NPS Form 10-900 OMB No. 1024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

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1. Name of Property

Historic name: San Diego Athletic Club
Other names/site number: Connections Housing Downtown
Name of related multiple property listing:
N/A
(Enter "N/A" if property is not part of a multiple property listing

2. Location

Street & number: 1250 Sixth Avenue
City or town: San Diego State: CA County: San Diego
Not For Publication: ☐ Vicinity: ☐

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this _X_ nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property _X_ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___national ___statewide _X_local

Applicable National Register Criteria:

___A ___B _X_C ___D

2/14/13

Jenan Saunders, Deputy State Historic Preservation Officer **Date**

California State Office of Historic Preservation

State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official: **Date**

Title : **State or Federal agency/bureau or Tribal Government**

4. National Park Service Certification

I hereby certify that this property is:

✓ entered in the National Register

___ determined eligible for the National Register

___ determined not eligible for the National Register

___ removed from the National Register

___ other (explain:) _____

Signature of the Keeper

4/3/2013
Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

Private:	x
Public – Local	
Public – State	
Public – Federal	

Category of Property

(Check only **one** box.)

Building(s)	x
District	
Site	
Structure	
Object	

Number of Resources within Property
(Do not include previously listed resources in the count)

Contributing	Noncontributing	
1	0	buildings
		sites
		structures
		objects
1	0	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use
Historic Functions
(Enter categories from instructions.)
SOCIAL/Clubhouse

Current Functions
(Enter categories from instructions.)
WORK IN PROGRESS/SOCIAL/civic

7. Description

Architectural Classification
(Enter categories from instructions.)
LATE 19TH AND 20TH CENTURY REVIVALS: Late Gothic Revival
MODERN MOVEMENT: Art Deco

Materials: (enter categories from instructions.)
Principal exterior materials of the property: Concrete

Narrative Description
(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with **a summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The San Diego Athletic Club is a free-standing, twelve-story, concrete building located in the downtown core area of San Diego on a steeply sloping lot with a multi-directional slope. Two of the building's façades, the east and north, are street facing and fully visible, but the west and south property line façades are visually blocked by neighboring buildings. The building was designed in an Art Deco Ziggurat and Late Gothic Revival style in 1928, was used as the San Diego Athletic Club from 1928 to 1964, and was converted to office use in 1969-1970. Most of the interior historic fabric and some of the exterior historic fabric was removed during this conversion. On the first floor, individual rectangular windows were heavily modified to create wider openings that extended upward to the underside of the two-story arched windows above. New trim around the arched windows of the third floor extended to the ground giving the appearance of one continuous three-story window. Most of the original steel windows were replaced. The second floor balcony above the entrance, the first floor wrought iron window grilles, the horizontal band at the second floor line, and the fire escapes were removed. The horizontal faux stone scoring of the first floor façade was in-filled. However, the majority of character-defining exterior features above the third floor were retained and the ziggurat design of the building was unaffected. The building has retained its historic integrity in terms of location, design, setting, materials, workmanship, feeling, and association.

Exterior:

All twelve floors of the building are constructed of board-formed, poured-in-place concrete, which originally was left exposed and unpainted. The decorative stone features, which included friezes, balconies, sill spandrels, and horizontal bands, were painted a shade darker. The east elevation consists of a central tower bay, with the main entrance, and two equally sized adjacent bays; the north elevation consists of one undivided flat surface. The first floor fenestration originally consisted of twelve relatively small multi-lite windows on the east façade within the two side bays and six similar windows on the north façade. Above these twelve windows, within the side bays on the east façade, are six large arched original windows that extend from the second to the third floor and above the six windows on the north façade were six large arched original windows at the same location. The 1969-1970 renovation visually extended these twelve arched windows, which have painted decorative metal muntins separating the glass panes and decorative horizontal mullions separating the glass units, down to the first floor by extending the arched windows surrounds to the ground and installing modern single pane plate glass windows with a similar but applied muntin pattern. At the top of the third floor windows, affixed to the top horizontal mullions, were miniature sculptural figures, several of which remain. At the base of the second floor windows, a decorative cornice circled the two street elevations of the building, but almost all of that cornice was removed in the renovations. Remnants remain on the central bay below the fourth floor and two of the second floor windows.

The fourth floor windows on both elevations were the rectangular casement style with transoms. They remain. All the windows above the fourth level are fixed, single pane, and unadorned except for the top floors. A balcony, supported by carved brackets, graces the front façade's eighth floor center windows. Decorative bands or sculpted friezes with variously designed plaques mark the roofline indentations at the fifth, ninth, and twelfth floors. The horizontal decorative band at the fifth floor contains intermittent medallions with a male profile. Beneath the twelfth floor windows are circular designs cast in cement, mincing pointed or gothic windows, complete with center trefoils. At the parapet, a heavily decorated frieze exhibits variously designed plaques, divided by figureheads in cement. The roof is flat with parapets topped by a decorative design. A metal fire escape is present at the rear of the south elevation serving the sixth through twelfth floors.

The building has smooth concrete wall surfaces, changing scale, and vertical decorative concrete elements, including pilasters and roofline parapets. Vertical columns with incised detailing and stylized capitals define the spaces between the window openings and add a strong vertical detail to the overall design. The building has a sub-basement, basement, and twelve stories of office spaces, and an attic and mechanical penthouse on the top of the structure. The sub-basement occupies the southern three-quarters of the building footprint, the basement through fourth floors occupy the full building footprint. The set-backs step from front to back as well as from side to side thus giving the building its ziggurat shape. The fifth through eighth floors occupy a cruciform shaped footprint that is set back from the lower floors on the north and south sides of the building. The ninth through twelfth floors form a small rectangular tower that is set back from the lower floors on all sides.

The twelve-story building has retained most of its exterior character-defining features but has undergone significant interior changes resulting in a loss of interior historic fabric. The building originally contained athletic facilities, assembly, and dining spaces. The building now contains offices on each floor. A 1928 historical photograph of the building is included with this nomination.

Between 1969 and 1970, the interior was converted to offices on all floors. All vestiges of the interior historic fabric were removed with the exception of the central curved stairwells and areas of decorative painted ceilings on the third and fourth floors. All other interior elements were replaced with offices around the perimeters, drop ceilings, room dividers, and new rest rooms and hallways. Several levels of roof deck occur on the building on the fifth, sixth, ninth, and twelfth floors as setbacks occur. Most of the roof decks are accessible only through windows or large sliding doors. All of the roof decks have gravel over built up roofing.

The building has a total of four internal stairwells. Stair #1 is the original internal stair that is part of the service core. This is the only stair that runs from the sub-basement all the way to the elevator penthouse atop the twelfth floor. It features concrete steps and a curved plaster guardrail with an embedded wood rail on top. Stair #2 is at the northwest corner of the building and is the older style of metal pan stair with a guardrail of flat metal bars and it extends from the basement to the fifth floor. Stair #3 is a narrow stair centered on the west exterior wall. It extends from the sub-basement to the fourth floor. Stair #4 is located at the southwest corner and extends from the basement to the sixth floor. From the sixth floor, this stair transitions to an exterior staircase and from floors six to twelve, it is an external steel staircase.

The building contains four elevators. Elevators #1 and #2 are the primary passenger elevators. They are paired together in the middle of the building footprint in the service core. The elevators have stops starting at the basement level and going up to the twelfth floor. Elevator #3 is located in the northwest portion of the building and extends from the basement to the fourth floor. Elevator #4 is located on the west wall and extends from the sub-basement to the fifth floor. These elevators were installed in the 1980s during one of the building remodels.

Rehabilitation and Planned Alterations:

The proposed rehabilitation of the building's East Façade will retain its exterior appearance with the exception of the central bay's first floor level entrance, where the 1928 appearance will be reconstructed or replicated pursuant to the original plans and photographs. This work will include the installation of cast stone and iron ornament (faux railing) balustrades at the new side windows, decorative, non-structural supports below a new faux balcony, an applied plaster ornament and cast stone ornamental screen surrounding the entrance, a metal bas-relief medallion with "SDAC" above the entrance doors, replicated entrance doors, a faux second floor balcony fronted by a decorative cast stone screen modeled on the eighth floor balcony, and applied plaster ornamentation below the faux balcony. This work is intended to replicate the original entrance elements shown in the 1928 photograph.

The proposed rehabilitation of the building's North Façade will retain its exterior appearance with the exception of the installation of three new window openings and windows, compatible with the existing windows, on the fourth floor level at the west end, where the former windowless handball courts were located. The proposed rehabilitation of the building's South Façade will retain its exterior appearance with the exception of the installation of two new window openings and windows, compatible with the existing windows, on the fourth floor level at the west end, where the former windowless handball courts were located. No other alterations are proposed to these two Façades or to the West Façade. Graphics illustrating the rehabilitated East and North Facades are included in the Figures attached to this nomination.

Integrity:

The 1928 building remains in its original location. It retains its original design elements that create the form, plan, space, structure, and style of the property. Although the first floor fenestration and central entrance elements were altered during the building's 1969-1970 conversion to office use, the building's historic exterior features are substantially intact and the overarching significance of the exterior of the building overcomes the adverse effect of these later alterations.

The setting remains the business and civic core of Downtown San Diego. The building is surrounded by newer high rise buildings representing the business growth and development of the City that was projected by the Club's founders almost ninety years ago.

The integrity of the vast majority of the building's original materials has been retained. The quality of the original workmanship has been maintained since the building's historic exterior features are substantially intact.

The building retains its 1928 form, plan, space, structure, style, and appearance. The Late Gothic Revival and Art Deco elements combined in the ziggurat form represent the aesthetic and historic sense of the early 1920s when this building was conceived and constructed.

