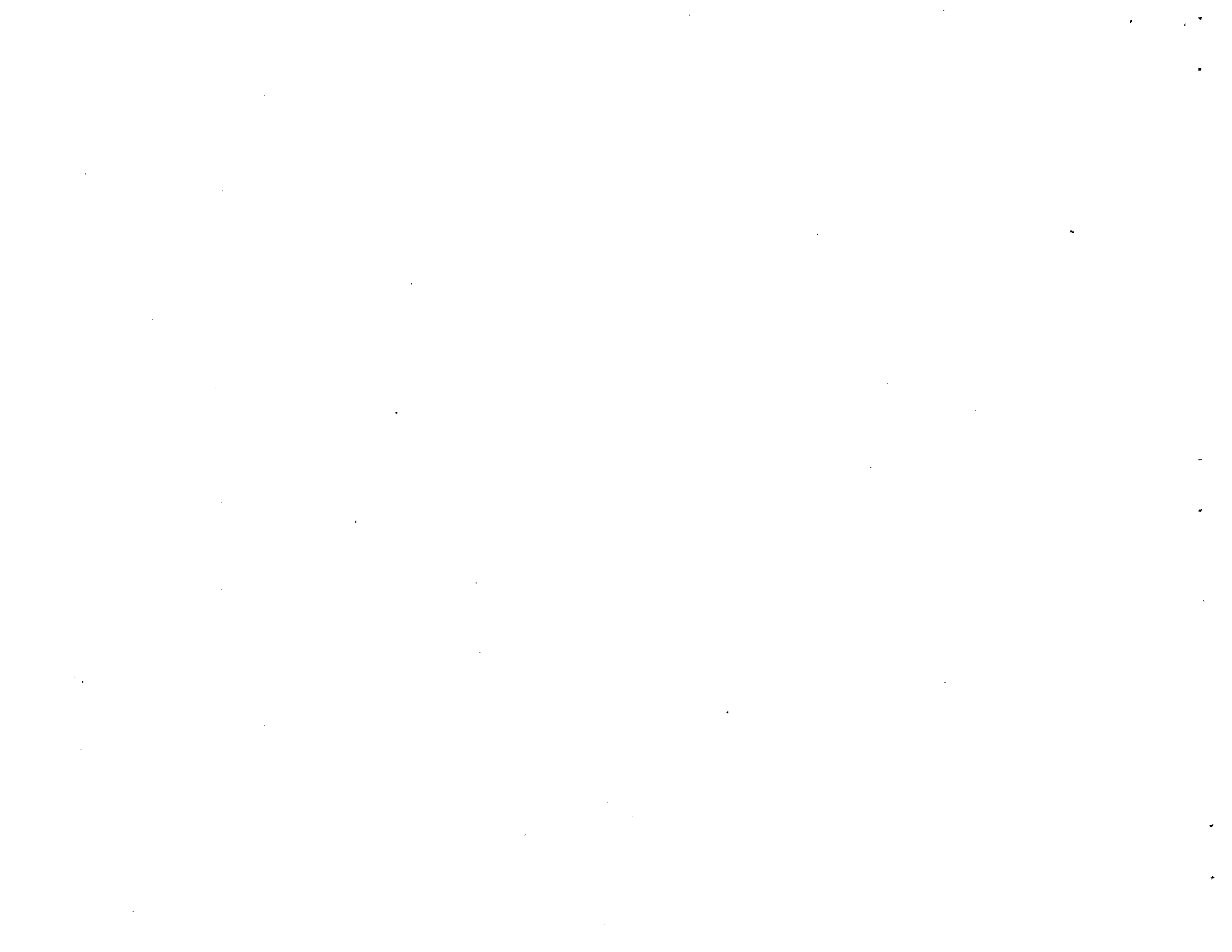
The Asian Pacific District is actually shared within two downtown Planned Districts. The design criteria for use and rehabilitation of historic buildings for the Asian Pacific District should refer to the Gaslamp Quarter PDO and the Marina District PDO. The Asian Pacific District is divided as shown in the illustration to the left.







**IMPLEMENTAION
STRATEGY**



PHASING

The rehabilitation of existing historic buildings and the development of redevelopable sites is encouraged to begin immediately and is not constrained by the phasing of any of the proposed public improvements.

Important to the revitalization of the Asian Pacific District is the establishment of District Identity. All eight square blocks are envisioned to receive public improvements such as those described on pages 35 to 53 of this document . It is recommend that an initial phase of public improvements be constructed in the form of a demonstration block on Third Avenue and J street adjacent to the Chinese Mission. Other off-site improvements to be implemented as adjacent structures are rehabilitated or new projects are developed.

The various Asian Pacific communities of San Diego historically associated with the area are encouraged to construct gateways within their district; specifically, the Chinese American gateway at Third and Market, the Filipino American gateway at Fourth and Market, and the Japanese American gateway at Fifth and Island. Each of these gateways symbolize the historic presence of the three dominant ethnic groups of the Historic District and will symbolize the community's ongoing commitment to the District's revitalization.

Once Asian Pacific events and festivals begin to become established within the District and momentum and interest in the District is growing, we would encourage a phase two implementation of the Island Avenue Promenade followed by a phase three implementation of the remaining public improvements of the eight square blocks.

