



THE CITY OF SAN DIEGO

Historical Resources Board

DATE ISSUED: May 14, 2009 REPORT NO. HRB-09-036

ATTENTION: Historical Resources Board
Agenda of May 28, 2009

SUBJECT: **ITEM #9 – The Irvine M. Schulman House**

APPLICANT: Sammye and Frances Winstead, owners; represented by Vonn Marie May

LOCATION: 2540 Presidio Drive, Uptown Community, Council District 2

DESCRIPTION: Consider the designation of the Irvine M. Schulman House located at 2540 Presidio Drive as a historical resource.

STAFF RECOMMENDATION

Designate the Irvine M. Schulman House located at 2540 Presidio Drive as a historical resource with a period of significance of 1938 under HRB Criterion C. This recommendation is based on the following finding:

The resource embodies the distinctive characteristics through the retention of character defining features of the Art Moderne style with traditional accents and retains a good level of architectural integrity from its period of significance, the construction date of 1938.

BACKGROUND

This item is being brought before the Historical Resources Board in conjunction with the owner's desire to have the site designated as a historical resource. The house is a two story, Art Moderne



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style structure with traditional elements sited on a corner lot in the residential subdivision of Presidio Hills.

The historic name of the resource, the Irvine Schulman House, has been identified consistent with the Board's adopted naming policy and includes the name of Irvine Schulman who constructed the house as his personal residence.

ANALYSIS

A historical resource research report was prepared by Vonn Marie May, which concludes that the resource is significant under HRB Criteria A, B, C, and D. Staff concurs that the site is a significant historical resource under HRB Criterion C, but not Criteria A, B and D, 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.

The applicant's report states that the property is significant under HRB Criterion A due to its location within the Presidio Hills subdivision, which the applicant states is a small but significant subdivision. There is insufficient evidence in the report to support the claim that the Presidio Hills subdivision is historically significant, and no evidence that the subject property could be considered a special element of the Presidio Hills subdivision or the City as a whole. 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.

The applicant's report states that the property is significant under HRB Criterion B for its association with Irvine M. Schulman, a local entrepreneur. Born in 1892, Schulman moved to San Diego from Seattle in 1911. In the early 1920's Schulman left his post as director of Security Trust and Savings Bank to establish a home furnishings business, the Globe Outfitting Company. Schulman would later establish I.M. Liquors and the Globe Furniture Company. His son, Victor, would rise through the ranks of the company and eventually change the name of the company to V.J Lloyds House of Fine Furniture and Interior Design, later known simply as Lloyds. While Irvine Schulman was undoubtedly a successful local entrepreneur, there is insufficient evidence to suggest that Schulman could be considered a historically significant individual. Therefore, staff does not recommend 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 subject property was built in 1938 at the northeast corner of Presidio Drive and Cosoy Way and was designed in the Art Moderne style with traditional accents. The house is two stories and features a low-pitch hipped roof with asphalt shingles; overhanging eaves with decorative carved rafters; stucco walls; and a reinforced concrete foundation. The house is oriented to Presidio Drive, with wide lawn wrapping around the front and side of the house off of Cosoy Way. A

brick walkway and steps lead from the sidewalk to the main entry, which is accented with a modest Colonial Revival style portico. The wide entry door is carved with geometric patterns set into 6 panels, and is accented with a simple architrave and transom lite above. Large multi-lite steel frame windows flank the entry. Approximately two-thirds up the wall, a stucco belt course runs horizontally along the width of the building, accentuating the Moderne influence. Multi-lite steel frame casement windows are located at the second story above the belt course. To the right of the entry, a curved stucco wall connects the house to the two-car garage with game room above. The curved wall is topped with a continuation of the stucco belt course and is accented with decorative brick work which provides glimpses of the courtyard beyond. Along Cosoy Way, more multi-lite steel casement windows can be seen, as well as decorative wrought iron railings at the windows and another garden wall with more extensive decorative brick work. The house is a unique blend of traditional and Moderne design aesthetics, incorporating Colonial Revival/Neoclassical elements such as the hipped roof, carved rafter tails and modest, classical portico; with a very strong Art Moderne presence in the curvilinear forms, steel casement windows, and horizontal and geometric accents.

Modifications to the structure are minimal and include the application of a new, slightly more textured stucco than one would have seen historically; the application of a very thin stucco coat on the underside of the eaves; the replacement of the original garage door with a painted aluminum door; and the replacement of the original driveway and some of the original walkways. The stucco texture is not ideal, but is not completely out of character to the style and does not significantly impact the visual quality of the resource. The remaining modifications are very minor and do not detract from the resource to any great extent.

The house is a very good example of the Art Moderne style with traditional accents and retains a good degree of integrity from its 1938 period of significance. Therefore, staff recommends 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 applicant's report states that the property is significant under HRB Criterion D as the work of architect Louis Preibisius. Louis was the son of Henry Harms Preibisius; a noted local architect who has been established by the Board as a Master Architect. Louis was born in 1900, studied architecture under his father, and began independent practice in 1930. Over the next decade he designed apartment buildings and private residences before taking a position as a civilian architect for the 11th Naval District in 1941 where he served as supervising architect for the Southwest Division of the Bureau of Yards and Docks until his retirement in 1963. Louis has not been established as a Master Architect by the Board, and a search of the City's Historic Site Registry failed to uncover any designated sites designed by Louis Preibisius. The applicant's report does not provide sufficient information regarding Louis' career, accomplishments, and overall body of work which would support his establishment as a Master Architect. Therefore, staff does not recommend designation under HRB Criterion D.

OTHER CONSIDERATIONS

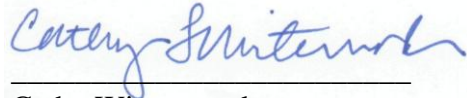
Conditions related to restoration or rehabilitation of the resource may be identified by staff during the Mills Act application process, and included in any future Mills Act contract.

CONCLUSION

Based on the information submitted and staff's field check, it is recommended that the Irvine M. Schulman House located at 2540 Presidio Drive be designated under HRB Criterion C as a very good example of the Art Moderne style with traditional accents retaining a good degree of integrity from its 1938 period of significance.. 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.



Kelley Saunders
Senior Planner



Cathy Winterrowd
Senior Planner/Program Coordinator

KS/cw

Attachments: Draft Resolution
Applicant's Historical Report under separate cover

RESOLUTION NUMBER N/A
ADOPTED ON 5/28/2009

WHEREAS, the Historical Resources Board of the City of San Diego held a noticed public hearing on 5/28/2009, to consider the historical designation of the **Irvine M. Schulman House** (owned by Sammye D. and Frances B. Winstead, 2540 Presidio Drive, San Diego, CA 92103) located at **2540 Presidio Drive, San Diego, CA 92103**, APN: **442-670-12-00**, further described as Lots 20 and 21, except the northeasterly 10 feet of thereof, in Block 'D' of Presidio Hills, according to Map thereof 1934 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.**, 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 Irvine M. Schulman House on the following finding:

(1) The property is historically significant under CRITERION C for its distinctive characteristics through the retention of character defining features of the Art Moderne style with traditional accents and retains a good level of architectural integrity from its period of significance, the construction date of 1938.

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. .**

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.

Vote:

BY: _____
JOHN LEMMO, Chair
Historical Resources Board

APPROVED AS TO FORM AND
LEGALITY: JAN I. GOLDSMITH,
CITY ATTORNEY

BY: _____
NINA FAIN
Deputy City Attorney