As we move into a new year, it is well to take stock of where we have been and where we are going. 1973 saw the translation of many of Heritage's goals into concrete action. The acquisition and adaptive re-use of the Haas-Lilienthal house, the successful search for buyers for all 15 of our Western Addition Victorians, the start of a facade easement program, the varied programs in public education, and the enormous growth in membership have marked our first year. 1973 also realized the establishment of the San Francisco Urban Conservation Fund by the receipt of a $10,000 grant from the Mary A. Crocker Trust. Efforts are now in progress to raise a total of $500,000 in grants and loans for the Fund, which will be used to purchase structures of historic and architectural merit which are threatened with demolition. The buildings acquired by the Fund will be resold, with protective facade easements, to buyers interested in conservation and adaptive re-use. Revenue from the resale of these properties will replenish the Fund so that other threatened structures can be purchased.

1973 further witnessed the expansion of Heritage's offices, staff, and volunteers to keep up with the growing work of the organization. In November, we moved our offices to the third floor of the Haas-Lilienthal house, where we occupy three spacious rooms. In addition to our Program Coordinator (Linda Jo Fitz) and our Education Director (Randolph Delehanty), Heritage has expanded its staff to include an acting Administrative Secretary (Eileen Lipsey) to handle our rapidly increasing office, bookkeeping and budgetary demands, a Real Estate Consultant (James Flack) to coordinate the relocation of Western Addition Victorians and other special projects, and a resident Manager (Marie Hol linger) to oversee the needs of the Haas-Lilienthal house. Heritage has also been very fortunate in obtaining the services of Marianne Barton as Volunteer Coordinator to recruit and supervise the activities of the volunteers who are vital to our continued effectiveness.

In summary, 1973 has marked the translation of Heritage's philosophy of urban conservation into specific programs and a framework in which to expand our efforts. 1974 looks forward to the early completion of our Western Addition project, an increased awareness and participation in our facade easement program, the continuing quality of our educational programs, and the enlarging of our Urban Conservation Fund. We have also initiated several new projects for 1974 and will report details as they develop in the coming year. An expanding group of committed staff, volunteers, and members enhances our ability to find realistic ways of conserving San Francisco's architectural heritage.
NEW WALKING TOURS

The best way to learn about a city and its architecture is to walk through it. Heritage conducts walking tours of San Francisco which relate the architecture to the city's historical development. Randolph Delehanty, Heritage's architectural historian, has prepared a series of different tours examining different periods, types of architecture, and features of San Francisco's townscape.

Our initial Sunday tour, "From Seaport to City" (an exploration of Telegraph Hill and the Jackson Square Historic District) has lately been alternating with a second tour on "Nineteenth and Twentieth Century Commercial Architecture." Soon Heritage will add tours of lower Market Street and the Haight-Ashbury (see calendar elsewhere in the newsletter). Later tours will cover the Mission, a bicycle tour through Golden Gate Park from the Panhandle to the ocean, the Northern waterfront and former warehouse district, Bernal Heights, Alamo Square, Cathedral Hill and the Western Addition.

Pictured here is Mr. Delehanty giving his tour of the city's 19th and 20th century commercial architecture. He points out that it is in the high land value commercial core that cities like San Francisco, with a rich cluster of fine old office buildings, face the problem of trying to guide development in such a way that the best of the old is kept, while at the same time encouraging high quality design for new buildings. San Francisco's downtown has had the most conservative growth pattern of any major American city, and this has resulted in a happy mix of well designed and high quality turn-of-the-century office blocks, often complemented rather than replaced by good new buildings. Both the over-all pattern of San Francisco's bureaucratic core and many of the buildings that make it up have a beauty of function and expression that makes this downtown a beautiful place to work in and to explore.

The tour includes Jackson Street, Hotaling Place, the Customs House, Sydney Walton Park (a superb piece of urban design), the Golden Gateway apartments, Alcoa Plaza and Embarcadero One (undoubtedly the finest highrise complex in San Francisco). The tour then proceeds up California Street to the Alaskan Commercial Building, the new and old Bank of California, and finally the Bank of America. These buildings are evaluated in terms of their inter-relationships with the city as a whole; particular attention is given to design that makes pedestrian use pleasurable.

