Robert Berner, Heritage's New Urban Conservation Officer

Heritage has recently taken a crucial step toward a more active role in conserving San Francisco's architectural character. Through the forward-looking support of the San Francisco Foundation, Heritage has received a grant to establish the position of Urban Conservation Officer and to provide for secretarial support. The purpose of the grant is to establish priorities for architectural conservation, especially in the downtown area.

Robert Berner, formerly Vice President and Director of Finance for The Nature Conservancy, is Heritage's new Urban Conservation Officer. The Nature Conservancy is a national conservation organization whose purpose is to acquire and preserve ecologically significant land. Mr. Berner was with The Conservancy from 1971 to the present and was responsible for financial-management and legal counsel. He holds a BA from DePaul University, a degree in law from Duke, and an MBA in finance from The Wharton School at the University of Pennsylvania.

As Urban Conservation Officer, Mr. Berner will direct the Heritage staff in a wide variety of conservation efforts. These will include being Heritage's spokesperson in the environmental review process and in many other legal, administrative and legislative matters including life safety regulations, the parapet ordinance, taxation, landmarks designations and other legal and legislative questions as they affect urban conservation. He will also be in charge of developing and administering the Urban Conservation Fund, Heritage's revolving fund for the preservation of threatened buildings.

Candy Friesen recently joined Heritage to provide Mr. Berner with secretarial support. She has a B.A. from UC Berkeley and has a long-standing interest in architecture, landscape design, gardening, and art. She is a vital and welcome addition to the Heritage staff.

The Board of Directors, the staff, and many volunteers who have already worked with Mr. Berner are enormously pleased that he has joined us. Heritage's essential resource is people and Bob Berner has already shown his competence, dedication and enthusiasm. Heritage is grateful for the timely support of the San Francisco Foundation.

FOR SALE

Four Western Addition Victorians that are located in the Beideman Place Historic Area are available: a one-unit stick style Victorian, two two-unit Victorians and a three-unit Victorian. Costs range between $72 - 100,000 including projected rehabilitation. These special buildings are all on the National Register of Historic Places and are part of the Heritage SF Redevelopment Agency project. Call Heritage for up-to-date information.

THE FITZHUGH BUILDING

San Francisco's Planning Department is currently reviewing a proposal from Saks 5th Avenue which calls for the demolition of the Fitzhugh Building and the construction of an almost windowless 5-story building in its place.

Appalled at the possible loss of a San Francisco building which is not only beautiful in its own right but is also an integral element of the architectural character, scale, texture and quality of Union Square, Heritage has developed a detailed alternative to Saks' proposed demolition. This proposal was presented to Saks Fifth Avenue representatives at a meeting on May 6.

Standing on the northwest corner of Union Square, the Fitzhugh Building is an important example of Renaissance-style architecture as it was used in early 20th century commercial design. Designed by the Reid Brothers in the 1920's specifically to complement Bliss & Faville's St. Francis Hotel to its right, the Fitzhugh serves as the visual anchor for the northern and western sides of Union Square. Application has been made by Heritage to list the building on the National Register of Historic Places.

Heritage's alternative plan meets Saks' retailing needs without the demolition of the Fitzhugh Building. The plan, developed by a joint committee of AIA members and Heritage personnel, involves the renovation of the present building and the construction of a new six-story structure directly behind it, on land Saks already owns. Each floor of the new structure would be aligned with every other floor of the existing building. The two buildings would be structurally independent, a fact which considerably affects code and cost factors. However, openings between the new structure and aligned floors of the old building allow easy access between the two structures.

(continued on page 2)
The entire street level of the Fitzhugh Building would be open to the new structure so that the Post Street entrance of the Fitzhugh Building can be used as the main entrance to the store. The top floor of the Fitzhugh, which overlooks the Square, could be used for a luncheon and administrative offices. Space on floors two through eight on the Post Street side of the Fitzhugh would be leased office space. Interior space on non-aligned Fitzhugh floors could be used as service areas or adapted for use as more rental space.

Cost estimates prepared by architect Herbert McLaughlin, a Heritage Board member, indicate that the Heritage proposal, including the cost of bringing the Fitzhugh up to code, would cost substantially less than an all new structure. Heritage believes that its proposal is entirely feasible and competitive economically with Saks' proposed new structure. It provides Saks with a facade reminiscent of New York's Fifth Avenue while preserving a streetscape important to San Franciscans.

