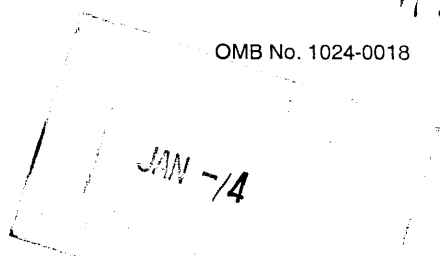


**United States Department of the Interior
National Park Service**

**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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. 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. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Holzwasser/Walker Scott Building and Owl Drug Building

other names/site number 073766; 37-0153

2. Location

street & number 1014 Fifth Avenue and 402-416 Broadway NA not for publication

city or town San Diego NA vicinity

state California code CA county San Diego code 073 zip code 92101

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this 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 meets does not meet the National Register Criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Stephen D. Mulcahy ASATPO 12/29/04
Signature of certifying official/Title Date

California Office of Historic Preservation
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of commenting or other official Date

State or Federal agency and bureau

4. National Park Service Certification

- I hereby certify that this property is:
- entered in the National Register
 See continuation sheet.
 - determined eligible for the National Register
 See continuation sheet.
 - determined not eligible for the National Register
 - removed from the National Register
 - other (explain): _____

Edson Beall Signature of the Keeper 2/27/05 Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property

(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
2		buildings
		sites
		structures
		objects
2		Total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

Commerce/Trade (Department Store)

Current Functions

(Enter categories from instructions)

Commerce/Trade (Retail/Residential Rental/Parking)

7. Description

Architectural Classification

(Enter categories from instructions)

Spanish Colonial Revival and

Early 20th Century Neo-Classical Revival

Materials

(Enter categories from instructions)

foundation concrete

roof asphalt

walls stucco

other _____

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

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.
- 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.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or a grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

Commerce

Period of Significance

Holzwasser/Walker Scott 1935-1955

Owl Drug

1945-1955

Significant Dates

1935

Significant Person

(Complete if Criterion B is marked above)

Cultural Affiliation

NA

Architect/Builder

Quayle Brothers

Vawter, John Terrel

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- 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 # _____

Primary Location of Additional Data

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository:

10. Geographical Data

Acreage of Property Less than an acre

UTM References

(Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing	Zone	Easting	Northing
1	11	484940	3619840	3	_____	_____
2	_____	_____	_____	4	_____	_____

See continuation sheet.

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Marie Burke Lia - Kathleen A. Crawford Attorney- Historian

organization Office of Marie Burke Lia date September 1, 2004

street & number 427 C Street, Suite 416 telephone (619) 235-9766

city or town San Diego state CA zip code 92101

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

Name CIM Group, Inc.

street & number 6922 Hollywood Boulevard telephone (323) 860-4900

city or town Hollywood state CA zip code 90028

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. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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Section 7 Page 1

Holzwasser/Walker Scott/Owl Drug
Name of Property

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Description of Physical Appearance

Summary Statement

The Holzwasser/Walker Scott Building is an eight story plus basement commercial structure which is situated on a 100' by 100' lot on the corner of Broadway and Fifth Avenue, one of the main business thoroughfares. The upper six floors present the original 1919 Spanish Colonial Revival architectural style and the lower two floors have been modified with the application of an art deco facade in 1935. This 1935 modification has been determined by the National Park Service to represent a change to the building that has acquired historic significance in its own right. No significant changes were made to the appearance of the building after 1935 and the recent certified rehabilitation retained the building's 1935 appearance with minor modifications. The Holzwasser/Walker Scott building consists of concrete footings, concrete columns, steel centered reinforced concrete beams and hollow clay tile walls. The exterior walls are plastered. The two ground floor street elevations are dominated by recessed central entrances. Large, rectangular display windows flank each side of the double door entrances. The second floor facade is highlighted by horizontal bands creating a streamlined effect. The six upper floors feature symmetrical rows of windows with two belt courses echoing the cornice at the roof line and balcony elements at the eighth floor. The building is joined to the Owl Drug Company Building which is located on a 100' by 100' parcel on Broadway and Fourth Avenue, also a key business intersection. This commercial building is a four-story with basement in the Neo-Classical Revival style. The Owl Drug building features walls composed of brick and hollow clay tile with an exterior of cement plaster and artificial stone. An "L-shaped" ground floor storefront extends along the Fourth Avenue and Broadway frontages. The facade is dominated by classical pilasters topped by volutes resembling Ionic columns. The Broadway facade is symmetrical, divided by a recessed element. These two buildings make up the Broadway frontage of one of the most important and historic business blocks in the urban core area of San Diego. These two buildings were functionally related during their respective periods of significance. The property has integrity in terms of location, design,

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setting, materials, workmanship, feeling, and association.

1. Holzwasser/Walker Scott Building

Narrative

The Holzwasser/Walker Scott's building's address is listed as 1014 Fifth Avenue and it was constructed in 1919-1920 and designed by Architect John Terrel Vawter. The building was built by local contractors and suppliers and it is situated on a 100' by 100' lot on the northwest corner of Broadway and Fifth Avenue, such that there are adjacent buildings on its north and west sides. The structure opened as the new home of San Diego's Holzwasser Department Store in September 1920.

