



Save Our Heritage Organisation
Protecting San Diego's architectural and cultural heritage since 1969

Wednesday, February 19, 2020

Historical Resources Board
City of San Diego
202 C Street
San Diego, CA 92101

Re: February 27, 2020 agenda - Items 5, 6 and 7

Chair McCullough, Board members & staff,

Item 5: 5972 Avenida Chamnez – Save Our Heritage Organisation (SOHO) concurs with the staff recommendation to designate this 1962 Contemporary style house under Criterion C. With limited exterior modifications, and no building permit required, the consultant's report highlights the low pitch roof with deep eaves, vertical siding, privacy wall, concrete block finishes, and mullion-free glass.

SOHO also asserts more research and analysis should be done to evaluate historical significance under Criterion D, which could establish Loch Crane as a Master Architect. This resource retains much integrity and is a good representation to establish Master status for Crane. Criterion D warrants further exploration, specifically how it is represented within his body of work and within La Jolla as well as the legacy of the Taliesin apprenticeship program within San Diego.

Item 6: 1895 Camino Del Rio South, Bowlero – SOHO supports the staff recommendation to designate the c.1957 Gooogie style Bowlero, also known as the Scottish Rite Event Center. This resource is significant at the local level for the National, State, and Local registers under both Criteria A and C, for contributing to the regional commercial-recreational culture of the Mission Valley community and as an excellent example of the architectural style with a high level of historical integrity. SOHO also asserts this resource is eligible under Criterion D for the local register, as the notable work of C.J. Paderewski, FAIA of the firm Paderewski, Mitchell and Dean, who is recognized within the San Diego Modernism Historic Context Statement and highly eligible for Master Architect status. Further, this is one of Paderewski's most iconic buildings within the entire region.

Item 7: 340 Fifth Avenue – SOHO agrees with the staff recommendation to reclassify this well-restored Fifth Avenue commercial building with Romanesque Revival style influences as a contributing resource to the Gaslamp Quarter Historic District under Criterion F. Please see historical photo and links on the next page.

Restored in 1991, and almost identical to its original c.1888 appearance, this resource contributes to and conveys the Gaslamp Quarter Historic District's architectural and historical significance. Architecturally, this is a high concentration of commercial buildings in a range of styles, and historically, this district is associated with San Diego's early commercial pioneers (such as Colonial Ed Fletcher), the Asian community, and represents the first urban center within the City. This resource has one of the most interesting façades in that area of the Gaslamp District. Closely associated to Colonial Ed Fletcher, this building is one of his earliest still existent places of business and it could also be significant under Criterion B with further analysis. Among Fletcher's many accomplishments and booster efforts, he was a 12-year

state senator, authored law establishing the County Water Authority, was director of the 1915-1916 and 1935-36 Expositions, and developed real estate in Grossmont, Mount Helix, and elsewhere.

Thank you for the opportunity to comment,



Bruce Coons
Executive Director
Save Our Heritage Organisation

340 Fifth Avenue



Bio, Col. Ed Fletcher: <https://sandieghistory.org/archives/biographysubject/edfletcher/>

Additional historical photos:

[https://library.ucsd.edu/dc/search?utf8=✓&xf={"collection_sim"=>\["Ed+Fletcher+Papers"\],+"object_type_sim"=>\["image"\]};&q=produce+store](https://library.ucsd.edu/dc/search?utf8=✓&xf={)

San Diego History Center, Ed Fletcher:

https://sandieghistory.org/search_gcse/?q=ed%20fletcher