Since the viability of the downtown shopping area is so dependent on its special character, it makes sense for retailers to work within the architectural uniqueness of the area. Saks' move to Union Square would be good for the Square. Heritage believes that Union Square can gain a Saks and still retain the Fitzhugh. The demolition of the Fitzhugh would serve only to erode further the character of the Square to the detriment of both Saks and the City.

The concept of the facade easement is relatively new. So far the experience of Heritage is limited to two easement agreements, with several others in process. One is with Bill Dodge on his 1885 elegant Queen Anne style Victorian house at 1083 Dolores Street. It was signed in 1973. The second easement agreement has just been received from Jo Hanson on her landmark house at 201 Buchanan Street, known as the Nightingale Cottage. It was built in 1882 for John Nightingale by an unknown architect and is a masterpiece of the Eastlake style of Victorian architecture. The dramatic Mansard roofed central tower, the prominent ornately carved gables and the steeply pitched roof make a rhythmal contrast to the generally horizontal building. Nightingale came to California as a forty-niner, was President of the Society of California Pioneers and a well-known San Franciscan, involved in real estate.

Jo Hanson, an artist, has both her home and her studio in this historic house. In describing her motivation to protect the building through a facade easement with Heritage she says, "I think every person must accept responsibility for the effect his actions have on the general welfare. My action means that I attach importance to the quality of life in San Francisco, and I think it is no longer acceptable to exploit resources for personal gain at the expense of the common good." Thomas H. Crawford, attorney, assisted Jo Hanson with this agreement.

For information on facade easements, call Linda Jo Fitz at 441-3000.
BUILDING UPDATE

Atherton House (1900 California at Octavia)
The Atherton House, built in the 1880's, finally achieved landmark status by virtue of Heritage's appeal to the Board of Supervisors in January. Heritage appealed the decision of the Planning Commission, which had reversed the Landmarks Board's recommendation for designation. The unique Victorian house was sold in a probate sale to Spencer Andrew, whose plans for the property have not been announced.

Alaska Commercial Building (Sansome at California)
The Bank of Tokyo's plan to demolish the Alaska Commercial Building and replace it with a 23-story structure was reviewed in relation to the environment at the February 27, 1975 Planning Commission meeting, where the Commission accepted the Environmental Impact Report (EIR).

At the February 27th Planning Commission hearing and the March 24th Board of Permit Appeals hearing, Heritage presented the point of view that the EIR had not given enough consideration to the retention of the building or to its integration into new structures which could be built on the adjacent site to tie into the ACB. The decisions in these hearings clear the way for the Bank of Tokyo project to begin.

Jessie Street PG&E Substation (Yerba Buena Center)
Heritage continues to meet with the S.F. Redevelopment Agency regarding the incorporation of the substation into the YBC Plan. It is now the Agency's responsibility to show that Jessie Street cannot be used, and that there is no feasible alternative to demolishing the Jessie Street PG&E Substation. The Board of Supervisors unanimously designated the building in the 1880's, finally achieved landmark status by virtue of Heritage's appeal to the Board of Supervisors in January. Heritage appealed the decision of the Planning Commission, which had reversed the Landmarks Board's recommendation for designation. The unique Victorian house was sold in a probate sale to Spencer Andrew, whose plans for the property have not been announced.

City of Paris (corner of Geary and Stockton)
Placed on the National Register of Historic Places as a building of national significance, and also made a California State Landmark, in January 1975, the City of Paris stands unoccupied, a beautiful shell which Neiman-Marcus intends to demolish. The Citizens Committee to Save the City of Paris continues to raise money in hopes of fighting for the building in the courts. On page 6, two fundraising events are described. An EIR may be required by the Planning Department if the initial Environmental Evaluation shows that the plans will have a substantial adverse effect on the environment.

Western Addition
The Heritage-S.F. Redevelopment Agency (SFRA) project in A-2 progresses slowly. Now that the buildings have been moved, they can be turned over to the new buyers who will do the rehabilitation according to SFRA standards. Heritage continues to help the buyers and will monitor the exterior work, along with the Landmarks Board and the SFRA, during construction.

At this writing, four houses in the Beideman Place Historic Area are available to the public. To purchase and bring them up to SFRA standards, estimated costs range from $72 - 100,000. Please call Heritage for information.

Other Western Addition news includes the termination of David Kirshhoff's plan to move the facades of Western Addition Victorians to the port for his Victorian Village project. Since the SFRA again controls these buildings, Heritage, the Landmarks Board and WAPAC are urging the SFRA to preserve these buildings within the Western Addition.