Fifteen years later, the building was opened a second time, by the Walker Scott Department Store, to a new crowd of well-wishers and eager patrons. The 1935 remodeling and modernizing resulted in alterations to the interior of the building, as well as an updated appearance for the first and second floors. The building's current physical appearance reflects its appearance during its 1935-1955 period of significance, with the exception of the removal of the fire escape stair ladders, but not the landings, from the south facade and the replacement of the "Walker's" blade sign at the corner with a "Park" blade sign. The current appearance is described more extensively below.

Elevations, Ground Floor

The ground floor elevations are dominated by recessed central entrances to the former department store. Large, rectangular display windows, featuring single panes of glass, flank each side of the double door entrances. Entrance is gained through steel and glass double doors which are protected by a projecting art deco canopy. The street is identified on the interior above the glass doors to help harried shoppers find their way out to either

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Broadway or Fifth Avenue. The exterior walls surrounding the display windows are covered with large, square ceramic tile which has consistently been painted over.

Elevations, Second Floor

This level presents stucco casing installed around the two street facades of the building extending from above the storefront display windows to the bottom of the third floor. The casing appears in the form of horizontal bands which are delineated with parallel courses and which are interrupted by two banks of three windows on each facade. The windows open to the inside in a pivoted manner. The corners of the exterior walls are rounded at the point of meeting the windows. This, in combination with the horizontal bands, produces a “streamlined” effect which evokes the Art Deco style prevalent in the 1930s. A plaster belt course, overlain with sheet metal is installed above the line of the second floor windows. This belt course is painted in a contrasting color from the rest of the building’s exterior, as are the horizontal bands, adding emphasis to the “streamlined” effect.

Elevations, Third Floor

The third floor of both facades, like most of the upper floors, consists of five structural bays of three double hung sash windows each. The double hung sash windows of the third floor are shorter than those of the fourth through seventh floors, giving them a squat appearance. The windows are slightly recessed, with flat tops, without lintels and with abbreviated sills.

Elevations, Fourth through Seventh Floors

The same pattern of fenestration is present on these upper floors. Each of the five structural bays includes three double hung sash windows. At the seventh floor, the bracketed supports of the eighth floor balcony are secured to the face of the building. The balcony does not extend over the corner bays.

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Elevations, Eighth Floor

The eighth and uppermost floor of the building is distinguished from the floors below by a series of semi-circular arched, french doorways which open onto the balcony. Again there are three doorways for each of the three central bays. On each side of the balcony, but not accessible to it, the same arched windows were used, but here they are framed with concrete or plaster in a decorative style which suggests the Spanish Colonial Revival style. The details surrounding the structural openings of the two outermost windows of the eighth floor, which also suggest the Spanish Colonial Revival style, include the pilasters on each side of the windows, two finials which cap each of these pilasters, a bull's eye window above the arch of each structural opening and a central finial which rests at the apex of the arch which frames the bull's eye window. Both the arched structural openings and the bull's eye windows are deeply recessed.

While the two street facades are virtually identical, the only difference in their appearance is on the eighth floor where the balcony of the east facade does not possess any actual depth. The design elements of the south facade balcony were carried over to the east facade, but it was not built as a functional balcony.

Interior

In 1935 and after, modifications to the interior were made by Walker's and Walker Scott and, in the late 1980s, the interior was minimally altered to accommodate short term users. Throughout the building's history, the interior has been used as open, full floor marketing space punctuated by round structural columns supporting structural beams. As part of the certified rehabilitation, significant interior architectural features from the period of significance were identified as the mid-1940s escalators between the first and third floor, the art deco elevator doors and the interior finishes of the eighth floor which served as executive offices. The recent rehabilitation retained the first level escalator in place, dismantled and stored the second level escalator on the premises, salvaged and displayed one of the elevator doors in an historical window display and rehabilitated the finishes of

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the eighth floor space.

The Holzwasser/Walker Scott Building and the Owl Drug Building were recently the subject of a combined certified rehabilitation project which resulted in the following new uses of the Holzwasser/Walker Scott Building: retail use on the basement and ground floor levels, residential use on the second and eighth levels and parking on the third through seventh levels.

2. Owl Drug Store Building

Narrative

The Owl Drug Company building is a four-story commercial building with basement located at 402-416 Broadway in downtown San Diego. The building was designed in 1913 in a Neo-Classical Commercial architectural style by the Quayle Brothers and Cressey, local architects. The building was constructed prior to the development of the Holzwasser building next door in 1919.

The Owl Drug Company building features walls composed of brick and hollow clay tile with the exterior consisting of cement plaster and artificial stone. An "L-shaped" ground floor storefront extends along the Fourth Avenue and Broadway frontages. The drug store was located at the corner of Fourth and Broadway and other retail uses occupied the balance of the storefront. The period of significance for this building was between 1945 - 1955, when its upper floors served as an extension of the Walker Scott Department Store. In 1948, certain aspects of its physical appearance were modernized. The recent certified rehabilitation of the property removed those aspects of the modernization that impacted the building's ability to convey its appearance from the early portion of its period of significance. As a consequence, the building's appearance today more accurately reflects its appearance between 1913 and 1948, with three exceptions: the connecting ladders between levels of the former fire escape on the south facade have been removed, the recessed courtyard on the south facade is not as deep as the original and the later-installed

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floor connections across the courtyard at the top of the second and third floors were retained.

