

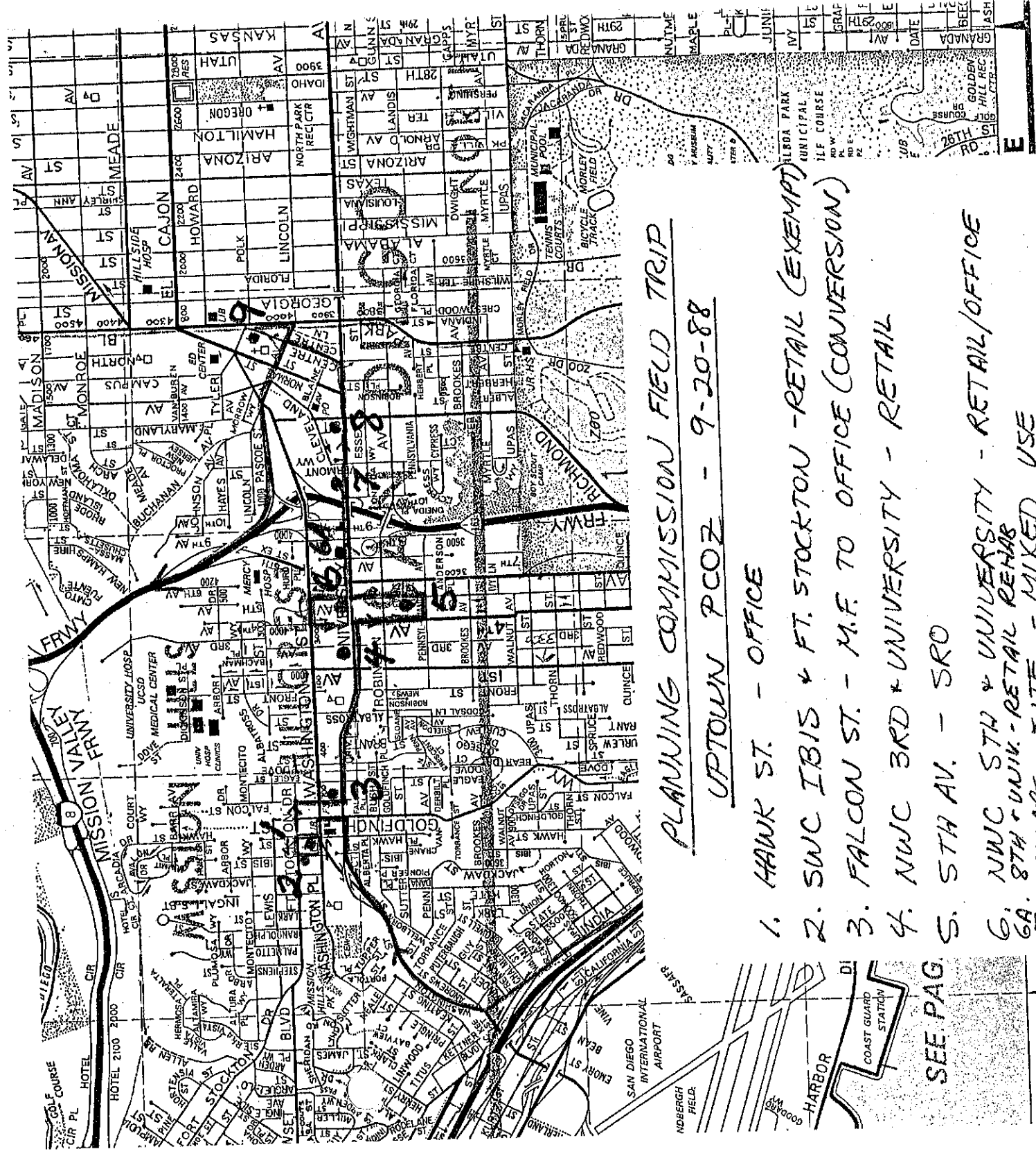
PLANNING COMMISSION FIELD TRIP

DATE: September 22, 1988

SUBJECT: PACIFIC BEACH PEDESTRIAN COMMERCIAL OVERLAY ZONE

DESTINATIONS: UPTOWN, PACIFIC BEACH AND OCEAN BEACH COMMUNITIES

- Contents:
1. Map Packet of Uptown (Hillcrest) PCOZ areas
  2. Maps Packet of Pacific Beach PCOZ areas
  3. Map of Ocean Beach PCOZ areas