Goodman Building (1117 Geary)
The Board of Supervisors unanimously designated the Goodman Building as a San Francisco Landmark on January 20, 1975 in an appeal hearing which overruled the Planning Commission and upheld the Landmarks Board vote. The Goodman Group, resident-artists, hopes to purchase the building from the S.F. Redevelopment Agency for use as a community arts center. Application has been made by the Goodman Group to have the building included in the National Register of Historic Places. To help, raise money call Martha Senger at 771-8970.

Bransten Property (corner of California & Franklin)
1701 Franklin, a Landmark, was purchased in December 1974, by aviation lawyers, Kutsko, Moran and Mullin, after the parcel was rezoned to allow office use. The exterior restoration has been completed with the blessing of the Landmarks Board.

This beautiful Queen Anne was build in 1895 and has been strikingly, yet tastefully restored. The exterior colors bring out the rich ornamentation quite beautifully. The interior is being fittingly restored.

1818-20 California, also a Landmark, is being sold by Malcolm Watts, who has recently completed its exterior restoration.

Both buildings, and 1735 Franklin, adjacent, were originally for sale with the idea of demolition and replacement by apartments. Heritage had suggested to the owners and their representatives that the property be sold for renovation and reuse of the existing buildings. With the assistance of Landmark designations, neighborhood rezoning, and the economy, our argument turned out to be successful.
Over the past year Heritage has greatly expanded its efforts to help preserve our City's unique and irreplaceable architectural resources. Our increasing effectiveness has resulted from your participation. With your support we can do even more.

In the past year (May 1974-May 1975) our membership doubled. There are now over 1000 of us. Our corps of volunteers enlarged, we created the Heritage-AIA (American Institute of Architects) Consulting Committee, welcomed several new members to the Board of Directors, and created an Advisory Council. Through a substantial grant from the San Francisco Foundation, we hired Frank Low, a full-time Urban Conservation Officer to direct our property conservation program. We established the Heritage Charter Society to give special recognition to those who assist Heritage through substantial contributions.

We put a fresh coat of paint on the Haas-Lilienthal house, added Saturday tour hours, trained new docents, restored the toy train, installed new docents, restored the toy train, installed a permanent exhibit on the Victorian era in the ballroom and shared this fine house with over 18,000 visitors.

Heritage began monthly programs, open to the public, gave two successful and informative lecture series, added ten new Sunday walking tours, and presented many slide shows and lectures to community groups. We also launched the Urban Conservation Fund with a benefit at the de Young Museum.

Heritage placed the Jessie Street PG&E Substation on the National Register of Historic Places, expanded our facade easement program, prepared a study of the economic and design feasibility of retaining the Orpheum Theater, and worked with architects, owners and city agencies to find ways of retaining the Alaska Commercial Building, the Bransten Property, the Fitzhugh Building, the City of Paris and the Jessie Street PG&E Substation.

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$7,329 is still needed to pay for the Haas-Lilienthal paint. This represents about half of the original bill of $14,492 which we have been gradually whittling down. We are grateful to the following people who donated to the paint fund between October 1974 and April 1975:

Haas-Lilienthal House - an assortment of matted sketches, packaged and single note paper, postcards and posters ranging from $1 to $25.

Books - A careful selection of San Francisco and regional architectural and historical paperbacks and hardcover books, as well as classic general books on urban development ranging from $1 to $17.95.

The Heritage Preservation Week is May 10-18 and, by proclamation of Mayor Joseph Alioto, is also San Francisco Historic Preservation Week. Heritage is celebrating with an opening house open house at the Haas-Lilienthal house 6-9 pm May 10, 11, 15 and 15. Bring your friends to wander leisurely through the house and chat over coffee with other people interested in San Francisco's history. The Standard Gauge toy train, restored and relocated by Heritage volunteers, will be in operation. Built in the 1920's by the William Haas family, the layout contains 200 feet of track and remarkable bridges. Free parking is available in the church lot at Franklin and California Streets. Open House donation $1. Students and senior citizens 50c, members free.

During Preservation Week, Heritage members will be at card tables on San Francisco streets, eagerly collecting information on historic preservation and Heritage. Tell your friends about Heritage and do your part for historic preservation by recruiting new members!

For other activities during Preservation Week, see the Coming Events calendar.
COMING EVENTS

Every Sunday: Walking Tours of various areas of San Francisco 12:30-2:30. Members $1.50; Non-members $2.50; Call 441-3000 for schedules. Reservations by mail only.