The building was constructed by the business and community leaders in San Diego in the early twentieth century as a social, business, and community club that would enhance life for all San Diegans through the formation of friendships, business partnerships, and the promotion of San Diego's culture and climate. It succeeded in that role for the next forty years and played a part as San Diego became a major Southern California city. The building is associated with the historical development of this modern city.

8. Statement of Significance

Applicable National Register Criteria
(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- [ ] A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- [ ] B. Property is associated with the lives of persons significant in our past.
- [x] C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- [ ] D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations
(Mark "x" in all the boxes that apply.)

- [ ] A. Owned by a religious institution or used for religious purposes
- [ ] B. Removed from its original location
- [ ] C. A birthplace or grave
- [ ] D. A cemetery
- [ ] E. A reconstructed building, object, or structure
- [ ] F. A commemorative property
- [ ] G. Less than 50 years old or achieving significance within the past 50 years

Areas of Significance
(Enter categories from instructions.)
Architecture

Period of Significance
1928

Significant Dates
1928

Significant Person
(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder
Wheeler, William H.. Lead Architect
Loveless, Ilton E.
Stevenson, Frank W.

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The San Diego Athletic Club is eligible for the National Register of Historic Places under Criterion C at the local level of significance as an excellent example of Late Gothic Revival and Art Deco architecture in the ziggurat form and as the only example of this style in the City of San Diego. The building embodies the distinctive characteristics of both styles and has maintained its character defining features and architectural integrity. The Athletic Club was constructed by the business and community leaders in San Diego in the early twentieth century as a social, business, and community club. It proposed to enhance life for all San Diegans through the formation of friendships and business partnerships and the promotion of San Diego's culture and climate. The period of significance is 1928, the year construction was completed. The Club successfully served these functions from 1928 through 1964 as no other institution has, during that period or since. As the architectural design evolved to include elements from both the Late Gothic Revival and Art Deco styles, it represented the majesty of important civic buildings from the previous century and the modern design elements of the new century. Fortunately, alterations to the lower floors made during the conversion of the building to office use did not adversely affect the overall architectural significance of the exterior of the building. The property continues to represent 1920s social and civic history and architecture.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

The San Diego Athletic Club was envisioned in 1924 to provide a social and athletic facility for the San Diego community. Founded by prominent members of the San Diego business community, the club operated for over four decades and offered a wide range of social functions that facilitated the business and cultural affairs of the City of San Diego. William H. Wheeler, Frank W. Stevenson, and Ilton E. Loveless were chosen as the architects for the building's design in 1924. According to published information about this project, William H. Wheeler served as the Supervising Architect.[1] None of these men had ever designed a building in the Art Deco style. Their design palette had included Mediterranean-influenced styles, Spanish Colonial Revival, Late Gothic Revival, and Classical styles. While the original design concepts for the Athletic Club centered around the Late Gothic Revival style, including a steeply pitched Normandy roof, as the vision of the building took shape and plans for its future role in San Diego's community and business life evolved between 1924 and 1928, the design concepts shifted to a style more expressive of the goals of the founders. As more and more Art Deco Ziggurat style buildings were under construction, and the popularity of Art Deco design expanded, the architects responded to the influences and reshaped their ideas about the appropriate stylistic choices for the Athletic Club. Soon the Gothic arch windows were limited to the top of the building, the Normandy roof was eliminated, and a tower section imitating a

[1] Horace E. Rhoads, "History of the San Diego Athletic Club,"*El Caravel*, March 1928.

battlement was removed from the drawings. The design became more streamlined, windows were more linear, and the step pyramid or ziggurat form became the dominant element of the overall design. This design evolution is illustrated in the published articles on the building included in the Figures attached to this nomination.

Gothic Revival:

Gothic Architecture originated in France in the Twelfth Century, existed in Western Europe through the middle of the Sixteenth Century, and was characterized by the building of great cathedrals, a progressive lightening and heightening of structure, and the use of the pointed arch, the ribbed vault, and a system of richly decorated fenestration.[2] Gothic architecture grew out of the previous architectural genre, Romanesque, which had already established the basic architectural forms and units that were to remain in slow evolution throughout the Medieval period. The widespread introduction of the pointed arch brought about the stylistic change that separates Gothic from Romanesque, replacing the form of small openings with a form where light triumphs over substance. The practically universal feature of Gothic architecture is the pointed arch, but other characteristic features are pinnacles, battlements, and window tracery. [3]

Gothic Revival has been defined as a movement aimed at reviving the spirit and forms of gothic architecture originating in the late Eighteenth Century but flourishing mainly in the Nineteenth Century in France, Germany, and England and to a lesser extent in the United States. [4] In Early Gothic Revival architecture, 1820 to 1860, there may be fewer of these features and they may have been made of simple materials and patterns. For churches, the most common plan was basilican with a steeple at the entrance end. Other buildings could have been symmetrical or asymmetrical in plan and massing. Steep pointed gables were the rule. [5]

In High Victorian Gothic Architecture, 1860 to 1890, the standard features of Gothic architecture were employed but with different effects. The High Victorian Gothic was polychromatic and the variegation was produced by the use of combinations of structural or facing materials, such as different types of stone, alterations in window arches, or differing brickwork patterns. Details, such as moldings, tracery, or carved ornament are all heavier. The effect is a coarser appearance as opposed to the fragility of the Early Gothic Revival. Rooflines are more complex, often with a profusion of gablets and dormers, top heavy effects are common. [6]

Late Gothic Revival buildings, 1890 to 1915, are quieter and smoother in design than the earlier styles. The silhouettes are simpler and the top heavy effects are no longer present. Late Gothic Revival churches were substantially built of masonry with tracery of stone. The craftsmanship is superior and the detail is more varied in a single building. Three American architects at the turn of the century, Ralph Adams Cram, Charles Wentworth and Bertram Goodhue, were leaders in

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[2] Frances D.K. Ching, *A Visual Dictionary of Architecture* (New York: John Wiley & Sons, Inc., 1995), 132 and Wim Swaan, *The Gothic Cathedral* (Ware, Hertforeshire, UK: Omega Books Ltd, 1984), 56.
[3] Marcus Whiffen, *American Architecture since 1780 A Guide to the Styles* (Cambridge: M.I.T. Press 1969), 53.
[4] Ching, *A Visual Dictionary of Architecture*, 134.
[5] Whiffen, *American Architecture since 1780 A Guide to the Styles,* 53.
[6] Ibid., 89.

the Late Gothic Revival movement, re-emphasizing the perpendicular elements that had been the main source of the Early Gothic Revival style. The 1903 Military Academy at West Point was a militarized version of the Perpendicular. The Late Gothic Revival form found expression in other educational buildings at Bryn Mawr, Princeton, Duke and the University of Chicago in the early 1900s. Steel skyscrapers, including the 1913 Woolworth Building in New York and the 1925 Tribune Tower in Chicago, also popularized this style. [7] The verticality of the Late Gothic Revival that was suitable for skyscrapers and their large window areas made it practical for other commercial buildings, such as the San Diego Athletic Club.

The San Diego Athletic Club's design retains a number of Late Gothic Revival treatments: the decorative Gothic arches in clusters of three on the twelfth floor, the attached shafts at the twelfth floor parapet and, between the eighth and ninth floors, vertical moldings at the twelfth floor windows and the original second to third floor windows, rooflines terminated by small pinnacles and castellated battlements at the ninth and twelfth level parapets, and other decorative elements including shields, trefoils, and medallions. These elements have been seamlessly incorporated into the dominant Art Deco Ziggurat form that emerged.

Art Deco:

Art Deco is an eclectic artistic and design style that began in Paris in the 1920s and became popular throughout the world by the 1930s. The style is marked chiefly by geometric motifs, streamlined and curvilinear forms, sharply defined outlines, often bold colors, and the use of synthetic materials. Its name is shortened from that of an Exposition of modern and decorative arts held in Paris, France in 1926. [8] In Art Deco and Moderne styles, simple cubic forms and flat surfaces are emphasized for their modernity. Art Deco (1925-1933) ornament has a pronounced verticality and is mechanistic and linear in quality. Favored motifs are faceted surfaces, zigzags, chevron patterns, and octagonal shapes. Windows are grouped in bands and spandrels are expressed as continuous horizontals. [9] The style influenced all areas of design, including architecture and interior design, industrial design, fashion, and jewelry. At its best, Art Deco represented elegance, glamour, functionality, and modernity. It was considered to be an eclectic form of elegant and stylish modernism. Art Deco embraced influences from many different styles of architecture in the early twentieth century, including Neoclassical, Cubism, and Modernism. The Art Deco Ziggurat design concepts drew inspiration from Mesopotamian, Egyptian, Greco-Roman, and Meso-American precedents. The discovery of King Tutankhamen's tomb in Egypt in 1922 resulted in an intense interest in ancient archaeology. Ancient peoples believed that the ziggurat style buildings connected heaven and earth as they reached into the sky. The publication of drawings, photographs, and other materials from archaeological excavations at exotic sites around the world inspired architects, designers, and artists of all genres. The revival of travel after the end of World War I also allowed people to travel the world to see these important sites and receive inspiration from these ancient cultures.

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[7] Ibid., 173-177.
[8] Ching, *A Visual Dictionary of Architecture*, 135.
[9] Carole Rifkind, *A Field Guide to American Architecture* (New York: New American Library, 1980), 220-221.