Elevations, Ground Floor

The ground floor storefronts present leaded glass transom windows between wood trim and metal framed storefront glazing between stucco columns and wood bulkheads. A rounded dentil element occurs just below the projecting cornice that separates the first and second floors. Each facade contains a recessed central entrance to the former drug store space. At the north end of the west facade, the original 1913 entrance to the upper floors, which is outlined by a projecting decorative molding element, is intact.

Elevations, Upper Floors

The building features a flat roof with a raised parapet and massive cornice. Seventeen pilasters topped with volutes (spiral, scroll-like ornaments) resembling Ionic columns extend from the top of the second floor to the top of the fourth floor windows. Along the fourth floor of the south elevation, the building features arched, double-hung windows with projecting decorative molding above. Windows on the second and third floors of the south elevation are rectangular and double-hung. Along the central portion of the south elevation, above the first floor, a recessed open courtyard exists which serves to divide the south elevation into two distinct rectangular elements. (This recessed element creates an overall facade appearance similar to that of the U.S. Grant Hotel to the west). A low-lying open work plaster balustrade is located at the southern end of the courtyard above Broadway. The west elevation matches the south elevation except that the windows on the second through fourth floors are triple pane casement and raised diamond-shaped plaster decorations adorn this elevation between the second and third floors.

Interior

During the 1945-1955 period of significance, the ground floor of this building was occupied

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by drug store and other retail enterprises and the upper floors were wholly occupied by the Walker Scott Department Store. The ground floor retail uses had eliminated any and all historic fabric present in their respective spaces, but the northwest elevator lobby, which had formerly served the offices above, was intact. The upper floors had remained vacant since the departure of Walker Scott in the mid 1980s and no historical fabric was present at those levels. As part of the certified rehabilitation, various elements from the original elevators serving the office uses were salvaged and displayed in a historical display in the same lobby space, which now serves the rental units on the upper floors.

The Holzwasser/Walker Scott Building and the Owl Drug Building were recently the subject of a combined certified rehabilitation project which resulted in the following new uses of the Owl Drug Building: retail (restaurant) use on the basement and ground floor levels and residential use on the second through fourth levels.

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Statement of Significance

The nominated property consists of two buildings, the Holzwasser/Walker Scott Building and the Owl Drug Building. National Park Service staff has determined that, because of their interdependence and functional relationship, the two buildings are considered parts of a single historical property. In 1988, the Holzwasser/Walker Scott Building was the subject of a Part 1 Certification Application which resulted in a determination by the State Office of Historic Preservation that the Holzwasser and Walker Scott stores were important retail businesses in San Diego, that the building was significant for its continuing identity as one of San Diego's few historically prominent department stores and that its use by both firms enhanced its National Register eligibility. This determination was subsequently approved by the National Park Service. The Owl Drug Building is located immediately adjacent, to the west, of the Holzwasser/Walker Scott Building and its three upper floors were used as an extension of the department store between 1926 and 1934 and from 1945 until the store closed in the mid 1980s. These functionally related components of a two-building property are nominated under Criterion A as associated with events that have made a significant contribution to the broad patterns of San Diego history in the category of commerce. The property is located in the core of the San Diego's central business district and a key location for merchants from the late 19th century through the mid 20th century. Holzwasser built his department store at this site in 1919 because it "was then and still is the best corner in the city, the most expensive, but worth it." The success of Holzwasser's and later Walker Scott's meant that these stores required all of the Owl Drug Building, except the ground floor, to meet customer demand. The ground floor was used for the first Owl Drug Store in San Diego. The buildings' significance is derived from the role they played in the development of San Diego's mercantile industry. As Holzwasser's and later Walker Scott's, they served San Diego's shopping public through the decade of the 1920s, the years of the Great Depression, through the economic recovery, the Second World War and beyond. Their prime location made them part of the downtown tradition and they shared their market with only one competitor, Marston's Department Store, which was located in the same vicinity. The eight-story Holzwasser/Walker Scott Building

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was originally designed in a Spanish Colonial Revival style and received an Art Deco first and second floor facade treatment in 1935. The four-story Owl Drug building was designed in a Neo-Classical Revival style in 1913 and built by U.S. Grant Jr. Grant, Charles S. Holzwasser and George A. Scott (of Walker Scott) were all civic-minded individuals who contributed greatly to the economic development and growth of San Diego in the 20th Century. The period of significance for the Holzwasser/Walker Scott portion of this two-building property is 1935 - 1955 because the building was substantially altered and reopened in 1935. The period of significance for the Owl Drug portion of this two-building property is 1945 - 1955 because most prolonged period of joint use and function began in 1945. 1955 has been chosen as an arbitrary end date for both buildings because of the 50 year cut off rule and the fact that neither building is "exceptionally significant" such that a later end date would be appropriate.

1. History of the Holzwasser/Walker Scott/Owl Drug Buildings

Holzwasser/Walker Scott Building

This building on the northwest corner of Fifth Avenue and Broadway has been a landmark for San Diego shoppers since its 1919 construction. This particular block of the central business district has been an important and strategic location for merchants since the late 1880s. Marston's Department Store, the only comparable department store from this period, was located one block to the northeast.