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Watch for descriptions of the other tours in future newsletters. Meanwhile, for all the Sunday walking tours, call 441-3000 for reservations.

* * * * * * * *

RECOMMENDED READING (1)

In any field there is always a handful of outstanding books, like islands in a larger sea of printed matter. During the training of the docents for the Haas-Lilienthal house, I have had occasion to try to point out those few books on urban development and on San Francisco which entertain and inform.


Cullen's The Concise Townscape (campus bookstores are probably the only places to find it) is an urban study of the elements that make up a civilized environment. It is a plea for a 'properly concentrated town' and uses fascinating English examples in a casebook approach to good design. Cullen, too, is fundamentally concerned with urban design as it serves human needs. A key idea in his work is his view that 'one of the essential qualities of a town is that it is a gathering together of people and utilities for the generation of civic warmth.' Compactness and loving care preserve not only the livability of the city, but also mean the protection of the countryside as open space. Reading Cullen's book is the best intellectual antidote to the massive waste and sprawl characteristic of American development patterns. Cullen's perceptions are convincing, his style of writing is a joy.

Jane Jacobs' book, The Death and Life of Great American Cities, is another protest against the insanities of modern urban disintegration. This is a highly important, if not infaillible, book that taught Americans to perceive their cities not as abstract maps, or aerial photographs, or architects' renderings but rather as living, functioning, diverse settings for human life. It is very much the woman's view of the city with a sane concern for the social roots of safety, convenience, and community. It is a book by a non-professional that changed the thinking of many professionals in the field of city planning. It is widely available in paperback.

Randolph Delehanty

(Part 2 of this review, in our next newsletter, will survey the best books on San Francisco.)

* * * * * * * *

WELLS FARGO GIFT

Wells Fargo Bank has furnished the new Heritage offices in the Haas-Lilienthal house with six desks, 20 chairs, and a conference table. The bank's donation has enabled Heritage to make good use of its large, new space. We feel the benefit of this gift every day in our work, and we thank Wells Fargo for its generous support.
NEIGHBORHOOD REHABILITATION

The government’s FACE will soon become the city’s RAP, which means that even though federal funds have been cut off, some San Francisco neighborhoods with deteriorated housing will continue to receive low interest loans to bring their buildings up to code.

Federally Assisted Code Enforcement (FACE) had been providing 3% interest loans in seven San Francisco neighborhoods before the Nixon administration canceled it as of June 1974. However, the loan project will continue, in somewhat altered form, as the Rehabilitation Assistance Program (RAP), established by the San Francisco Board of Supervisors by a January 1974 ordinance. The program will be funded by a $20 million loan to the city from the Bank of America. Because of its own costs, the city will probably lend the money to homeowners at 5½% interest.

Officials and community people alike see FACE and RAP as an alternative to the massive dislocation and public expense of redevelopment. They are hopeful that a systematic program of incentives for private owners to restore their buildings to sound condition will give these neighborhoods a chance to build on their old foundations rather than sweep them away.

RAP will enable owners to use the loans to repair unsafe stairways, electrical systems, plumbing, and other code-violating hazards, and to add amenities which improve appearance and convenience.

In the first four FACE areas, (Arguello Park, Buena Vista Heights, Glen Park, and Great Highway) 48% of the owners spent less than $600 and three quarters spent less than $1500 in bringing their buildings up to code between 1967 and 1970. In the more deteriorated second set of FACE areas, operating since 1970 (Alamo Square, Bernal Heights and Duboce Triangle) rehabilitation done without FACE loans averaged $700 per dwelling unit; work done with the loans averaged slightly over $4,500 per unit.

RAP will begin in April or May to finish the work started by FACE in its second set of neighborhoods and will initiate new projects in the upper Haight, inner Richmond, and possibly Chinatown.

An initial request for RAP may come from a neighborhood group or from the Director of City Planning. In either case, administrators are careful to make sure that there is genuine community support for the program, which legally requires every owner to bring his building up to code. A Citizens’ Advisory Committee of area residents helps to plan and implement RAP in the neighborhood.