PLANNING COMMISSION FIELD TRIP

UPTOWN PCOZ - 9-20-88

1. HAWK ST. - OFFICE
2. SWC IBIS \* FT. STOCKTON - RETAIL (EXEMPT)
3. FALCON ST. - M.F TO OFFICE (CONVERSION)
4. NWC 3RD \* UNIVERSITY - RETAIL
5. 5TH AV. - SRO
6. NWC 5TH \* UNIVERSITY - RETAIL/OFFICE
- 6A. 8TH \* UNIV. - RETAIL RENAS
7. SEARS SITE - MIXED USE
8. NWC RICHMOND \* UNIVERSITY - RETAIL
9. CENTRE ST. - OFFICE

SEE PAG.

A

# San Diego Daily Transcript

Real Estate/Construction

#7

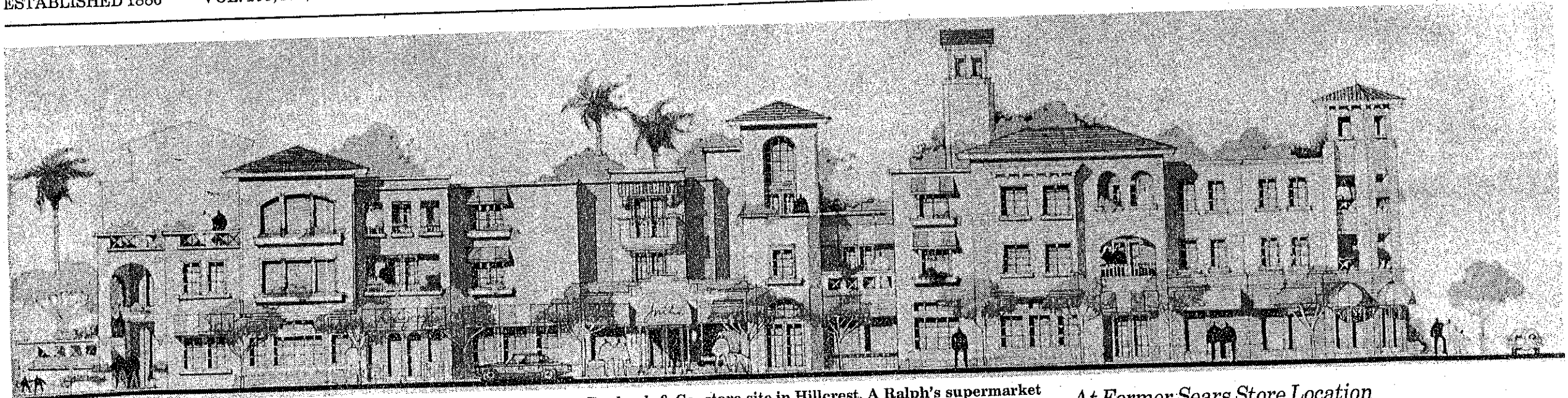
ESTABLISHED 1886 VOL. 103, NO. 49

TUESDAY, JUNE 7, 1988

2131 THIRD AVENUE

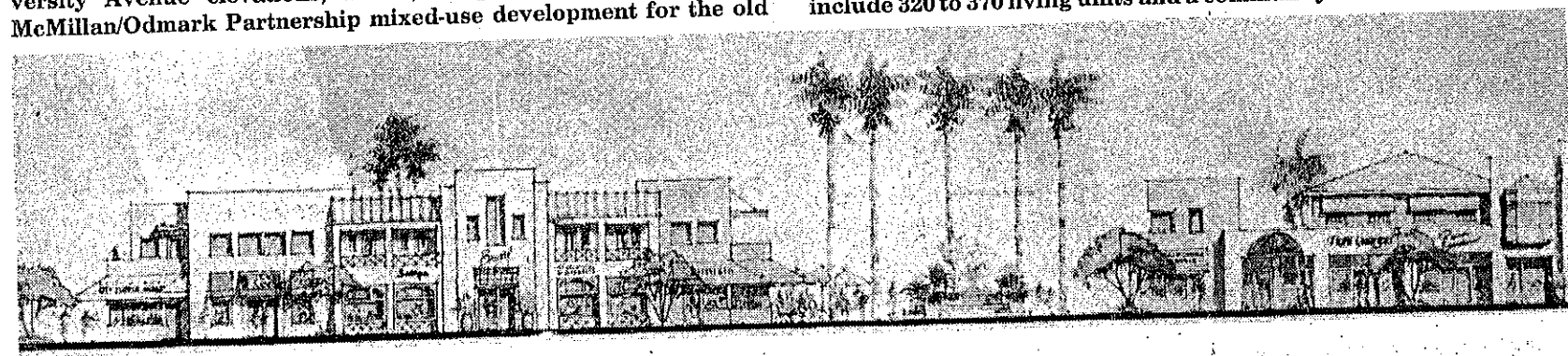
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B-SECTION



