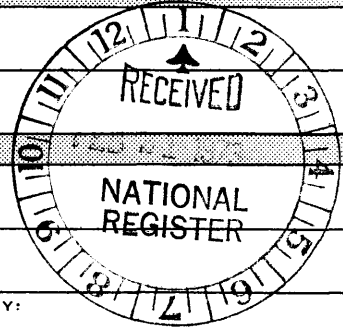


PH0065633

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

(Type all entries - complete applicable sections)

STATE: California	
COUNTY: San Diego	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE
	APR 26 1973



1. NAME

COMMON:
THE FORD BUILDING

AND/OR HISTORIC:

2. LOCATION

STREET AND NUMBER:
NONE (BALBOA PARK - PALISADES AREA)

CITY OR TOWN:
SAN DIEGO

STATE CALIFORNIA	CODE 006	COUNTY: SAN DIEGO	CODE 073
----------------------------	--------------------	-----------------------------	--------------------

3. CLASSIFICATION

CATEGORY (Check One)	OWNERSHIP	STATUS	ACCESSIBLE TO THE PUBLIC
<input type="checkbox"/> District <input type="checkbox"/> Site <input type="checkbox"/> Object <input checked="" type="checkbox"/> Building <input type="checkbox"/> Structure	<input checked="" type="checkbox"/> Public <input type="checkbox"/> Private <input type="checkbox"/> Both	<input checked="" type="checkbox"/> Occupied <input type="checkbox"/> Unoccupied <input type="checkbox"/> Preservation work in progress <input type="checkbox"/> In Process <input type="checkbox"/> Being Considered	Yes: <input type="checkbox"/> Restricted <input type="checkbox"/> Unrestricted <input checked="" type="checkbox"/> No
PRESENT USE (Check One or More as Appropriate)			
<input type="checkbox"/> Agricultural <input type="checkbox"/> Commercial <input type="checkbox"/> Educational <input type="checkbox"/> Entertainment	<input type="checkbox"/> Government <input type="checkbox"/> Industrial <input type="checkbox"/> Military <input type="checkbox"/> Museum	<input type="checkbox"/> Park <input type="checkbox"/> Private Residence <input type="checkbox"/> Religious <input type="checkbox"/> Scientific	<input type="checkbox"/> Transportation <input type="checkbox"/> Comments <input checked="" type="checkbox"/> Other (Specify) STAGE SET STORAGE & CONSTRUCTION

4. OWNER OF PROPERTY

OWNER'S NAME:
CITY OF SAN DIEGO

STREET AND NUMBER:
202 C STREET (PARKS & PUBLIC BUILDINGS DEPT.)

CITY OR TOWN: SAN DIEGO	STATE: CALIFORNIA	CODE 006
-----------------------------------	-----------------------------	--------------------

5. LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC.:
COUNTY RECORDERS OFFICE

STREET AND NUMBER:
220 W. BROADWAY

CITY OR TOWN: SAN DIEGO	STATE CALIFORNIA	CODE 006
-----------------------------------	----------------------------	--------------------

6. REPRESENTATION IN EXISTING SURVEYS

TITLE OF SURVEY:
CITY OF SAN DIEGO HISTORICAL SITE BOARD REGISTER #60

DATE OF SURVEY: **3-10-72** Federal State County Local

DEPOSITORY FOR SURVEY RECORDS:
CITY ADMINISTRATION BUILDING

STREET AND NUMBER:
COMMUNITY DEVELOPMENT DEPT. 202 C STREET

CITY OR TOWN: SAN DIEGO	STATE: CALIFORNIA	CODE 006
-----------------------------------	-----------------------------	--------------------

SEE INSTRUCTIONS

STATE: CALIFORNIA
COUNTY: SAN DIEGO
ENTRY NUMBER: 006
DATE: APR 26 1973
FOR NPS USE ONLY

7. DESCRIPTION

CONDITION	(Check One)					
	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input checked="" type="checkbox"/> Fair	<input type="checkbox"/> Deteriorated	<input type="checkbox"/> Ruins	<input type="checkbox"/> Unexposed
	(Check One)			(Check One)		
	<input checked="" type="checkbox"/> Altered (SLIGHT)			<input type="checkbox"/> Unaltered		
				<input type="checkbox"/> Moved		
				<input checked="" type="checkbox"/> Original Site		