MARKETING

Many San Diegans and those of Asian descent are unaware that San Diego's Asian Pacific Thematic Historic District exists. Although the desire is to revitalize the District with Asian Pacific owned or themed establishments, the intent of the Master Plan is to encourage revitalization from anyone and everyone who shares an interest in its success. To achieve this goal, several steps should be taken to promote and market the District.

1. **The creation of a promotional pamphlet or poster that can be distributed and mailed throughout the San Diego Asian and business communities, and provided to interested business investors.**

Creation of this Asian Pacific District brochure should site the opportunities of the Asian Pacific District as well as the surrounding Gaslamp Quarter. This brochure should stress the linkages the Asian Pacific District has to the adjacent Gaslamp Quarter comidor, the Convention Center, Horton Plaza, Seaport Village, and the pending Civic Center and Sports Arena projects. The unique aspect and locational advantage of the Asian Pacific District is these direct links to other successful retailing areas. San Diego's historical Asian Pacific District is unique, because it is the epicenter of the most vibrant visitor/entertainment area within the entire county.

Based on research of similar districts in other regions, it is imperative to direct all marketing efforts through personal contact or via Asian language newspapers, magazines etc. This may include periodicals published in the United States, as well foreign publications.

2. **The Asian Pacific District should be marketed directly to prospective users, such as key major national retailers, local retailers, and other commercial tenants. Perhaps the most effective**

PHASING/ MARKETING



MARKETING

method of reaching these prospective investors and tenants would be to concentrate on brokers who represent tenants rather than focusing on brokers who exclusively represent landlords.

Within the broker marketing materials, key major national retailers such as Planet Hollywood and Z Gallery who have recently located within the Gaslamp and surrounding areas should be noted.

A brief summary of financial incentives should be identified in the marketing materials also. This may include low interest loan for historic structures, reduction in fees, no required parking, or any other specific incentives that CCDC can provide.

As parking is a key issue with many retailers and commercial businesses, marketing materials should also address the available parking and/or transportation within the area, such as the trolley, existing parking lots, and future parking structures.

Also, estimates of visitor traffic generated within San Diego county as a whole and by the San Diego Convention Center should be included to show how important this is as a visitor drawing area. Visitor data from Seaport Village may also be useful, as may be visitor information from Horton Plaza. Any other key events related to San Diego and the visitor industry should be cited, for example the 1996 GOP Convention and the 1998 Super Bowl.

3. Encourage all existing Asian Pacific organizations and associations to hold their festivals and events within the District today.

In all Asian districts examined, regardless of what segment of the population they serve (i.e., visitors, residents, the local nonresident Asian community, etc.), they sponsor frequent festivals and events. These cultural events appear to solidify the Districts' role as a cultural hub of the local Asian communities,

as well as to attract visitors to the area.

In addition to providing cultural activities for the community, many events are very important for local merchants. For example, in the Little Saigon District in City of Westminster (CA), the Tet Festival in late January or early February is a big event. Many businesses rely on it to get them through the year.

Not all of the events must be specifically Asian Pacific-themed. For example, the Seattle Chinatown/International District, holds an annual Chinese New Year Festival in the International District. This event, however, is only one of several important activities. During the summer there is a two day event in the International District centered around the six to eight week Seattle Sea Fair. This event attracts about 20,000 people (although some of the promoters claim attendance is 100,000). There are also a number of small events put on by local merchants. Also, in the mid-1970s a community garden was built with the help of the Hispanic, black and native American communities. The garden is used by the elderly to grow vegetables. It is still viewed as an important part of the International District and an annual harvest festival is held celebrating the creation of the garden and the harvest.

4. The establishment of Cultural Centers.

Typically, these cultural centers serve one specific group, even if the area (like San Diego) was historically home to more than one Asian cultural group. The differences between groups may not be apparent to non-Asians. For example, there is both a Japanese and an Okinawan cultural center in Honolulu. It is very clear that Okinawans consider themselves culturally different from Japanese, thus, the two centers serve fundamentally different populations. The only exception identified is in Oakland where a 22,000-square-foot cultural center



Oakland where a 22,000-square-foot cultural center is planning to open by the end of 1994. The facility is to be used by nonprofit groups in the Asian communities which, in addition to the Chinese, include the Vietnamese, Japanese, and Thai.

Cultural centers appear to be more prevalent in revitalized areas which no longer have a strong residential presence. Areas which are currently very active (like Little Saigon) seem not to have cultural centers, per se. This is not to say that other social religious or other institutions (e.g. temples) function as the de facto cultural centers.

Currently the Chinese/American Museum is under construction and there is a Filipino American Cultural Center that is planned for the Lincoln Hotel building on Fifth Avenue.

5. **Encouragement of rehabilitation and new construction within the Asian Pacific District by facilitating low interest loans.**
6. **If a particular project has market support and promotes the goals outlined by CCDC and the APT Committee for the District, CCDC should facilitate the project.**

If successful, this joint effort to promote the District will generate interest in it and will help to define what groups are interested in the area and what uses would likely be successful. Then, in the future, the natural evolution of market forces will dictate logical land uses. The area will once again, become a thriving Asian Pacific district which serves as the cultural epicenter for many of San Diego's Asian Pacific communities. Conversely, the area may be an adjunct to the Gaslamp Quarter serving as a visitor and entertainment area.

