



THE CITY OF SAN DIEGO
Historical Resources Board

DATE ISSUED: September 16, 2014 REPORT NO. HRB-14-055

ATTENTION: Historical Resources Board
Agenda of September 25, 2014

SUBJECT: **ITEM #5 – Homer McClure Building**

APPLICANT: Navarra Properties A J 1 LP represented by Scott A. Moomjian

LOCATION: 716 16th Street, 92101, Downtown Community, Council District 3

DESCRIPTION: Consider the designation of the Homer McClure Building located at 716 16th Street as a historical resource.

STAFF RECOMMENDATION

Designate the Homer McClure Building located at 716 16th Street as a historical resource with a period of significance of 1947 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 Streamline Moderne style and retains a good level of architectural integrity from its 1947 period of significance. Specifically, the resource maintains its flat roof and parapet; asymmetrical façade, horizontal massing; smooth stucco exterior; curved building corners; curved horizontal projections and a large vertical blade sign.

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 property is located in the East Village in an area of redevelopment. The surrounding buildings are predominantly commercial and multifamily residential.

The building is located on APN 535-172-06-00. The property was identified in the 2005 East Village Combined Historical Surveys and given a Status Code of 5S2, "Individual property that is eligible for local listing or designation." Prior to the East Village Combined Survey, the property was reviewed as part of the 2004 Historic Resources Inventory Update Of The East

Village Area For Centre City Development Corporation where it was given a Status Code of 6Z, “Found ineligible for NR, CR, or Local designation through survey evaluation.”

The historic name of the resource, the Homer McClure has been identified consistent with the Board’s adopted naming policy and reflects the name of person who constructed the building.

ANALYSIS

A historical resource research report was prepared by Scott Moomjian which concludes that the resource is not significant under any HRB Criteria. Staff does not concur and finds that the site is a significant historical resource under HRB Criterion C. 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 did not reveal an information to indicate that the property exemplifies or reflects special elements of the City’s or East Village’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 716 16th Street did not reveal any individuals who could be considered historically significant in local, state or national history. Furthermore, 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.

Constructed in 1947 in the Streamline Moderne style, the building is one story and sheathed with stucco. Located on a corner lot the building is shifted slightly to the north creating a small parking lot on the southern portion of the lot. The entrance to the building is located at the southeast corner of the rounded façade. The entrance is a pair of single light clear anodized aluminum storefront doors with a transom above. The east façade features fixed full height windows above a low bulkhead along the entire wall plane. Similar windows cover approximately one third of the south façade. The remainder of the south façade has what appears to be a number of high windows that have been covered. A two story loading pay is located at the southwest corner. Directly above the storefront windows is a curved overhang that wraps around the entire façade and falls short of the south end at the loading dock. The area above the fixed awning is a flat surfaced parapet wall. The front entrance is defined by a tall narrow blade sign that wraps around the awning and extends upward approximately 20’.

There have been a few alterations to the building which include the in-fill of some of the store front windows and interior alterations. The high windows on the south side that were in-filled are still clearly evident on the façade. The alterations are minor and do not detract from the character-defining features of the building.

Influenced by the Cubism and Modern movements in Europe, Moderne structures were characteristically smooth walled and asymmetrical, with little unnecessary ornamentation and simple aerodynamic curves of concrete, plaster, and glass block. This new Streamline style was a stark contrast to the lavishly ornamented Art Deco and Period Revival buildings of the pre-Depression years which had come to represent government waste and excess. Among the distinctive characteristics of the Streamline Moderne style that are employed in the structures are: flat roofs with coping or flat parapet; asymmetrical facades; horizontal massing and emphasis; smooth stucco or concrete exterior finish; horizontal accents, or “speedlines” and restrained detailing; curved building corners; curved horizontal railings; overhangs and coping with horizontal projections above doorways and at the cornice lines; steel sash windows; corner windows; glass block and round “porthole” windows with nautical theme.

Significance Statement: The building retains its original architectural detailing and continues to convey the historic significance of the Streamline Moderne style by embodying the historic characteristics associated with the style. Specifically, the resource maintains its flat roof and parapet; asymmetrical façade, horizontal massing; smooth stucco exterior; curved building corners; curved horizontal projections and a large vertical blade sign. 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 architect (if one was obtained) and builder of the property at 716 16th Street could not be identified. Therefore, the property is not eligible for 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 716 16th 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.

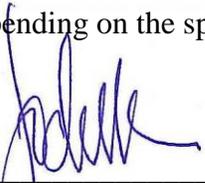
The property at 716 16th Street is not located within a designated historic district, and is therefore not eligible for designation under HRB Criterion F.

OTHER CONSIDERATIONS

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 Homer McClure Building located at 716 16th Street be designated with a period of significance of 1947 under HRB Criterion C as a good example of a Streamline Moderne building. 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.



Jodie Brown, AICP
Senior Planner



Cathy Winterrowd
Deputy Director/HRB Liaison

JB/cw

Attachment(s):

1. Draft Resolution
2. Applicant's Historical Report under separate cover

RESOLUTION NUMBER N/A
ADOPTED ON 9/25/2014

WHEREAS, the Historical Resources Board of the City of San Diego held a noticed public hearing on 9/25/2014, to consider the historical designation of the **Homer McClure Building** (owned by Navarra Properties A J 1 LP, 16960 Mesamint Street, San Diego, CA 92127) located at **716 16th Street, San Diego, CA 92101**, APN: **535-172-06-00**, further described as BLK 14 LOTS 5 & 6 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. 0**, 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 Homer McClure Building on the following findings:

(1) The property is historically significant under CRITERION C for its distinctive characteristics through the retention of character defining features of Streamline Moderne style and retains a good level of architectural integrity from its 1947 period of significance. Specifically, the resource maintains its flat roof and parapet; asymmetrical façade, horizontal massing; smooth stucco exterior; curved building corners; curved horizontal projections and a large vertical blade sign. This finding is further supported by the staff report, the historical research report, and written and oral evidence presented 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. 0**.

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: N/A

BY: _____
JOHN LEMMO, Chair
Historical Resources Board

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

BY: _____
CORRINE NEUFFER,
Deputy City Attorney