FACE and RAP are not without controversy. To get a sense of the issues these programs raise for the city we talked with the administrator of FACE and RAP plus eight community people who live in FACE areas and/or helped to plan RAP.

The four FACE residents we spoke to, all homeowners who live in the neighborhood rather than tenants or absentee owners, felt that FACE worked — it turned their deteriorating neighborhoods away from a rendezvous with redevelopment. They experienced frustrations with contractors and, on occasion, city inspectors, but they were also pleased with the change in their neighborhoods’ appearance and building safety and with the influx (size unknown) of moderate to middle income homeowners who seem to feel more of a stake in the neighborhood. Several felt that the common concerns raised by FACE brought the residents together into a more self-conscious community. Their main problem seemed to be absentee landlords who resist code enforcement and keep the neighborhood from improving physically as much as it could.

Representatives of community groups who helped to plan RAP felt somewhat differently than the FACE residents. They agreed that rehabilitation loans offer “the most viable alternative for existing residents” who would otherwise be severely dislocated by redevelopment, but they were concerned about the effect of FACE and RAP on low-income tenants and owners. They pointed out that the population change which brings in the middle income buyers that FACE homeowners welcome also moves out low income people. Calvin Welch of the Height-Ashbury Ecumenical Ministry called FACE “soft urban renewal - people removal” for this reason. Others see this process as neighborhood stabilization and note that in these high-turnover neighborhoods transiency was common already, so it is hard to say what part FACE had in the moving out that occurred during its operation. It is also hard to pinpoint the role of FACE in increasing rents; a study by FACE of its first four neighborhoods showed little change in taxes, rents, or character of the population, but there is some evidence that the general FACE and RAP have tried to make it more responsible to existing residents than FACE was by including some rent control guidelines, provisions to deter tenant evictions, and procedures for ensuring community participation.

The rent control provisions, which some community people thought were not strong enough, alarm several FACE residents who know from experience that an owner can put more time and money into rehabilitation than he can get back in rents in the best of situations. These residents point out that RAP cannot salvage the city’s housing stock through help for private rehabilitation and also serve as a low income housing program.

Several RAP planners emphasized a comparatively simple solution to lessen the distress of displaced tenants and poor homeowners: money. Specifically, a generous relocation assistance fund and a hardship grant fund, when they became available in FACE (Continued on p. 5)
STATE LANDMARKS LAW

California Government Code sections 50280-50289, the Historical Properties Contract Law, establishes the procedures which will enable cities and counties to base assessment of “landmarks” on actual use rather than on potential use.

This bill has been passed by the state legislature and was signed by Governor Reagan December 29, 1972. The bill’s criteria, which were to be established by the State Board of Equalization and the Department of Parks and Recreation, were completed in November 1973. To be of help to San Franciscans, it must be adopted by the Board of Supervisors.

The landmarks which qualify are all structures on the National Register of Historic Places and those registered California landmarks which satisfy certain requirements regarding the significance of the property.

To participate in the reduced assessment program, the owner of a qualified property contracts with the Board of Supervisors to restrict the use of that property so its historical characteristics are retained. The contract is for twenty years and is automatically renewed yearly. It provides, where applicable, for reasonable public access to the exterior and for reasonable access to the interior and exterior for study by students and officials.

The strength of the bill is that it provides for the assessment to be based on present use, rather than highest and best use of the qualified property.

The weakness is in the narrow definition of qualified buildings. For San Franciscans, landmarks designated by our local Landmarks Preservation Advisory Board will only be eligible if they are also on the National or State Register.

In spite of its limited application, the bill can aid in the preservation of some landmarks. When the bill is brought by the Landmarks Board to the Board of Supervisors, it will need the support of the preservation-minded community.

HAAS-LILIENTHAL HOUSE ACTIVITIES

Since the Haas-Lilienthal house opened to the public in mid-November, over 3,000 people have come through on the Wednesday and Sunday tours. In addition, many groups have seen the house by special arrangement. These groups include college students, school children, social clubs, and professional people. Many more have already been lined up for the spring, so make your plans as soon as possible if you want to bring a special group through the house.