APPROVALS & ASSISTANCE

All projects within the Asian Pacific District are governed by the City of San Diego's regulations, including the Municipal code, Planning guidelines, Marina Planned District Ordinances, Gaslamp Quarter Planned District Ordinances. The staff of CCDC, and The Asian Pacific Thematic District Advisory Committee (APT) goals are to encourage appropriate rehabilitation of existing historic structures and new projects by going beyond the traditional approach and framework that addresses strictly architectural and land use issues and considering social, economic and cultural aspects of the development.

The purpose of these regulations are to maintain the integrity and continuity of the Asian Pacific character of the district while leaving as much room as possible for individual creativity.

MARKETING/ APPROVAL & ASSISTANCE







ACKNOWLEDGEMENTS

**PROJECT TEAM LIST
ASIAN PACIFIC DISTRICT MASTER PLAN**

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CORPORATION**

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Phone: 235-2200
Fax: 236-9148
Contact: Beverly Schroeder – Project Manager

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LANDSCAPE ARCHITECT

WYA
516 Fifth Avenue
San Diego, CA 92101
Phone: 232-4004
Fax: 232-0640
Contact: Joseph (Joe) Yamada, FASLA
Keith Simon, ASLA

ECONOMIC MARKETING ANALYSIS

Gruen Gruen + Associates
5360 Toscana Way, #G211
San Diego, CA 92122
Phone: 455-1450
Fax: 453-5589
Contact: Tony Pauker, AICP

**PROJECT
TEAM**



**PROJECT
TEAM**

ENVIRONMENTAL GRAPHICS

Wieber Nelson Design
2323 Broadway, Studio 201
San Diego, CA 92102
Phone: 239-2312
Fax: 239-2313
Contact: Cindy Wieber
Harmon Nelson

CHINESE – AMERICAN COMMUNITY HISTORIAN AND
ADVISOR

Tom Hom & Associates
4408 30th Street
San Diego, CA 92116
Phone: 283-5515 (ext.517)
Fax: 280-3346
Contact: Tom Hom

JAPANESE – AMERICAN COMMUNITY HISTORIAN

Don Estes
2672 San Marcos Avenue
San Diego, CA 92104
Phone: 230-2651 or 280-9418
Fax: 294-3011
Contact: Donald Estes





APPENDIX



**APT
COMMITTEE
MISSION
STATEMENT**

The Asian Pacific Thematic Historic District Advisory Committee will endeavor: to preserve and enhance the Asian Pacific history and culture in the district; to educate and promote the concept of the district; to sensitize the public, City staff, and legislators to the benefits of conserving and enhancing the rich heritage of the multi-cultural Asian Pacific community.

GOALS AND OBJECTIVES

The Committee will implement the following strategies to achieve its goals and objectives:

Strategy #1 Advise CCDC staff and board on issues which affect the district.

GOAL 1 Develop communication methods among staff, board, and the committee.

GOAL 2 Establish ongoing liaison with board and other committees.

Strategy #2 Encourage appropriate rehabilitation of existing historic structures and new projects by going beyond the traditional approach and framework that addresses strictly architectural and land use issues and considering social, economic, and cultural aspects of the development.

GOAL 1 Identify rehabilitation projects.

GOAL 2 Identify prospective new projects.

GOAL 3 Develop a check list of issues related to social, economic, and cultural aspects of a project and its impact on this district.

GOAL 4 Identify other aspects of a project that may be impacted by ordinances or other development plans within the Gaslamp.

Strategy #3 Preserve Asian Pacific history (culturally, architectural, et

GOAL 1 Establish a relationship/liaison with historical groups.

GOAL 2 Identify methods to enhance the records for Asian Pacific history in San Diego.

Strategy #4 Promote re-establishment of Asian Pacific presence/identity in both residential and commercial areas.

GOAL 1 Identify methods to market the district.

GOAL 2 Develop a priority listing of residential and commercial areas to be identified as prospective properties for re-establishment of the Asian Pacific presence in the district.

Strategy #5 Educate and promote the concept of this area as the focus for Asian Pacific culture through special events and educational activities in partnership with other groups throughout the community.

GOAL 1 Identify prospective cultural events with dates.

GOAL 2 Identify potential partnerships within the community.

GOAL 3 Identify potential sites for cultural events.

Strategy #6 Sensitize the San Diego public, City staff, and legislators to the citywide benefits of conserving and enhancing the rich heritage of the multi-cultural Asian Pacific community.

GOAL 1 Develop a plan to target distribution of information related to the district's and committee's mission statement to the general public, City staff (including boards and commissions), and legislators.

GOAL 2 Establish a speaker's bureau to facilitate the dissemination of information.



