PAINTING THE HAAS-LILIENTHAL HOUSE

To all of you who received our crisis plea to help paint the Haas-Lilienthal house we express our thanks for your response and offer the following account of costs and requirements.

Ten bids were solicited by Heritage for the painting. Five were received, ranging from $24,000 to $13,000. Rainbow Painting was the lowest and received the contract. Heritage confirmed their selection with the Lilienthal family. (Rainbow had painted the house in the past). Volunteer painters were considered by Heritage but the National Trust for Historic Preservation, which holds a Facade Easement on the house, required a professional contract. The National Trust's Washington laboratory analyzed paint chips from the house and helped Heritage determine the light gray color. The lighter color for the foundation and darker color for the window sash conform to traditional nineteenth century paint schemes.

The amount of $15,246 mentioned in our Paint Fund appeal included sheet metal work, roofing repairs, and other needs. The Fuller-O'Brian Company generously donated the paint. Dunn Roofing contributed roof repair work. Rainbow Painting will contribute the cost of painting the repaired turret roof and has generously offered to charge Heritage half of their regular profit percentage. In addition, Mayta & Jensen will replace six gable trim caps as their contribution.

Our total costs will fall below our $15,246 estimate thanks to the generous contributions of services and materials that we have received. Alas, our cash contributions are still approximately $10,000 below the cost of the painting itself and the sheetmetal work that was also required. We took on the obligation of painting before securing the money because all professional opinions stated that our house needed protection and attention before the winter rains.

We extend a sincere and very grateful Thank You to those of you who have answered our plea with your donations (see back of insert). The joys of our city include the responsibility of preservation. Thank you for sharing this responsibility so that future generations of San Franciscans may enjoy the Haas-Lilienthal house. We would like to remind those of you who haven't yet sent contributions that we are still very needy!

THE ORPHEUM THEATER: AN OVERLOOKED RESOURCE

Heritage has prepared and distributed a detailed report compiled by Ellen Lipsey, our administrative coordinator, on the feasibility of revitalizing the Orpheum Theater on Market Street between Hyde and Fulton. The theater is one of San Francisco's last remaining movie palaces and is a monument to the heyday of mass entertainment. With proposals being made for a Performing Arts Center to supplement the Opera House and other facilities, Heritage wants to make for a Performing Arts Center to supplement the Opera House and other facilities.

(Continued on p. 4)

THE JESSIE STREET PG&E ELECTRICAL SUBSTATION "C"

The Jessie Street PG&E electrical Substation "C" at 222-26 Jessie Street was accepted on the National Register of Historic Places on September 6, 1974. Heritage nominated the structure, designed by famed Bay Area architect Willis Polk and no longer in use, to bring official attention to an architecturally notable work and to protect it from projected demolition. A property on the National Register is afforded some protection from demolition in federally supported or licensed projects in that all alternatives to demolition must be reviewed by the Advisory Council on Historic Preservation, an independent unit of the federal government. The substation is located in Yerba Buena Center, a federally funded project. The nomination papers were prepared by Michael Corbett, architectural consultant for Heritage.

The substation is a sound, brick-clad, reinforced concrete structure with beautiful cream colored, mat glaze terra cotta ornament around its windows and doors. (A picture of the full facade appeared in our last Newsletter.) The photograph shows one entrance with its terra cotta embellishments of cherubs, garlands, and a torch. The substation, well worth an exploratory visit, displays a dignified and imaginative handling of classical elements. Its retention and reuse would in no way jeopardize...
The City of Paris department store, one of San Francisco's most loved buildings, has been the object of an intense battle over its threatened demolition. Efforts to make the City of Paris a city landmark began on June 5th when the Landmarks Board initiated designation. When the Planning Commission rejected designation, both the Victorian Alliance and Heritage submitted letters of appeal on August 8th. The matter was appealed to the full Board of Supervisors which held hearings on September 16th and 30th at which proponents and opponents of landmark designation made elaborate presentations. Landmark status could delay demolition for up to one year.

On September 30th, Supervisor Dianne Feinstein seemed to have only four votes to overturn the Planning Commission's decision. The final vote has been postponed. (Call 558-3184) John Carl Warnecke & Assoc., Neiman-Marcus' architect for the proposed new store on the site, was requested to make a formal statement of their intent to recreate features of the interior of the existing City of Paris in the new building. As of early October there seem to be six supervisors interested in preserving parts of the interior, but only four seem likely to vote for landmark designation.

Western Addition House Moving... The San Francisco Redevelopment Agency reports that the Victorian houses in the Heritage-Redevelopment Agency A-2 project will be moved in early November! Preparations are already being made to ready the structures for their big move. They will be moved at night so as not to disrupt traffic. The daily newspapers will cover the story when it happens. Saving these buildings has been one of Heritage's main concerns.