Charles S. Holzwasser retained architect John Terral Vawter to design this eight story Spanish Colonial Revival department store and, during the period of Holzwasser's occupancy from 1920-1934, it was one of the two premier department stores in the city, sharing that honor with Marston's. Unfortunately, the Great Depression brought it down and Holzwasser's filed for bankruptcy in 1934.

The year 1935 marked a turning point in the history of the building as well as that of San Diego merchandising. In that year, two men came to San Diego from Los Angeles to review

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the possibilities of the Fifth and Broadway site. The older of the two, Mr. Ralph W. Walker, was a well-established "prince" of merchandising on the west coast. He had two large department stores, both named "Walker's," one located on Fifth and Broadway in Los Angeles and the other located in Long Beach. The younger man, George W. Scott, had been taken under Mr. Walker's benevolent wing at the age of eighteen, and educated for the purpose of assuming the responsibilities of his own store. The story of the relationship between these two men, and of Mr. Scott's rise to a position of eminence in his field, though too long to fully describe in this document, adds its own particular measure of significance to the structure.

After touring the building, Mr. Walker and Mr. Scott eventually arrived at an understanding that resulted in the formation of the Walker Scott Corporation and the signing of a twenty year lease to occupy the building. Plans were made to open San Diego's first Walker's Store in the fall of 1935 and George A. Scott supervised the remodeling of the building. Building permits for "extensive alterations and modernization of the building" had been issued, according to the *San Diego Union*. The Quayle Brothers were hired as associate architects to design the modernization of the building. Fifty thousand dollars were spent on the alterations alone. This level of expenditure, in a Depression year, was evidence of the faith which Mr. Walker had both in San Diego and in George A. Scott. Mr. Scott pledged to hire as much as ninety-five percent of the new store's work force from San Diego's population. From the start of his association with San Diego, Mr. Scott had the interests of the community at heart.

R.M. Walker had been in poor health for some time and he died on September 25, 1935, just a few weeks before his newest store was scheduled to open. Despite his sorrow at the loss of the man who had treated him as a son, George A. Scott continued with the work of preparation for the opening. On October 2, 1935, Walker's held its opening reception as promised. In attendance at the reception were Arthur H. Marston, son of George W. Marston who had attended the Holzwasser's opening fifteen years before, and Charles Holzwasser. There were 503 employees on the payroll at Walker's when they opened

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and 482 of them were San Diegans. The advantage of such an arrangement was that shoppers would feel that they were among friends as they negotiated their purchases. Historic photographs of the public opening held the following day show large crowds at the store's new Broadway entrance. Inside the store was filled with women wearing hats and brightly patterned dresses or conservative suits, all anxious not to miss a view of the new merchandise and modern fixtures at Walker's.

The volume of the first year's sales was \$800,000. The Walker's Store continued to do well as the city's population grew. By 1945, the store's operations were expanded into the upper three floors of the Owl Drug Building, to the west. Escalators were added, connecting the first, second, and third floors of the building. In 1954, the name of the stores was change from "Walker's" to "Walker Scott."

The Walker Scott Stores became an institution in San Diego in much the same way that Walker's had been in Los Angeles during the early years of this century. George A. Scott had continued to apply the slogan of "The Friendly Store," which had been used by Mr. R.M. Walker in Los Angeles and Long Beach, to the Walker Scott Stores in San Diego. The Walker Scott Store on Fifth and Broadway became part of a downtown tradition, particularly during the years of World War II, when San Diego's population exploded with servicemen and their families. Mr. Scott was instrumental in establishing the first U.S.O. in San Diego. He also made certain that the women who worked for him and who also had sons or husbands in the armed forces during the war were honored at the store's annual Mother's Day festivities.

Walker Scott's annual anniversary sales and celebrations in October always drew crowds to the corner of Fifth and Broadway. They came to admire the huge (1,500 pound) cakes which were baked locally and then brought to the be displayed in the store's corner window until it was time to cut the cake and pass out the pieces to customers who retained their shopping receipts. Pennies were wrapped and placed inside selected pieces of cake, to be found by eager shoppers and redeemed for prizes, until the County Health Department stopped the practice. Christmas and Easter were also special times for downtown shoppers

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who found themselves pausing for a moment in front of Walker Scott's window displays designed to celebrate the season.

The Walker Scott Corporation expanded until there were several stores located in San Diego County. George A. Scott became a pioneer of suburban shopping centers in the region. The downtown location of Walker Scott remained an important shopping destination until the 1970s, when parking downtown became increasingly difficult, and the suburban areas began to take precedence over the central business district downtown.

The Holzwasser/Walker Scott Building draws its significance from several factors. Its location in what became the heart of early twentieth century San Diego's business district lends significance to the building. One block east from the U.S. Grant Hotel, one block northeast of historic Horton Plaza, on the same block as the 1896 Marston's Department Store, it was a key location central to many activities. The building's significance is also derived from the role it played in the development of San Diego's mercantile industry. Built following World War I, it served San Diego's shopping public through the decade of the 1920s, the Great Depression, the post Depression recovery, World War II and the post War boom of the City. The two men most directly associated with the building, Mr. Charles S. Holzwasser and Mr. George A. Scott were both civic-minded individuals who contributed greatly to the communities of San Diego. The building is also an example of the work of two architectural firms. The original building was the work of John T. Vawter. Although Mr. Vawter's residence in San Diego was brief, his work here is highly regarded. As Emmor Brooke Weaver's one-time partner and life long friend, he maintained a link to San Diego for several decades. Vawter's architectural and engineering career in Los Angeles ranks him among the significant, though little known, designers of early twentieth century southern California. In 1935, Walker Scott's "alterations and modernizations" of the building were designed by the Quayle Brothers, who had earlier designed the Owl Drug Building.