ASIAN DEMOGRAPHICS

ASIAN DEMOGRAPHICS FOR SAN DIEGO CITY AND DOWNTOWN SAN DIEGO

SAN DIEGO CITY

Total Persons in San Diego City	1,110,549
Total Number of Asian persons	131,444
Percentage of Asian persons to total population in San Diego City	12%
The median age of Total Asian persons	28.2
The mean number of Asian persons by age and gender:	
Male: 64,299	Female: 67,145
Median Age: 26.2	Median Age: 30.3
Educational Attainment	
High School Graduate	13,088
Associate Degree	7,005
Bachelor's Degree	15,738
Graduate or professional Degree	5,421
Mean Income	\$41,732

DOWNTOWN SAN DIEGO

Total number of persons in CENTRE CITY	15,502
Number of Asian persons in CENTRE CITY	512
Percentage of Asian persons to total population in CENTRE CITY	3%
Number of Asian persons in SOUTH CENTRE CITY EAST (CENSUS TRACT 51)	20
Number of Asian persons in NORTH CENTRE CITY EAST (CENSUS TRACT 52)	114
Number of Asian persons in CORE, HORTON PLAZA AND GASLAMP QUARTER (CENSUS TRACT 53)	208
Number of Asian persons in COLUMBIA, MARINA, AND GASLAMP QUARTER (CENSUS TRACT 54)	74
Number of Asian persons CORTEZ (CENSUS TRACT 56)	87
Number of Asian persons in HARBOR VIEW (CENSUS TRACT 58)	9

Source: U.S. Census 1990



**CHINESE
COMMUNITY
EVENTS**

Chinese Consolidated Benevolent Association
Tim Yuen
299-5550

Chinese Friendship Association
Shan Zhou
528-0765

Chinese Historical Society of San Diego
Tom Hom
283-5515

Chinese Senior's Club
Maria Lai
234-4447

Consulate General of the People's Republic
of China
Commercial Office
(213) 380-0587

Coordination Council for North American
Affairs Director General
(213) 389-1215

Fokanese Association
David Du
281-2507

Hakka Chorng Jeng Association of San Diego
Michael Wong
286-8888

San Diego Yan Tai Friendship Society
Diana Chuh
565-8333 or 984-2316

The Elderly Chinese Association of San Diego
4027 Marlborough Ave.
San Diego, CA 92105
284-0855

Ying On Association
500 Third Ave.
San Diego, CA 92101
234-2609

San Diego Chinese Association
980 Buenos Ave. #C
San Diego, CA 92110
276-8166

U.S.-China Entrepreneurial Association
6827 Nancy Ridge Dr.
San Diego, CA 92110
587-8285

Lin-Hua Music Society
4330 47th Street
San Diego, CA 92115
281-4151

Bing Kong Tong
4310 Euclid Ave., #A
San Diego, CA 92115
Taiwanese Tennis Association
Bill Yen
693-3989

San Diego Taiwanese American Golf Association
Li-Chang Chen
551-0647

San Diego Taiwanese Chinese Association
Long Lee
594-3701

Taiwanese American Citizen's League
Johnny Lee
277-2030

The Chinese Association
Lu Shan



**CHINESE
COMMUNITY
ORGANIZATIONS**

Taichung Sister City Society
Polly Liew
571-5620

House of China
David Seid
578-1282

Indo Chinese Association
William To
584-1493

San Diego Chinese American Scientist and Engineer
Association
William Fong
484-9168

San Diego Chinese Art Society
Daisy Kuan
436-6433

San Diego Chinese Center
Maria Lai
234-4447

San Diego Chinese Cultural Association
Fred Young
530-2881

San Diego Chinese Women's Association
Marie Siao
1530 Jamacha Rd., K116
El Cajon, CA 92019

San Diego Taiwanese Chamber of Commerce
P.O. Box 261152
San Diego, CA 92196

BAC-AC Chinese School
3876 50th St.
San Diego, CA 92105
528-0765

North County Chinese School
Black Mountain Middle
School
9353 Oviedo Street
San Diego, CA 92129
457-4778

San Diego Chinese Academy
La Jolla Country Day School
9490 Genesee Ave.
La Jolla, CA 92037

IndoChinese School
4536 University Ave.
San Diego, CA 92105
265-1745

Chung Hwa Chinese School
1750 47th St.
San Diego, CA 92102
565-0068 (Principal Sally Wong)

San Diego Taiwanese Women's Association
Tammy Chen
551-0647

Taiwanese Christian
David Chen
259-0756

Chinese Community Church
1750 47th St.
San Diego, CA 92101
262-5433
Pastor Chin Lee Chan
Ester Liu

Organization of Chinese Americans
1142 Tourmaline St.
San Diego, CA 92109
483-1039 Gene Ong



**CHINESE
COMMUNITY
EVENTS**

Chinese New Year's Day / Dinner
Sponsored by Chinese Community church
Various locations (1st week of Lunar New Year)

Chinese New Year's Food & Cultural Fair
Sponsored by Chinese Center
(1st week of Lunar New Year)

Chinese Independence Day
Sponsored by Taiwan Economic & Cultural
Organization
October 10

Dragon Run
Sponsored by the Chinese Community Church
Balboa Park (2nd weekend of Lunar New Year)

Chinese Story Theatre
Downtown theatres: Lyceum, Gaslamp, etc. (March-
April)

Dragon Boat Festival
Sponsored by the Chinese Consolidated Benevolent
Association
Mission Bay (June)



CHINESE HOLIDAYS

Moon Festival
15th day of the 8th moon of the Lunar year

Confucius' Birthday (Teacher's Day)
September 28

Double Tenth Day
October 10

Chinese New Year's Eve
January 30 (varies - last day of the last month)

Chinese New Year
January 31 (varies - first day of the first month)

Lantern Festival
15th day of the first month of the lunar calendar

Tomb Sweeping Day / Ching Ming Festival
Chinese Memorial Day
3rd day of 3rd month