Every Wed., Sat. & Sun.: Haas-Lilienthal house guided tours 1-3:30 Wed., 12:30-4:30 Sat. & Sun; $1; 50¢ students and senior citizens; Heritage members free. 2007 Franklin.

Wed. May 7: Lecture on Late Bay Region Architecture by Charles W. Moore, Professor of Architecture at UCLA. 8:00 pm. Fireman's Fund Auditorium, 3333 California St. Members $3, non-members $4. Free parking.

May 10-18: Historic Preservation Week Membership Drive at tables across the city.

Sat., Sun., Tues., Thurs., May 10, 11, 13, 15: Evening Open House at Haas-Lilienthal house, 6-9 pm. Staff and docents will be on hand to discuss Heritage's current projects; Membership admits two, free. Non-members $1; students & senior citizens 50¢.

Sundays: Spring Walking Tours by Berkeley Architectural Heritage. Ocean View, Campus, Benvenue-Hillegass, $2 each. Reservations only. 652-0975 or 652-2255.

Wed. May 14: Lecture: "Preservation vs. Innovation" by Allan Temko, Architectural Critic for the SF Chronicle. This is the final slide lecture of the Heritage Spring Lecture Series. 8:00 pm. Fireman's Fund Auditorium, 3333 California St. Members $3, non-members $4. Free parking.

Fri. May 16: Panel discussion on the Fitzhugh Building and the City of Paris. KQED, Channel 9, 6:30 pm.

Sun. May 18: Oriental Rug Seminar - Benefit for Citizens Committee to Save the City of Paris. Palace Hotel; 2 parts: 10 am Village/Nomadic Rugs and 2 pm Court/Imperial Rugs. $10 each or $15 for both ($15 ticket includes free analysis of small rugs); for information and reservations, call 565-5006 after 5 pm or weekends.

Tues. May 20: Monthly Program - Community Development Program. Discussion led by Dean Macris, SF Director of Planning, on the program's implications for preservation and urban conservation. 7:45 pm Haas-Lilienthal ballroom, 2007 Franklin. Membership admits two, free. Non-members, $1.00.


Sun. June 1: House Tour of Mint Hill (upper Market area) to benefit the City of Paris legal fund. Five Victorian houses including Nightingale House at 201 Buchanan. Meet 1-5 at 257 Page (between Laguna & Octavia). $5/person; $7.50/couple. Wine. For information call 824-6834 or 824-2666.


Tues. June 17: Monthly Program - The Portable Victorians: Heritage's Western Addition Project. For those not up at 3 am to watch a dozen 100-year old Victorian houses moved from the path of bulldozers, a slide show by Randolph Delehanty. 7:45 pm Haas-Lilienthal ballroom, 2007 Franklin. Membership admits two, free. Non-members, $1.00.
HERITAGE WALKING TOURS

JUNE, JULY, AUGUST 1975

Guides:
- Randolph Delehanty, Urban Historian
- Judith Patt, Architectural Historian
- Michael Corbett, Architectural Consultant
- John Woodford, Architect

SUN. JUNE 1 UNION SQUARE AND ENVIRONS
Randolph Delehanty

A critical focal point in SF, Union Square is now threatened with new "development" which could destroy its remaining architectural coherence. The history of the square (from park to parking garage) is explained and the buildings that define it are closely examined including the elegant St. Francis and Tower, the Fine Arts Building, the compatible Hyatt Hotel, the City of Paris, and the urbane structures that have invaded the southern edge of the Square. Also Wright's jewel--the old V.C. Morris store--and then the neglected post-fire buildings between the Square and Kearny Street.

SUN. JUNE 2 MARKET STREET TO JESSIE STREET
Randolph Delehanty

The Ferry Building, once the gateway to SF, is the starting point for this tour which proceeds up the newly re-designed "main street" of the city. SF's peculiar street pattern is explained and then the architecture along Market Street is examined in detail. Included are the Hyatt Regency, SF, PUC, the Transamerica Building, the historic building of the Downey Family, the Children's Church and finally Willis Polk's Jessie Street subdivision on the edge of the Ferry building area.

SUN. JUNE 13 CIVIC CENTER: Main Streets and Byways
Randolph Delehanty

Starting at the ornamental gate at Bush and Grant, this tour explores both Chinatown, the touristic and the real. Included are the Mary's Square, Old St. Mary's Church and the new Pacific sakury and the adjacent Melendy building, Cameron House, Portsmouth Square, the headquarters of the Chinese Six Companies, the Tin How Temple and Monastery Place, the one-time Chinese Telephone Exchange, Stockton Street (the real Chinatown), the Ping Yung Housing Project, and finally the Chinese Historical Society on Aller Place.