On Wednesday, December 19, the Board of Directors held a reception in the house for Heritage’s many volunteer workers. About sixty attended, including the Board, to enjoy food and drink in the dining room and parlors. The reception was held in recognition of the unceasing and valuable work done by these people. Without its volunteers, Heritage could not function.

An exhibit of the house, family, neighborhood, and city is being prepared now. It will hang in the ballroom and will consist of several large, portable panels of text and photographs framed in redwood to harmonize with the wood in the ballroom.

The next time you drop by the offices, come to the side door, beyond the entrance to the ballroom used by the tours. Ring the bell on one of our newly installed intercom system, and when you get all the way up to the offices, notice the new paint on those old walls. The painting was done the weekend before Christmas along with the room of Mrs. Hollinger, new resident manager of the house, barely in time for her moving in. We are delighted to have Mrs. Hollinger in the house. She has fixed up many neglected details of both public and private areas. With the addition of her personal effects, for example in the cabinets in the old servants’ dining room, the house looks more lived in and more as it must have been when the Haases and Lilienthals lived there.

HERITAGE'S VOLUNTEERS NEEDED

Heritage cordially encourages you to come to our volunteer orientation meetings at 2:00 p.m. or 8:00 p.m. on Tuesday, March 12 at the Haas-Lilienthal house. We have exciting and unique plans for 1974, but can only accomplish our goals with the help of our members and friends who are beginning to work on a regularly scheduled basis at the Heritage office. Presently our needs are as follows:

OFFICE WORK: Answering telephones, sending out mailings, updating files, acknowledging memberships. Typing is useful but not necessary. Our office runs on the help of volunteers, who enjoy working together in a congenial, informal atmosphere—join us!

SPECIAL EVENTS COMMITTEE: Resourceful persons are needed to organize special events and evening programs on urban conservation for our membership.

WORKING AT HOME: Often we need typing, preparation of mailings, and other hurry-up jobs which can be done outside the office.

HAAS-LILIENTHAL HELP:

DOCENTS: A new training course for the Haas-Lilienthal house tour guides begins April 2 and meets Tuesdays until April 23, then Tuesdays and Thursdays from April 30 to May 16.

The training will be given by Randolph Delehanty, Heritage’s urban historian. His course covers background about Heritage, the evolution of San Francisco as a city, a survey of Victorian domestic architecture and material specifically related to the Haas-Lilienthal house, the neighborhood, architecture, furnishings, and family history.

When this group of docents is trained, the house will be open on Wednesdays from 1 to 3:30 p.m. and on Saturdays and Sundays from 12:30 to 4:30, with special gift shop at the Haas-Lilienthal house, select gift shop at the Haas-Lilienthal house, which we anticipate will open in late spring if we have enough volunteer interest. Shifts will be scheduled between noon and 5:00 p.m. during house tour days.

STAFF FOR DOCENT TOURS: Collecting donations and assisting docents during regular Wednesday, Saturday, and Sunday tours.

GIFT SHOP: Helping to establish and staff a small, select gift shop at the Haas-Lilienthal house, which we anticipate will open in late spring if we have enough volunteer interest. Shifts will be scheduled between noon and 5:00 p.m. during house tour days.

UPKEEP: Drudgery made fun! Glass shining parties, wall polishing fests, etc., begin with a pot of spaghetti cooked up by our house manager, Marie Hollinger, and continue on to the careful shining up of the house. Other friends are needed to help with food and planning for house events, and for simple fix-it jobs.

We need willing workers who are able to commit their time for any of these volunteer activities on a regular basis, perhaps one morning or afternoon a week. Please call the Heritage office at 441-3000 and let us know of your interest by the time of the March 12 volunteer orientation meeting.
HERITAGE received the following memberships between October 15, 1973 and January 14, 1974:

**SUSTAINING**
- Mr. and Mrs. John M. Bates
- Mr. and Mrs. Armand O. Bosc
- Mr. and Mrs. William Clark
- Mrs. Frederick Ganz
- Mr. and Mrs. Daniel Golden
- Mrs. William W. Haas
- Anne Halsted
- Mr. and Mrs. Reverdy Johnson