The first ziggurats were temple-towers in Sumerian and Assyrian architecture built in diminishing stages of mud brick with buttressed walls faced with burnt brick, culminating in a summit shrine or temple reached by a series of ramps. These are thought to be of Sumerian origin dating from the 3rd millennium BCE. [10] Today, the term describes a terraced pyramid with each story smaller than the one below it. Art Deco skyscrapers may have complex groupings of rectangles or trapezoids. Sometimes two contrasting materials are used to create subtle bands of color, a strong sense of line, or the illusion of pillars. The logical progression of steps and the rhythmical repetition of shapes suggest ancient architecture, yet the style also celebrates a new, technological era. From skyscrapers to movie houses and government buildings, to modest business exteriors, homes and gas stations, the style was modified to fit specific design concerns and the functional needs of the subject building.

According to Gebhard and Winter, "Certainly, next to New York City, Southern California exhibits, even today, more examples of the Art Deco (Zigzag Moderne) than any other part of the country. Bullock's Wilshire (1926) by Parkinson and Parkinson is the best remaining example of Art Deco in the area, but there are literally hundreds of examples in the downtown sections of Los Angeles, San Diego, Pasadena and even Santa Ana." [11] Other Los Angeles examples include the Eastern Columbia Building (1930) and many other smaller, lesser-known examples along Wilshire Boulevard and other important business corridors in the city. Examples of the Art Deco Ziggurat building style are located in Argentina, Brazil, Cuba, Germany, India, Indonesia, London, Paris, Russia, Shanghai, Spain, and United States. In New York, the Chrysler Building (1928-1930), the Empire State Building (1931), and Rockefeller Center (1931) are prime examples of the Ziggurat style. These buildings are icons in the American landscape. The San Diego Athletic Club Building (1928) is the only example of this architectural style in the ziggurat form constructed in San Diego. Despite interior alterations, the building remains as a prime example of the architectural trends shaping the country in the 1920s and the desire of the founders of the Club to create an elegant, modern building that reflected their vision of San Diego's future growth and development.

San Diego's leading citizens and businessmen, led by Colonel Ed Fletcher, envisioned a social, business, and community club that would enhance life for all San Diegans through the formation of friendships, business partnerships, and promotion of San Diego's culture and climate. In 1924, when the initial idea for the club was formed, America was recovering from World War I and the future looked bright and promising. These men planned to lead San Diego firmly into the future possibilities offered by the twentieth century. The design of the building was planned to be a concrete example of their sense of vision, modernity, and San Diego's future showcased in an elegant building that brought the past together with the present to create a future for San Diego.

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[10] Ching, *A Visual Dictionary of Architecture*, 248.
[11] David Gebhard and Robert Winter, *A Guide to Architecture in Los Angles and Southern California* (Santa Barbara: Peregrine Smith, Inc. 1977), 25-26.

History of the San Diego Athletic Club:

The San Diego Athletic Club was created in 1924 by prominent members of the San Diego business community to provide a wide range of functions. Athletic clubs became popular in the United States in the early twentieth century and became important institutions in the life of the city. They fostered business connections and social interaction that helped development of the cities. When a group of leading business men of San Diego met at the suggestion of Colonel Ed Fletcher, for the purpose of discussing the erection of a modern athletic club in San Diego, Fletcher noted the success which attended other athletic clubs in various parts of the country.[12] That group was composed of G.A. Davidson, George W. Marston, Claus Spreckels, Milton A. McRae, Frederick M. White, J.W. Sefton, Ralph E. Jenney, Richard T. Robinson, Jr., and Colonel Ed Fletcher, the leading figures of the commercial and civic core of San Diego. As a result of this meeting, the San Diego Athletic Club was incorporated on February 11, 1924. Most of the original incorporators became members of the first Board of Directors.

The Board sold memberships in the Club. The proceeds from those sales and the monies that they were able to borrow enabled them to pay for the purchase of the lot, the construction of the building, and its furnishings. A 100 x 150 lot had been purchased on the southwest corner of Sixth and A Streets. The Building Committee employed architects William H. Wheeler, FrankW. Stevenson, and Ilton E. Loveless.

Newsletters were published throughout the four year construction of the new Athletic Club that provide an ongoing chronicle of the physical, social, and cultural development of the Club. The letterhead of the Club newsletter included the phrase – "A Social, Commercial and Family Club." The Club was not a men's only club. From the beginning, the Club was seen as a way to bring the family into the larger social and athletic developments of San Diego. The Club newsletters continually refer to the building as a "home" for members and their families and no effort was spared in the construction or development of the Club to emphasize that concept. [13]

During the early years of development of the San Diego Athletic Club, in order to increase the potential success and the financing of the Club, the membership campaign was expanded. In 1926, plans were made for a street parade in conjunction with the big ground-breaking ceremony on July 31st. The parade was scheduled for noon in the downtown core area for maximum exposure to thousands of people working in the local businesses. Men prominent in the state and the nation, including the Governor, Senators, Congressmen, County Supervisors, Mayor and City Council, and officials from other athletic clubs, participated. "Moving pictures" were taken of the event.

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[12] Horace E. Rhoads, "History of the San Diego Athletic Club," *El Caravel*, March 1928.

[13] The Club published newsletters, *The Bulletin,* (1924-1926), *El Caraval*, (1927-1932), and *San Diego Club Life* (1932-1940), to document the development and operation of the San Diego Athletic Club, later the San Diego Club. These newsletters and the local newspaper articles were the primary sources for this history of the Club.

The location of the new Club was in the commercial and civic core of San Diego, as reported in its January 1927 newsletter:

> Sixth Street is gradually coming into its own. The character of the Street is undergoing a radical change. Witness the new John D. Spreckels building, for example. Now comes another fine structure – the San Diego Trust and Savings Bank Building on Sixth and Broadway. Both of these are fine companions for their neighbor, the Club Home on Sixth and A Streets. The Club represents faithfully the spirit of the newer and Greater San Diego. This means that when the Club is completed and occupied it will be the headquarters for the representative citizens of this splendid city… A house set on a hill cannot be hid. …

In the June 1927 newsletter, the intended use of the upper floors was discussed:

> The sleeping rooms, of which there will be ninety-six, will enable the members to offer the hospitality of San Diego to out-of-town guests. Moreover, the club will mean not only a down-town home for members but also a San Diego home for out-of-town friends of members. The service of the club will be in keeping with the building and the furnishings and equipment. Good food will be served amid congenial surroundings in the dining room, grill and women's dining room. Throughout the entire building will be a quiet, unostentatious service.

An Editorial in the August 1927 newsletter stated that:

> Soon the San Diego Athletic Club will be functioning one hundred percent. It will be not only the center of athletics, but also of civic, business and social activities. Moreover, it will play a vital role in the city's history, providing one place where business may be mixed with recreation and pleasure and where men can be brought together. The Club will be a Club for men. But wives, daughters, and mothers will have privileges also, with their own lounge and dining room and their own exclusive entrance. Reciprocal relations will be established with Athletic Clubs in other cities.

An Editorial in the September 1927 newsletter commented that:

> … But keep in mind that the Club "is more than just an organization of representative business and professional men, operating for social and athletic purposes. Remember that it is a great potential force in the life of San Diego; that as time passes it will assume still greater influence in this community. This will mean that the San Diego Athletic Club will be more than a Club, that it will be a vital public institution, comprising in its membership the best brains and citizenry of this city.

In the October 1927 newsletter, readers were reminded that:

> The location of the club's home is of itself a real feature, being right down town; handy and yet not in a noisy part of the city; just right for dropping in for a loaf, something to eat, for exercise, a swim or to meet friends or associates.

Interior Elements:

The arrangement and decoration of the interior spaces was of prime importance to the members and every effort was made to create not only a functional building but a structure that offered a variety of amenities for members, their families, and out-of-town visitors who were using the exchange privileges of the Club. The building was designed to offer a full range of sports activities, spaces for a wide range of community and business events, dining and dancing and hotel accommodations.

All the interior furnishings and supplies were from local San Diego businesses. Many of the members of the Club owned businesses that furnished goods for the actual construction of the Club or the interior décor, dining services, uniforms, and equipment. This was also seen as another positive aspect to membership and instilled a sense of pride in the members that their goods and services were used to create such a beautiful building for San Diego's enjoyment.

Interior Décor:

The Club members included the cultural and social leaders of San Diego's business and arts communities. The décor of the interior reflected the cultural activities of the members, their interests, and the artistic and cultural trends of the period. A concerted effort was made to acquire furnishings and art that would not only enhance the building's interior for the pleasure and edification of the members, but also aid in advancing the cultural development of the city. Many fine paintings were donated to the Club by members, including ones by prominent local artists. A large oil painting of Colonel Charles Lindbergh, the Club's first honorary member, and "a representative American," graced the wall of the main lounge.

Social Activities:

As soon as the Club was opened, it became the social and athletic center for San Diego. A wide range of all types of athletic activities were offered for men, women, and children. The San Diego Athletic Club was represented in competitions of various indoor and outdoor sports and the Athletic Committee had sixteen subcommittees: baseball, basketball, bowling, boxing, fencing, football, golf, gymnastics, handball, rowing, swimming, tennis, track, volleyball, wrestling, and yachting. Teams were formed for both men and women in a range of sports. Classes for swimming lessons for children, competitive swimming teams, and fitness classes were offered for all ages. The newsletters were filled with helpful articles on health, fitness, the proper way to exercise, and listed the accomplishments of the various teams, classes that were

being offered, and updates to keep members fully informed as to the athletic activities of the Club. The Club offered a wide range of facilities and accommodated everything from social lunches, guest speakers, weddings and receptions, dinner dances, to any type of business or community meeting that a member would like to hold on the premises. A variety of clubs within the Club were formed to meet the needs of specific groups of members and allow for more interaction and connection between members.

