

Santos, Sheila

From: Bryan Clark Green <bryancgreen@gmail.com>
Sent: Thursday, February 07, 2019 7:31 PM
To: PLN Historical Resources
Cc: Medina, Krystell; david@mlasd.com; dkane002@san.rr.com; alan@alanhess.net; hfox@lajollahistory.org
Subject: Support for the preservation of Horton Plaza, San Diego
Attachments: SAH_Horton Plaza_7February2019_final.pdf

City of San Diego
Historical Resources Board
Attn. David McCullough, Chair
202 C Street
San Diego, CA 922101

Dear Mr. McCullough:

Please accept the attached letter from the Society of Architectural Historians (SAH), expressing our strong support for the preservation of Horton Plaza. Please share this letter with your colleagues on the Historical Resources Board, and any planning staff working with this board.

If you have any questions about our letter, or if we may be of assistance in any way that work towards the preservation of this important architectural landmark, please let us know, and we will be happy to help.

We appreciate you taking the time to consider our request.

Thank you,
Bryan Clark Green

Bryan Clark Green
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**SOCIETY OF
ARCHITECTURAL
HISTORIANS**

7 February 2019

City of San Diego
Historical Resources Board
Attn. David McCullough, Chair
202 C Street
San Diego, CA 922101
historicalresources@sandiego.gov

Re: Support for the preservation of Horton Plaza, San Diego, CA

Dear Mr. McCollough:

The Society of Architectural Historians (SAH) expresses strong support for the preservation of Horton Plaza in San Diego, CA. The proposed renovation appears to degrade the character-defining features of this important landmark of American postmodern architecture. We strongly urge the Historical Resources Board to take action to insure the preservation of this important resource.

Horton Plaza, designed in 1985 by Los Angeles-based architect Jon Jerde, is an important example of American postmodern architecture in its move away from the severity of modern architecture. California was at the forefront of post-World War II commercial architecture and served as the location of groundbreaking developments, including the suburban department store and the shopping mall, that arose in response to a rapidly-expanding suburban population and rapidly spread across the United States. By the 1980s, however, there was a renewed interest in the revival of traditional American city centers. Jerde, a veteran of suburban shopping mall design, sought to apply the lessons he learned there to help to bring vitality back to American urban centers. Using the language of postmodern architecture, this new paradigm sought to expand the act of shopping into a social, public, and very urban experience. Jerde's vision proved highly successful, and the model he set forth in Horton Plaza was replicated across the United States.

Horton Plaza is an important example of Jerde's work, along with such works as the Westwood Pavilion in Los Angeles (1986-86), and Canal City, Hakata, Japan (1996). Horton Plaza also survives highly intact. Postmodern architectural resources are increasingly subject to inappropriate alteration and demolition, making the survival of this resource all the more important.

The Society of Architectural Historians requests that the Historical Resources Board of the City of San Diego undertake a complete analysis of the significance of Horton Plaza, and take action to insure its preservation so that future generations are able to experience this important example of American postmodern architecture.

Sincerely,



Bryan Clark Green, Ph.D., LEED AP BD+C
Chair, Society of Architectural Historians Heritage Conservation Committee

cc: Mr. Heath Fox, La Jolla Historical Society; Ms. Krystal Media; Ms. Diane Kane; Alan Hess .Mr. Kenneth Breisch, Ph.D.; Mr. Jeffrey Cody, Ph.D.; Mr. Anthony Cohn,21 AIA; Ms. Phyllis Ellin; Mr. David Fixler, FAIA; Mr. Sandy Isenstadt, Ph.D.; Ms. Pauline Saliga; Ms. Deborah Slaton; Members SAH Heritage Conservation Committee.

Santos, Sheila

From: Marguerite Fox Picou <mfp09@comcast.net>
Sent: Sunday, February 10, 2019 2:50 PM
To: PLN Historical Resources
Subject: The Horton Plaza Property Warrants Critical Thinking:

Sunday 10 February 2019

Dear Members of the City of San Diego Historical Review Board:

I believe that the Horton Plaza Property warrants critical thinking:

- Based on what criteria does Stockdale Capital Partners believe that if they do away with all that is Horton Plaza, and totally rebuild the property, that “top technology firms” will come? What kinds of technology firms are they talking about? We’ve seen other industries designated by real estate developers that, unlike Horton Plaza, never even came close to being successful, even for a while. But, if top technology firms do come, might they not prefer someplace that has some presence --“looks cool” -- and carries mantles of thoughtful innovation and class?
- Perhaps TV’s “The Property Brothers” can be brought in to consult! With all the tools, materials and technologies available in our time, it is difficult to imagine that creativity, imagination and ingenuity cannot be applied to repurpose, retrofit and refurbish Horton Plaza. Think about it: as examples, THE White House, historic homes and hotels (e.g., the U.S. Grant), were built with minimal electricity and no WIFI, but they’ve survived and become historic *with renovations*. The old San Diego Carnegie Library building at 8th and E outlived its usefulness, but still stands to serve new purpose, and Old Town San Diego the same.
- As to Horton Plaza being “only” 33 years old, whose math is being used in that computation? While official opening of the property occurred in August 1985, planning and design for it and rehabilitating downtown began a dozen years earlier, bringing it near or to the 45-year-old “historical” building mark. In short, it didn’t just pop up 33 years ago. Like many respected buildings, the design and construction processes were and are as much of its history as the final product. However, even without a historic designation, it is unique and aesthetic. With a nod toward these attributes and a sense of grace and respect, the best of Horton Plaza can be preserved, the rest refurbished, and a totally ordinary and uninspired architectural replacement avoided.

I am a San Diego County native who currently lives in Pennsylvania. I participated in the renaissance of downtown San Diego, having worked extensively in various ways with the erstwhile Downtown Marketing Consortium and CCDC, and the U.S. Grant Hotel. Based upon my experience, and particularly perspectives from others from here afar, the image and impact of Horton Plaza is highly notable in the most positive sense. I urge you to guard and preserve the best of Horton Plaza. Thank you.

Very truly yours,

~ Marguerite Fox Picou
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