BOWLERO/SCOTTISH RITE EVENT CENTER



STATEMENT OF SIGNIFICANCE

THE BOWLERO/SCOTTISH RITE EVENT CENTER, LOCATED AT 1895 CAMINO DEL RIO SOUTH IN SAN DIEGO, IS POTENTIALLY SIGNIFICANT AT THE LOCAL LEVEL AND POTENTIALLY ELIGIBLE FOR LISTING ON THE NATIONAL REGISTER, CALIFORNIA REGISTER, AND/OR THE CITY OF SAN DIEGO HISTORICAL RESOURCES REGISTER. THE BOWLERO/SCOTTISH RITE EVENT CENTER RETAINS SUFFICIENT INTEGRITY TO ITS 1957-1965 PERIOD OF SIGNIFICANCE. ENCOMPASSING THE CONSTRUCTION OF THE BUILDING AND FUNCTION OF THE RESOURCE AS A REGIONAL BOWLING CENTER. IN FEBRUARY 2020, THE BOWLERO/SCOTTISH RITE EVENT CENTER WAS EVALUATED BY THE SAN DIEGO HISTORICAL RESOURCES BOARD WHO VOTED TO NOT DESIGNATE THE BUILDING AT THE LOCAL LEVEL DUE TO ITS LACK OF ARCHITECTURAL INTEGRITY.

THE BOWLERO/SCOTTISH RITE EVENT CENTER WAS BUILT DURING THE GOLDEN AGE OF BOWLING, 1950S-1960S, WHEN THE BOWLING INDUSTRY RE-INVENTED ITSELF AS BOWLING CENTERS IN AN EFFORT TO ATTRACT A BROADER DEMOGRAPHIC TO THE GAME. THE BOWLERO/SCOTTISH RITE EVENT CENTER WAS ADVERTISED AS THE LARGEST, FULLY AUTOMATIC BOWLING CENTER IN THE U.S. FOLLOWING ITS CONSTRUCTION AND WAS FEATURED IN AN ARTICLE IN THE MARCH 1958 LIFE MAGAZINE. BOWLERO/SCOTTISH RITE EVENT CENTER IS THE ONLY SURVIVING FORMER BOWLING CENTER OF THIS ERA WITHIN THE CITY OF SAN DIEGO. THE BOWLERO/SCOTTISH RITE EVENT CENTER, THUS, CONTRIBUTES TO THE REGIONAL COMMERCIAL-RECREATIONAL CULTURE OF THE MISSION VALLEY COMMUNITY.

BOWLERO/SCOTTISH RITE EVENT CENTER IS ALSO SIGNIFICANT FOR ITS ARCHITECTURE AS A GOOD EXAMPLE OF THE GOOGIE ARCHITECTURAL STYLE IN SAN DIEGO. RETAINING MOST OF ITS ESSENTIAL PHYSICAL AND CHARACTER-DEFINING FEATURES. THE GOOGIE STYLE FEATURES OF THE BOWLERO/SCOTTISH RITE EVENT CENTER ARE FOUND ON THE PRIMARY ELEVATION, ORIENTED PRIMARILY TOWARD THE LARGE PARKING LOT AND THE MAIN STREET, REFLECTING THE AUTOMOBILE-CENTRIC CULTURE OF THE ERA. ITS BOLD MONUMENTAL GABLED PORTE COCHERE WITH DECORATIVE STEPPED PROFILE, BOOMERANG COLUMNS, AND THE BUILDING'S HORIZONTAL MASSING MAKE IT A PROMINENT VISUAL FEATURE OF THE NEIGHBORHOOD, DISPLAYING THE BUILDING LIKE A BILLBOARD, A COMMON TRAIT OF GOOGIE ARCHITECTURE.



PROJECT INFORMATION STATEMENT

THIS HABS DOCUMENTATION OF THE BOWLERO/SCOTTISH RITE EVENT CENTER WAS PRIVATELY FUNDED. THE BUILDING WAS DOCUMENTED AS MITIGATION FOR THE PLANNED DEMOLITION.

