



THE CITY OF SAN DIEGO

MEMORANDUM

DATE: August 11, 2022

TO: Historical Resources Board and Interested Parties

FROM: Suzanne Segur, Senior Planner, Historical Resources, Development Services Department

SUBJECT: **ITEM 05 – THE NORTH PARKER/ JONATHAN SEGAL BUILDING**

The property located at 3000 Upas Street was previously docketed for review by the Historical Resources Board on July 28, 2022, at which time staff recommended designation under HRB Criterion D as a resource that is representative of a notable work of Master Architect and Builder Jonathan Segal. During discussion of the item the applicant requested a 30-day continuance. Boardmember Coyle moved to continue the item to the August 25th agenda and the motion passed 7-0-0.

In response to public comment submitted prior to the hearing, Boardmember Coyle requested that staff consider revising the recommendation to demonstrate that the property is exceptionally important despite being under 45 years of age. Staff is amenable to this request and has revised the recommendation as follows:

Designate the North Parker/ Jonathan Segal Building located at 3000 Upas Street as a historical resource with a period of significance of 2014 under HRB Criterion D. This recommendation is based on the following finding:

The resource is representative of a notable work of Master Architect and Builder Jonathan Segal and retains integrity as it relates to the original 2014 design. Specifically, the resource is significant as a reflection of Segal's "Architect as Developer" process and design aesthetic during what has previously been established by the HRB as the height of his career. The building has previously been recognized for its exceptional design by winning awards at the local, state and national levels. The building was the last of Segal's projects to reflect his signature style of two-to-three story residential structures with exterior circulation for which he was known early in his career. Additionally, the resource reflects Segal's design aesthetic through the use of exposed board-formed concrete, large expanses of floor to ceiling windows and repetitive patterns.

A handwritten signature in blue ink, appearing to read 'Suzanne Segur', written over a horizontal line.

Suzanne Segur
Senior Planner/ HRB Liaison

SS/ss

Attachments: 1. Staff Report HRB-22-025 dated July 14, 2022



THE CITY OF SAN DIEGO

Report to the Historical Resources Board

DATE ISSUED: July 14, 2022 REPORT NO. HRB-22-025

HEARING DATE: July 28, 2022

SUBJECT: **ITEM #02 – The North Parker/ Jonathan Segal Building**

RESOURCE INFO: [California Historical Resources Inventory Database \(CHRID\) link](#)

APPLICANT: JMAN at the N Parker LP; represented by Heritage Architecture & Planning

LOCATION: 3000 Upas Street, North Park Community, Council District 3
APNs 453-414-1200 and 453-414-1300

DESCRIPTION: Consider the designation of the North Parker/ Jonathan Segal Building located at 3000 Upas Street as a historical resource.

STAFF RECOMMENDATION

Designate the North Parker/ Jonathan Segal Building located at 3000 Upas Street as a historical resource with a period of significance of 2014 under HRB Criterion D. This recommendation is based on the following finding:

The resource is representative of a notable work of Master Architect and Builder Jonathan Segal and retains integrity as it relates to the original 2014 design. Specifically, the resource is significant as a reflection of Segal's "Architect as Developer" process and design aesthetic during what has previously been established by the HRB as the height of his career. The building was the last of Segal's projects to reflect his signature style of two-to-three story residential structures with exterior circulation for which he was known early in his career. Additionally, the resource reflects Segal's design aesthetic through the use of exposed board-formed concrete, large expanses of floor to ceiling windows and repetitive patterns.

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 resource is a three-story, mixed-use building on the corner of Upas and 30th Street in North Park.

The property was located within the boundary of the 2016 North Park Community Plan Area Historic Resources Survey but was not identified in the survey because the property was not old enough at the time of the survey.

The historic name of the resource, the North Parker/ Jonathan Segal Building, has been identified consistent with the Board's adopted naming policy and reflects the specific name placed on the building upon and the name of Jonathan Segal, a Master Architect and Builder.

ANALYSIS

A Historical Resource Research Report was prepared by Heritage Architecture and Planning, which concludes that the resource is significant under HRB Criterion D and staff concurs. This determination is consistent with the *Guidelines for the Application of Historical Resources Board Designation Criteria*, as follows.

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 resource is a three-story, mixed-use building designed by Jonathan Segal and completed in 2014. Consisting of multiple semidetached structures arranged in a rough "U" shape, the property primarily contains commercial spaces on the first floor of the street facing facades and residential units above. The interior contains landscaped areas, uncovered parking courts and semidetached residential units with circulation paths. Primary building materials consist of exposed board-formed concrete, smooth stucco and floor to ceiling glazing.

Most of the visual interest is located on the 30th Street and Upas Street facades. The ground floor features floor to ceiling glazed storefronts for the commercial spaces which are clearly separated from the residential use above by an overhang that runs the length of the building between the first and second floors. Above, the residential units on the second and third floors also feature floor to ceiling glazing with both fixed and casement windows. The flat roof with wide eaves gives the building a horizontal emphasis. The combination of the wide eaves, flat roof and overhang between the first and second floors frames and visually draws the eye to the upper residential stories. The building's prominent presence on the corner of 30th and Upas Streets is emphasized by the use of negative space above a ground floor dining area. In the courtyard, residential units can be accessed by a series of elevated walkways and semi-private exterior patio spaces.

While the 2014 building reflects a Contemporary architectural style, not enough time has passed to thoroughly evaluate its importance to the history of San Diego as a good example of an architectural style under HRB Criterion C. Eligibility under this criterion may be reevaluated at a future date pending submittal of additional information and analysis. Therefore, staff is not recommending designation under HRB Criterion C at this time.