Artist's drawings show Vermont Street elevations, above, and University Avenue elevations, below, as proposed by the Oliver McMillan/Odmark Partnership mixed-use development for the old

Sears Roebuck & Co. store site in Hillcrest. A Ralph's supermarket is expected to be among retail uses for the project, which also would include 320 to 370 living units and a community center.

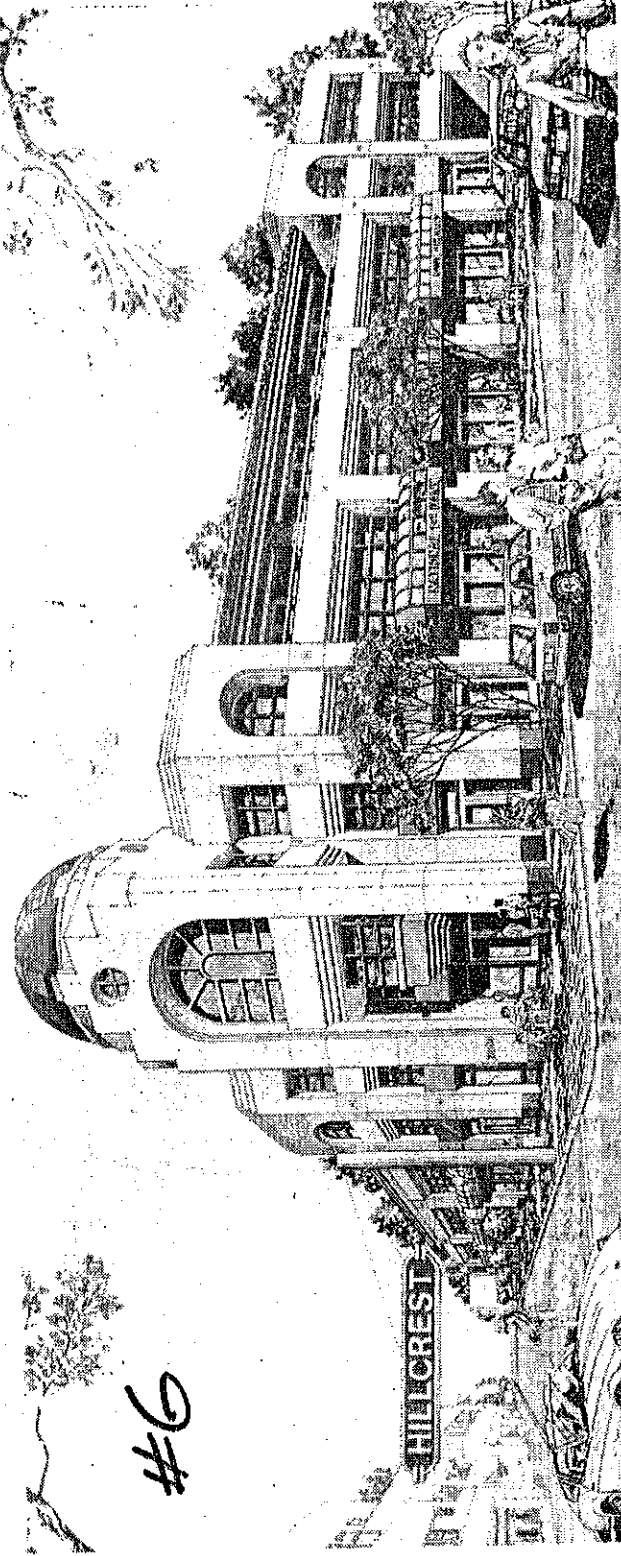


## At Former Sears Store Location

# \$65 Million Mixed-Use Project Approved For Hillcrest Site

By **THOR KAMBAN BIBERMAN**  
*San Diego Daily Transcript Staff Writer*

San Diego's City Council late yesterday voted unanimously to authorize the city manager to execute an agreement with the Oliver McMillan/Odmark Partnership for its development of a \$65 million mixed-use project on the old Sears store site in Hillcrest.



