



THE CITY OF SAN DIEGO

Report to the Historical Resources Board

DATE ISSUED: June 14, 2018 REPORT NO. HRB-18-027

HEARING DATE: June 28, 2018

SUBJECT: **ITEM #6 – 1852-1866 Bacon Street**

RESOURCE INFO: [California Historical Resources Inventory Database \(CHRID\) link](#)

APPLICANT: Nati's represented by Brian F. Smith and Associates

LOCATION: 1852-1866 Bacon Street, Ocean Beach Community, Council District 2
APN 448-081-20-00

DESCRIPTION: Consider the designation of the property located at 1852-1866 Bacon Street Street as a historical resource.

STAFF RECOMMENDATION

Do not designate the property located at 1852-1866 Bacon Street under any adopted HRB Criteria.

BACKGROUND

This item is being brought before the Historical Resources Board in conjunction with a preliminary review application to determine whether or not the building is historically significant as part of a constraints analysis for future development. The resource consists of two 1-story commercial buildings on one parcel, originally built in 1955 in the Contemporary style at the northwest corner of the intersection of Bacon Street and Niagara Avenue, in the community of Ocean Beach. The property at 1852-1854 Bacon Street comprises one building located at the southwest portion of the parcel, and 1862-1866 Bacon Street comprises one building located at the northeast portion of the parcel.

The property has not been identified in any historic surveys, as the subject area has not been previously surveyed.

ANALYSIS

A Historical Resource Research Report was prepared by Brian F. Smith & Associates, which concludes that the property is not significant under any HRB Criteria, and staff concurs. This

determination is consistent with the [Guidelines for the Application of Historical Resources Board Designation Criteria](#), as follows.

CRITERION A - Exemplifies or reflects special elements of the City's, a community's or a neighborhood's historical, archaeological, cultural, social, economic, political, aesthetic, engineering, landscaping or architectural development.

Research into the history of the property at 1852-1866 Bacon Street did not reveal any information to indicate that the property exemplifies or reflects special elements of the City's, community of Ocean Beach's, or neighborhood's historical, archaeological, cultural, social, economic, political, aesthetic, engineering, landscaping or architectural development. Therefore, staff does not recommend designation under HRB Criterion A.

CRITERION B - Is identified with persons or events significant in local, state or national history.

Research into the owners and tenants of the property at 1852-1866 Bacon Street did not reveal any individuals who could be considered historically significant in local, state or national history under HRB Criterion B. The individuals who owned the property at the time of construction, Josias T. Joesler and his wife, Natividad Joesler, neé Lopez, were not prominent individuals in San Diego's history. In 1956 Natividad Joesler opened an import store at the subject property called Nati's Mexican Imports, operating between 1956 and 1958. In 1960, she opened Nati's Mexican Restaurant at the subject property, and ran the restaurant until 1962 when it was sold to Vernon and Charline Lontz. Natividad Joesler passed away the following year in Spain. Josias T. Joesler was an architect well-known for his Spanish Eclectic and Mission Revival style buildings in Tuscon, Arizona, and designed the original subject property buildings at 1852-1866 Bacon Street. He passed away in Tucson, Arizona in 1956. He is not established as a Master Architect in the City of San Diego. Regardless, resources associated with a Master would not be significant under HRB Criterion B, unless the resource was the office of the Master, in which case this property is not. No events of local, state or national significance are known to have occurred at the subject property. Therefore, the property is not eligible for designation under HRB Criterion B.

CRITERION C - Embodies distinctive characteristics of a style, type, period or method of construction or is a valuable example of the use of natural materials or craftsmanship.

The two subject property buildings at 1852-1866 Bacon Street were originally built in 1955 in the Contemporary style for commercial use. The two buildings face southeast onto Bacon street, and were designed generally to mirror each other. Both buildings utilize concrete block construction with wide, enclosed eave overhangs. Each building has a composite shed roof that shallowly slopes toward each other with a courtyard space separating the two buildings. The exterior cladding of the buildings primarily consists of stucco and horizontal wood siding. Single brick columns are located to the side of the storefront windows at the primary façades of both buildings. Primary character-defining features of the Contemporary style at the subject property include shed-style roofs with deep overhangs, and varied cladding materials that consist of a mix of stucco, horizontal wood siding, and brick. The horizontal and angular massing of the buildings at the subject property are secondary character-defining features of the Contemporary style.

The subject property buildings have undergone numerous alterations since their original 1955 construction. In 1956 ramadas were added to the northeast elevation of the southwestern building at 1852-1854 Bacon Street and to the southwest elevation of the northeastern building at 1862-1866 Bacon Street. Other modifications to the building at 1862-1866 include the addition of a 1956 showroom to the southwest elevation (1956).

