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RECEIVED FEB 26 1979

DATE ENTERED

APR 9 1979

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC

WATTS BUILDING

AND/OR COMMON

ROBINSON BUILDING, AND NOW "GASLAMP PLAZA AND JEWELERS EXCHANGE"

RECEIVED
SEP 25 1978

LOCATION

STREET & NUMBER

520 E STREET

__NOT FOR PUBLICATION

CITY, TOWN

SAN DIEGO

__ VICINITY OF

CONGRESSIONAL DISTRICT

42ND

STATE

CALIFORNIA

CODE

06

COUNTY

SAN DIEGO

CODE

073

CLASSIFICATION

CATEGORY

__DISTRICT

BUILDING(S)

__STRUCTURE

__SITE

__OBJECT

OWNERSHIP

__PUBLIC

PRIVATE

__BOTH

PUBLIC ACQUISITION

__IN PROCESS

__BEING CONSIDERED

STATUS

OCCUPIED

__UNOCCUPIED

__WORK IN PROGRESS

ACCESSIBLE

__YES: RESTRICTED

YES: UNRESTRICTED

__NO

PRESENT USE

__AGRICULTURE

COMMERCIAL

__EDUCATIONAL

__ENTERTAINMENT

__GOVERNMENT

__INDUSTRIAL

__MILITARY

__MUSEUM

__PARK

__PRIVATE RESIDENCE

__RELIGIOUS

__SCIENTIFIC

__TRANSPORTATION

OTHER: OFFICE

OWNER OF PROPERTY

NAME JOHN & CAROLYN BELANICH, AND
GERARD & ANDREA YABLONICKY

STREET & NUMBER

520 E STREET, SUITE 1010

CITY, TOWN

SAN DIEGO

__ VICINITY OF

STATE

CALIFORNIA

LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,
REGISTRY OF DEEDS, ETC.

SAN DIEGO COUNTY RECORDER

STREET & NUMBER

220 W. BROADWAY

CITY, TOWN

SAN DIEGO 92101

STATE

CALIFORNIA

6 REPRESENTATION IN EXISTING SURVEYS

TITLE SITE 127-1-4 OF THE GASLAMP DISTRICT OF
THE CITY OF SAN DIEGO

DATE

4-11-77

__FEDERAL __STATE __COUNTY LOCAL

DEPOSITORY FOR
SURVEY RECORDS

SAN DIEGO CITY HISTORICAL SITE BOARD

CITY, TOWN

202 "C" STREET SAN DIEGO 92101

STATE

CALIFORNIA

①

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input checked="" type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED (MINOR)	<input type="checkbox"/> MOVED DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

THE WATTS BUILDING COVERS A 50 x 100 FOOT LOT AT THE NORTHEAST CORNER OF 5TH AVENUE AND E STREET. IT HAS TEN REGULAR FLOORS PLUS A MEZZANINE BETWEEN THE FIRST AND SECOND FLOORS, A PENTHOUSE, AND A FULL BASEMENT. IT ALSO HAS A SUB-BASEMENT AT THE EAST END CONTAINING ELECTRICAL AND MECHANICAL EQUIPMENT AND SERVICE FACILITIES.

THE UPPER FLOORS ARE ESSENTIALLY UNCHANGED FROM THEIR ORIGINAL CONDITION. THE BASEMENT AND FIRST FLOOR WERE ORIGINALLY OCCUPIED BY A BANK BUT HAVE SINCE BEEN CONVERTED TO OTHER USES. THE ELEVATORS WERE REMODELED IN 1937 INCLUDING NEW BRONZE FRONTS AND NEW ELEVATOR CABS. ALTERATIONS TO THE LOBBY CEILING AND ENTRANCE CANOPY HAVE BEEN REMOVED AND THEIR ORNATE, DECORATIVE FEATURES ARE BEING RESTORED TO THE ORIGINAL CONDITION.

THE FIRST FLOOR WAS ORIGINALLY PLANNED BY WEARY & ALFORD CO. OF LOS ANGELES AND CHICAGO, BANK DESIGNERS AND CONTRACTORS. THE WINDOWS HAD VERTICAL DRAW, GATHERED DRAPERIES, BUT THESE WERE REPLACED AT AN EARLY DATE BY CANVAS AWNINGS. AWNINGS ARE STILL IN USE, AT THE PRESENT TIME.

