

RESOLUTION NUMBER R- 287893

ADOPTED ON OCT 07 1996

WHEREAS, on October 17, 1996 San Diegans will celebrate the Centennial of the Marston Building Store, opened by George W. Marston on October 17, 1896; and

WHEREAS, George W. Marston was the father of the modern San Diego, combining his entrepreneurial skills with farsighted urban planning, and was a significant force in the creation and development of Balboa Park, the San Diego Public Library, the YMCA, Torrey Pines and Borrego Desert State Parks, and his distinctive gift to San Diego, the Serra Museum; and

WHEREAS, when George W. Marston opened his first genuine department store on the southwest corner of Fifth and C Streets in 1896, he correctly anticipated the flow of business downtown to the area north of Broadway; and

WHEREAS, this Marston Department Store, which operated from 1896 to 1912, whetted San Diego's appetite for a grand and glamorous mercantile environment and led to the creation of the final Marston Department Store at the northeast corner of Fifth and C Streets from 1912 to 1960; and

WHEREAS, in 1985, developers Chris Mortenson and Ken Winslow, and architect Richard Bundy, brought this magnificent landmark back to life by restoring its historical appearance and rehabilitating it as a handsome commercial and office building; and

WHEREAS, the 1896 Marston Department Store offers a living example of the substantial community benefits gained through historic preservation and adaptive reuse and

should be a model for the retention and rehabilitation of our significant architectural heritage;
and

WHEREAS, the owners of the Marston Department Store and Paradise Bakery cordially invite the public to visit the building during its week-long centennial celebration, October 14 through 18, to learn more about the building and its history; NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego, that this Council does hereby acknowledge the Marston Department Store at 427 C Street on its 100th Anniversary and recognizes this downtown building as an excellent example of historic preservation.

BE IT FURTHER RESOLVED, that this Council, for and on behalf of the people of San Diego, hereby extends congratulations to everyone who's vision and commitment has led to the ongoing rehabilitation of a true City landmark for a job well done during this week of celebration.

APPROVED: JOHN W. WITT, City Attorney

By Stuart H. Swett
Stuart H. Swett
Head Deputy City Deputy

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09/27/96
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