Dragon Boat Festival
June 20

*dates may vary according to the lunar calendar



Bando Hiromichi Kai
Mitsue Vlastakis
862 Armada Terrace
San Diego, CA 92106
222-9281

Buddhist Temple of San Diego
Ben Honda 277-8082
Hideo Ochi 427-9738
2929 Market St.
San Diego, CA 92102
239-0896

Gomi No Kai
Sachiko Pribnow, President
1387 Blue Falls Dr.
Chula Vista, CA 91910
421-9366

Hideyoshi Japanese Restaurant
9340-D Clairemont Mesa Dr.
San Diego, CA 93123
569-9595
Hiroko Hendrix
4030 Fox St.
San Diego, CA 92117-4632
272-2384

KAGOSHIMA KENJIN KAI
Tetsuo Fujisaki, President
4735 Cannington Dr.
San Diego, CA 92117
569-6489

Kiku Gardens
Ben Segawa, President
1260 Third Ave.
Chula Vista, CA 91911
422-4951
482-1736

Koharu Kai
Mrs. Chiyoko Sigmund, Instructor
3148 Glenfield St.
San Diego, CA 93105
284-0049

Masazumi Kai
Mrs. Junko Mizuno, Instructor
7884 Gloria Lake Ave.
San Diego, CA 92119
465-7590

Matsumai Katsukio Kai
Japanese Minyo Class
Yoshiko Monji
4821 Aberdeen St.
San Diego, CA 93117
278-6805

San Diego Biso Kai - Kimono Group
Mrs. Michiko Delaney
9943 Knollview Dr.
Spring Valley, CA 91977
589-8163

San Diego Bonsai Club
Kora Dalager, President
Mrs. Sue Tsushima
P.O. Box 40037
San Diego, CA 92111
469-5672

Japanese Christian Church
Rev. Brian Nakamura
1920 E Street
San Diego, CA 92102
234-2697

JAPANESE COMMUNITY ORGANIZATIONS



**JAPANESE
COMMUNITY
ORGANIZATIONS**

San Diego Kendo Bu
Dr. John Yamamoto, President
3550 Winnetka Dr.
Bonita, CA 91902
479-4231

San Diego Kendo Club
Dr. Ken Lorimer, President
P.O. Box 26255
San Diego, CA 92196
566-9661

San Diego Landscape Gardeners Assn.
Yoshinobu Sueyoshi
4822 Mr. Bigelow Dr.
San Diego, CA 92117
277-1058

Sogetsu School of Ikebana, San Diego
Sumiko Y. Lahey, President
2928 Flax Dr.
San Diego, CA 92154
429-6198

Sumitomo Bank of California
San Diego Branch
Mrs. Agnes Benson, V.P. & Deputy Manage
410 A Street
San Diego, CA 92101
557-4911

3 D'd Travel Service, Inc.
Sandy Hiroko Ojiri, President
4540 Kearny Villa Rd.
San Diego, CA 92123
569-4033

Union Bank
Takashi Kondo, V.P. & Manager
530 B St.
San Diego, CA 92101
230-3330

Urasenke, San Diego Chapter
Milton T. Saito, President
4691 Leathers St.
San Diego, CA 92133
272-5426

Wakayama Kenjin Kai
Hideo Ochi, President
945 Nacion Ave.
Chula Vista, CA 91911
427-9738

Japanese American Citizens League
San Diego Chapter
Karen Tani, President
931-6898
P.O. Box 2548
San Diego, CA 992112
230-0314

Japanese American Memorial
Post 4851 Vfw
Kenneth Knoof, Commander
ROY MURAOKA, REP.
479-4333
541 E. 24th St.
National City, CA 91950
477-9782

Japanese Friendship Garden of San Diego
Tom Yanagihara, President
462-5491
2125 Park Blvd.
San Diego, CA 92101
232-2731



Joso Kai
Mrs. Misao Kawasaki
234-1603
2733 G St.
San Diego, CA 92102
234-1603

Muraoka Enterprise, Inc.
Roy Muraoka
1425 2nd Ave.
Chula Vista, CA 91911
422-0272

Nagasaki Kenjin Kai
Mrs. Setsuko Holloway, Rep.
6133 Childs Ave.
San Diego, CA 92139
475-2520

Ocean View United Church of Christ
Rev. Tom Fujita
3525 Ocean View Blvd.
San Diego, CA 92113
233-3620
421-6890

Chara Ikebana, San Diego Chapter
Mrs. Akiko Bourland, President
2936 Havasupai Ave.
San Diego, CA 92117
276-4667

ReiyuKai American Association
Mrs. Emi Takeshita
420-1725
2741 Sunset Blvd.
Los Angeles, CA 90026
(213) 413-1771

San Diego Okinawa Kenjin Kai
Tomihiro Arashiro, President
479-6840
1573 B Apache Dr.
Chula Vista, CA 91910
421-3021

San Diego Pioneer Kai
488-4006
Mrs. Mie S. Holt, President
9701 Abbeyfield Rd.
Santee, CA 92071
422-9679

San Diego Shigin Kai
Bob Kawato, President
331 First Ave.
Chula Vista, CA 91910
422-9679

San Diego Yokohama Sister City Society
Pam Culea, Presiden
Tp.O. Box 2842
San Diego, CA 92112
485-0116