Later Developments:

The Great Depression affected the entire nation all during the 1930s, resulting in major changes to American life. The Club faced severe financial difficulties which lasted through World War II but it rebounded after that and continued to serve as an important social and athletic center for San Diego until the mid-1960s. Changing social conditions and economic downturns in that period made the operation of the Club prohibitive and eventually it was closed and the building was sold to outside concerns in 1964. For over forty years, the San Diego Athletic Club had served as a cohesive force in the community.

Historic Context of the San Diego Athletic Club:

After World War I, San Diego was a small city on the California coast at the border with Mexico. Two important things happened during that war: the Panama Canal had been completed in 1915, making San Diego the first American port on the Pacific coast to be reached by world-wide shipping, and, in 1916, the United States Navy had identified San Diego Bay as a most desirable port for west coast naval activities. In the early 1920s, San Diego's business and civic leaders foresaw an incredible future for the City because of these two events and the foundation of this Club was intended to foster that future.

While San Diego's land use patterns and its built environment developed over time, as is normally the case, there was a dramatic shift from what was required to serve the Spanish Mission environment to what would be required to serve a modern American city. The first settlement of San Diego by the Franciscan missionaries in the late 1700s was at the mouth of the San Diego River and the San Diego Bay. By the late 1880s it became clear to Alonzo Horton and others that the more desirable area for the city core was the New Town area surrounded by the waterfront on two sides in a protected Bay. Without a reliable railroad connection, the sea was the only option to provide trade and prosperity to the San Diego region. From the 1870s until the turn of the century, the area now known as the Gaslamp Quarter, near the waterfront, was the economic heart of the city. After the turn of the century, as the city grew and prospered, new development occurred north of the Gaslamp Quarter, above Broadway, the main east/west street, transferring the City's business and civic core to this vicinity.

By 1924, when the founders of the San Diego Athletic Club planned their facility, the area north of Broadway, where all the prominent buildings of the first two decades of the twentieth century had been built, was the logical location for the Club that would become the social home for the

business and civic leaders of the city. Even better, the Club would be situated on a hill, providing views of the prosperous city around it.

The Club property needed to have three characteristics in order to be considered an important representation of its property type and content. The first characteristic for a property of this nature was a location that would provide convenient access for the members of the business, civic, and philanthropic communities. In the 1920s, the vast majority of the City's population worked and resided in or near the downtown core.

The second characteristic was superior facilities. The Club provided state-of-the-art facilities that included two solariums, four handball courts, a gymnasium with a reinforced concrete running track, a swimming pool, a main lounge, a main dining room, a grill, a Ladies' dining room, Ladies' lounge, a separate Ladies' entrance, and 96 guest rooms, all within a twelve story Art Deco ziggurat style building unlike any other in the city on a hill overlooking downtown and the waterfront. There was nothing comparable to it then or since.

The third characteristic was architectural quality. The Club hired some of the best architects of their day, with experience in a variety of styles, and then worked with those architects to design an architectural "program" for their needs and to do so in a manner that combined Late Gothic Revival design elements used for monumental buildings in the past with the more modern Art Deco style in a Ziggurat form, resulting in the only example of ziggurat architecture in the City. A successful Club property requires an architectural statement that is initially outstanding and of long-lasting quality that can support intense use year round and can be remodeled to address changing conditions and club practices. The Club's architecture met that test for almost forty of the City's most dramatic years.

The building was sited in the historic downtown core, which would be appropriate for the major social and athletic club serving prominent members of the business community. Immediately south of it was the now lost 1924 Pantages, later Orpheum Theater, the most prominent theater of its day that covered a half block. Within close proximity was the U.S. Grant Hotel (1910), the Spreckels Theatre Building (1912), the Holzwasser-Walker Scott Building (1913), the Balboa Theater (1924), the Spreckels Office Building (1926), the El Cortez Apartment Hotel (1927), the Medico-Dental Building (1927) and the San Diego Trust & Savings Building (1928), all of which, with the exception of the Spreckels Office Building, are now listed in the National Register of Historic Places. The San Diego Athletic Club was similar to the other buildings in the downtown core in terms of siting, scale, material, and construction. Only its design was unique.

The San Diego Athletic Club represents the historic context of the economic post-war 1920s resurgence, its embrace by the business and civic leaders of San Diego during that period, and their selection of an architectural design/style for their Club that was completely new, one that represented the future and not the past.

The San Diego Athletic Club building retains its importance as a 1920s skyscraper surrounded by new skyscrapers, in the long-standing business and political core of San Diego, with a design

that reflects the architectural history of the Art Deco movement with Gothic Revival elements. The use changes to the interior of the building have not had a significant impact of the building's appearance or its ability to represent the era in which it was constructed. The property represents the themes of 1920s social and civic history and architecture.

The San Diego Athletic Club building was designated as City of San Diego Historic Resource #685 in 2004 as "an excellent example of the Art Deco ziggurat skyscraper architectural style with Classical and Gothic overlay, and was designed by Master Architects Frank Stevenson and William Wheeler, thus qualifying under HRB CRITERION C (Architecture) and D (Master Architects)."

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

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Rifkind, Carole. *A Field Guide to American Architecture.* New York: New American Library, 1980.

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San Diego Chamber of Commerce. *San Diego Business*, November 1928. On file at San Diego History Center Research Archives. Balboa Park, San Diego, CA.

San Diego County Assessor's Office. Assessor's Building Records and Assessor's Parcel Map. On file at Assessor's Office, 1600 Pacific Highway, San Diego, CA.

San Diego History Center. "San Diego Athletic Club" files and newsletters. On file in Research and Photographic Archives. Balboa Park, San Diego, CA.

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Swaan, Wim. *The Gothic Cathedral.* Ware: Omega Books Ltd., 1969.

Stafford, Jane. "Sculpture in San Diego." *Journal of San Diego History.* Summer 1989.

Wheeler, William, *Architectural Plans for the San Diego Athletic Club,* circa 1925. On file in William Wheeler Architectural Files. San Diego History Center Research Archives. Balboa Park, San Diego, CA.

Whiffen, Marcus. *American Architecture Since 1780, A Guide to the Styles*. Cambridge, MA: The M.I.T. Press, 1969.

Previous documentation on file (NPS):

_x_ preliminary determination of individual listing (36 CFR 67) has been requested
____ previously listed in the National Register
____previously determined eligible by the National Register
____designated a National Historic Landmark
____ recorded by Historic American Buildings Survey #_____
____recorded by Historic American Engineering Record # _____
____ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

____ State Historic Preservation Office
____ Other State agency
____ Federal agency
_x_ Local government
____ University
____ Other
Name of repository: _____

Historic Resources Survey Number (if assigned): ____N/A_____

---

10. Geographical Data

Acreage of Property _____.34 acres_____

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates
Datum if other than WGS84:_____
(enter coordinates to 6 decimal places)

1. Latitude: 32.718566 Longitude: 117.159536

Verbal Boundary Description (Describe the boundaries of the property.)

Assessor's Parcel Number 530-055-04

Lots J-K on Block 9, Map DB 13 PG 522, Horton's Addition, Lockling

Boundary Justification (Explain why the boundaries were selected.)

The building that is the subject of this Nomination was constructed on this entire legal parcel in 1928 and it continues to occupy said parcel.

---

11. Form Prepared By

name/title: Marie Burke Lia
organization: Marie Burke Lia, Attorney at Law
street & number: 427 C Street, Suite # 416
city or town: San Diego state: CA zip code: 92101
e-mail: mbllaw@earthlink.net
telephone: 619-235-9766
date: November 13, 2012

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.

- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

  1928 Historical Photograph Print
  1926-1927 Newspaper, Chamber of Commerce and Newsletter Publications
  2004 Historical Resources Board Designation Resolution

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: San Diego Athletic Club

City or Vicinity: San Diego

County: San Diego State: CA

Photographer: Richard Barno

Dates Photographed: 11/27/10, 12/15/10, and 11/14/11

Description of Photograph(s) and number, include description of view indicating direction of camera and date

1 of 8. East Façade, full, camera facing southwest (12/15/10)
2 of 8. East Façade, lower floors, camera facing northwest (12/15/10)
3 of 8. East Façade (left) and North Façade (right), lower floors, camera facing southwest (12/15/10)
4 of 8. East Façade (left) and North Façade (right), upper floors, camera facing southwest (12/15/10)
5 of 8. North Façade, floors 9-12, camera facing south (11/27/10)
6 of 8. East Façade, floors 7-9, camera facing west (11/27/10)
7 of 8. East Façade, floors 10-12, camera facing west (11/27/10)
8 of 8. South Façade, floors 6-12, camera facing north from adjacent building (11/14/11)