DESCRIBE THE PRESENT AND ORIGINAL (if known) PHYSICAL APPEARANCE

THE FORD BUILDING IS UNIQUE BOTH IN PLAN AND IN ELEVATION. THE PLAN IS MADE UP OF ELEMENTS OF THE CIRCLE. THE ENTRANCE ROTUNDA IS A COMPLETE CIRCLE APPROXIMATELY 100 FEET IN DIAMETER. THE ROTUNDA INTERSECTS THE MAIN EXHIBIT SPACE WHICH IS DONUT SHAPED WITH A 186 FOOT DIAMETER OPEN CENTRAL COURT AND AN OUTSIDE DIAMETER OF 300 FEET. DIRECTLY OPPOSITE FROM THE ENTRANCE ROTUNDA ARE THE OFFICE AND AUXILIARY ROOMS WHICH PROTRUDE IN A WIDE CIRCULAR ARC INTO THE REAR OF THE EXHIBIT SPACE. THE INNER WALL OF THE EXHIBIT SPACE FOLLOWS THE SAME CURVE AND PROJECTS INTO THE CENTRAL COURT. THE AUXILIARY ROOMS INCLUDED OFFICES, REST ROOMS, EXECUTIVE AND DEALERS LOUNGES, AND ARE ON TWO LEVELS WITH OPEN STAIRWAYS FROM THE EXHIBIT SPACE LEADING TO THE UPPER LEVEL. ON THE OUTSIDE REAR OF THE BUILDING IS A CURVING TERRACE WHICH SERVES AS AN EXIT WAY BY MEANS OF TWO STAIRWAYS TO THE GROUND LEVEL WHICH IS ABOUT 15 FEET LOWER. THERE IS A PARTIAL SERVICE AND STORAGE LEVEL BELOW, WITH GRADE LEVEL ACCESS THROUGH LARGE GARAGE DOORS.

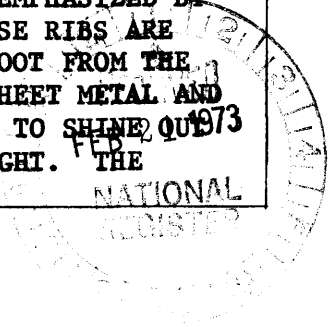
THE ROOF OF THE CURVING EXHIBIT SPACE IS COVERED BY A WIDE SKYLIGHT EXCEPT AT THE REAR WHERE ITS ARC IS INTERRUPTED BY THE REVERSE CURVE OF THE OFFICES. THE BUILDING IS WINDOWLESS EXCEPT FOR WINDOWS ABOVE THE ENTRANCE DOORS AND A BANK OF HIGH WINDOWS AT THE SECOND FLOOR OFFICES. THESE WINDOWS ARE NOW BOARDED-UP.

THE CENTRAL COURT HAS A FOUNTAIN IN THE PLAN SHAPE OF THE FORD V-8 INSIGNIA. THESE ARE WIDE BANKS OF DOORS LEADING INTO THE CENTRAL COURT FROM THE ROTUNDA AND AGAIN FROM THE EXHIBIT SPACE IN FRONT OF THE OFFICES. THE CENTRAL COURT ORIGINALLY CONTAINED A VARIETY OF RARE PLANTS FROM THE TROPICS OR SEMI-TROPICS, IN ADDITION TO THE FOUNTAIN, LONG CURVING SEATS AND LARGE PAVED AREAS. A ROW OF FLAGPOLES ABOVE THE BANK OF DOORS TO THE EXHIBIT SPACE ARE NOTABLE FOR THEIR SUPERB "MODERNE" DETAILING.

THE UPPER, INNER WALL OF THE EXHIBIT SPACE HAS A CONTINUOUS MURAL DEPICTING THE HISTORY OF TRANSPORTATION. THERE IS ANOTHER MURAL IN THE ROTUNDA AND A THIRD ON THE UPPER WALL OF THE OFFICES FACING THE EXHIBITION HALL AND THE CENTRAL COURT. OF THE THREE MURALS, THE SUBURBAN STREET SCENE IN THE ROTUNDA IS CLOSEST TO THE BUILDING IN PERIOD AND STYLE ALTHOUGH IT IS LESS SIGNIFICANT THAN THE TRANSPORTATION MURAL IN SUBJECT MATTER. THE LATTER IS OF PARTICULAR INTEREST IN DEPICTING THE MODES OF TRANSPORTATION OF THE FUTURE --- AFTER 1935, THAT IS. THE THIRD MURAL IS IN A PHOTOGRAPHIC STYLE AND SHOWS A STRATOSPHERIC BALLOON LAUNCHING OF 1935. IN RETROSPECT IT IS LITTLE MORE THAN A CURRENT EVENT ITEM DEMONSTRATING THE SCIENTIFIC INTEREST IN SPACE AT THAT TIME.