San Diego Yuwa Kai
Kyo Wittrock, President
2901 Collura St.
San Diego, CA 92105
262-8237

Washu Art Gallery
Kazuko Susy Reynolds
462-7562
4175 Bonillo Dr., #6
San Diego, CA 92115
265-1474

Japanese American Society of Southern California
699-2411

JAPANESE COMMUNITY ORGANIZATIONS



**JAPANESE
COMMUNITY
ORGANIZATIONS**

Japanese Karate Association
444-2770

Japanese Karate Do Organization
223-7405

Japanese Karate Institute
560-4517

Japanese Sports Center
223-7405

Japanese Counseling Center
691-1625

Japanese Language Class
268-9613

Japanese Language School
233-5858

Japanese Christian Church
Food fairs

Japanese American Historical Society
Meetings, speakers, exhibits



**JAPANESE
COMMUNITY
EVENTS**

JACL

Annual Summer Beach Picnic - Mission Bay (500+)
Installation Dinner - hotel
Scholarship Dinner - hotel

Buddhist Church

Food Fair - on grounds
Annual Bazaar/Cultural Fair - on grounds
O-Bon Odori - community dance celebrating "ancestors"
and six religious observations

United Church of Christ

Food Fair - on grounds
Beach picnic - Mission Bay
Annual Bazaar/Cultural Fair - Labor Day on grounds

Nisei Vfw Post 4851

Monthly events - National city property

Kikie Gardens (Retirement Home - HUD)

Monthly events

Southern Calif. Gardeners Association

Annual picnic

Kendo Group (not affiliated)

Meets at OVCC

Taiko Group (not affiliated)

Meets at Buddhist Church



JAPANESE HOLIDAYS

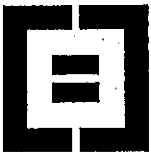
Buddha's Birthday Celebration
April 8

Bon-odori
July 15

Odori
August 6 and 7

The Doll Festival
March 3

Boy's Festival
May 5



Council of Filipino American
Organizations of San Diego (COPAO)
1615 E. Plaza Blvd., Ste. 201
National City, CA 91950
474-1361

The following are registered COPAO
members:

Abukenos of San Diego
Sam Samson
267-6700

Asingan Association of CA
Rey Barongan
470-7235

Association of Youth Leaders
Jay Ruiz, Jr.
470-3164

Bacoor Association of San Diego
Lito Oxina
475-1549

Bataan Association of So. CA
Julie Banzon deLeon

Batangas Association
Antonio Villafranca
479-4993

Dasmarinas Association, USA
Alfredo Enano
475-3136

Federation of Fil-Am Senior Citizens
Ralph Almerol
428-7881

Fil-Am Association of S.D. North City
Romy Agbayani
566-3038

Fil-Am Chamber of Commerce
Jay V. Ruiz
474-7553

Fil-Am Cultural, Oceanside
Leo Sicat
439-5362

Fil-Am Home Care Providers
Nita Barrion
423-0959

Fil-Am Institute of CPA's
Mila Denton
670-1549

Fil-Am Republicans of S.D. City
Manny Cabildo
690-1378

Fil-Am Society of CPA's
Teresita Bacani
481-0293

Kawit Association of San Diego
Efren Ballestamon
425-1287

Laoaguenians Association of
San Diego
Jacobito Saturnino
246-0971

Lipa City Association
Tony Delos Santo
482-1460

FILIPINO COMMUNITY GROUPS



**FILIPINO
COMMUNITY
GROUPS**

Los Chabacanos Association
Gene Macapagal
487-1791

Malabon-Rizal (Mariza) Association
Alfonso Tojino, Jr.
475-2346

Maria Clara De Pilipinas Sor.
Lucy Gonzales
484-7374

Nayong Pilipino
Pete Delgado
292-8649

Noveleta Association of So. CA
Angeline Cadua
482-2837

Nueva Vizcaya Association of So. CA
Rod Divina
479-5489

Ritenans of San Diego County
Bert Lansang
267-5570

Salinas Association
Anita Guevarra
482-4635

Samahan Philippine Dance Co.
Tessie Porciuncula
549-9846

San Diego County Employees Association
Ben Sevilla
476-6227

Silang Association of San Diego
Arthur Victa
662-2007

Temate Association of San Diego
Elisa Morales
487-9734

U.P. Alumni Association
Susan delos Santos
477-0940

United Fil-Am Senior Citizens of San Diego
Teresa Evangelista
267-6356

United Olongapo Association of San Diego
Amor Ledina
429-1653

Batu Balani (Guagua) Association
Julio Balbuena
440-4289

Bayanihan Pil-Am Action Group
P.J. Morales
578-9117

Bicol Club of San Diego
Andy Llorente
575-9117

Biyak Biyak 300 Series
Carlos Reyes
474-6805

Biyak Biyak 700 Series
Freddie Pareja
267-1815



**FILIPINO
COMMUNITY
GROUPS**

Calamba Association of San Diego
Zeny Caceres
271-8714

Capaseneans Association
Carmel Balagtas
695-6925

Cavite Association
Joe Nicolas
691-4808
Fil-Am Spearhead Assn. of N.C.
Leonora Bartolome
474-0293