THE SECOND AND THIRD FLOORS WERE ORIGINALLY DESIGNED TO BE IDENTICAL, AS "SHOW WINDOWS". DURING THE DESIGN PHASE, HOWEVER, THIS SCHEME WAS MODIFIED TO THE SECOND FLOOR ONLY. AS BUILT, THE SECOND FLOOR OPENINGS ARE DIVIDED IN THE "CHICAGO WINDOW" MANNER WITH A LARGER FIXED CENTER PANE FLANKED BY NARROWER OUTSWINGING CASEMENTS. THESE WINDOWS FOLLOW THE FIRST STORY BAY SPACING WITH TWO WINDOW GROUPS TO EACH LARGE BAY, AND A SINGLE WINDOW AT THE NARROW BAYS ON THE WEST FACADE.

THE THIRD THROUGH THE TENTH FLOOR OFFICE WINDOWS ARE IDENTICAL AND CONSIST OF ONE PAIR OF DOUBLE HUNG SASH TO EACH BAY. THE BAY SPACING IS UNIFORM ON THE WEST AND SOUTH FACADES AND THERE ARE TWO BAYS OVER EACH OF THE LARGE BAYS OF THE FIRST AND SECOND FLOORS.

THERE ARE ORNAMENTAL HORIZONTAL COURSES ON THE STREET FACADES AT THE SECOND, THIRD AND TENTHS FLOOR LEVELS. THE ROOF LEVEL HAS A PROJECTING SHEET METAL CORNICE ON THE SOUTH AND WEST SIDES, WITH DENTIL COURSE, BRACKETS AND AN ORNAMENTAL CREST PROVIDING A BROKEN SILHOUETTE AT THE SKYLINE. THERE IS A FLAGPOLE ON THE ROOF AT THE SOUTHWEST CORNER. THE PENTHOUSE IS THE WIDTH OF TWO MINOR BAYS, LOCATED AT THE EAST END, AND INCONSPICUOUS FROM THE STREET ELEVATION, ABOVE THE CONTINUOUS CORNICE. THE ELEVATOR SHAFT RISES ANOTHER STORY HEIGHT ABOVE THE PENTHOUSE.

THE NORTH SIDE OF THE BUILDING IS PLAIN WHERE IT IS ON THE PROPERTY LINE, EXCEPT FOR WINDOW OPENINGS FROM THE 4TH FLOOR UP. THERE IS AN INDENTATION NEAR THE CENTER OF THE BUILDING ON THIS SIDE FROM THE SECOND FLOOR UP PROVIDING ADDITIONAL LIGHT AND VENTILATION BY MEANS OF THE TYPICAL DOUBLE HUNG WINDOWS OF THE STREET FACADE. THE EAST SIDE OF THE BUILDING, ALSO ON A PROPERTY LINE IS ALSO PLAIN AND UNORNAMENTED, EXCEPT FOR NARROW DOUBLE HUNG WINDOWS WHICH OPEN TO THE ELEVATOR SHAFT AND TO THE OFFICE AT THE SOUTHEAST CORNER, AGAIN FROM THE SECOND FLOOR UP.

THE ENTRANCE TO THE ELEVATOR AND STAIR LOBBY IS ON E STREET AT THE EAST END, SEPARATE FROM THE BANK ENTRANCE ON FIFTH AVENUE. THIS EAST ENTRANCE IS COVERED BY AN ORNATE GLASS AND METAL CANOPY PROJECTING OVER THE PUBLIC SIDEWALK AND SUPPORTED BY FOUR STEEL TIE RODS. THERE IS STILL A NEWSTAND AND CIGAR COUNTER ON THE STREET SIDE OF THE ENTRANCE DOORS TO THE LOBBY, PART OF THE ORIGINAL DESIGN.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM**

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CONTINUATION SHEET

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The basement extends under the sidewalk and originally was provided daylight by means of small glass block glazing set in the walking surface of the sidewalk. These glass units have since been covered by opaque waterproofing and non-slop materials except at the E Street entrance where they are being restored.

The exterior of the street facades was originally marble and sandstone at the first story, and cement plaster above. The other two sides of the building are cement plaster. The structural frame is reinforced concrete with hollow tile infill. All public spaces including the lobby, stairwell, corridors and restrooms have tile or marble floors and marble walls or wainscots.

The Watts Building is in very good condition considering its age and use, and is in the process of being furthered restored by the present owners as part of the Gaslamp District Rehabilitation and Restoration Program. The name has been changed to the Gaslamp Plaza and Jewelers Exchange.