#6

\$10 million California First Bank Building at the northwest corner of Fifth and University avenues in Hillcrest is depicted in the artist's rendering above and shown under construction, below right, as the 3/4-ton, 11-foot-high wooden frame for its dome is lowered atop the cupola steel frame. When completed, the 21-foot-diameter dome will be set with emerald green and copper ceramic

tiles and will form the highest point of the 45,000-square-foot medical services and retail complex. The project, designed by Brian Paul & Associates for Gateway Partners, will use reflect Spanish mission and Balboa Park design elements and will have 33,000 square feet of subterranean parking. Guttman Construction Co. is building the project on a 21,000-square-foot site.

#### *L.J. Hooker Representatives Comment*

## New Developments Create 'Renaissance' In Hillcrest

Hillcrest and Uptown, once enclaves of charming, historic homes with decaying retail areas, again are becoming vibrant and cosmopolitan areas of the city.

An influx of unique shops, acclaimed restaurants and office buildings that complement the environment are creating a renaissance in the area, according to John C. Edgerton, resident vice president of L.J. Hooker International, a corporate and investment real estate firm.

Edgerton attributes its convenient, centralized location, charming Victorian residences and lower rent and land prices for the increased development activity.

"Tenants and residents are within five minutes of downtown without the parking and traffic problems associated with downtown," he said.

Martien Barry Jr. and Ray Adler, L.J. Hooker International brokers who specialize in Uptown and Hillcrest real estate, say economic motivations are behind the zeal among real estate developers, tenants and residents to locate in the area that lies between First and Sixth avenues and Cedar and Washington streets.

# #3 Fashions change in architecture at boutique, too

By Kay Kaiser  
Architecture Critic

It is possible to document the changing trends in architecture on the side streets of Mission Hills.

As unlikely as that seems, the changes made over the last 12 years in Delores Campbell's clothing store parallel the shifts in architecture felt all over the world.

Campbell began selling the clothes she makes from her shop, Rags to Stitches, on Goldfinch Street in 1976, America's bicentennial year. The 900-square-foot shop was in a one-story, nondescript building. She lined the interior with red, white and blue wallpaper and a bright blue carpet. "I thought I needed the color," she said recently.

An armoire and other antiques came from home. The effect was a cozy, cottage-like place.

In a way, cozy defines what most San Diego architects did then. The shingles were thick, the eaves were deep and bougainvillea climbed over tan walls everywhere. These were the things we were comfortable with.

Several years later, Campbell's blue carpet was replaced by black and white tile. The atmosphere changed from homegrown to cosmopolitan overnight. Similar floors also appeared elsewhere in San Diego, most notably at Words and Music Bookstore by architects Ralph Roesling and Kotaro Nakamura. It was one of San Diego's first environments influenced by new rumblings in Europe.

Energized by her new floor, Campbell wanted more change. She found several cardboard columns that Nordstrom's department store was discarding. She paid \$15 apiece for the lightweight classical elements, painted them peach and moved them next to her clothes racks. She had peach and aqua fabric draped on the walls.

Today, Campbell says that she found Post-modernism, or it found her, almost subconsciously. She looked at a book of colors and automatically reached for peach and aqua.

"I was so surprised when I drove down Fourth Avenue for the first time and saw that thing, Horton Plaza, painted the same colors," she said. "I couldn't believe it."

The public doesn't always perceive a change in architecture by looking at buildings. Design trends

first enter the subconscious as subtle parts of something else.

You look at an advertisement for a dress. The backdrop is a series of classical columns. Jewelry is draped over a broken Doric capital. Next month the jewelry is shaped like a broken Doric capital and designed by a famous post-modern architect.

Car washes and restaurants try to attract business with pink, aqua and gray ads. Dinnerware is photographed in a room of furniture that is made of scaled-down building parts from ancient Greece. Art museums pick up the trend.

All of a sudden, post-modern design is the thing to have. The shapes and colors architects play with appear on wallpaper and toilet tissue. Brides ask for Michael Graves' \$150 teakettles more often than Limoges china.

New York Times writer Patricia Leigh Brown recently recalled an unfortunate incident with a post-modern creamer in a Manhattan restaurant. "I watched with fascination as the cream dribbled, not into my coffee cup but languorously down the jutting lip of the chic pyramidal spout," she wrote.

The writer predicts a groundswell of negative public opinion toward "designerware," and a return to shopping at hardware stores where simple, functional items still exist.

When dressmaker Delores Campbell moved into a new building last June, she left the peach cardboard columns behind.

"I wanted something sleek and clean after being in the other place where I had to work around all the clutter," she said.