Fil-Am Senior Citizens of N. City
Johnny Casison
586-7125

Filipino Accountants of S.D.
Fel Patio
693-0219

Filipino Property Management
Association
Rollie Ligon
421-4668

General Trias Club of San Diego
Luke Levita
475-4974

Geronians of Southern CA
Luke Levita
484-2885

Imuseneans Association of
San Diego
Perry Paredes
5600-4951

Indang Association of San Diego
Carmen Burgos
690-1634

Pampangueno Association
Zeny Dimalanta
560-8690

Pangasinan Association
Manny Doria
470-0908

Past Presidents Association
Lulu Penetrante
560-6950

Phil-Am Comm. of National City
Comelio Evangelista
477-2506

Phil-Am Comm. of San Diego
Manny Doria
470-0908

Phil-Am South Bay
Frank Docog
690-1107

Philippine Nurses Association
Medi Manaco
472-1564

Pozorrubians of So. CA
Norma Baladad
429-0714

Quezonian of San Diego
Bill Balais
423-6153



**FILIPINO
COMMUNITY
GROUPS**

United Pinoy Tri-City
Norma Sicat
722-4103

Urdaneta Association of San Diego
Sunny Ellazar
482-9454

Zambales Association
Carol Leyva-Stickles
424-7024

Filipino American Veterans Association
2926 Market St.
San Diego, CA
232-2692

Filipino-American Humanitarian
Foundation
10850 Baroque Lane, Ste. B
San Diego, CA
560-1638

Pasacat Philippine Performing Arts
Company
Anamaria Labao Cabate
477-3383

Samahan Philippine Dance Company, Inc.
Dr. Lolita D. Carter
422-3592



New Year's Day
January 1

Three Kings
January 6

Bataan Day
April 9

Holy Thursday
April 13

Good Friday
April 14

Easter
April 16

Independence Day
June 12

Filipino-American Friendship Day
July 4

Thanksgiving Day
September 21

All Saints Day
November 1

Bonifacio Day
November 30

Hero's Day
November 30

Christmas Day
December 25

Rizal Day
December 30

Bank Holiday
December 31

FILIPINO HOLIDAYS



VIETNAMESE COMMUNITY GROUPS

**Vietnamese Pharmacists Association
in USA**
Dr. To Dong
7550 Bannister Lane
San Diego, CA 92126
549-0461

**San Diego Vietnamese Pharmacists
Association**
Dr. Truong Thuc Viet
4616 El Cajon Blvd., Ste. 6
San Diego, CA 92115
563-8211

Vietnamese Buddhist Association of San Diego
Mr. Thai Quang Luyen
8617 Fanita Drive
San Diego, CA 92071
448-6611 or 448-1144

Vietnamese Catholic Community of San Diego
Mr. Pham Thai
3211 Ashford St.
San Diego, CA 92111
569-1631

**Vietnamese American Parent Teacher Association of San
Diego**
Mrs. Tran Kim Thuc
11342 Redbub Court
San Diego, CA 92127
485-5032

**The United Front for Liberation of
Viet Nam - San Diego Chapter**
Mr. Nguyen Van Loc
4877 University Ave.
San Diego, CA 92105
283-6432

Association of Vietnamese Professionals
Mr. Bui Anh Tuan
9921 Carmel Mt. Rd., Ste. 216
San Diego, CA 92129
484-7615

**Vietnamese Automotive Association of
San Diego**
Mr. Pham Xuan Thang
4433 Altadena Ave.
San Diego, CA 92115
286-1537

**Vietnamese American Boy Scouts of
San Diego**
Mr. Mai Quan Vinh
3587 Eames St.
San Diego, CA 92123
282-8027

Indochinese Chamber of Commerce
Mr. Nguyen Thang Trang
4745 El Cajon Blvd., Ste. 104
San Diego, CA 92115
284-5111

Vietnamese Elderly Association of San Diego
Mr. Nguyen Van Cu
8584 Andromeda Road
San Diego, CA 92126
578-7260

Vietnamese Alliance Association of San Diego
Mr. Nguyen Huu Doan
7634 Trail Brush Terrace
San Diego, CA 92126
566-0175



**VIETNAMESE
COMMUNITY
GROUPS**

Vietnamese Community Foundation
Mr. Pham Nhu Bich
5151 College Gardens Court
San Diego, CA 92115
582-1270 or 265-1471

Vietnamese Veterans Association of San Diego
Mr. Cao Sinh Cuong
4428 Manitou Way
San Diego, CA 92117
270-2879

**Vietnamese Air Force Veterans
Association of San Diego**
Mr. Huynh Xuan Thu
2927 Chamoune Ave.
San Diego, CA 92105
624-9579 or 724-5511

Vietnamese Federation of San Diego
Mr. Do Nhu Dien
9500 Candida St.
San Diego, CA 92126
566-1369

**Vietnamese Physicians Association of
San Diego**
Dr. Tran Van Khang
6947 Linda Vista Rd., Ste. A,B
San Diego, CA 92111
569-8537

Vietnamese-American PTA
Nghiem Diem
3769 Dawsonia
Bonita, CA 92002



**KOREAN
COMMUNITY
GROUPS /
HOLIDAYS**

KOREAN GROUPS

Korean Association
467-0803
President - Pyun Moon (Zion Market)
467-0849

Korean Amateur Sports Association
232-0060

Korean American Senior Assn. of
San Diego
573-0477

Korean Language Services, La Jolla
454-2104

KOREAN HOLIDAYS

Sol - Nal
Lunar New Year's Day
1st Day of 1st month of the Lunar Calendar

Tae Bo Rum
Great Moon Festival
15th day of the 1st Lunar month
(1st full moon)