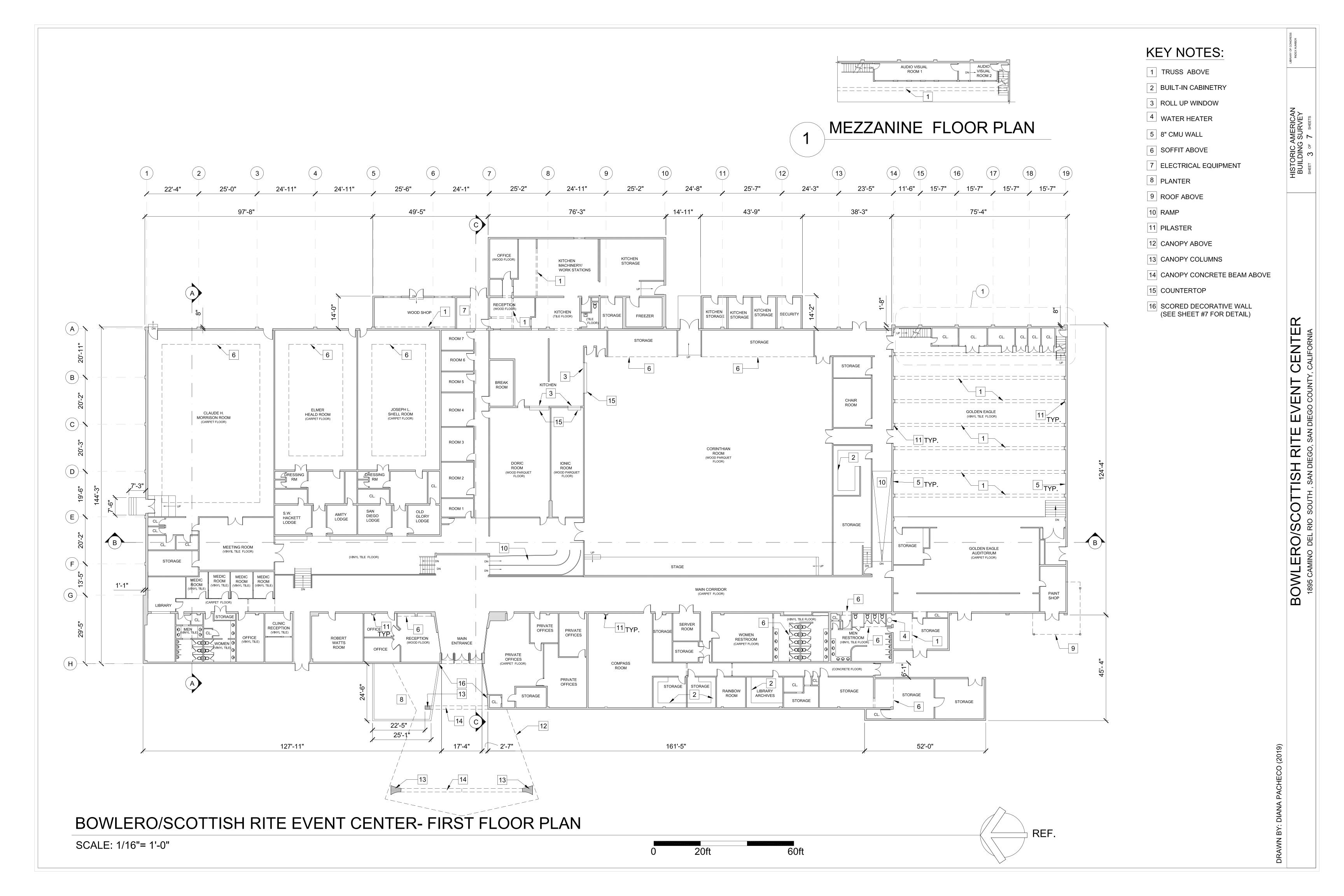
PRINCIPAL ARCHITECT FOR THE PROJECT WAS P. DAVID MARSHALL, AIA OF HERITAGE ARCHITECTURE & PLANNING (HERITAGE). FIELD DOCUMENTATION WAS PERFORMED BY DIANA PACHECO AND KLAUDIA GEMBALLA OF HERITAGE. PHOTOGRAPHS WERE TAKEN BY THOMAS SAUNDERS. DRAFTING WAS COMPLETED BY DIANA PACHECO. WORK WAS PERFORMED BETWEEN FEBRUARY AND SEPTEMBER 2019.