**ACTIVE**
- Mr. and Mrs. Armand O. Bosc
- Mr. and Mrs. William Clark
- Mr. and Mrs. Reverdy Johnson
- Anne Halsted
- Mrs. William W. Haas
- Mr. and Mrs. O. Daniel Golden
- Mrs. Frederick Ganz
- Douglas E. Goldman

**SUPPORTING**
- Mr. and Mrs. Joseph H. Michael
- Mr. and Mrs. Peter McBean
- Jack Leahy

**SENIOR/STUDENT**
- Lavanna Leutwyler
- Sal Columbo
- Phoebe H. Brown
- Doug Biggert
- Mr. and Mrs. Brooks Walker, Sr.
- Mrs. Agnes Pritchard
- Mrs. Preston Philhower
- Mr. and Mrs. Robert J. Dana
- Mr. and Mrs. B. Sunner Burrows
- Mr. and Mrs. Jack Leahy
- Mr. and Mrs. David D. Donlon
- Mrs. Lewis L. Durkee
- Mrs. J.W. Osman
- Mrs. Charles Lowenberg
- Viola Mackenzie
- William Miller
- Mrs. J. K. Osmun
- Mrs. C. Patterson
- S. Perman
- P. Schnaible
- Alan Takeda

**MEMBERSHIP GROWTH 1973**
- Glenn Appar
- Dr. Gary and Diana Arham
- Alvin Baun
- J. Peter Baumgartner
- Gilbert Black
- William R. Booth, Jr.
- Bruce Bonacker
- William C. Bourne
- Roger O. Boyer
- Margaret Brennan
- Ray Brian
- Dr. and Mrs. B.A. Brown
- Marjorie L. Buzz
- Mr. and Mrs. B. Sunner Burrows
- John C. Campbell
- Mr. and Mrs. Parks Campbell
- William T. Carrico
- Kitty Chast
t
- Gordon Chong
- Ann Clark
- Thomas and Mary Cosan
- Kenneth L. Cohen
- Mrs. Paul and Chapin Coit
- Mary A. Cole
- David P. Corsi
- Barbara Cosentino
- Mr. and Mrs. R. Cotter
- Fred A. Countryman
- John J. Crabbe
- Mr. and Mrs. Robert J. Dana
- Scott L. Danielewicz
- Mr. and Mrs. David D. Donlon
- Bob A. Dries
- Mrs. Lewis L. Durkee
- Burton Peek Edwards
- Mrs. Sam Elkind
- Joseph Esherick
- Isabel Fletcher
- Mr. I.M. Folger
- Mrs. Jon R. Fowler
- William Fries, II
- Jane E. Froarth
- Carol Calbraith
- Mr. and Mrs. David L. Gibson
- Roger Grace
- Mr. and Mrs. Donald D. Graulak

**MEMBERSHIP**

**NEW VOLUNTEERS**

Volunteers who are new to Heritage since our last newsletter include Neil Michael and Pat Magil, who have worked in the office, photographer Andrew McKinney, and chairman of the security committee for the Haas-Lilienthal house, Tom Smith. Marianne Barton has joined us as volunteer coordinator.


Rehabilitators of the old toy train at the house are coordinator Pat Anderson and committee Bruce Judd, Tom Smith, Christopher Connelly, George Critler, Walter Halt, Randall Mathews, Stewart Morton, Anthony Pavel, and Jacob van der Ploeg.

**MEMBERSHIP**

Membership cards: We have distributed membership cards to everyone who joined Heritage since May 1973 and will send cards to those who joined before that date as their memberships are renewed. The card helps us identify members at Heritage functions.

Renewals: Requests for renewal of membership have been sent to members who joined Heritage during April 1973; subsequent renewal requests will be sent out on a quarterly basis. We hope that you will consider increasing your contribution at the time of renewal. Heritage depends on membership donations for all general operating expenses, which increase rapidly as we expand our activities.

Number of Members: Heritage now has more than 500 members, almost four times as many as a year ago. We are still actively seeking new members and welcome any names you may wish to suggest.