THE ROTUNDA RISES TO A HEIGHT OF APPROXIMATELY 90 FEET, MORE THAN DOUBLE THE HEIGHT OF THE EXHIBIT SPACE, SO THAT IN ELEVATION IT IS QUITE DOMINANT AND IMPOSING BY HEIGHT AND PROPORTION ALONE. IT IS FURTHER EMPHASIZED BY VERTICAL RIDGES OR RIBS WHICH ARE SPACED 14 FEET APART. THESE RIBS ARE SEMI-CIRCULAR IN PLAN CROSS SECTION AND SPACED OUT ABOUT A FOOT FROM THE ROTUNDA WALLS. THEY ARE MADE OF LIGHT STEEL FRAMEWORK AND SHEET METAL AND CONCEAL DOUBLE ROWS OF INCANDESCENT LIGHTS WHICH ARE MOUNTED TO SHINE AT EACH SIDE AND WASH THE WALLS OF THE ROTUNDA TOWER WITH LIGHT. THE

SEE INSTRUCTIONS



NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

(Continuation Sheet)

STATE CALIFORNIA	
COUNTY SAN DIEGO	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE
	APR 26 1973

(Number all entries)

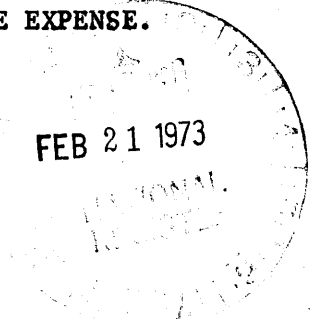
7. DESCRIPTION (CONTINUED)

ROTUNDA WALLS BETWEEN THESE FINS ARE ACTUALLY CONCAVE INWARD ALTHOUGH THEY FORM THE EXTERIOR OF THE BASIC CYLINDRICAL FORM OF THE ROTUNDA. THE RIBS AND THE CONCAVE WALL SECTIONS DO NOT REACH TO THE TOP OF THE ROTUNDA, BUT ARE TERMINATED AT ABOUT 4/5 OF THE TOTAL HEIGHT. AT THIS POINT THE RIBS CURVE OVER AND INWARD SO THAT THE UPPER PORTION OF THE ROTUNDA IS SLIGHTLY SMALLER IN DIAMETER AND IS A SIMPLE SMOOTH CYLINDER RISING UP OUT OF THE SCULPTURED LOWER PORTION. AS PART OF THE ORIGINAL PLAN THIS UPPER DRUM WAS THE LOCATION FOR THE WORD FORD LOCATED AT EACH OF THE FOUR COMPASS POINTS. THIS UPPER PORTION WAS MORE HIGHLY ILLUMINATED BY FLOOD LIGHTING THAN THE WASH OF LIGHT ON THE LOWER ROTUNDA. THE EXTERIOR WAS WHITE STUCCO. THE RIBS, SIGN AND OTHER TRIM WERE BLUE.

STRUCTURALLY THE STORAGE AND UTILITY BASEMENT UNDER THE REAR PORTION OF THE BUILDING IS REINFORCED CONCRETE. THE UPPER FRAMEWORK IS A COMBINATION OF WOOD AND STEEL, PLASTERED. THE BUILDING IS IN FAIR SHAPE STRUCTURALLY, HOWEVER IN A POOR STATE OF REPAIR AND MAINTENANCE. THE ROOF HAS LEAKED IN SEVERAL PLACES AND DAMAGED THE CEILING AND WALLS. THE CEILING HAS BEEN FURTHER DAMAGED IN SEVERAL PLACES, APPARENTLY FROM PERSONS WHO HAVE GOTTEN INTO THE ATTIC SPACE ABOVE THE EXHIBITION HALL. MOST OF THE PENDANT LIGHT FIXTURES IN THE EXHIBITION HALL ARE IN PLACE, ALTHOUGH MANY ARE DAMAGED. THE ASPHALT FLOOR TILE IS MUCH DAMAGED AND PARTIALLY REMOVED. THE EXTERIOR WALLS APPEAR TO BE SOUND AND UNDAMAGED, ALTHOUGH THEY ARE DIS-COLORED AND PAINT IS PEELING AT THE CONCRETE WALLS OF THE BASEMENT LEVEL. A MORETON BAY FIG TREE IN THE CENTRAL COURT HAS SENT OUT A LARGE ROOT WHICH HAS HEAVED THE FLAGSTONE PAVING.

