



**The La Playa Trail Association  
Post Office Box 60594  
Point Loma Station  
San Diego, California 92106  
(619) 222-1950**

Emma Haggerty  
Assistant Planner, Historic Resources  
Development Services Department  
City of San Diego  
1222 First Avenue  
San Diego, CA 92101

Re: 310 San Fernando

Dear Ms. Haggerty,

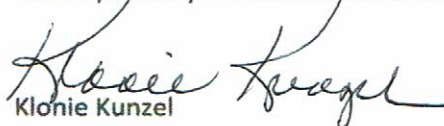
La Playa Trail Association is a 501 © 3 organization focused on preserving the rich history of Point Loma, which is one of San Diego's most historic neighborhoods.

It has come to our attention that one of the few remaining historic properties in Point Loma is now vulnerable to new development.

This property, built in 1912, is featured in our book, Images of American: Point Loma.

We believe it is to the benefit of present and future San Diegans to request that you declare this building historic in order to preserve the historic integrity of our neighborhood.

Thank you for your time and consideration.

  
Klone Kunzel

President, La Playa Trail Association

February 3, 2025

Dear Friends and Neighbors:

I am writing to let you know what is happening at 310 San Fernando St.

Currently the home is going through the historic review process. The developer has applied to demolish the home built in 1912. The owner intends to subdivide the property into three lots and potentially build three houses and an unknown number of homes and ADUs on the existing single lot.

The Peninsula Community Planning Board's Project Review Committee will hold a hearing on the proposed demolition on **February 11, 2025 at 6 pm via Zoom**. The project may then go before the city's Historic Review Board as soon as **February 27, 2025**. For this meeting, letters and comments can be sent [here](#).

If you have any concerns about such a project on the Peninsula, please let your voice be heard. Many reasons make this project untenable for the area. But one that can't be missed is this: Our neighborhood relies on Rosecrans Street, a single, two-lane road with only one way in and out. In a major disaster--like the Pacific Palisades fire, where the road out could not handle evacuee traffic--our community would not fare well. Increased density will only make matters worse.

Email your opposition to the project to the Project Review Committee via its Chair, Eric Law ([erichlaw@gmail.com](mailto:erichlaw@gmail.com)), and please copy me at [marcierothon@gmail.com](mailto:marcierothon@gmail.com). If you can, please also attend the February 13, meeting via Zoom. I will provide an update as soon as the Zoom meeting address is provided; probably by February 11.

To stay on top of this development, you can contact the city's new project manager for the development, Sarah Hatinen ([shatinen@sandiego.gov](mailto:shatinen@sandiego.gov)) and ask to be placed on the city's notice list for the project (identified as PRJ-1127900, or by referencing 310 San Fernando).

For additional information about this and other nearby properties, please check out these links:

OBRag--<https://obrag.org/2024/12/protect-the-point-organizes-to-stop-project-at-rosecrans-and-talbot-donations-solicited-for-legal-response/>

Peninsula Beacon-- [http://www.sdnews.com/view/full\\_story/27650061/article-Residents-rally-to-save-Prairie-style-historic-residence-in-Point-Loma-slated-for-demolition-?instance=sdnews](http://www.sdnews.com/view/full_story/27650061/article-Residents-rally-to-save-Prairie-style-historic-residence-in-Point-Loma-slated-for-demolition-?instance=sdnews)

Times of San Diego--<https://timesofsandiego.com/opinion/2019/06/17/point-loma-risks-losing-more-history-amid-development-pressure/>

Sincerely,

Marcie Rothman