Delores and her husband, Roger Campbell, spent more than a year creating the new dress shop in a two-story former four-unit apartment building on Falcon Street. Their friend, architect Robert Ferris, listened carefully, and as a team, they produced the 4,400-square-foot space Delores wanted.

The building is a simple box, marked at the corners by a subtle stair-stepped detail that is repeated around the display windows and in interior cornices.

In this age of design extravagance, this is a minimalist building. The sophisticated restraint involved is unusual in San Diego.

"I like the feeling of angularity here," Delores said. "I know we are all women in here, but I don't want any curves."

She also didn't want windows along the sides of the building, because they would have broken up the long rows of clothes racks she wanted along the store's periphery. This is known as designing a building from the inside out. Form follows function, and all that.

"I want it the color of cement,"

Delores repeated often to incredulous workers. They wanted to throw pink or some other color into the stucco. "Gray, like cement. Natural cement color," she said, not giving up.

The Campbells wanted patinaed copper spandrels and other details. She went to the metal shop and yelled "stop" when the chemicals produced the right shade of green.

Roger credits Ferris for working out problems of scale, perhaps the most important part of design. At the entrance, the angled 5-foot-wide squares of paving accented with small slate squares are just the right scale for the building. The pattern in the concrete continues into the two-story front gallery of the store.

Inside, the walls are white and smooth with razor-sharp corners. Roger saved the maple floor boards from the circa 1913 building. One by one, he took the boards up, scraped and sanded them. A transparent white stain makes this one of the most elegant natural floors in San Diego.

The space has the light and volume of a ballet studio. There, the dancers are the focus of the room.



In Delores' store, nothing pulls the eye away from the clothing. A railing based on a square within a square guards the interior stairway to the second floor. The motif, part of a fence to the original building, was the only strictly ornamental detail the Campbells allowed.

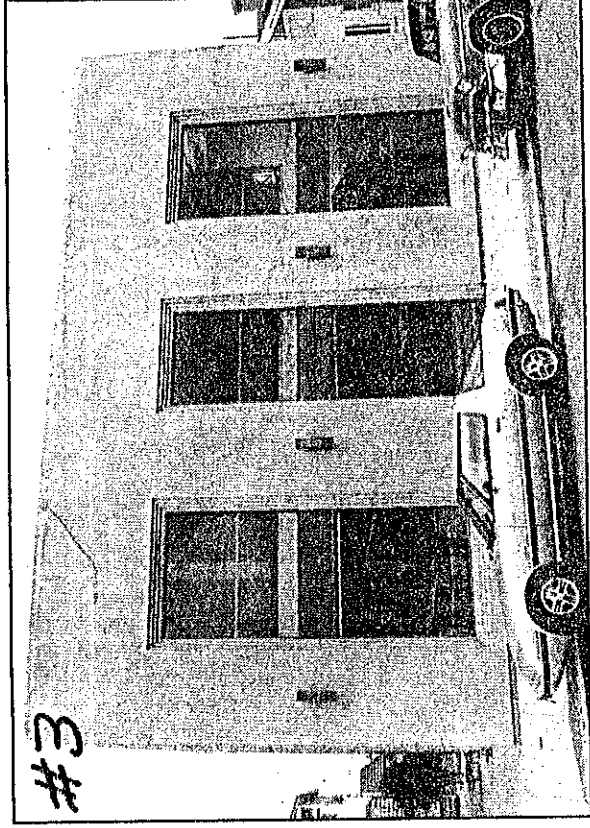
The building is unusual in this neighborhood of traditional small houses and stores. Delores said many people ask when they're going to paint it. Others call it "that ugly building with no windows."

Several architects stopped by and gave the building the thumbs up. Natural-colored masonry is popular again. Delores didn't know this; she just felt it.

Customers say they expect to find something like this in New York or on Rodeo Drive. This makes Delores angry. "Why does something like this have to represent those places? Why doesn't San Diego deserve it?" she asks.

The most vexing comment came from a woman who looked at the refined interior, said "This is too nice for me," and left.

Delores Campbell's tastes emerge in the Italian cottages, Irish linens and other unusual fabrics she buys to make her line of clothing. She generally allows the character of the fabric, not fussy details, to carry



The building is a simple box with a masonry finish, accented by stair stepped corners and patinaed copper.

the message of the garment.

