



Save Our Heritage Organisation

Saving San Diego's Past for the Future

Tuesday, June 19, 2018

City of San Diego
Historical Resources Board (HRB)
Chair David McCullough
202 C Street
San Diego, CA 92101

Re: June 28 HRB agenda – Items 6, 7 & 8

Chair McCullough and Board Members,

Item 6: 1852-1866 Bacon Street - Save Our Heritage Organisation (SOHO) strongly asserts that the Mid Century Modern style shopping center at 1852-1866 Bacon Street is a significant historical resource under Criteria A and C.

Significant under Criterion A, this property reflects a special element of the economic, aesthetic, and architectural development for the Ocean Beach community. See proposed resolution.

Designed by Josias Joesler (www.parentseyes.arizona.edu/josiasjoesler/leg.html), who is understood by many as “An Architectural Eclectic,” he “was highly educated in both the technical and artistic realms of architecture which, when combined with his extensive travels, provided him with a palette of styles to accommodate the emotive needs of his patron and clientele. Joesler was not selective in his importation of architectural styles; he chose all styles, historic and contemporary.” For more info, see www.parentseyes.arizona.edu/josiasjoesler/bio.html.

Joesler stands apart as an architect for his education (architecture in Bern, engineering in Heidelberg, history and drawing in Sorbonne in Paris), his experience (in Switzerland, Germany, Italy, Spain, and North Africa), and for his palette of styles. After WWII, Josias moved his family to San Diego, where he designed and owned this shopping center in Ocean Beach. Built as a commercial income property, his wife, Natividad (Nati) first opened an import store during 1956, the same year Josias passed away, making 1852-66 Bacon Street one of his last executed designs and the only resource to associate with this great architect in San Diego. As the only known Joesler resource within the County, as well as one of his last designs, this is an important resource to illustrate who was investing into the Ocean Beach economy during the mid 1950s as well as the use of the Mid Century style and aesthetic at this time.

Further, it is significant that Josias is a nationally renowned architect with a number of properties on the National Register, that he choose to move his family here shortly before his death, and designed this shopping center in accordance with his ideal aesthetic (as opposed to the style preference of a patron).

As a two-part and long standing commercial shopping center at a prominent and busy corner, this building is directly linked to the economic engine of the Ocean Beach community since construction; clearly reflects the new Modern aesthetic in style, materials, and design—as well as later additions; and reflects the rare architectural development of an architect designed and built income property for his

family upon retirement. Further, it retains all aspects of integrity-- location, design, setting, materials, workmanship, and feeling.

Also significant under Criterion C, this resource retains integrity of style as well as the period and method of construction. This shopping center anticipated expansions prior to development, as the 1956 showroom addition is noted on the original plans designed by Joesler. Further, the later changes (all within a decade) were to expand seating of the restaurant (which also relates to the economy of Ocean Beach under Criterion A) and were completed to be distinct yet compatible, which clearly shows the respect that was given to expand upon the original design and why Robert Fowble was chosen (see www.modernsandiego.com). Last, the building retains various primary character defining features, which are the minimally pitched, shed-style roof with deep overhangs and the non-traditional (or economical) exterior finishes such as concrete block and vertical wood siding. Building A also exhibits large aluminum framed windows, introduced as part of the restaurant's expansion, which are differentiated and compatible with the original construction. The building also composes secondary features including the angular massing and a horizontal orientation.

Further, the later additions are clearly additions and yet contextual with the original design, meeting the Secretary of the Interior Standards. These additions should be understood and evaluated as the successful expansion for a business that has operated continuously at this site since 1960. Again, the plans themselves anticipate some of these later additions.

SOHO strongly asserts that 1852-1866 Bacon Street is an intact historical resource that is significant under Criteria A and C, and worthy of historical designation.

Item 7: 1659-1663 Dairy Mart Road - Save Our Heritage Organisation (SOHO) concurs with the staff report and strongly assert that the Italianate building at 1663 Dairy Mart Road is historically significant under Criterion C.

1663 Dairy Mart Road is an excellent and rare intact example of the Italianate style, worthy of designation under Criterion C, especially as there are few resources of this period and style within the San Ysidro area. Retaining a high level of historical integrity due to the amount of intact and original historic fabric as well as the "Great Boom" era when it was constructed, the style of this late Victorian era building is emblematic of a growing boom city, which resulted from completion of the transcontinental railroad in National City during 1885.

This resource continues to retain high integrity of style as well as the period and method of construction. As stated in the 2005 East Village survey, residential buildings from the 1880s are extremely rare in San Diego because local lumber was scarce and imported wood was valuable; therefore, wooden buildings were often moved and recycled, such as 1663 Dairy Mart Road. San Diego has very few Italianate buildings left and, since this style was fairly passé in 1885, San Diego never had many to begin with. Consistent with the Italianate style as noted within McAlester & McAlester, features include the simple hipped roof with wide overhanging eaves, decorative brackets, tall narrow and paired windows, and the elaborate window surrounds. Modifications to the rear of the southeast façade do not detract from the building's historical significance and the intact historical fabric is still strongly present. The 2005 survey also explains the integrity of these "Great Boom" era buildings may be compromised; however this resource has few integrity issues, making it especially worthy of designation in addition to the San Ysidro location, where few resources are brought forward to designate.