Modifications to the building at 1852-1854 Bacon Street include the addition of an attached storage shed at the northwest [rear] elevation (1960); the addition of a wood and brick patio along the northeast elevation (1960); the enclosure of the ramada walkway with walls of vertical siding and aluminum-frame windows (1961); a large, shed-roof dining room addition along the primary façade that enclosed the 1960 brick patio, is clad in vertical siding, and is taller than the original portions of the building (1966); the creation of a new entry door at the southeast elevation, relocating the entrance from the northeast elevation to the southeast elevation (1966); the infill of three doors and one window along the southwest elevation (1966), and the removal of the original stylized signage and replacement with a new sign of a differing design (post-1966).

According to the *Modernism Context Statement*, the Contemporary style was ubiquitous in San Diego during the 1950s and 1960s as a style for commercial buildings and streetscapes. These buildings display design features such as angular massing, varied materials use, and unusual roof forms. The buildings were usually accompanied by large signage with free-standing letters that would be attached to street-facing building facades, and were often lighted, to attract motorists. The signs were also generally taller than the building, allowing them to be seen from parking areas. Often, Modern Contemporary buildings had associated private parking areas. Commercial buildings representative of the style generally possess long horizontal massing, extensive use of glass windows to open the interior space to the street, "eyebrow" overhangs, and minimal architectural details on the façade.

Due to the numerous described alterations, the buildings at the subject property in their current condition no longer retain requisite integrity of design, materials, or workmanship to be considered eligible as historic resources. Therefore, staff is not recommending designation under HRB Criterion C.

CRITERION D - Is representative of a notable work of a master builder, designer, architect, engineer, landscape architect, interior designer, artist or craftsman.

The subject property at 1852-1866 Bacon Street was originally designed by Josias Joesler and built by Robert Maves. Josias T. Joesler was an architect well-known for his Spanish Eclectic and Mission Revival style buildings in Tuscon, Arizona. He has not been established as a Master Architect in the City of San Diego, and the Historical Resource Research Report prepared by Brian F. Smith & Associates finds no evidence to support proposal of Joesler as a Master Architect. The 1961 addition that enclosed the ramada at 1852-1854 Bacon Street was designed by Cliff Stanfries and built by Harry M. Hatler. The 1966 dining room addition at 1852-1854 Bacon Street was designed by Robert H. Fowble, and built by L.J. Ninteman Construction Company. None of the individuals involved in the design and construction of the subject property have been established by the Historical Resources Board as a Master Architect, Designer or Builder, and there is insufficient information to designate them as such at this time. Furthermore, numerous additions have negatively impacted the original integrity of design, materials, and workmanship, and as such, the subject property buildings do not

sufficiently represent the architect's original design. Therefore, staff does not recommend designation under HRB Criterion D.

CRITERION E - Is listed or has been determined eligible by the National Park Service for listing on the National Register of Historic Places or is listed or has been determined eligible by the State Historical Preservation Office for listing on the State Register of Historical Resources.

The property at 1852-1866 Bacon Street has not been listed on or determined eligible for listing on the State or National Registers. Therefore, the property is not eligible for designation under HRB Criterion E.

CRITERION F - Is a finite group of resources related to one another in a clearly distinguishable way or is a geographically definable area or neighborhood containing improvements which have a special character, historical interest or aesthetic value or which represent one or more architectural periods or styles in the history and development of the City.

The property at 1852-1866 Bacon Street is not located within a designated historic district. Therefore, the property is not eligible for designation under HRB Criterion F.

OTHER CONSIDERATIONS

Designation brings with it the responsibility of maintaining the building in accordance with the Secretary of the Interior's Standards. The benefits of designation include the availability of the Mills Act Program for reduced property tax; the use of the more flexible Historical Building Code; flexibility in the application of other regulatory requirements; the use of the Historical Conditional Use Permit which allows flexibility of use; and other programs which vary depending on the specific site conditions and owner objectives. If the property is designated by the HRB, conditions related to restoration or rehabilitation of the resource may be identified by staff during the Mills Act application process, and included in any future Mills Act contract.

CONCLUSION

Based on the information submitted and staff's field check, it is recommended that the property located at 1852-1866 Bacon Street not be designated under any adopted HRB Criteria.



Sonnier Francisco
Senior Planner/ HRB Liaison

SF/jb

Attachment(s):

1. Applicant's Historical Report under separate cover