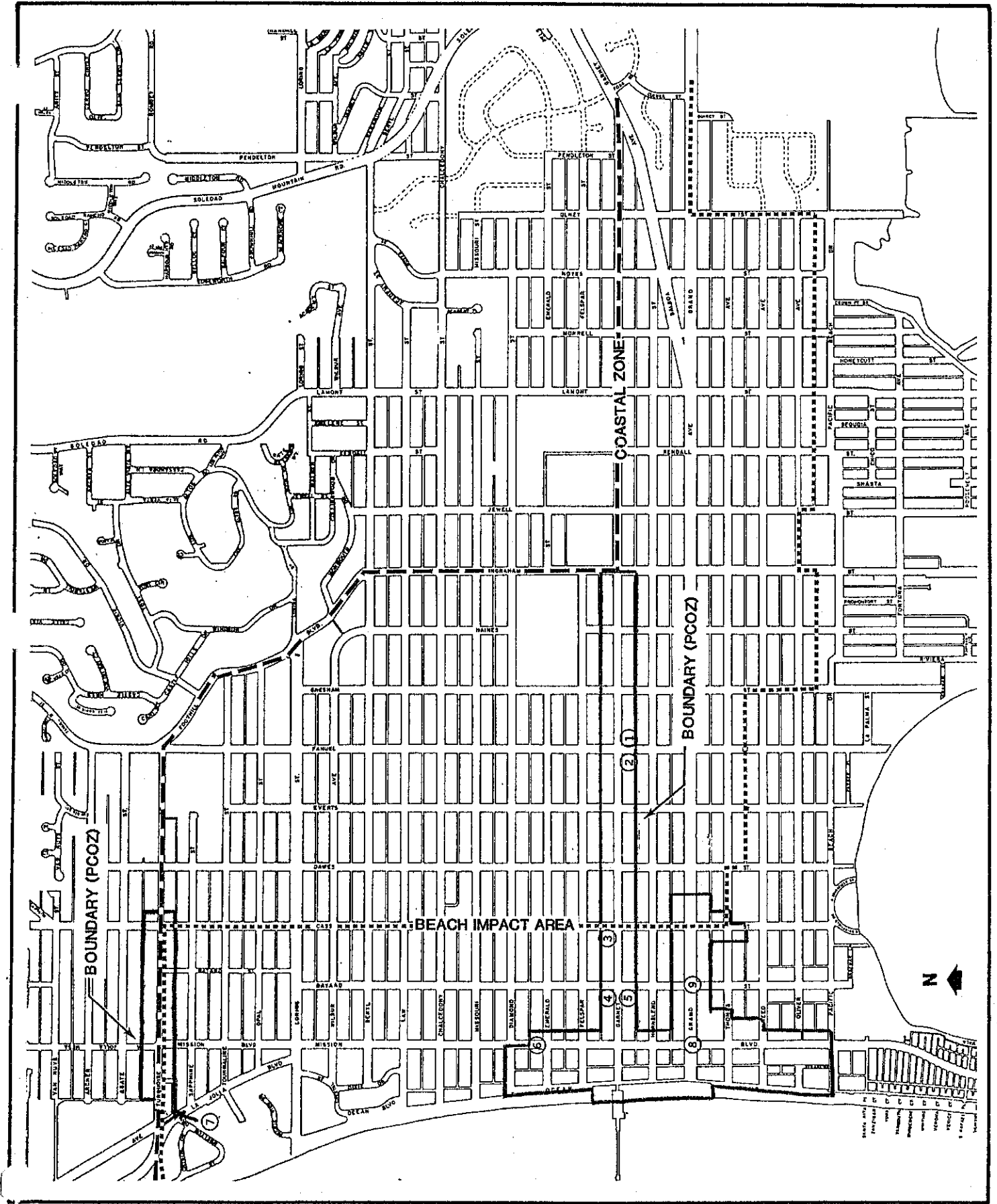
It's interesting that this tendency toward subtle detailing and respect for materials came out in her building, too.

Dress designer Coco Chanel had good advice regarding the things you put on your back. She believed you were well dressed when the people selling fish at the local

market paid no particular attention to what you were wearing.

The concept can be applied to architecture, too. In this building, no detail dominates. You enjoy the lightness of the space and sense that the architecture does what it is supposed to.

That's quite an accomplishment.