THE ONLY MAJOR ALTERATION HAS BEEN THE ADDITION OF A TIMBER GRID IN THE ROTUNDA WHICH IS SUSPENDED BY WIRES FROM THE HIGH CEILING. THIS COULD EASILY BE REMOVED AND WOULD REQUIRE ONLY VERY MINOR PLASTER PATCHING WHERE THE SUSPENDING WIRES PIERCE THE CEILING. THE BUILDING WAS USED FOR TROOP HOUSING AND INDUSTRIAL PURPOSES DURING WORLD WAR II AND EXPOSED ELECTRICAL WIRING ADDED AT THAT TIME IS STILL IN PLACE ON THE INTERIOR WALLS. CURRENT USE IS FOR CIVIC THEATER AND OPERA WORK SHOP, STAGE SET CONSTRUCTION AND STORAGE AREA.

THE FORD BUILDING HAS HAD VERY ROUGH USE AND LITTLE OR NO MAINTENANCE. IT COULD BE BROUGHT BACK TO ITS ORIGINAL CONDITION WITHOUT DIFFICULTY, ALTHOUGH NOT WITHOUT CONSIDERABLE EXPENSE.



FEB 21 1973

4. SIGNIFICANCE

PERIOD (Check One or More as Appropriate)

<input type="checkbox"/> Pre-Columbian	<input type="checkbox"/> 16th Century	<input type="checkbox"/> 18th Century	<input checked="" type="checkbox"/> 20th Century
<input type="checkbox"/> 15th Century	<input type="checkbox"/> 17th Century	<input type="checkbox"/> 19th Century	

SPECIFIC DATE(S) (If Applicable and Known) 1935

AREAS OF SIGNIFICANCE (Check One or More as Appropriate)

<input type="checkbox"/> Aboriginal	<input type="checkbox"/> Education	<input type="checkbox"/> Political	<input type="checkbox"/> Urban Planning
<input type="checkbox"/> Prehistoric	<input type="checkbox"/> Engineering	<input type="checkbox"/> Religion/Philosophy	<input checked="" type="checkbox"/> Other (Specify)
<input type="checkbox"/> Historic	<input type="checkbox"/> Industry		<u>EXPOSITION BLDG.</u>
<input type="checkbox"/> Agriculture	<input type="checkbox"/> Invention	<input type="checkbox"/> Science	_____
<input checked="" type="checkbox"/> Architecture	<input type="checkbox"/> Landscape Architecture	<input type="checkbox"/> Sculpture	_____
<input checked="" type="checkbox"/> Art	<input type="checkbox"/> Literature	<input type="checkbox"/> Social/Humanitarian	_____
<input type="checkbox"/> Commerce	<input type="checkbox"/> Military	<input type="checkbox"/> Theater	_____
<input type="checkbox"/> Communications	<input type="checkbox"/> Music	<input type="checkbox"/> Transportation	_____
<input type="checkbox"/> Conservation			_____

STATEMENT OF SIGNIFICANCE

SEE INSTRUCTIONS

THE FORD BUILDING IS SIGNIFICANT AS AN OUTSTANDING EXAMPLE OF THE "MODERNE" STYLE OF THE 1930'S. IT IS PERHAPS THE ONLY REMAINING IMPORTANT EXPOSITION BUILDING OF THAT STYLE IN THE NATION! IT IS SURELY THE MOST SIGNIFICANT SUCH STRUCTURE IN THE SAN DIEGO AREA.

IT WAS BUILT FOR THE 1935 CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION. IT WAS DESIGNED BY WALTER DORWIN TEAGUE, NOTED INDUSTRIAL DESIGNER. THE DIRECTOR OF THE DIVISION OF ARCHITECTURE FOR THE EXPOSITION WAS RICHARD S. REQUA.