Due to the high level of integrity and amount of intact fabric as well as rarity, from this "Great Boom" time era of San Diego's history, SOHO strongly asserts that 1663 Dairy Mart Road is significant under Criterion C and worthy of historical designation.

Item 8: 454 Thirteenth Street –The Board of Directors’ for Save Our Heritage Organisation (SOHO) voted to support the project at 454 Thirteenth Street, which includes the historic Wright House, presented as Option 1 (see below) at their May 11, 2018 meeting. This alternative provides approximately 10 feet between the roof of the historic resource and the new development, recedes the second floor behind the historic resource, and utilizes glass on the second floor front and side facades to set the resource apart. This option does not have horizontal beams that prominently protrude from the side of the historic structure.

The SOHO Board appreciates that Nakhshab Development & Design recognized the historical significance of this resource and first sought historical designation for the Wright House. The SOHO Board also acknowledges that this solution retains the historic resource on site, which conveys the fabric and grain of the original built environment, and maintains the resource as a separate building from the new development.



Thank you for your careful consideration of these important historical resources,

A handwritten signature in black ink that reads 'Amie Hayes'.

Amie Hayes
Historic Resources Specialist
Save Our Heritage Organisation

RESOLUTION NUMBER: **XX**
ADOPTED ON 6/28/2018

WHEREAS, the Historical Resources Board of the City of San Diego held a noticed public hearing on 6/28/2018, to consider the historical designation of the **Josias Joesler Commercial Center** (owned by Nati's Corporation, 1852 Bacon Street, San Diego, CA 92107) located at **1852-1866 Bacon Street, San Diego, CA 92107**, APN: **448-081-20**, further described as BLK 72 of Ocean Beach LOTS 26, 27, 28, & 29 in the City of San Diego, County of San Diego, State of California; and

WHEREAS, in arriving at their decision, the Historical Resources Board considered the historical resources report prepared by the applicant, the staff report and recommendation, all other materials submitted prior to and at the public hearing, inspected the subject property and heard public testimony presented at the hearing; and

WHEREAS, the property would be added to the Register of Designated Historical Resources as **Site No. X**, and

WHEREAS, designated historical resources located within the City of San Diego are regulated by the Municipal Code (Chapter 14, Article 3, Division 2) as such any exterior modifications (or interior if any interior is designated) shall be approved by the City, this includes but is not limited to modifications to any windows or doors, removal or replacement of any exterior surfaces (i.e. paint, stucco, wood siding, brick), any alterations to the roof or roofing material, alterations to any exterior ornamentation and any additions or significant changes to the landscape/ site.

NOW, THEREFORE,

BE IT RESOLVED, the Historical Resources Board based its designation of the **Josias Joesler Commercial Center** on the following findings:

(1) The property is historically significant under CRITERION A as a special element of Ocean Beach's economic, aesthetic, and architectural development with a period of significance beginning in 1955 and ending in 1966. Specifically, this resource reflects successful economic development of the Ocean Beach neighborhood as a multi-part commercial resource that expanded due to its success as a commercial enterprise through 1966. This resource also reflects aesthetic development, illustrated by the artistic arrangement of Modern stylistic features, practical use of materials, and design intent—a theory and practice well understood through Joesler's extensive education and experience. Last, the resource also exemplifies significant architectural development as the rare and personally designed investment property of a nationally renowned architect upon his retirement to San Diego. This finding is further supported by information within the historical research report as well as written and oral evidence presented prior to and at the designation hearing.

(2) The property is historically significant under CRITERION C for its distinctive characteristics through the retention of character defining features of the Modern Contemporary style and retains a high level of architectural integrity from its 1955 through 1966 period of significance. Specifically, the resource exhibits primary character defining features such as the minimally pitched, shed-style roof with deep overhangs, the non-traditional (or economical) exterior finishes such as concrete block and vertical wood siding, and large aluminum framed windows, introduced as part of the restaurant's 1966 expansion, which are differentiated and compatible to the original construction. Additionally, the building composes secondary features of the style including the angular massing and horizontal orientation. This finding is further supported by information within the historical research report as well as written and oral evidence presented prior to and at the designation hearing.

BE IT FURTHER RESOLVED, in light of the foregoing, the Historical Resources Board of the City of San Diego hereby approves the historical designation of the above named property. The designation includes the parcel and exterior of the building as Designated Historical Resource **Site No. X**.

BE IT FURTHER RESOLVED, the designation shall include the entirety of the resource including the Joesler intended 1956 showroom and 1966 Robert Fowble additions.

BE IT FURTHER RESOLVED, the Secretary to the Historical Resources Board shall cause this resolution to be recorded in the office of the San Diego County Recorder at no fee, for the benefit of the City of San Diego, and with no documentary tax due.