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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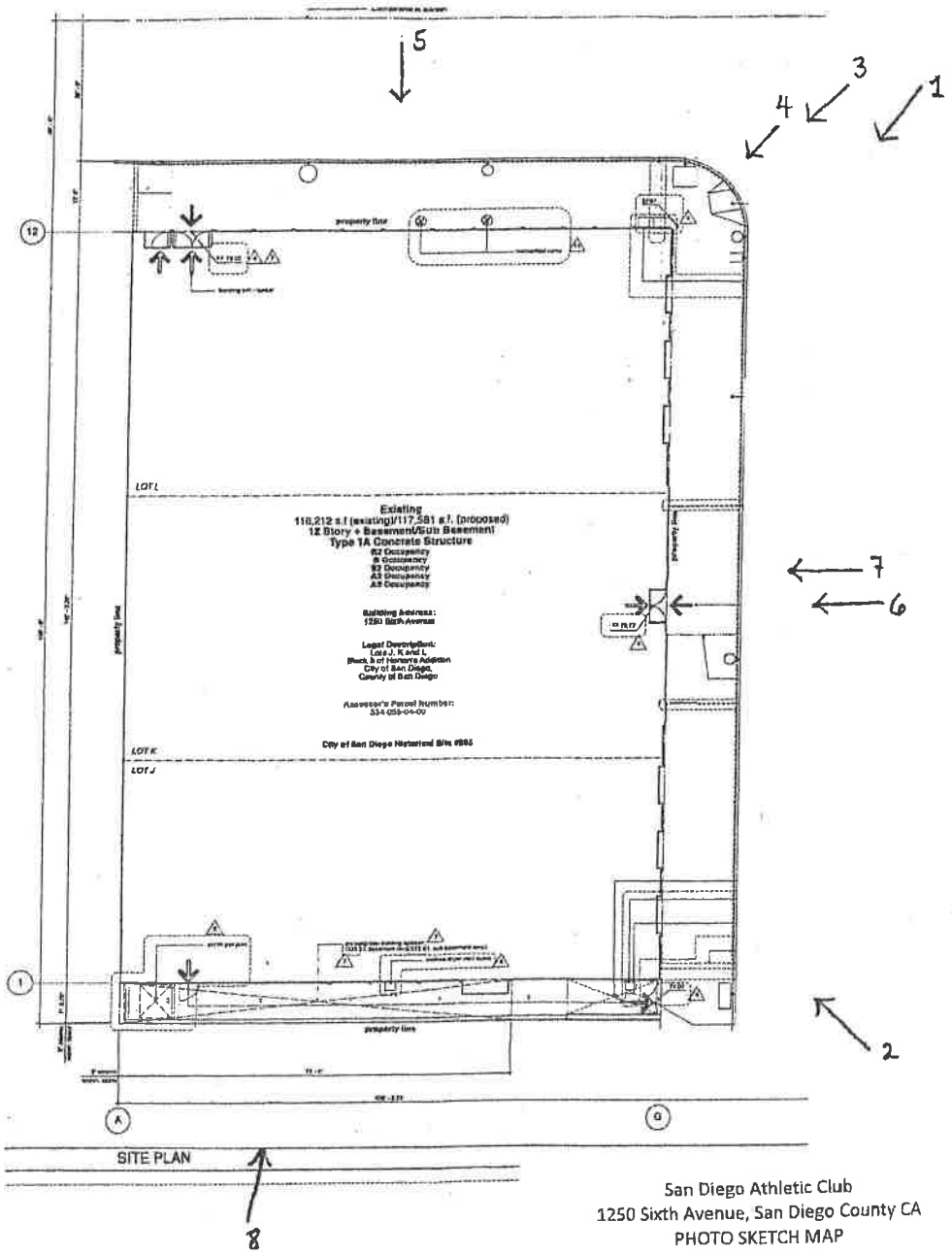
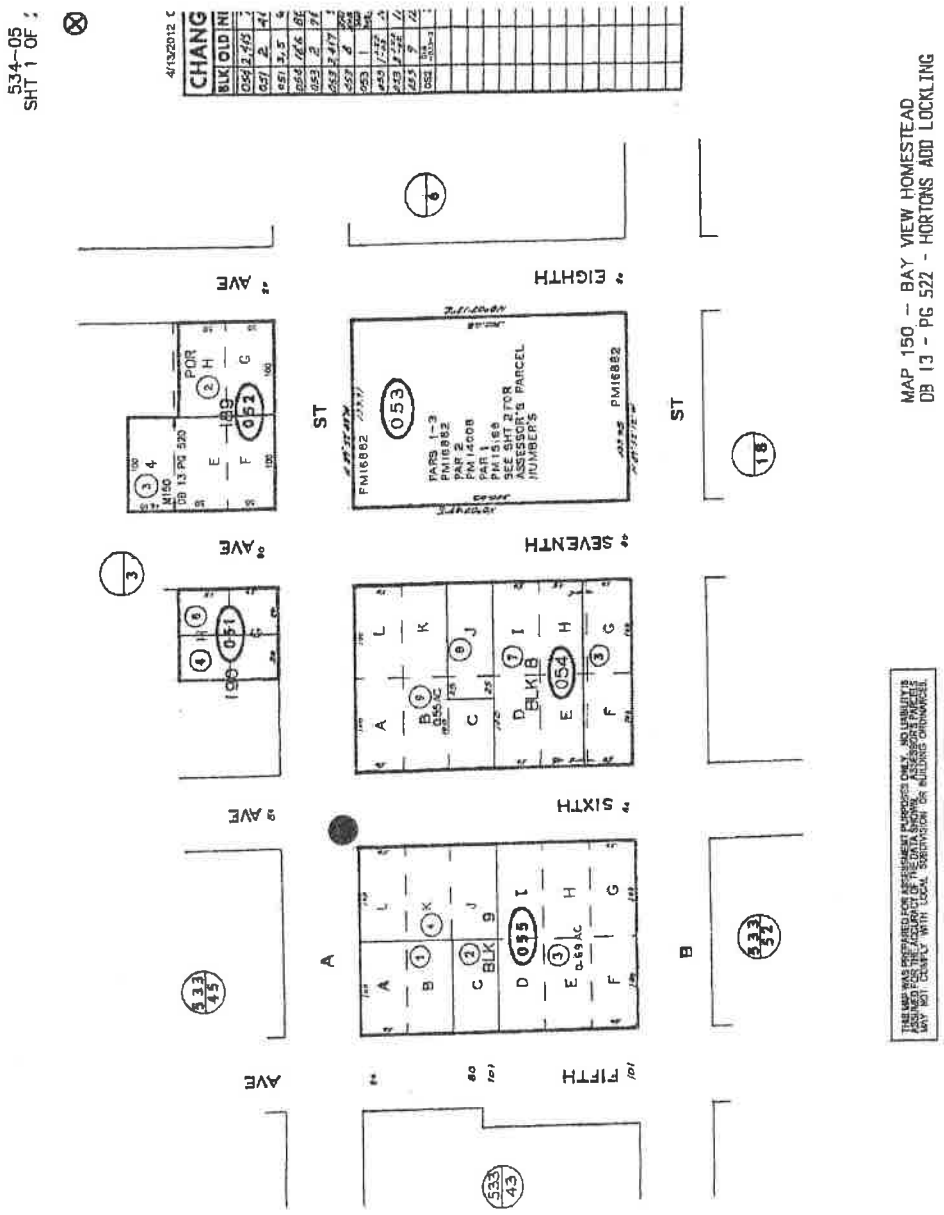
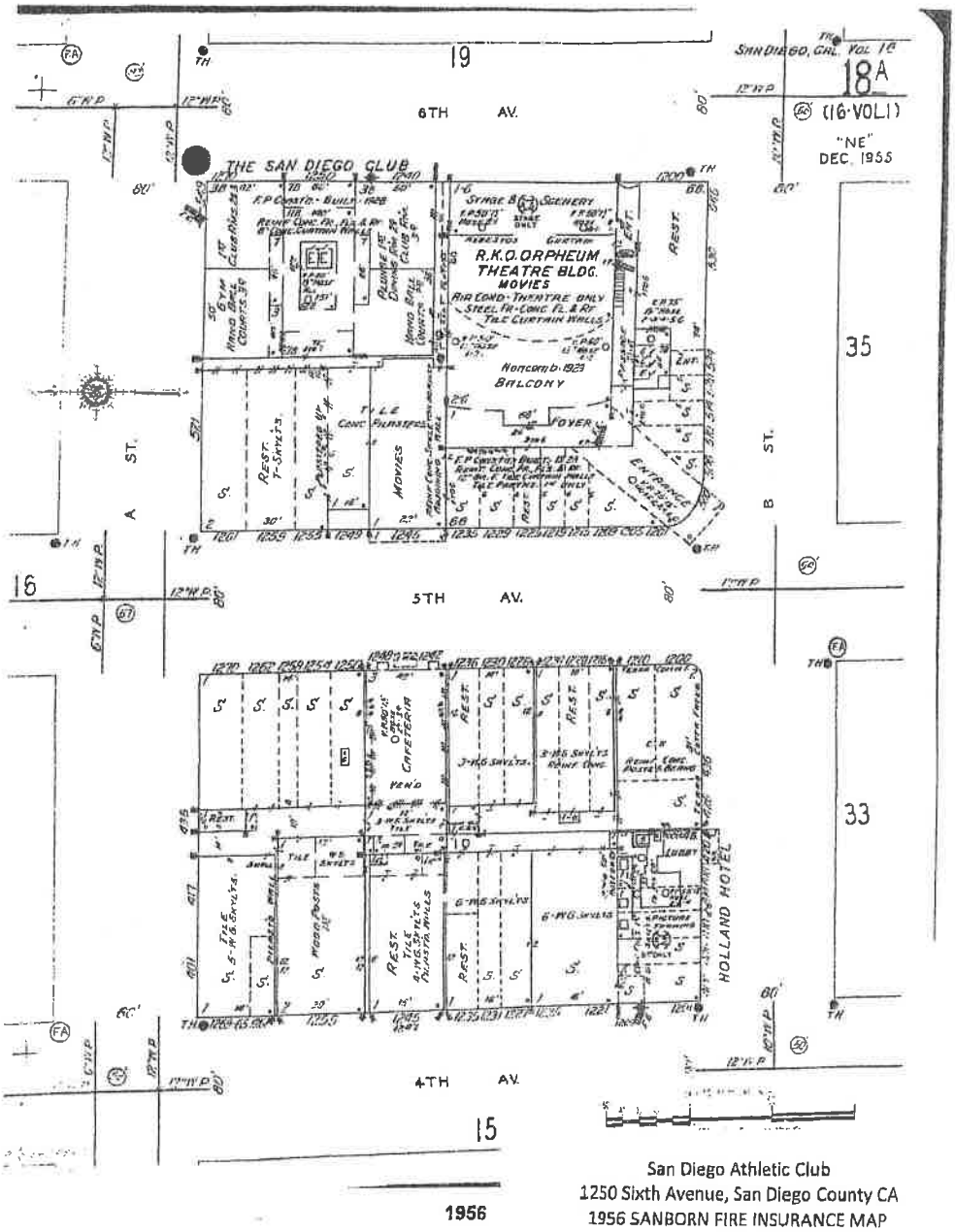
Page 16	Figure 16	Graphic of Rehabilitated North Elevation (Architects Bundy Thompson)