Owl Drug Building

The Owl Drug Building was constructed on the northeast corner of Fourth and Broadway
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Holzwasser/Walker Scott/Owl Drug
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in 1913, during the period that this block was in the heart of the central business district. The property was owned by U.S. Grant Jr. who, in 1908, had constructed the National Register-listed U.S. Grant Hotel on the block directly west of this site.

The Owl Drug Company was a California institution, first established in San Francisco in 1892 and this site was the first Owl Drug in San Diego. This four story commercial building occupied the 10,000 square foot parcel just west of the Holzwasser/Walker Scott site. The ground floor of this building was consistently occupied by a drug store and other small retail enterprises. The upper three floors have had more varied use. Between 1913 and 1926, the three upper floors were built out and used as offices. Beginning in 1926 through 1934, the upper floors were used as expansion space by Holzwasser's Department Store. Between 1934 and 1937 the upper floors were vacant and between 1937 and 1944 they were partially occupied by other tenants. From 1945 through the closure of Walker Scott in the mid 1980s they were fully utilized as expansion space for the department store.

The building was designed in a Neo-Classical Revival style by the Quayle Brothers but it is believed that the style was chosen to reflect that of the U.S. Grant Hotel as the two buildings are so similar that the Owl Drug Building is sometimes referred to as the "Baby Grant."

Because of the Owl Drug Building's interdependence and functional relationship with the Holzwasser/Walker Scott Building, the two buildings are considered part of a single historical property. Consequently, the same factors which make the Holzwasser/Walker Scott Building significant under Criterion A, as having been associated with events that have made a significant contribution to the broad patterns of our history in the category of commerce, are applicable to this building.

The expansion of Holzwasser's and later Walker Scott into the upper three floors of the Owl Drug Building was accomplished by creating large openings in the common wall between the buildings on the second, third and fourth levels. This enabled the retail floor space on those three levels to be expanded the full width of both buildings, from Fourth Avenue to Fifth Avenue. The expansion added 30,000 square feet of additional retail space to the 90,000 square

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Holzwasser/Walker Scott/Owl Drug
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San Diego, California
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foot Holzwasser/Walker Scott Building. In 1912, Marston's Department Store had moved into a 120,000 square foot building one block northeast of this site. Without the ability to expand within the same block that was provided by the Owl Drug Building, both Holzwasser's and Walker Scott would have lost the competitive edge to Marston's. Therefore, the Owl Drug Building was a crucial component of Walker Scott's continued success as a prominent mercantile establishment in San Diego during its period of significance.

In 1948, aspects of the Owl Drug Building's Neo-Classical exterior were modified or covered over as part of a "modernization" effort as was common in that era. The recent rehabilitation of the building has corrected those measures and the building today retains its 1913-1948 Neo-Classical Revival appearance.

The building is also an example of the work of the Quayle Brothers who designed it in 1913. The Quayles were a prominent local architectural firm in practice in San Diego from approximately 1907 to 1940. Their architectural legacy is extensive and consists primarily of institutional and government projects. This building is a rare example of their commercial work and, as mentioned above, its design may have been intended to reflect the U.S. Grant across the street.

2. Importance of the property in local commercial history between 1935 and 1955

The City of San Diego did not obtain significant population or economic growth until after World War II for a variety of reasons. After California became a state, the Gold Rush diverted population to northern California. Then, up until the early 20th century, San Diego's growth was hampered by the lack of water and rail connections. World War I brought attention to the area's excellent harbor and the beginning of the U.S. Navy presence, but San Diego was still seen as a border town at end of the line with little economic potential.

All that changed when World War II brought two factors into play. The City and its harbor became the launching pad for the war in the Pacific, demonstrating the region's strategic and potential economic importance, and thousands of service personnel were either

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Section 8 Page 8

Holzwasser/Walker Scott/Owl Drug
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stationed in the region or passed through the region on their way to war. The exposure of thousands of Americans to the San Diego region and its climate brought about an explosive post World War II population boom which ultimately led to the City's current status as the second largest city in California.

In 1945, at the end of World War II and in the middle of the combined period of significance, San Diego's population was only 100,000. The downtown core contained the clear majority of retail, governmental and entertainment uses. The residential areas were located in neighborhoods surrounding the downtown core and access to downtown was achieved by streetcar and other public transit as private automobiles did not come to dominate transit until the end of this period. Broadway was the dominant east/west transit route and Fifth Avenue the dominant north/south transit route.