SUN. JUNE 22 THE NEW DOWNTOWN
Judith Patt

From the Industrial Indemnity Building to Golden Gate Way: new development, private and public, from the restrained corporate image of the former John Hancock Building to the creamy Hyatt Regency Hotel and controversial Valhalla fountain.

SUN. JUNE 23 THE MISSION DISTRICT & MISSION DISTRICTS
Randolph Delehanty

The tour begins with some good Victorian houses from the 1870's and 80's which show the early development of the Mission district as a suburban area. Then to Jackson Park from where later developments are explained. Then to the Mission itself and the Mission Style churches. But the tour ends with the old Mission (built in 1790's and restored by Willis Polk) is examined closely and some of the history of the Mission is recounted.

SUN. JULY 6 NO TOUR

SUN. JULY 13 MISSION HILL
John Woodford

The tour starts with the 1000 block of Green Street, an area which escaped destruction in 1906 and which includes, among other notable residences, an octagonal house built in 1857. The second cluster examined in detail is the 1000 block of Vallejo Street where Willis Polk was active and had his own house. Several sensitively sited apartment houses from the 1920's and 30's are also examined. (This tour repeated on Sunday, August 24)

SUN. JULY 20 THE NORTHEAST ENVIRONS
Randolph Delehanty

This red brick warehouse district (or what remains of it) survived the fire in 1906. Many of these handsome old buildings have been imaginatively adapted to new uses--some by the Bay Area's finest architects. The "functional traditions" in one of America's most important contributions to architecture, though it is often overlooked. Several of the region's best architects have their own offices here--a good indication of the architectural interest of this area. The Embarcadero pier fronts are also examined.

SUN. JULY 27 THE PRESIDIO
Randolph Delehanty

The cradle of San Francisco, the Presidio, has been a military installation since 1776. This tour includes the old hospital, and the new, the old red brick barracks, some vintage wooden structures, the N.P.A.-remodeled Commandant's house, some very fine utilization structures and much more. If possible the tour will end with Maybeck's dreamy romantic Palace of Fine Arts (a landmark under construction).

SUN. AUGUST 3 CATHEDRAL HILL
Randolph Delehanty

A tour of the eastern edge of the redeveloped Western Addition starting at St. Mary's Cathedral. First the cathedral is examined inside and out, and then the other churches in the area are examined including the extraordinarily fine First Missionary church with its old church and beautiful modern additions designed by Callister and Payne & Keister. Also Maybeck's Parkside showroom and his interesting Family Service Agency building. The impact of the automobile on the redeveloped city is the theme of this tour.

SUN. AUGUST 10 PRECINCT HILLS
Judith Patt

From the Swedenborgian Church to Maybeck's Noon House: outstanding shingle houses of the 1890's by Maybeck, Polk, Morgan and Coit and their influence on later architects including Wurster and Enemark.

SUN. AUGUST 17 THE CIVIC CENTER
Michael Corbett

A product of the City Beautiful Movement, and perhaps America's greatest neo-classical complex, the San Francisco Civic Center stands as a public expression of SF's self-regard. Both the site plan and individual structures are examined. Mentioned in the tour will be the individual buildings that have shaped the Civic Center's image: the Palace of Fine Arts, the Exposition Auditorium, the Public Library, the State Building, the City Hall, and the Veterans' Building and the Opera House are examined.

SUN. AUGUST 24 MISSION HILL
John Woodford

See other side for additional information, ticket order blank.

THE FOUNDATION FOR SAN FRANCISCO'S ARCHITECTURAL HERITAGE - 2007 FRANKLIN STREET - SAN FRANCISCO 94109 - 415-3000
HERITAGE WALKING TOUR INFORMATION

1. Reservations are to be made by mail, prepaid, and are non-refundable.
2. The necessary admission tickets showing meeting place will be sent to you.
3. If you wish to make reservations for more than one date, it would ease our
   bookkeeping considerably if you would remit separate checks for each date.
   If a tour is cancelled because of rain, your check will be returned to you.
4. Your membership entitles you to purchase two tickets per tour at the lower rate.
5. Since tours are limited to approximately 25 people, reservations received
   after limit is reached will be returned.
6. All tours start promptly at 12:30 pm. Wear walking shoes.

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Second Choice if a tour is filled: Mail this sheet to: Heritage
2007 Franklin
San Francisco 94109

Mail tickets to: Name
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Phone Number: daytime
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