Facade Easement Program Applications for facade easements on two buildings are being considered by Heritage. For more information on facade easements, call Heritage.

The Bransten Property The remaining unsold parcel of the Bransten property, 1701 Franklin Street at the corner of California, a fine late Queen Anne house built in 1895, has had a tentative offer made on it contingent on the buyer's receiving a conditional use permit for professional office use. In its role of encouraging new uses for old buildings, Heritage is supporting this application.

REMA APPOINTED TO LANDMARKS BOARD Architect James Ream, a man with a solid architectural background and a demonstrated interest in preservation, has been appointed by Mayor Alioto to the Landmarks Preservation Advisory Board.

Mr. Ream was the director of design for the Pasadena Conference Center, and as such was instrumental in making the structure a model for Civic Auditorium the focal point of the project. The new buildings were designed in harmony with it.

Mr. Ream was the 1972-73 Chairman of the San Francisco Planning and Urban Renewal 30-member planning committee which supported the goal of preservation as a part of the Urban Design Plan. His committee also supported the Haight-Ashbury and Richmond district downzoning in order to encourage the retention of existing structures.

Mr. Ream joins Board president Mrs. G. Bland Platt, Elizabeth de Losada, Albert Jacobs, Father McGloin, Charlotte Mailliard, Albert Shumate, and Stanley Whitaker. Heritage congratulates Mr. Ream and hopes that Mayor Alioto will appoint another person with a demonstrated interest in historic preservation to fill the remaining vacancy on the Landmarks Board.

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PARAPETS AND APPENDAGES:

Imagine San Francisco without its fanciful Victorian parapets. Imagine Chinatown without its ornamental appendages. Imagine downtown stripped of its decorative cornices. This exercise readers San Franciscans for the drastic effects of the parapet ordinance.

Because the parapet ordinance is based on protecting people from the effects of earthquakes, the City sees the elimination of the hazard as a higher priority than the preservation of the City's miles of ornament. Reinforcement or replacement of parapets, rather than removal, is encouraged by both the Department of City Planning and Heritage, but these methods of preserving the San Francisco skyline are generally more expensive to the owner than removal.

The parapet ordinance is not new. It has existed as an amendment to the building code since 1969, but has not been enforced due to lack of funding. Recent funding has activated the ordinance, leading Heritage to conclude that enforcement will begin by the end of 1974.

Adopted on April 3, 1969, the parapet ordinance has recently been incorporated into San Francisco's Community Safety Element. The parapet ordinance states that since unreinforced parapets and appendages are hazards to life safety, they must be made safe or removed. Although parapets and appendages are not the same (see drawings), for discussion purposes they will both be referred to as parapets.

The ordinance establishes general procedures for enforcement and appeal. First the Bureau of Building Inspection (BBI) determines if the parapet meets the lateral force requirements of the building code. (Lateral stress occurs in earthquakes.) Once the owner of a non-code building is notified, he must submit a plan and get an alteration permit for the elimination of the hazard through reinforcement, replacement, or removal of the unsafe parapet within one year. Within one year of obtaining the permit, he must complete the work. An extension of one additional year could be granted if deemed necessary. To appeal, the owner appears before the BBI's Board of Examiners which hears building code matters.

The BBI is preparing to begin enforcement. The parapet engineer scoring highest in the Civil Service Exam will be hired shortly. Since his office is already set up, he will begin by designing the policies of enforcement. Plans include sending him to Los Angeles to review the 15 year old L.A. Twenty Year Safety Hazard Abatement Program which has standard details outlining acceptable ways of reinforcement and has sets of administrative forms.

After the parapet engineer has designed forms for San Francisco, established inspection procedures, and chosen a target area, he will hire two inspectors, probably in late 1974. Heritage expects that the first target area will be in the downtown triangle, probably Chinatown or the TENDERLOIN WHERE THE DANGER TO LIFE SAFETY IS GREATEST because of the large numbers of people walking under a great concentration of heavy, unreinforced parapets.

BBI's function is to see that safety hazards are eliminated. Civic concern, led by the Landmarks Board and Heritage, resulted in the Planning Commission Resolution 7181 (5/16/74) which endorses the parapet ordinance, expresses the desire to see retention of parapets which are important to the special character of San Francisco, and authorizes the Planning Department to "take appropriate actions to encourage preservation of such building elements, especially through cooperative actions with the enforcing agency, the Bureau of Building Inspection."