San Diego Athletic Club
1250 Sixth Avenue, San Diego County CA
PHOTO SKETCH MAP



San Diego Athletic Club
1250 Sixth Avenue, San Diego County CA
ASSESSOR'S PARCEL MAP



1956

San Diego Athletic Club
1250 Sixth Avenue, San Diego County CA
1956 SANBORN FIRE INSURANCE MAP

NPS Form 10-900a

OMB No. 1024-0018

(8-86)

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Section 10/AD Page 5A

San Diego Athletic Club
San Diego County, California

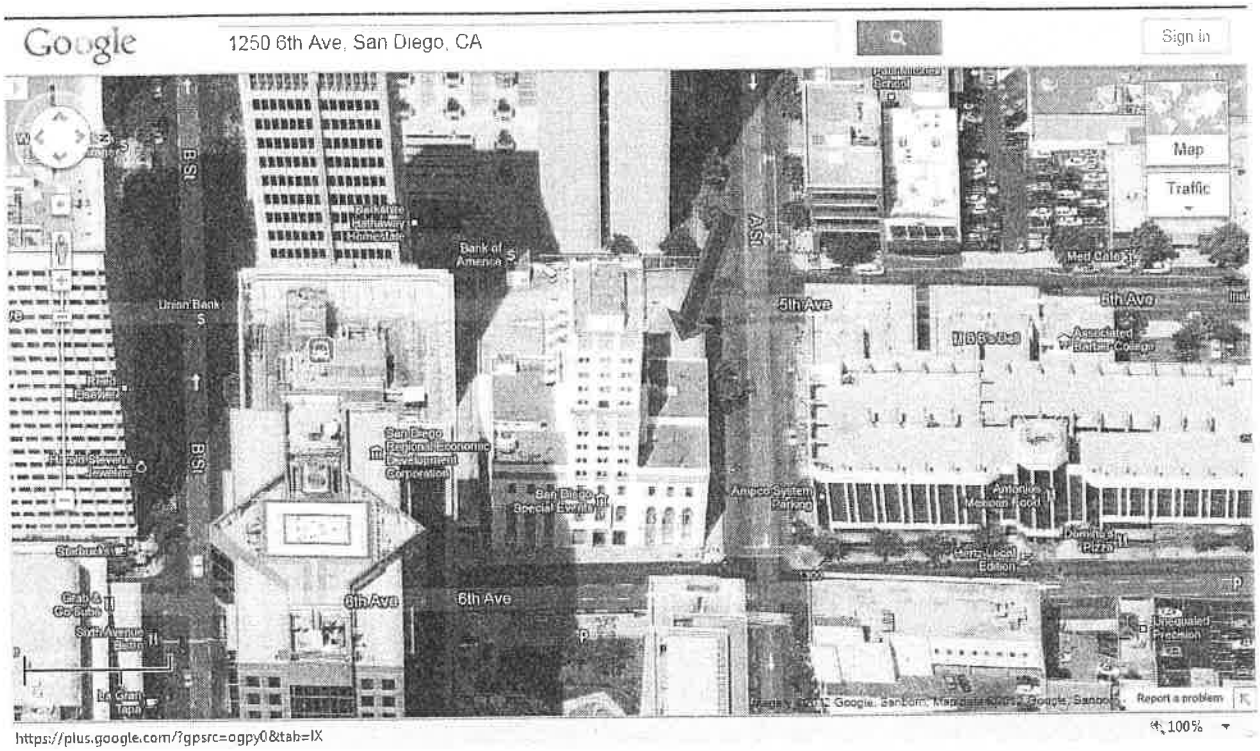
==========

San Diego Athletic Club, San Diego County, California

Datun: WGS84

Latitude	**Longitude**
32.718566	**- 117.159537**

NATIONAL PARK SERVICE
NATIONAL REGISTER
OF HISTORIC PLACES
3rd Ave
5th Ave
6th Ave
7th Ave
Ash St
2nd Ave
A St
San Diego Athletic Club, 1250 Sixth Avenue San Diego, CA
[32.718566 -117.159536]
8th Ave
9th Ave
B St
C St
137 m
© 2013 Google
NATIONAL PARK SERVICE
Google earth
Imagery Date: 8/24/2010 lat 32.718528° lon -117.159799° elev 23 m eye alt 605 m



https://plus.google.com/?gpsrc=ogpy0&tab=IX

San Diego Athletic Club
1250 Sixth Avenue, San Diego County CA
1928 Photograph of East and North Façades

THE SAN DIEGO UNION: TUESDAY MORNING, MARCH 16, 1926

Colorado River Development Appears Promising

UPPER BASIN GETS BEHIND BOULDER DAM

Associated Press

WASHINGTON, March 16.—Storm clouds that have threatened to eclipse the legislative pathway of the Boulder canyon dam bill today appeared to be breaking away.

Agreement by a number of the house members from the upper Colorado river basin states on a score of amendments, which, if adopted, would transform their opposition into support, gave a more promising outlook to the bill.

This action, however, does not clear the horizon, as there is no indication that Arizona is prepared to abandon its fight against the measure.

SEVEN AMENDMENTS

Amendments to be presented by the upper basin states are designed to bring the proposed river administration more closely in line with the treaty of the Colorado river compact, and, it is remarked, provide additional safeguards to the states of other states.

Representative Swing, Republican, California, author of the bill, has indicated that the amendments are acceptable to him and he will make no effort to oppose their adopting.

WOMEN TO GIVE 'CABARET' PARTY

[illegible]

FRIEDMAN TO APPEAR AT SPRECKELS SATURDAY

[illegible]

AUTHORIZED EDITOR

PALO ALTO, March 15.—Arthur L. Carlin, former editor in chief of the San Francisco Chronicle, has been appointed editor in chief of the San Jose Mercury-Herald. It was announced today by the publishers, E. A. and J. D. Hayes. He succeeds the late E. E. Johnson and assumes his duties at once.

DANDRUFF AND SCALP ECZEMA
Effective treatment now ready in the home of Laura Lee, 1 oz. bottle 50c
HARRY BEGG

SAN DIEGO

Building and Membership Plans Feature S. D. Athletic Club Meeting

Exterior view of proposed home of San Diego Athletic club, which the organization plans to erect at Sixth and A streets.

Discussion of building and membership plans, plans, election of officers and reports of committees were features a meeting of members of the San Diego Athletic club held in the Palisades room of the Plaza Hotel last night. The meeting was attended by 250 persons, who enthusiastically endorsed the work of the board of directors and paid a tribute to Dick Benbow, president for the efforts he has put forth in the interest of the club.

The reports showed that the organization is in good shape financially with total assets of $114,000 and that with the additional membership which it is expected to get within the next 30 days will be in good shape in times, inside for the erection of the building on the site owned by the club at Sixth and A streets. Bids were taken to erect these new headquarters.

Various speakers pointed out the need of an athletic club in San Diego, and the value of such an organization to citizens and visitors.

Roger M. Jackson showed the value of an athletic club to a community from an athletic and social angle. At the conclusion of his address a large section of the personal solicitation was concerned, and showed a 10 story structure.

Architects were detailed information about the building plans of the club, the said the proposed building would cost from $175,000 to $150,000 to build and from $40,000 to $75,000 to furnish. He showed that it would contain many of the fixed features of such a building. The plans, Mr. Jackson said, call for a place a reinforced concrete building. These plans were prepared by Architects F. W. Bleasdale, W. H. Wheeler and L. E. Gertzen.

Herbert R. Hinsch, chairman of the membership committee showed that the San Diego Athletic club has always a membership of 250 for Hotel Dalton, Mr. Hinsch showed that the size of the proposed building owned by the club at South approximately three times what was paid for it. "Real estate conditions have changed noticeably in San Diego in the last 48 days," he said.

Three new directors were elected last night to serve for three years each. They are Hewitt F. Meadie, Fred H. Jones and Homer Deal. These, with the holdover members the board of directors Roger E. Anderson, A. W. Chandler, Ed. Fletcher, Dick Dickinson, Thom Reynolds, F. M. White.

Two Plead Guilty to Speed Charges But Insist Upon Innocence; Fined

NATIONAL CITY, March 15. (Special). That life insurance agents can take one demonstrated today when two of them, Clarence Cramer of San Diego, and Harmon Palmer of this city, appeared before Justice Alice G. Emerson on speeding charges.

Both pleaded guilty to having exceeded the speed limit and both of the men insisted that they were innocent. In the totality of words Cramer remarked:

"I saw the officer before he stopped after we got out from, you know, a few miles. I know we weren't speed and a traffic cop."

Both insisted that their respective cars could not pick up more than 30 miles, although, Mr. Ford, traffic officer, has testified that he had halted them at 40 or more. Cramer contended that Reynolds and he, the former was fined $25 and Palmer $15.