Cherry Blossom Festival
1st 2 weeks of April

Buddha's Birthday
8th day of the 4th Lunar Month

Children's Day
May 5th

Tan O Day
Swing Day
5th day 5th Lunar Month

Chu'u Sok
Harvest Moon Festival (Thanksgiving Day)
15th day of the 8th Lunar Month at the Full Moon Brightest
stage

Lunar Solstice Day
December 21st or 22nd

Christmas
December 25



Lao Cultural Center of San Diego
Khampheng S. Phaxixay
2205 Comstock St.
San Diego, CA 92111

Lao American Association
Darouny Thammavong
4202 University Ave.
San Diego, CA 92105

Kmer Friendship Association
Nuth Chhea
1031 25th St.
San Diego, CA 92102

Cambodian Cultural Association
Pha Chhea
4102 El Cajon Blvd.
San Diego, CA 92105

Yim Hmong Education Association
Lang Lee Hergh
P.O. Box 16593
San Diego, CA 92116

Hmong Family Association
Vang Chuc
4102 El Cajon Blvd.
San Diego, CA 92105

**SOUTH EAST
ASIAN
COMMUNITY
GROUPS**



**LAOTIAN
COMMUNITY
GROUPS**

Lao New Year (on the weekend) of Mid-April
Other celebration follows religious event, i.e.,
Buddha's birthday, enlightenment, death, etc.

National Day

Pre-1975: July 18 (Independent Day)

Post-1975: December 2 (Liberation Day)

Labor Day

May 1

Constitution Day

Pre-1975: May 11

Post-1975: None

United Nation Day

(Lao official holiday) October 24



Dolly Crawford
President
HAWAIIAN CIVIC CLUB OF SAN DIEGO
1810 Double D Drive
El Cajon, CA 92021
619/447-8567
619/447-1472 (Fax)

Hanalei Vierra, Ph.D.
Chairman
SAN DIEGO HOKULE'S SOCIETY
13770-G Portofino Drive
Del Mar, CA 92014
619/481-8340

Clinton Helenihi
President
PACIFIC ISLANDER COUNCIL
4946 Euclid Court
San Diego, CA 92105
619/264-8470 (Also Fax Number)

Bill Wright
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HAWAIIAN COMMUNITY GROUPS



HAWAIIAN HOLIDAYS

Queen Lilio'okalani Day
January 17

Prince Kuhio Day
March 26

King Kamehameha Day
June 11

Makahiki Festival
October thru January

Samoaan Flag Day
August 15

Lei Day
Mid May

Hokulaule'a Festival
Mid July

Pacific Islander Festival
Mid June

San Diego Pacific Islander Festival
Mid July

San Diego Hui-O-Hawaii Annual Luau
Mid August



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RESOLUTION NUMBER R- 269475

ADOPTED ON OCT 13 1987

WHEREAS, on April 29 and May 27, 1987, the Historical Site Board reviewed, considered, and approved the establishment of the Chinese/Asian Thematic Historic District; and

WHEREAS, the Historical Site Board has designated twenty-two (22) structures as historic and contributing to the significance of the Chinese/Asian Thematic Historic District, documented in the Historical Site Board records and on file in the office of the City Planning Department; and

WHEREAS, the Historical Site Board has also recommended that the Chinese/Asian Thematic Historic District be submitted to the National Register of Historic Places; and

WHEREAS, an appeal from the Historical Site Board decision to designate the REGAL/ANITA (RAID) HOTELS has been filed with the City Clerk and is now pending before the City Council; and

WHEREAS, an appeal from the Historical Site Board decision to designate the CHINESE MISSION BUILDING has been filed with the City Clerk and is now pending before the City Council; and

WHEREAS, no appeals have been filed for the remaining twenty (20) structures designated by the Historical Site Board; and

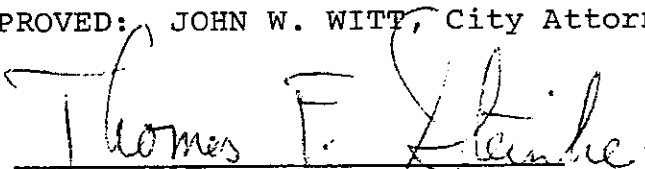
WHEREAS, submission of the Chinese/Asian Thematic Historical District to the National Register of Historic Places should not be initiated by the Planning Department until the appeals of the

REGAL/ANITA (RAID) HOTEL and the CHINESE MISSION BUILDING are acted upon by this Council; NOW THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego, that it concurs in the action of the Historical Site Board and approves the establishment of the Chinese/Asian Thematic Historic District and the designation of twenty (20) of the contributing structures, excluding the CHINESE MISSION BUILDING and the REGAL/ANITA (RAID) HOTELS because appeals of their historic designation are now pending before the City Council.

APPROVED: JOHN W. WITT, City Attorney

By


Thomas F. Steinke
Deputy City Attorney

TFS:wk
08/25/87
11/2/87 REV. 1
Or.Dept:Plan.
R-88-419
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