The downtown core during this period extended from Seventh Avenue on the east, A street on the north, Market Street on the south and Pacific Highway on the west. Governmental and transportation uses were located in the west portion of this area and retail and financial uses dominated the east portion. Walker Scott, at Fifth and Broadway, occupied what was considered to be the "100% corner" in terms of commerce. Marston's Department Store, Hamilton's Fine Foods and Jessop's Jewelers were to the northeast, the First National Bank and the San Diego Trust and Savings Bank were to the east, Horton Plaza Park and the Spreckels Building were to the southwest, the U.S. Grant Hotel was to the west, the Balboa Theater was to the south and the California Theater was to the northwest.

Local commercial activity was centered in the area surrounding this block on Broadway between Fourth and Fifth Avenues during this combined period of significance and, as one of the only two major department stores in the City, the Holzwasser/Walker Scott/Owl Drug Buildings were major players in the City's commercial history during this period.

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Name of Property

San Diego, California
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Holzwasser/Walker Scott/Owl Drug
Name of Property

San Diego, California
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Section Number 9 Page 3

Holzwasser/Walker Scott/Owl Drug
Property

San Diego, California
County and State

San Diego Union, January 18, 1920.

San Diego Union, July 18, 1920.

San Diego Union, July 25, 1920.

San Diego Union, August 1, 1920.

San Diego Union, August 22, 1920.

San Diego Union, September 5, 1920.

San Diego Union, September 6, 1920.

San Diego Union, September 7, 1920.

San Diego Union, May 3, 1931.

San Diego Union, July 23, 1933.

San Diego Union, February 6, 1934.

San Diego Union, February 16, 1934.

San Diego Union, February 25, 1934.

San Diego Union, March 3, 1934.

San Diego Union, March 28, 1934.

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Property

San Diego, California
County and State

San Diego Union, June 23, 1934.

San Diego Union, July 10, 1934.

San Diego Union, July 12, 1934.

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Section 10 Page 1

Holzwasser/Walker Scott/Owl Drug
Name of Property

San Diego, California
County and State

Verbal Boundary Description

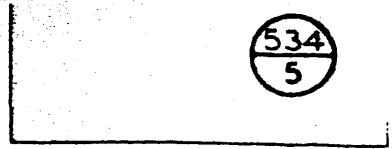
The property consists of two adjacent parcels of land which comprise the entire block frontage on Broadway between Fourth and Fifth Avenues in downtown San Diego. The western parcel, which is fully occupied by the Owl Drug Building, is identified by Assessor's Parcel Number 533-522-04 and contains Lots E and F of Block 36 in Hortons Addition as shown on Map DB 13, PG 533 by Lockling. The eastern parcel, which is fully occupied by the Holzwasser's/Walker Scott Building, is identified by Assessor's Parcel Number 533-522-05 and contains Lots G and H of Block 36 in Hortons Addition as shown on Map DB 13, PG 533 by Lockling. Each parcel measures 100 feet by 100 feet and, therefore, each contains 10,000 square feet of land, resulting in a property of 20,000 square feet of land.

Boundary Justification

The boundary is based upon the legal property lines that were established when this block was first subdivided in the mid 1800's. The western parcel contains Lots E and F of Block 36 of Hortons Addition and the eastern parcel contains Lots G and H of Block 36 of Hortons Addition.

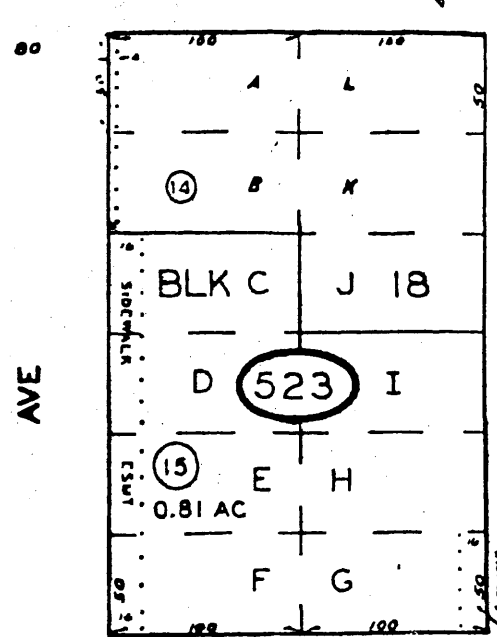
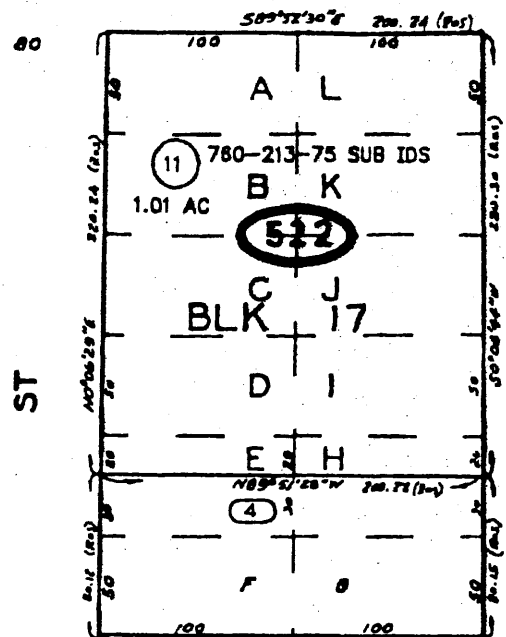
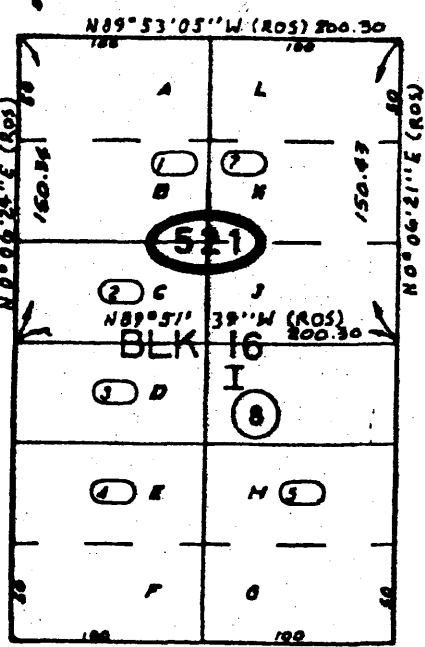