"I want to thank you" said Cramer in the court, as he held his fine. "It's a good birthday present. I am 33 today."

Although running slowly, A. Heaton of San Diego, drove from car off the highway, J. J. La Doria, traffic officer, happened to be driving in one of them. So Heaton was fined $25 for driving while intoxicated.

John Grile of San Diego, paid $15, not so much for an open and fair, as for having passed the officer while he waved him to close it.

STUDENTS ENTERTAIN

MORGAN, Idaho, March 15. Four students of the University of Idaho will appear in a musical [illegible]

CHAPMAN LOSES APPEAL BY TWO WORD VERDICT

'Petition Denied,' Supreme Court Decision; Notorious Bandit Must Go to Gallows

Associated Press

WASHINGTON, March 15.—The supreme court today refused to interfere in behalf of Gerald Chapman and the gallows.

[illegible]

O. B. DELEGATION ASKS AUDITORIUM

School Board to Recommend Construction of Hall in Its Next Survey.

[illegible]

COL. COOLIDGE HOLDS TO GAIN

LEGION POST ADDS BACKING TO PROTEST AGAINST 'REDS'

Major Markow of Polish Army, Now Resident of San Diego, Is Chief Speaker at Hammer Club Meeting; Tells Of Experiences in Secret Army.

[illegible]

Last Two Days MISSION 25c 10c
CHARLIE CHAPLIN

Historical Newspaper Article on Building and Membership Plans with an illustration of the then proposed design. Date: March 16, 1926

San Diego Union, Tuesday Morning, March 16, 1926

Discussion of building and membership plans, election of three directors and reports of committees featured a meeting of members of the San Diego Athletic Club held in the Pompeian Room of the San Diego hotel last night. The meeting was attended by 200 persons unanimously indorsed the work of the board of directors and paid tribute to Dick Robinson for the efforts he has put forth in the interests of the club.

The reports showed that the organization is in good shape financially with assets of $310,000 and that with additional memberships which it is expected to get within the next 30 days will be in good shape to issue bonds for the erection of this building on the site owned by the club at Sixth and A Streets. Steps were taken to assure these new memberships.

Various speakers pointed out the need of an athletic club in San Diego and the value of such an organization to citizens and visitors.

Roger M. Andrews stressed the value of an athletic club to the community from an athletic and social angle. At the conclusion of his remarks a large replica of the proposed building was uncovered and showed a 12 story structure.

Robinson gave detailed information about the building plans of the club. He said the proposed building would cost from $425,000 to $460,000 to build and from $60,000 to $76,000 to furnish. He showed that it would contain many of the finest features of such a building.

The plans, Mr. Robinson said, call for a Class A reinforced concrete building. These plans were prepared by Architects F. W. Stevenson, W.H. Wheeler and I.E. Loveless.

Horace E. Rhoads, chairman of the membership committee, showed that the San Diego Athletic Club has already a membership of 600.

Roy Bielfuss, local realtor, declared that the site of the proposed building, owned by the club is worth approximately three times what was paid for it. "Real estate conditions have changed radically in San Diego in the last 60 days" he said.

Three new directors were elected last night to serve for three years each. These are: Horace E. Rhoads, Fred H. Jones and George Neal. These with the following comprise the board of directors: Roger M. Andrews, C.T. Chandler, Ed Fletcher, Dick Robinson, Claus Spreckels, F.M. White.

THE SAN DIEGO UNION, SUNDAY MORNING, MAY 2, 1926

Lasting Monument

When the magnificent 15-story home of the San Diego Athletic Club is completed it will be a lasting monument to the commercial, social and community life of San Diego. It will fill a long felt need in the city for such an institution, will reflect the spirit of the new San Diego.

Work Being Rushed

Ask any of the architects who have prepared the plans and are overlooking the preliminary work incidental to the actual ground breaking whether they are busy. Ask W. H. Wheeler, F. W. Stevenson or L. E. Loveless. Or ask any of the following members of the Building Committee whether or not work on the home of the San Diego Athletic Club will be pushed: George L. Barney, Emil Klicka, Hugh Strong, Jerry Sullivan, Sr., Richard T. Robinson, Jr.

Partial List of Members

LAST CALL!

This is your last opportunity to secure a participating transferable membership in the San Diego Athletic Club for the low price of $100.00, plus War Tax of $10.00.

On May 15 the price of these memberships will be advanced to $150.00, plus war tax of $15.00. In the event that the present allotment is sold out before May 15 the price will advance before that time.

Over 700 representative business and professional men of San Diego have enrolled as members of the San Diego Athletic Club. These men have realized the great value of such a club to a community.

Owing to lack of space it is impossible to publish the entire list of all these members. At the left, however, is a partial list.

Twelve years ago a participating, transferable membership in the Los Angeles Athletic Club could be had for $75.00. Try to buy one now for $1000. Memberships in other clubs of Southern California are extremely high as compared with the price being asked for transferable membership in the San Diego Athletic Club. Take the Pacific Beach Club of Long Beach for example. A transferable membership in this club costs $660.00 and the club will not be ready for occupancy until July.

By comparison with the prices asked in other cities the low price of $100.00 asked for a transferable membership in the San Diego Athletic Club is a genuine bargain.

Members Campaign Committee

Below are listed the names of the 72 vice-chairmen who are responsible for making this the most outstanding membership campaign that San Diego has ever witnessed. Application may be made to any of these vice-chairmen or to the members of the Club who are working under their direction, but whose names cannot be shown here because of lack of space.

Chairman, Horace E. Rhoads
Asst. Chairman, T. H. Shore

Vice-Chairmen

H. B. Adair — Robert R. Hamilton
J. H. Andrews — Clarence Harden
W. M. Archibald — Walter D. Harris
Chas. E. Arnold — R. E. Harrison
C. F. Atkinson — Elmer L. Henderson
Walter Austin — Frank Herbstritt
T. B. Baker — A. E. Holloway
Geo. A. Bane — Chas. K. Hughes
N. E. Barker, Jr. — E. V. Ives
Philip F. Bartlett — Fred Jakes
P. J. Benbough — Judge Lucy D. Jennings
J. H. Bransford — Fred H. Jones
Roy Bitters — Judge John T. Kean
Austin G. Brown — Conner C. Kearney
W. H. Cameron — Fred E. Lindley
Claude Chandler — Everett S. Litchfield
J. B. Coker — Thos. S. McLaughlin
H. R. Collins — J. Best McLees
George Crowley — T. C. Macaulay
George R. Daley — H. W. Markley
S. B. DeSilva — Guy H. Miller
Dr. Robt. H. Donnell — Geo. Morrison
Gordon Eby — Horace W. Naylor
H. J. Edwards — Roy H. Pickford
Clifford K. Fitzgerald — Ivan Rice
Harry M. Folsom — James R. Russell
S. R. Fraser — W. Edward Shaw
Dr. W. H. Gristwell, Jr. — Ira D. Shepard
Donald B. Goldsmith — Alfred Stabel, Jr.
Percy H. Goodwin — Edward Stahlmann
Gordon Gray — R. B. Thorburn
Chas. E. Goodspeed — H. Irving Vantier
U. S. Grant — Robert Winn
C. E. Greene — Bruce M. Young
Frank J. Gizzell — Douglas Young
Robt. Maxwell

Officers and D

Historical Newspaper Article promoting membership drive with an illustration of the then proposed SDAC design Date: May 2, 1926

A Lasting Monument

When the magnificent 13-story Club is completed it will be a lasting monument to the commercial, social, and community life of San Diego. It will fill a long felt need in the city for such an institution; will reflect the spirit of the new San Diego.

Work Being Rushed

Ask any of the architects who have prepared the plans and rushed the preliminary work incidental to the actual ground breaking whether they are busy. Ask W.H. Wheeler, F.W. Stevenson or I.E. Loveless. Or ask any of the following members of the Building Committee whether or not work on the home of the San Diego Athletic Club will be pushed: George L. Barney, Emil Klicka, Hugh Strong, Jerry Sullivan, Sr., Richard T. Robinson, Jr.

LAST CALL!

This is your last opportunity to secure a participating, transferable membership in the San Diego Athletic Club for the low price of $100.00, plus War Tax of $10.00.

On May 15 the price of these memberships will be increased to $150.00, plus War Tax of $15.00. In the event that the present allotment is sold out before May 15 the price will advance before that time.

Over 700 representative business and professional men of San Diego have enrolled as members of the San Diego Athletic Club. These men have realized the great value of such a club to the community.

Owing to the lack of space it is impossible to publish the entire list of these members. At the left, however, is a partial list.

Twelve years ago a participating, transferable Membership in the Los Angeles Athletic Club could be had for $75.00. Try to buy one now for $1000. Memberships in other clubs of Southern California are extremely high as compared with the price being asked for a transferable membership in the San Diego Athletic Club. Take the Pacific Beach Club of Long Beach for example. A transferable membership in this club costs $600 and the club will not be ready for occupancy until July.

By comparison with the prices asked in other cities the low price of $100 asked for a transferable membership in the San Diego Athletic Club is a genuine bargain.