IT IS SIGNIFICANT ALSO FOR ITS IMAGINATIVE AND INVENTIVE USE OF SPACE IN A BUILDING OF SUCH GREAT SIZE. THE SPACES ARE ESPECIALLY EFFECTIVE IN THEIR OBVIOUS RELATIONSHIP TO THE CLEAN DETAILING AND SIMPLE GEOMETRY OF THE "STREAMLINED" AGE. IT COMMANDS AN IMPORTANT PROMONTORY POSITION IN BALBOA PARK, OVERLOOKING THE DOWNTOWN BUSINESS DISTRICT, THE SAN DIEGO BAY AND POINT LOMA. THE ENTRANCE ROTUNDA IS THE FOCAL POINT AND TERMINUS OF AN IMPORTANT AXIS OF EXPOSITION BUILDINGS GROUPED AROUND THE OPEN SPACE KNOWN AS THE PALISADES AREA. IT IS FLANKED ON THE EAST BY AN OUTDOOR AMPHITHEATER, THE FORD BOWL AND WHICH IS IN THE SAME STYLE AS THE FORD BUILDING AND WAS PART OF THE ORIGINAL 1935 EXPOSITION COMPLEX.

THE FORD BUILDING HAS BEEN DESIGNATED AS THE FUTURE HOME OF THE SAN DIEGO AEROSPACE MUSEUM, WHOSE EXTENSIVE COLLECTION IS SECOND ONLY TO THAT OF THE AIR FORCE. THIS USE WILL ALLOW THE BUILDING TO RETURN TO ITS ORIGINAL (EXHIBITION) FUNCTION WITHOUT MAJOR ALTERATIONS, IF FUNDS CAN BE RAISED FOR ITS REPAIR AND RESTORATION. BALBOA PARK CONTAINS A MAJOR COMPLEX OF MUSEUMS AND THE ZOO WHICH WILL BE ENHANCED BY THE INCLUSION OF THE FORD BUILDING AS THE AEROSPACE MUSEUM.

FEB 21 1973

NATIONAL HISTORIC

9. MAJOR BIBLIOGRAPHICAL REFERENCES

"INSIDE LIGHTS ON THE BUILDING OF SAN DIEGO'S EXPOSITION: 1935"
 BY RICHARD S. REQUA

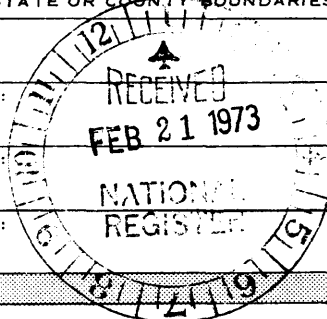
10. GEOGRAPHICAL DATA

LATITUDE AND LONGITUDE COORDINATES DEFINING A RECTANGLE LOCATING THE PROPERTY				O R	LATITUDE AND LONGITUDE COORDINATES DEFINING THE CENTER POINT OF A PROPERTY OF LESS THAN TEN ACRES							
CORNER	LATITUDE				LONGITUDE			LATITUDE			LONGITUDE	
	Degrees	Minutes	Seconds	Degrees	Minutes	Seconds	Degrees	Minutes	Seconds	Degrees	Minutes	Seconds
NW	°	'	"	°	'	"	117°	09'	13" W	32°	43'	34" N
NE	°	'	"	°	'	"						
SE	°	'	"	°	'	"						
SW	°	'	"	°	'	"						

APPROXIMATE ACREAGE OF NOMINATED PROPERTY: **5 ACRES**

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE:	CODE	COUNTY	CODE



11. FORM PREPARED BY

NAME AND TITLE:
ROBERT D. FERRIS A.I.A.

ORGANIZATION **SAN DIEGO COUNTY CULTURAL HERITAGE COMMISSION** DATE
SAN DIEGO HISTORICAL SOCIETY, SAN DIEGO INTER-MUSEUM COUNCIL 12-20-72

STREET AND NUMBER:
3776 FRONT STREET

CITY OR TOWN: **SAN DIEGO** STATE: **CALIFORNIA** CODE: **006**

12. STATE LIAISON OFFICER CERTIFICATION NATIONAL REGISTER VERIFICATION

As the designated State Liaison Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service. The recommended level of significance of this nomination is:

National State Local

Name *[Signature]*
 Title State Liaison Officer
 Date FEB 12 1972

I hereby certify that this property is included in the National Register.