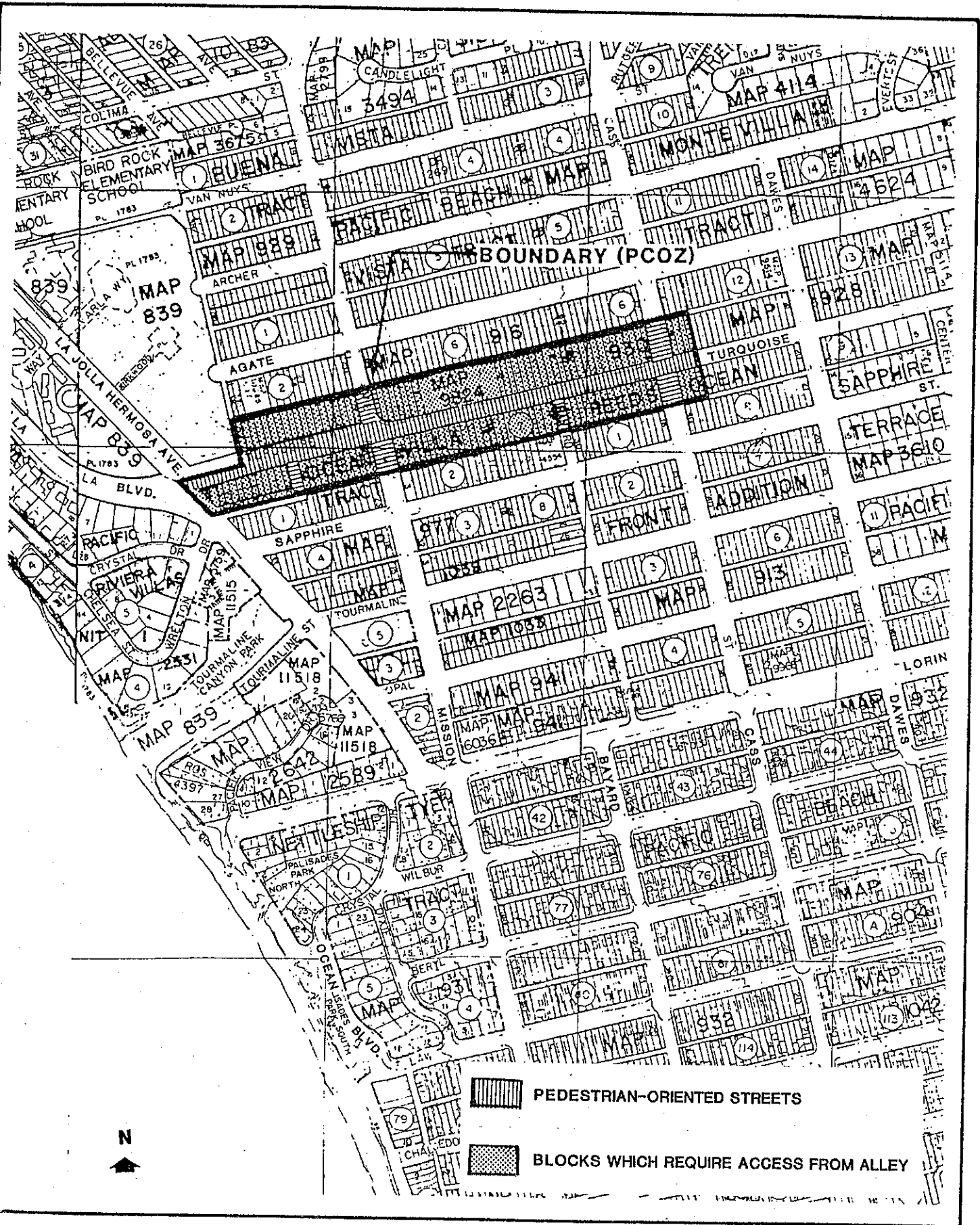
**PACIFIC BEACH PEDESTRIAN COMMERCIAL OVERLAY ZONE - MAP "A"**

## Points of Interest

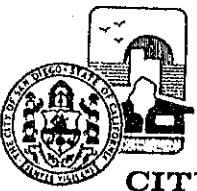
1. Southeast corner of Fanuel and Garnet: "L" shaped mini mall.
2. Southwest corner of Fanuel and Garnet: Pedestrian oriented commercial.
3. Northwest corner of Cass and Garnet: Dunaway Drugstore - Community Historic Landmark; pedestrian - oriented commercial.
4. Northwest corner of Bayard and Garnet: Commercial development which contains elements of pedestrian orientation.
5. Southwest corner of Bayard and Garnet: "Old" Walker Scott Store pedestrian oriented.
6. Northern corners of Emerald and Mission Boulevard: Pedestrian oriented commercial uses.
7. Southeast corner of La Jolla Boulevard and Turquoise: Pedestrian oriented commercial uses.
8. Intersection of Grand and Mission Boulevard: Primarily non-pedestrian oriented commercial uses.
9. Intersection of Grand and Bayard: Two new L-shaped mini malls.