Gift Membership: Just send us a check and the name and address of the recipient.
(NEIGHBORHOOD REHABILITATION, continued from p.3)areas, apparently did minimize the program’s painful ef-
fects. Likewise in FACE, public improvements like tree
planting, street repair, and burying of utility wires were
contributed by the city to supplement private improvements.
RAP is committed to these aspects of rehabilitation in
principle, but probably its main drawback is the lack of
funds in hand for almost anything but direct loans.

Everyone interviewed recognized the need for this support
funding. Calvin Welch, who helped to plan RAP, is ready
to take the city to court if it proposes to start RAP with-
out this money in hand. Bernard Cummings, administrator of
FACE and now RAP, is more optimistic about the city’s
ability and willingness to find the extra funds, but he
adds that if he were in a neighborhood that planned a RAP
program, he would “take a very tough position - I would
want that money on the barrehead.”

Mr. Cummings foresees that once RAP is operating and the
budget needs become clearer, other banks will join the
Bank of America in providing loans. He also discussed
other possibilities for the extra funding: interest from
investment of the money not yet loaned to homeowners;
gas tax money (a traditional but declining source of
revenue for public improvements); revenue sharing commun-
ity development funds (to be divided among several city
agencies and probably not available until early 1975); and
possibly a bond issue for all kinds of public improvements,
including those needed for RAP areas.

Bernard Cummings and several others see a need for San
Franciscans to put pressure now on those who make decisions
about RAP’s funding. The Mayor and Board of Supervisors
need to know that the public wants the city to live up to
its commitments and to seek actively the funds that RAP
must have to minimize hardship for existing residents and
maximize neighborhood improvement. This is the first prior-
ity for those who care about neighborhood rehabilitation.

Along with public discussion and political pressure, there
is a need for more knowledge about the effects of FACE upon
its neighborhoods. The city proposes to do without public
improvements in RAP, without knowing their relative impor-
tance for change in FACE neighborhoods. There is only spec-
ulation about how satisfactorily the assistance funds solved
the problems of the fixed-income elderly and low-income
tenants and owners, and about the extent to which FACE did
in fact promote “people removal.” The city needs to know
how strong rent control provisions can be in an essentially
private rehabilitation program which depends on landlord
cooperation.

It is fairly clear that FACE was well designed for the mod-
erate to middle income person who owns and lives in his
home. Now the city must find out much more concretely
about those whom the program fits less well. How low-income
residents actually experienced FACE in San Francisco is a
matter of speculation. It needs to be a matter of fact.

Judy Timberg

COMING EVENTS AT HERITAGE

Every Wed. and Sun.
Haas-Lilienthal house guided tours 1-3:30
Wed. 12:30-4:30 Sun. 11:00; 3:00; Free for Heritage Members.

Thur. Mar. 7
Lecture on Historic Preservation Today:
New Directions by James Biddle, President of the National Trust for Historic Preser-
vation. Haas-Lilienthal house, 2007
Franklin St. at 6 p.m. A special program
for Heritage members. Reservations, 441-
3000.

Tues. Mar. 12
Volunteer Orientation Meeting at 2 p.m.
or 8 p.m., Haas-Lilienthal house, 2007
Franklin St. Call 441-3000 if you would
like to be a Heritage volunteer.

Sun. Mar. 17
Walking Tour from the Ferry Building up
Market Street, 12:30 ($3 for Heritage
members). Call 441-3000 for res-
ervations for all walking tours

Apr. 2 to May 16
Training for Docents to conduct tours of
the Haas-Lilienthal house. Every Tuesday
between April 2 and April 25; every Tues-
day and Thursday April 30 to May 16.

Sun. Apr. 7
Walking Tour of the Haight-Ashbury. Call
441-3000 for reservations.

Tues. Apr. 9
Lecture on the Site and the City at Fire-
man’s Fund Auditorium, 3333 California St.
8:30 p.m. First of four Tuesday lectures
in a series on “An Architectural Explora-
tion of Victorian San Francisco” given
by Randolph Delehanty. Series ticket $10
($5 for Heritage members, students, and
senior citizens).

Tues. Apr. 16
Lecture on the Victorian City: Its Domes-
tic and Commercial Architecture. Second
in the series given by Randolph Delehanty.