43



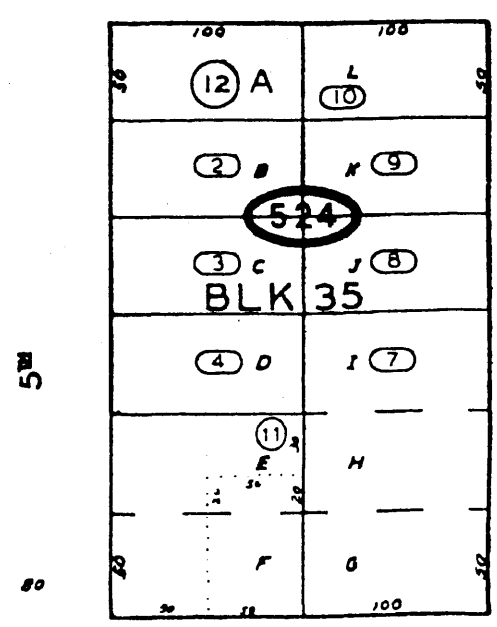
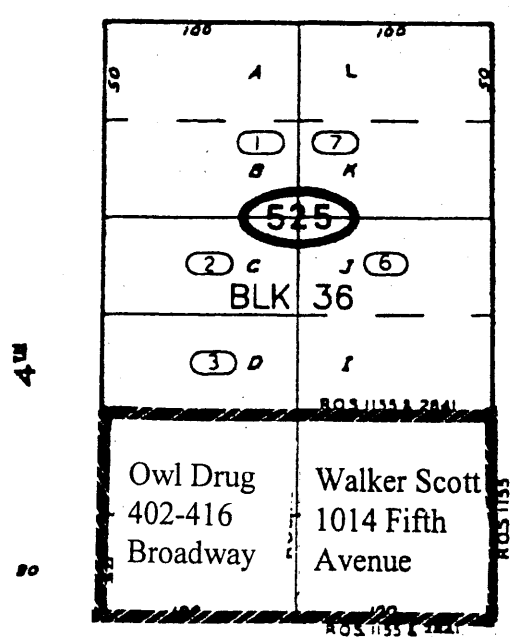
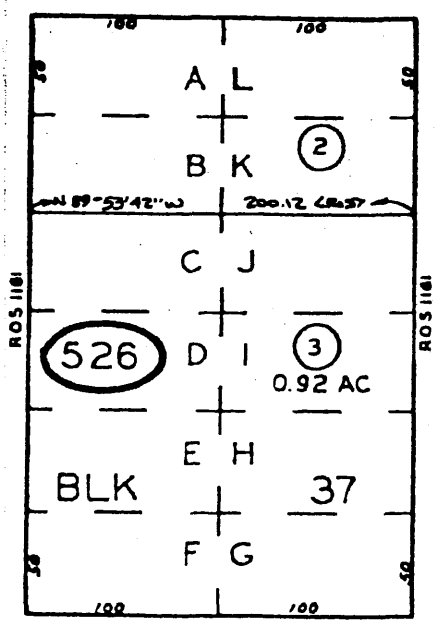
B

ST



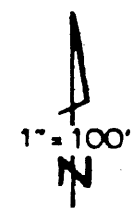
C

ST



BROADWAY

Source: San Diego County Assessor's Parcel Map



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Continuation Sheet**

Section ____ Page 1

Holzwasser/Walker Scott/Owl Drug
Name of Property

San Diego, California
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Black and White Photograph Index:

All photographs were taken by Kathleen A. Crawford on September 18, 2004. The original negatives are stored at the Office of Marie Burke Lia, 427 "C" Street, Suite 416, San Diego, CA 92101.