[Signature]
 Chief, Office of Archeology and Historic Preservation

Date 4/26/73
 ATTEST: *[Signature]*
 Keeper of The National Register
 Date 4 20 73

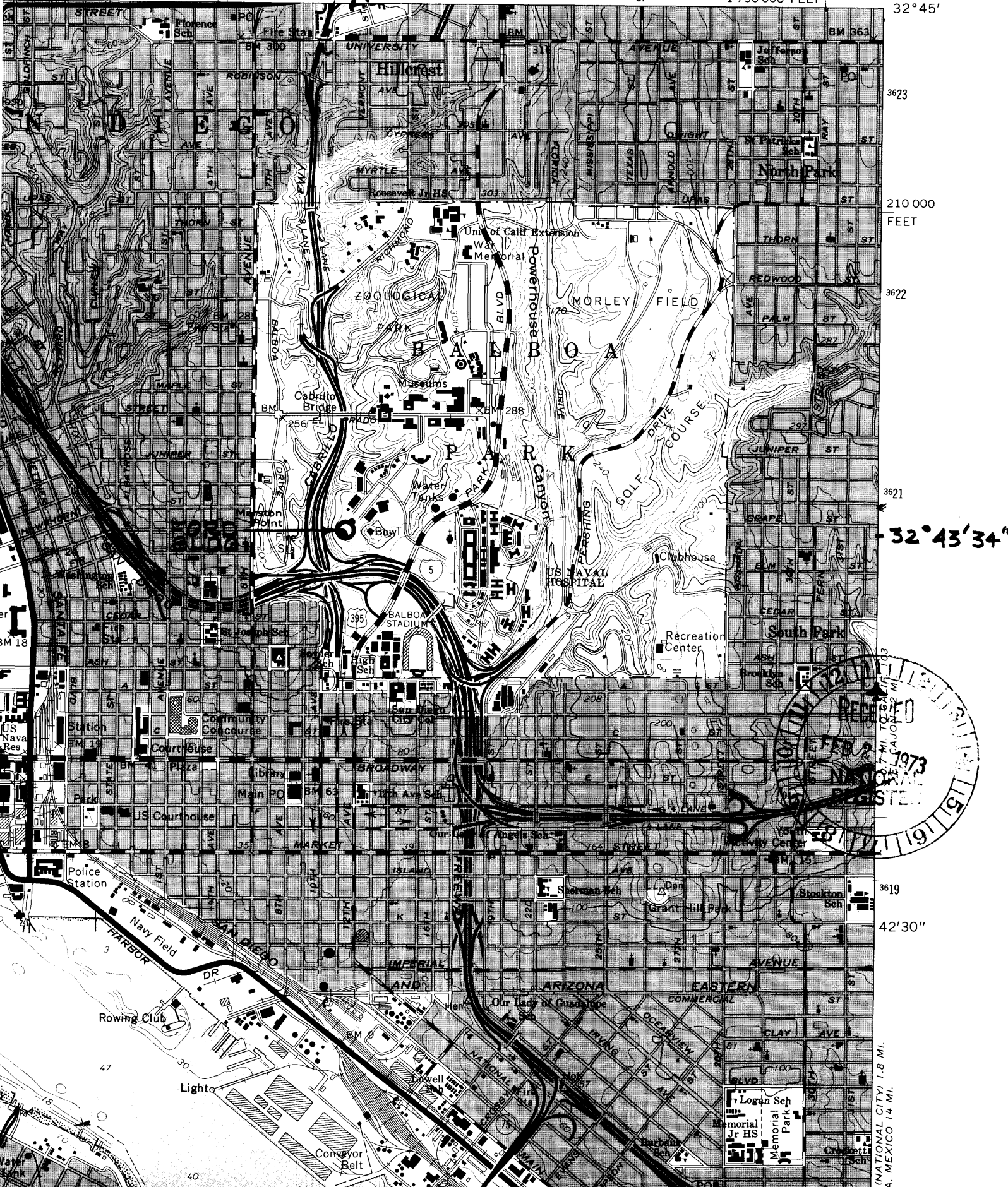
SEE INSTRUCTIONS

THE FORD BUILDING

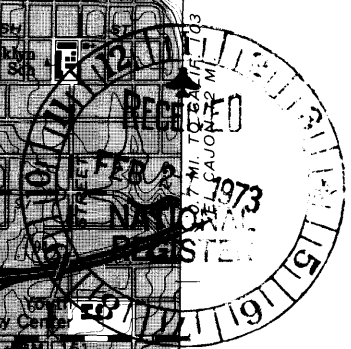
POINT LOMA QUADRANGLE
CALIFORNIA—SAN DIEGO CO.
7.5 MINUTE SERIES (TOPOGRAPHIC)

2549 1 SE
(LA MESA)

484 10' ESCONDIDO 28 MI. 1 MI. TO INTERSTATE 8 486 487 1 730 000 FEET 117°07'30" 32°45'



32°43'34"



(NATIONAL CITY) 1.8 MI.
(LA MEXICO) 14 MI.

Logan Sch
Memorial Jr HS
Memorial Park