Sun. Apr. 21
Walking Tour, 19th and 20th Century Com-
mercial Architecture. Call 441-3000 for
reservations.

Tues. Apr. 23
Lecture on the Haas-Lilienthal House and
Its Neighborhood. Third in the series
given by Randolph Delehanty.

Tues. Apr. 30
Lecture on the 19th Century Development
and 20th Century Redevelopment of San
Francisco. Last in the series given by
Randolph Delehanty.

May 6 to 12
Preservation Week
HERITAGE MEMBERSHIP QUESTIONNAIRE

Heritage needs your help! As a result of past volunteer support, we have been able to increase the scope of our programs. However, in order to keep up with our growing needs, WE NEED YOU!

Please fill out the questionnaire at the bottom of the page and send it to us. Thank you.

HERITAGE HELP NEEDED AT HAAS-LILIENTHAL HOUSE (441-3000)

Volunteer Coordination - A chairman and helpers desperately needed to contact Heritage members interested in volunteering. Chairman needed 8 hrs/wk in the office.

Publicity Assistants - The chairman needs office and at-home help in preparing and sending press releases, contacting conventions, organizing clippings, cataloging photos.

Office Assistance - Help make Heritage programs work. Telephones, mailings, files, ledgers. Want you on a weekly basis, for example, Mondays from 9-12!

Newsletter - Assistant editor for editing articles, typing, layout. Close work with Heritage staff. Writing of some articles. Potential to become editor.

Typing - We desperately need typists at the office or at home.

Docents - Training course: Evenings in February and March, 1975. Interested men and women should call now for applications. The training will be given by Randolph Delehanty, Heritage's urban historian. His course covers background about Heritage, the evolution of San Francisco as a city, a survey of Victorian domestic architecture, and material specifically related to the Haas-Lilienthal house, its architecture, furnishings, and family history. Each Heritage docent shows the H-L house two afternoons per month for a year (Wed., Sat., or Sun.), and is encouraged to participate in Heritage's other activities.


Cashiers - For bookshop or docent tours. More cashiers are needed so the Bookshop can be open by Christmas. Hours: Wed., Sat., Sun. afternoons.

Toy Train Committee - Carpenters, painters and electricians, professional or amateur, needed to get the train room ready. Dedicated committee has work partially done. Work irregularly on Saturdays and Sundays.

OTHER WAYS YOU CAN HELP

Program and Special Events Committee - Active ten-member committee which currently plans Heritage's free membership programs, would like more members to be able to plan larger events. Meets evenings at members' homes.

Heritage-AlA Architect Committee - All architects and designers interested in projects from inspecting buildings to designing flyers and giving walking tours are needed. Meets evenings, downtown.

Preservation Activities - Research on the historical, financial, and structural aspects of reusing structures. Participation in public events centered on saving buildings.

THANK YOU (in advance) FOR FILLING OUT THE FORM BELOW

PLEASE RETURN THIS PORTION OF THE QUESTIONNAIRE TO HERITAGE, 2007 FRANKLIN ST., S.F. 94109

NAME ______________________________________________________________ PHONE (day) _______ (eve.) _______

1. Choosing from the list above, how would you wish to help and how much time could you give?
   - Volunteer coordination ______
   - Publicity assistants ______
   - Office assistance ______
   - Newsletter ______
   - Typing ______
   - Toy train committee ______
   - Docents ______
   - Upkeep ______
   - Heritage-AlA architects committee ______
   - Program and special events committee ______
   - Cashiers ______
   - Preservation activities ______

2. Other Activities (please answer on an attached page)
   a. What would you like to see Heritage doing?
   b. How would you wish to help with this "other activity" and how much time could you give?

3. What time is best for you to attend a volunteer orientation meeting? Day _______, Eve ________ either _______

4. Knowing your skills, talents and/or occupation would be of help to Heritage in the future. If you wish, please specify those areas of interest and expertise you would be willing to share.

Occupation ____________________________________________________________

Hobbies and Special Interests ____________________________________________

Skills _________________________________________________________________

Other Community Activities _____________________________________________