1. Owl Drug Company Building/Holzwasser/Walker Scott Store
402-416 Broadway/1014 Fifth Avenue, San Diego
San Diego County, California
View Northeast/West and South Facades of Owl Drug/South Facade of Walker Scott
2. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View Northwest/South and East Facades
3. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View Northwest/South and East Facades
4. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View Northeast/South Facade
5. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View Northwest/Detail of South Facade

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Holzwasser/Walker Scott/Owl Drug
Name of Property

San Diego, California
County and State

Black and White Photograph Index:

6. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View Northwest/Detail of South Facade
7. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View Northwest/South and East Facades
8. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View North/Detail of South Facade Entrance Area
9. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View Northeast/Detail of South Facade Marquee Area
10. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View West/Detail of East Facade Window Area

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Section ___ Page 3

Holzwasser/Walker Scott/Owl Drug
Name of Property

San Diego, California
County and State

Black and White Photograph Index:

11. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View Northeast/West and South Facades
12. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View Northwest/South Facade
13. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View Northwest/South Facade Detail
14. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View North/South Facade Detail
15. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View North/South Facade Detail

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Holzwasser/Walker Scott/Owl Drug
Name of Property

San Diego, California
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Black and White Photograph Index:

16. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View North/South Facade Detail
17. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View North/South and West Facades
18. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View East/West Facade Detail
19. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View East/West Facade
20. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View East/West Facade Detail

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Holzwasser/Walker Scott/Owl Drug
Name of Property

San Diego, California
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Black and White Photograph Index:

21. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View East/West Facade Detail
22. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View East/West Facade Detail

Color Slide Index

1. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View Northwest/South and East Facades
2. Holzwasser/Walker Scott Store/Owl Drug Company
1014 Fifth Avenue, San Diego
San Diego County, California
View Northwest/South and East Facades
3. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View North/Detail of South Facade

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Holzwasser/Walker Scott/Owl Drug
Name of Property

San Diego, California
County and State

Color Slide Index

4. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View North/Detail of South Facade
5. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View Northeast/South Facade
6. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View South/East Facade
7. Owl Drug Company/Holzwasser/Walker Scott Store
402-416 Broadway/1014 Fifth Avenue, San Diego
San Diego County, California
View Northeast/South and West Facades
8. Owl Drug Company/Holzwasser/Walker Scott Store
402-416 Broadway/1014 Fifth Avenue, San Diego
San Diego County, California
View Northwest/South Facade

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Holzwasser/Walker Scott/Owl Drug
Name of Property

San Diego, California
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Color Slide Index

9. Owl Drug Company
402-416 Broadway, San Diego
San Diego County, California
View Northeast/South and West Facades

10. Owl Drug Company
402-416 Broadway, San Diego
San Diego County, California
View Northeast/South and West Facades

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Section ___ Page 1

Holzwasser/Walker Scott/Owl Drug
Name of Property

San Diego, California
County and State

Black and White Photograph Index:

All photographs were taken by Kathleen A. Crawford on October 18, 2004. The original negatives are stored at the Office of Marie Burke Lia, 427 "C" Street, Suite 416, San Diego, CA 92101.

1. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View Northwest/South and East Facades
2. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View Northwest/South and East Facades
3. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View Southeast/South Facade
4. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View North/South Facade/First Floor Detail
5. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View North/South Facade/First Floor Entrance Detail

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Holzwasser/Walker Scott/Owl Drug

Name of Property

San Diego, California

County and State

Black and White Photograph Index:

6. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View North/South Facade/Corner Detail
7. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View Southeast/South Facade/Second Floor Detail
8. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View Northwest/South Facade/Second Floor Detail
9. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View North/South Facade/Detail of Balcony Section
10. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View North/South Facade/Corner Detail

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Section ____ Page 3

Holzwasser/Walker Scott/Owl Drug
Name of Property

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Black and White Photograph Index:

11. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View North/South Facade/Window Detail
12. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View North/South Facade/Window Detail
13. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View Northwest/South and East Facades/Corner Detail
14. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View West/East Facade/First Floor Entrance Detail
15. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View South/East Facade/First Floor Detail

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Section ____ Page 4

Holzwasser/Walker Scott/Owl Drug
Name of Property

San Diego, California
County and State

Black and White Photograph Index:

16. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View West/East Facade/First Floor EntranceDetail
17. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View West/East Facade/First Floor Detail
18. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View Southeast/West and South Facades
19. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View Southeast/West and South Facades
20. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View East/West Facade

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Section ____ Page 5

Holzwasser/Walker Scott/Owl Drug
Name of Property

San Diego, California
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Black and White Photograph Index:

21. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View Northwest/South Facade
22. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View South/West Facade Detail
23. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View East/West Facade Detail
24. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View East/West Facade Detail
25. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View East/West Facade Detail

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Holzwasser/Walker Scott/Owl Drug
Name of Property

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Black and White Photograph Index:

26. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View Southeast/West Facade Detail
27. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View North/South Facade
28. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View North/South Facade Detail
29. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View North/South Facade Detail
30. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View North/South Facade/Second Floor Detail

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Holzwasser/Walker Scott/Owl Drug
Name of Property

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Black and White Photograph Index:

31. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View East/South and West Facades/Corner Detail
32. Owl Drug Company Building
402-416 Broadway, San Diego
San Diego County, California
View Northeast/West and South Facades/Corner Detail
33. Owl Drug Company Building/Holzwasser/Walker Scott
402-416 Broadway, San Diego
San Diego County, California
View North/South Facade/Junction Detail

Color Slide Index

1. Holzwasser/Walker Scott Store
1014 Fifth Avenue, San Diego
San Diego County, California
View Northwest/South and East Facades
2. Holzwasser/Walker Scott Store/Owl Drug Company
1014 Fifth Avenue, San Diego
San Diego County, California
View Northwest/South and East Facades