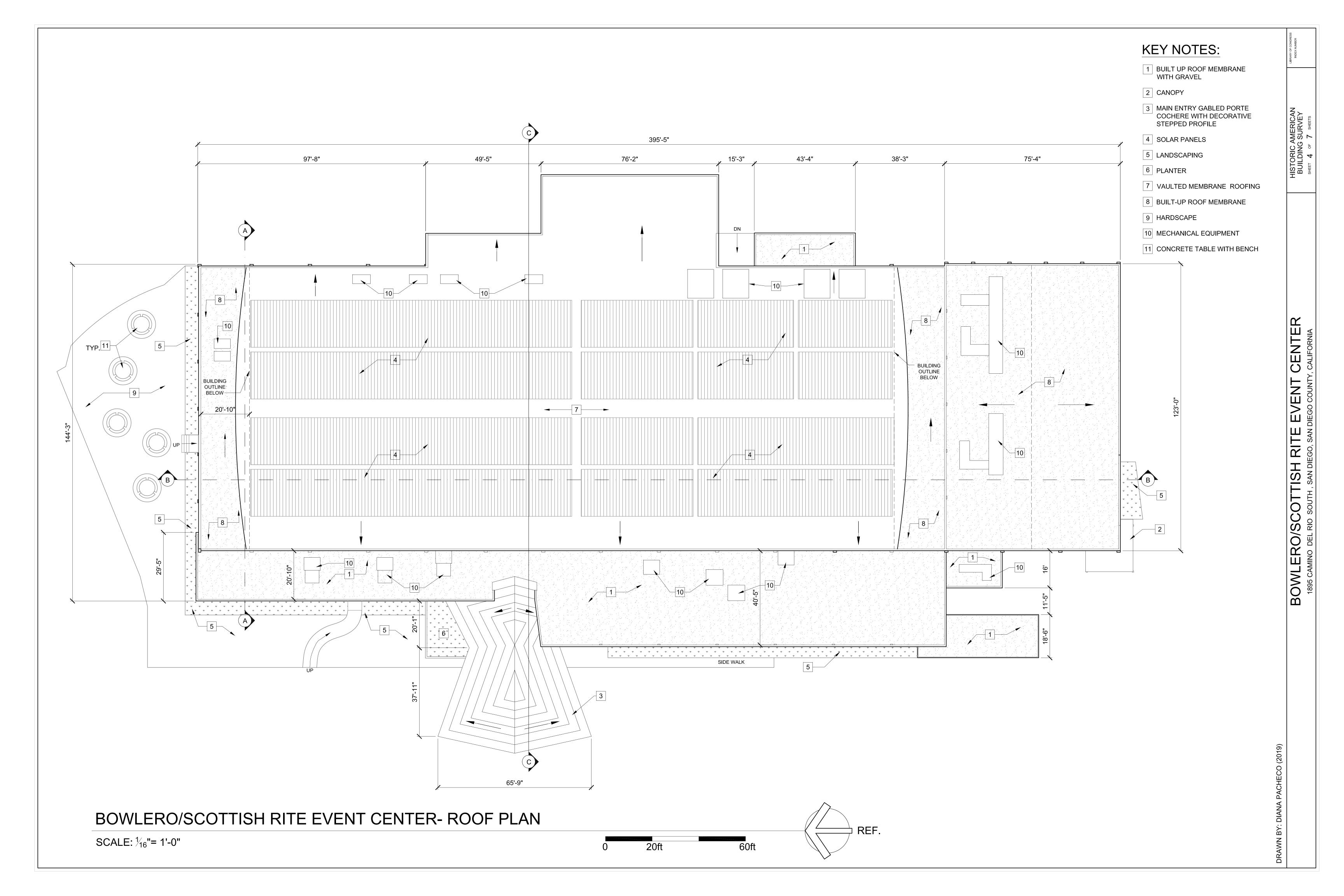


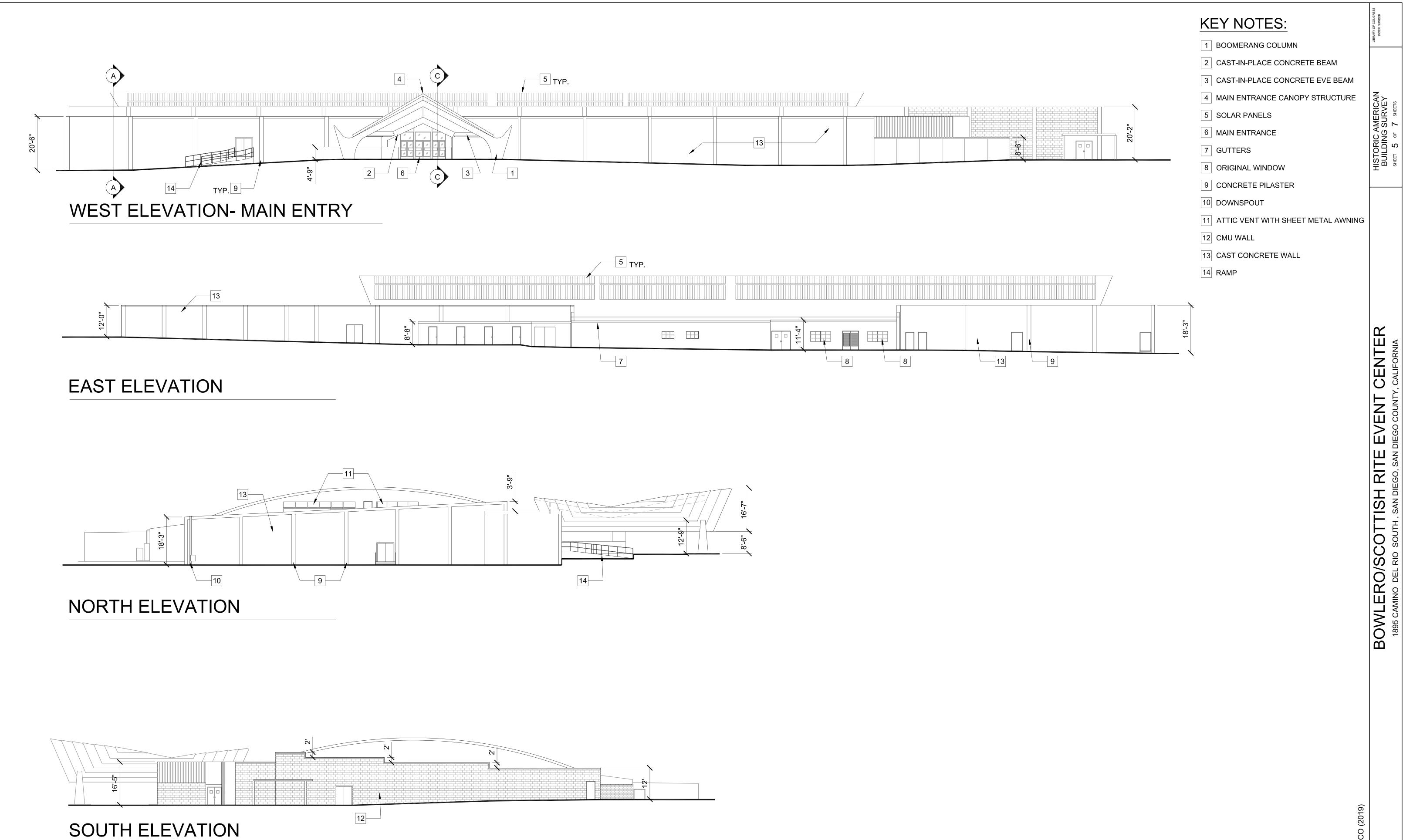
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N BY: DIANA PACHECO

SCALE: 1/16"= 1'-0"

BOWLERO/SCOTTISH RITE EVENT CENTER- EXTERIOR ELEVATIONS

0 10 30 50ft