CRITERION D - Is representative of a notable work of a master builder, designer, architect, engineer, landscape architect, interior designer, artist or craftsman.

The subject property at 3000 Upas Street was designed and constructed by Jonathan Segal, FAIA. Segal was born in South Carolina and raised in Manhattan Beach, California. He received his

architectural degree at the University of Idaho. After graduating, he moved to San Diego and began working for Homer Delawie, a recognized modernist architect. He later worked for Antoine Predock, who was then designing an auditorium at UCSD. Around 1988, Segal began his first design-build project. Due to the success of this project, he quit his job working for Predock and began his own firm. In his future projects, he continued to purchase his project sites and act as both the architect and developer of his projects. He has built residential, mixed-use and live/work buildings. In the 1990s and 2000s, he constructed smaller multi-unit buildings (maximum of 3 stories and 20 units) that emphasized exterior space using outdoor walkways and stairways and street-level parking plazas. Beginning in 2010, he began to construct taller, mixed-use buildings made of concrete and glass. Although these buildings did not include the exterior circulation of his earlier buildings, they still emphasized an indoor-outdoor connection by using balconies, floor-to-ceiling windows, and creating voids between building sections that allow for natural light to enter the center portions of the building's overall mass. Segal's projects have been recognized as exceptional at the local, state, and national levels. In 2003, he became the youngest architect in the history of San Diego to be inducted into the AIA College of Fellows. His projects have received more National AIA Residential architect awards than any architect in San Diego history, and more than 70 local, state, or national distinctions. Segal also lectures on the "Architect as Developer" mode in which he has worked.

The City of San Diego's Historical Resources Board established Segal as a Master Architect and Builder with the designation of the Mr. Robinson/ Jonathan Segal Building located at 3752 Park Boulevard, HRB #1402. At the hearing, the HRB specifically acknowledged Segal's "Architect as Developer" process and noted that the height of his architectural career was "from 1991 to the present, and likely into the future." The Mr. Robinson/ Jonathan Segal Building is currently the only resource designated for an association with Segal on the San Diego register.

The subject resource was completed in 2014 during a time that has already been established by the HRB as the height of Segal's architectural career. The building reflects both Segal's design aesthetic and "Architect as Developer" process. As demonstrated in the Historical Resources Research Report, the building has been recognized for its design by winning awards at the local, state and national levels. Additionally, the building was the last of Segal's projects to reflect the concept of residential units with exterior circulation which was his signature style early in his career. No major modifications have been made to the structure since its date of construction and it retains integrity as it relates to HRB Criterion D.

Significance Statement: The subject resource retains integrity and continues to reflect Segal's original design, intent and aesthetic. The building is significant as a reflection of Segal's "Architect as Developer" process and design aesthetic during what has previously been established by the HRB as the height of his career. The building was the last of Segal's projects to reflect his signature style of exterior circulation apartments which he was known for early in his career. Additionally, the resource reflects Segal's design aesthetic through the use of exposed board-formed concrete, large expanses of floor to ceiling windows and repetitive patterns. Therefore, staff recommends designation under HRB Criterion D.

OTHER CONSIDERATIONS

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. 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 North Parker/ Jonathan Segal Building located at 3000 Upas Street be designated with a period of significance of 2014 under HRB Criterion D as a notable work of Master Architect and Builder Jonathan Segal.



Suzanne Segur
Senior Planner/ HRB Liaison
Development Services Department

ss/SS

Attachment(s):

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

RESOLUTION NUMBER
ADOPTED ON 7/28/2022

WHEREAS, the Historical Resources Board of the City of San Diego held a noticed public hearing on 7/28/2022, to consider the historical designation of the North Parker/ Jonathan Segal Building (owned by JMAN AT THE N PARKER LP, 3000 Upas Street #101, San Diego, CA 92104) located at **3000 Upas Street, San Diego, CA 92104**, APN: **453-414-1200-00**, further described as BLK 31 LOT 9 LOTS 7&8& S 40FT OF 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 North Parker/ Jonathan Segal Building on the following findings:

(1) The property is historically significant under CRITERION D as a notable work of Master Architect and Builder Jonathan Segal and retains integrity as it relates to the original 2014 design. Specifically, the resource is significant as a reflection of Segal's "Architect as Developer" process and design aesthetic during what has previously been established by the HRB as the height of his career. The building was the last of Segal's projects to reflect his signature style of two-to-three story residential structures with exterior circulation for which he was known early in his career. Additionally, the resource reflects Segal's design aesthetic through the use of exposed board-formed concrete, large expanses of floor to ceiling windows and repetitive patterns. 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. .**

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: _____
DAVID MCCULLOUGH, Chair
Historical Resources Board

APPROVED: MARA W. ELLIOTT,
CITY ATTORNEY

BY: _____
LINDSEY SEBASTIAN,
Deputy City Attorney

RECORDING REQUESTED BY
CITY OF SAN DIEGO
DEVELOPMENT SERVICES DEPARTMENT

WHEN RECORDED MAIL TO

HISTORICAL RESOURCES BOARD
ATTN: HRB SECRETARY
1222 FIRST AVENUE, MS 501
SAN DIEGO, CA 92101

SPACE ABOVE THIS LINE FOR RECORDER'S USE

RESOLUTION NUMBER

HISTORICAL DESIGNATION OF PROPERTY ON

3000 Upas Street, San Diego, CA 92104

ASSESSOR PARCEL NUMBER **453-414-1200-00**

HISTORICAL RESOURCES BOARD NUMBER