The Planning Commission will also be inspecting various alleys in the commercial areas.

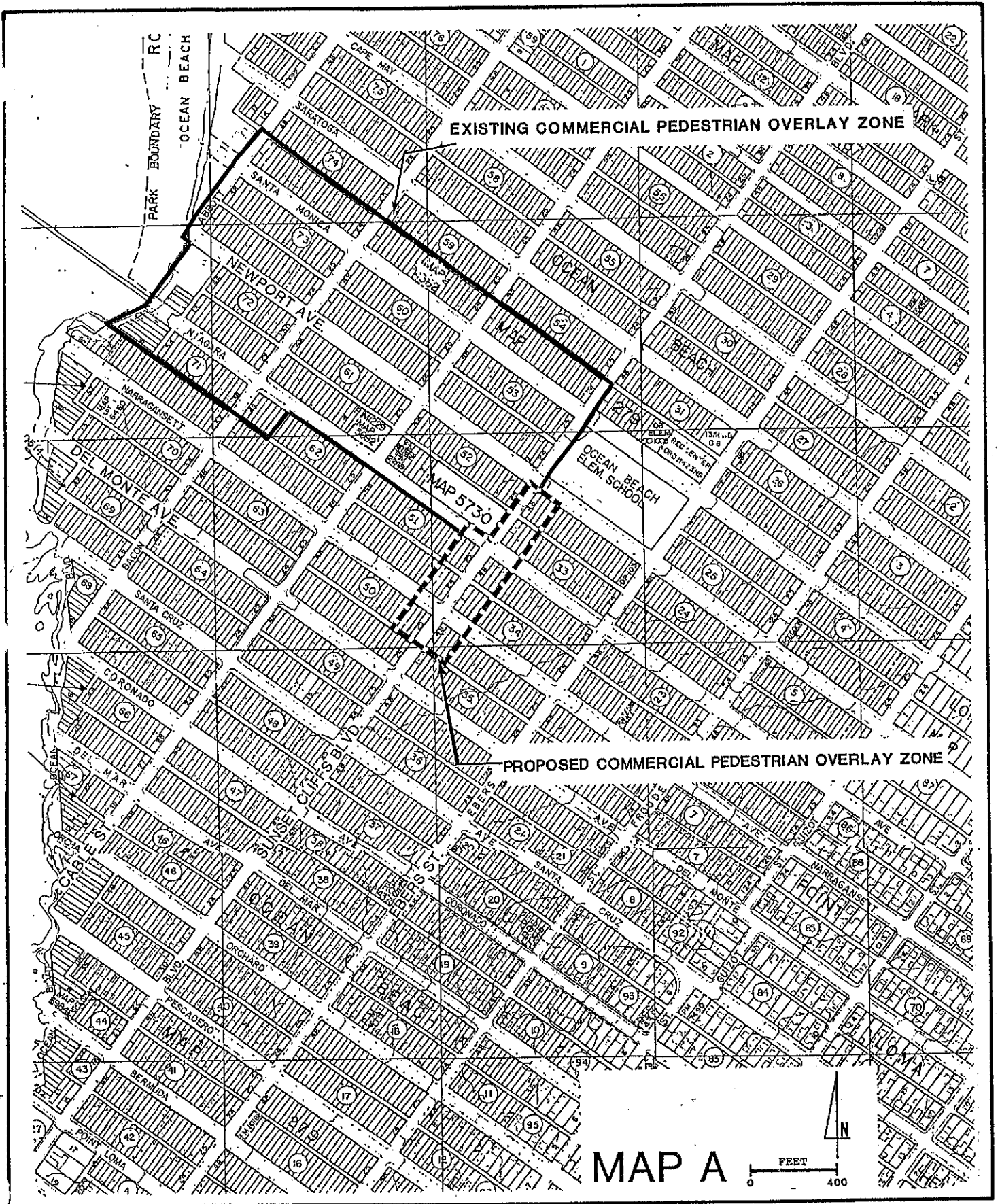




**TURQUOISE AVENUE COMMERCIAL AREA - MAP "B"**







PLANNING REPORT -

# PROPOSED PCOZ NEWPORT CENTER EXTENSION

CITY OF SAN DIEGO · PLANNING DEPARTMENT