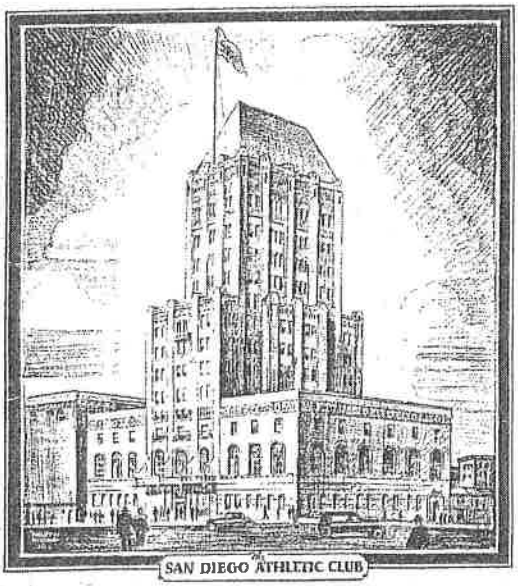
San Diego Business

A Journal of Community Development

PUBLISHED MONTHLY BY

The San Diego Chamber of Commerce

Vol. 3 No. 1 NOVEMBER, 1926 15 Cents



SAN DIEGO HISTORICAL SOCIETY
LIBRARY AND
MANUSCRIPTS COLLECTION

CHAMBER COMMERCE ORGANIZATION NUMBER

Howard F. Worth elected President; Prosperous and Successful Year Reported by Lane D. Webber; Orville McPherson Outlines Organization Construction; N[illegible] Diego; S. W. Straus & Co. Expresses Faith in San Diego Miles of Fellowship; Retail Sales Reflect San Diego's Pr for Year Outlin[illegible]

Historical front page of *San Diego Business*, published by the San Diego Chamber of Commerce with an illustration of the then proposed SDAC design
Date: November 1926

EL CARAVEL for October, 1927 9

From the Air!

Here's how the club home looked on Lindbergh Day (September 21) from the air. These pictures were snapped by "Jimmie" Erickson, the flying photographer, and show views of the building that most of us never see. Colonel Charles A. Lindbergh undoubtedly saw the home of the club as he circled the city a number of times, but probably did not realize that this was that club of which he is an honorary member.

When Colonel Lindbergh returns to San Diego, as he said he would, our club home will be ready for him. He can then not only see it from the air but also use its facilities.

San Diego Athletic Club
1250 Sixth Avenue, San Diego County CA
1927 EL CARAVEL NEWSLETTER GRAPHIC

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RESOLUTION NUMBER R-04092304
ADOPTED ON SEPTEMBER 23, 2004

WHEREAS, the Historical Resources Board for the City of San Diego held a noticed public hearing on September 23, 2004, to consider the historical site designation of the **SAN DIEGO ATHLETIC CLUB**, (owned by City of San Diego Real Estate Assets, 202 C Street, MS 51A, San Diego, CA 92101), located at **1250 Sixth Avenue**, APN: **534-055-04**, further described as BLK 9 LOTS J THRU L 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/architectural 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 site would be added to the Register of Historical Resources as **Site No. 685**, and

NOW, THEREFORE,

BE IT RESOLVED, the Historical Resources Board based its designation of the San Diego Athletic Club on the following findings: This building, built in 1927-1928, is an excellent example of the Art Deco ziggurat skyscraper architectural style with Classical and Gothic style overlay, and was designed by Master Architects Frank Stevenson and William Wheeler, thus qualifying under HRB CRITERION C (Architecture) and D (Master Architects).

BE IT FURTHER RESOLVED, by the Historical Resources Board for the City of San Diego, that in light of the foregoing, it hereby approves the historical site designation of the above named property. The designation includes the site and exterior of the building as Site No. 685.

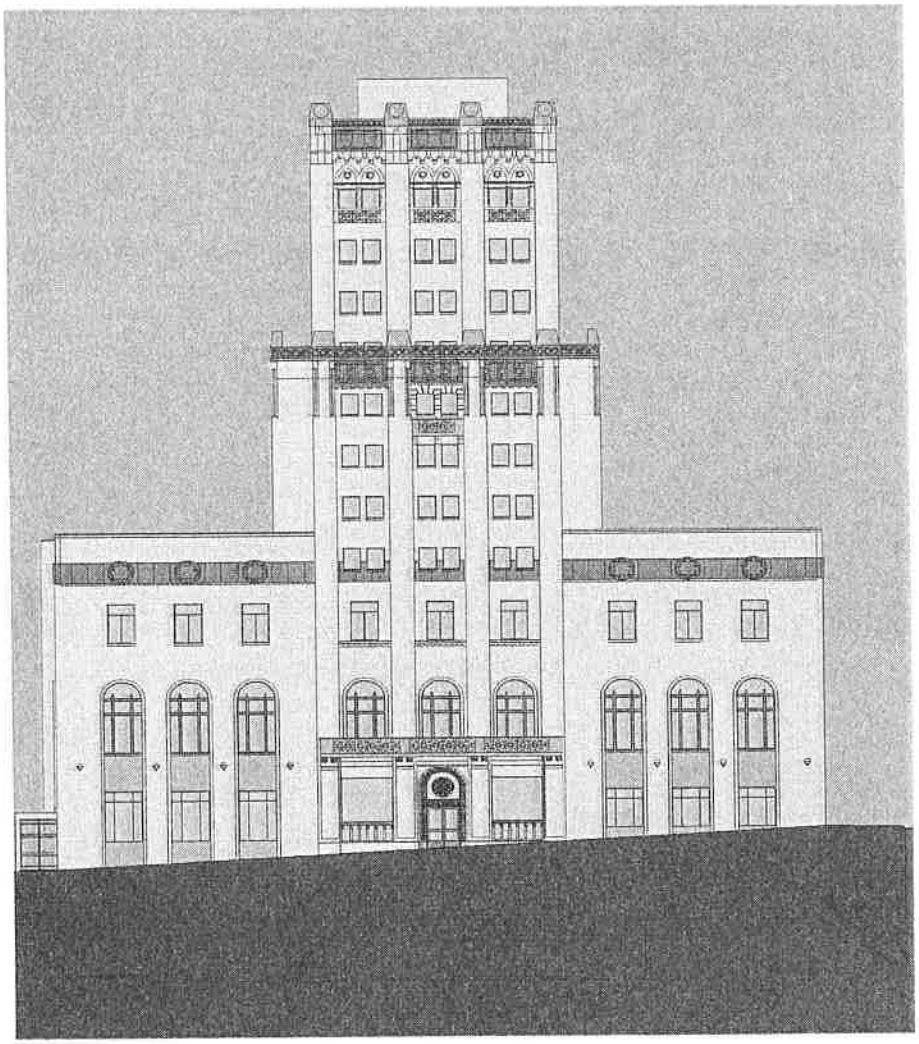
BE IT FURTHER RESOLVED, that the Secretary to the Historical Resources Board shall cause a certified copy of this resolution to be recorded in the office of the County Recorder at no fee for the benefit of the City, with no documentary tax due.

Vote: 11-0-0.

BY: Lloyd A. Schwartz
LLOYD A. SCHWARTZ, Chair
Historical Resources Board

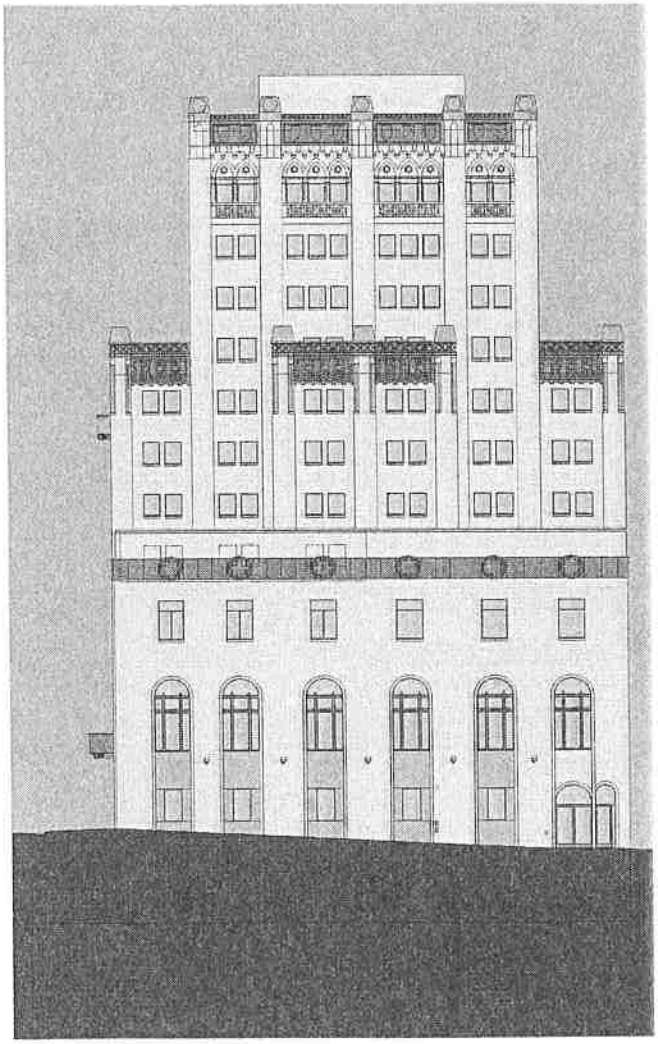
APPROVED AS TO FORM AND LEGALITY: CASEY GWINN, CITY ATTORNEY

BY: _____
DOUGLAS HUMPHREYS
Deputy City Attorney



EAST ELEVATION

San Diego Athletic Club
1250 Sixth Avenue, San Diego County CA
Graphic of Rehabilitated East Elevation



NORTH ELEVATION

San Diego Athletic Club
1250 Sixth Avenue, San Diego County CA
Graphic of Rehabilitated North Elevation

CA_San Diego County_San Diego Athletic Club_0001

CA_San Diego County_San Diego Athletic Club_0002

CA_San Diego County_San Diego Athletic Club_0003

CA_San Diego County_San Diego Athletic Club_0004

CA_San Diego County_San Diego Athletic Club_0005

CA_San Diego County_San Diego Athletic Club_0006

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