8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW				
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION	
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE	
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input checked="" type="checkbox"/> ECONOMICS (BANKING)	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE	
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN	
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER	
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION	
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)	
		<input type="checkbox"/> INVENTION			

SPECIFIC DATES 1913

BUILDER/ARCHITECT THE ENGSTUM COMPANY, BUILDER
BRISTOW & LYMAN, ARCHITECTS

STATEMENT OF SIGNIFICANCE

THE WATTS BUILDING WAS BUILT BY NATHAN WATTS IN 1913 ON PROPERTY PURCHASED BY HENRY WATTS IN 1886. IT WAS ONE OF SAN DIEGO'S FIRST HIGH-RISE BUILDINGS AND THE INTERSECTION WAS THEN KNOWN AS THE FINANCIAL CENTER OF THE CITY. THE SAN DIEGO SAVINGS BANK OCCUPIED THE FIRST FLOOR AND BASEMENT. THE SAN DIEGO SAVINGS BANK WAS LATER CHANGED TO THE SAN DIEGO TRUST AND SAVINGS BANK. IT IS THE OLDEST EXISTING SAVINGS BANK IN SAN DIEGO, FOUNDED IN 1889. TWO OTHER CORNERS OF FIFTH AND E WERE OCCUPIED BY BANKS IN 1913, GIVING RISE TO THE "FINANCIAL CENTER" DESIGNATION.

THE BUILDING WAS DESIGNED TO ATTRACT DOCTORS AND DENTISTS BY EQUIPPING 130 OFFICES FOR "HOT AND COLD WATER, WASTE OUTLETS, COMPRESSED AIR, GAS AND ELECTRIC OUTLETS". A NUMBER OF IMPORTANT INDIVIDUALS AND FIRMS HAVE BEEN TENANTS IN THE WATTS BUILDING IN ADDITION TO THE BANK. ROBERTS MENS STORE HAS OCCUPIED THE GROUND FLOOR SINCE 1932. SINCE EARLY IN ITS HISTORY IT HAS HAD JEWELERS AS TENANTS, AND INCREASINGLY SO IN THE LAST TWO DECADES.

THE WATTS BUILDING IS ARCHITECTURALLY SIGNIFICANT AS ONE OF SAN DIEGO'S FIRST HIGH-RISE BUILDINGS. IT IS THE FIRST BUILDING TO HAVE A SUB-BASEMENT AND THE MECHANICAL AND ELECTRICAL FEATURES DESCRIBED ABOVE. CONSTRUCTED OF REINFORCED CONCRETE, SIX YEARS AFTER THE SAN FRANCISCO EARTHQUAKE, IT WAS THEN ADVERTISED AS EARTHQUAKE PROOF AND FIRE PROOF. THE PROPORTIONS, ORNAMENTATION, FINISH MATERIALS, AND MECHANICAL SYSTEMS, COMBINE IN A DESIGN THAT MAKE IT AN IMPORTANT LANDMARK IN THE HISTORY OF DOWNTOWN SAN DIEGO.

AT
LOCATED/ THE NORTHERN END OF THE GASLAMP DISTRICT IT IS THE TALLEST BUILDING IN THIS HISTORIC DISTRICT AND WITH THE RESTORATION CURRENTLY UNDERWAY, THE "GASLAMP PLAZA AND JEWELERS EXCHANGE" SERVES AS A FOCAL POINT AND ENTRANCE MARKER FOR THE DISTRICT.

9 MAJOR BIBLIOGRAPHICAL REFERENCES

"GASLAMP PLAZA & JEWELER'S EXCHANGE HISTORICAL RESEARCH" BY DR. RAY BRANDES AND SUE SULLIVAN 8-7-78.

"THE STORY OF NEW SAN DIEGO AND OF ITS FOUNDER ALONZO E. HORTON" BY ELIZABETH MAC PHAIL, 1969.

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 0.114
 UTM REFERENCES

A	<u>11</u>	<u>485100</u>	<u>3619480</u>	B			
	ZONE	EASTING	NORTHING		ZONE	EASTING	NORTHING
C				D			

VERBAL BOUNDARY DESCRIPTION

THE NORTHEAST CORNER OF FIFTH AVENUE AND E STREET IN THE CITY OF SAN DIEGO, 50 FOOT FRONTAGE ON FIFTH AVENUE AND 100 FOOT FRONTAGE ON E STREET.
 (LEGAL DESCRIPTION: LOT F, BLOCK 44, HORTON'S ADDITION, CITY OF SAN DIEGO)

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

STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

NAME / TITLE

Opal Wheeler

ORGANIZATION

DATE

9-20-78

STREET & NUMBER

3776 FRONT STREET

TELEPHONE

(714) 297-4659

CITY OR TOWN

SAN DIEGO, CALIFORNIA 92103

STATE

CALIFORNIA

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE

LOCAL

As the designated State Historic Preservation 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.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

Karyn M. [Signature]

2-5-79

TITLE

DATE

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

[Signature]

DIRECTOR, OFFICE OF ARCHAEOLOGY AND HISTORIC PRESERVATION

DATE 4.9.79

KEEPER OF THE NATIONAL REGISTER

ATTEST:

[Signature]

DATE 4/2/79

KEEPER OF THE NATIONAL REGISTER