LANDMARKS ORDINANCE TO BE STRENGTHENED

Article 10 of the Planning Code, the landmarks ordinance adopted in 1967, is the legal framework for preservation in San Francisco. Soon the Landmarks Preservation Advisory Board will introduce carefully worded changes in the ordinance based on the Fall 1973 hearings.

Article 10's procedures are its greatest strength. It sets forth the steps for the selection, designation, alteration, and demolition of both individual sites and historic districts. Public hearings are required before the Landmarks Board, the Planning Commission, and/or the Board of Supervisors for the designation, alteration, or demolition of landmarks. Thus there is ample opportunity for expressions of public concern. The breadth of Article 10 is demonstrated in the City of Paris case. In July, the Planning Commission denied the Landmarks Board's nomination of the City of Paris for landmark designation. Not only did the ordinance provide for the public hearings at the Landmarks Board and the Planning Commission, but it also provided for a direct appeal to the Board of Supervisors to review the Planning Commission's negative decision. This process was used for the first time in the City of Paris appeal.

In the Article 10 hearings, suggestions dealt with ways of strengthening the landmarks board and additional methods of protecting landmarks. Suggestions included commission status, Board composition, and staff assistance. Having commission status is not favored by Board members because they feel the owners of property are the owners of Willis Polk's Insurance Exchange Building at 433 California Street, has voluntarily reinforced its parapets. How many other property owners will also choose to preserve the architectural character of their buildings?

(Continued on p. 6)
Heritage's detailed proposal for the re-use of the marquee and the facing of the Hyde and Fulton Street side of the building has to include the expansion of the stage and backstage areas. This could easily be done by purchasing the three adjoining Market Street lots. Exterior walls to harmonize with the existing facility, and Phase II, the expansion of the stage and support areas to the east. Rental income from the 50,000 square feet of office space within the Orpheum Building provides an additional economic incentive for the retention of the Orpheum. The adjacent Civic Center station and the Civic Center Garage would provide both access and parking at no additional cost. The revitalization of the Orpheum would bring variety and life to the Civic Center and contribute to the improvement of Market Street.

The Orpheum is available, adaptable, architecturally interesting, and needed. Heritage strongly urges action and support for the retention and re-use of the Orpheum before it goes the way of the late-19th century vaudeville circuit. Vaudeville and the Orpheum were not use of the Orpheum before it goes the way of the late-19th century vaudeville circuit. Vaudeville and the Orpheum were representative of the grand vaudeville and the Orpheum was the home of some of the most important vaudeville and musical shows in the late-19th century. The renovation of the Orpheum for theater use would provide both access and parking at no additional cost.

HAAS-LILIENTHAL HOUSE EXHIBIT

To present the Haas-Lilienthal house in its historical context, and to make the visits of the many who see the house on our docent tours more informative, Heritage has installed a four-panel exhibit in the hallway. Working with photographs from the family albums which Mr. Ernest R. Lilienthal, Mrs. James M. Gerstley, and Mrs. Laurence C. Stein generously made available, and with the series of late 1880's lithographs on the "Artistic Homes of California" donated to Heritage by Diana Bell Shore, Randolph Bealancy has assembled a comprehensive exhibit that recount the history of the family, the house, and the neighborhood.

The first of the four 29" x 48" redwood-framed panels centers on William and Bertha Haas who had the house built in 1886. Included in that panel are photographs of the Haases and their children, Mr. Haas' place of business before and after the Earthquake and Fire, and other material relating to the first generation that lived in the house.

The second panel documents the second generation, Samuel and Alice Lilienthal. The central photographs in this panel are Samuel and Alice's wedding portrait taken in the garden in 1884, the first focus portrait made in the 1920's of their three children, the donors of the house. Other photographs give glimpses into the family's life at the turn-of-the-century. The most dramatic photographs in the exhibit show the dynamiting in 1906 of the house at 1510 Van Ness where Samuel Lilienthal was raised. Another fascinating photo shows a group of ladies in their finest millinery visiting the shipyards in the Bay taken in 1908 when Teddy Roosevelt sent the Great White Fleet around the globe to demonstrate America's naval might.

The last two panels illustrate the house itself and the neighborhood in the 1880's. The panel on the house explains the evolution of S.F.'s Victorian houses from the Italianates to the Queen Annies. A fine measured drawing by William Farnsworth dominates the panel. An acerbic appraisal by Gelette Burgess, a 19th century wit, gives a deflationary description of the exuberant Queen Ann style houses.

The last panel, on the neighborhood, shows some of the Victorian extravaganzas recorded in the S.F. News Letter's surveys of the "Artistic Homes of California" published in the late 1880's. It is a nostalgic look at lost San Francisco.

Michael Crow executed the elegant graphics that grace the exhibit. Mr. Irwin Wolcher's General Graphics Services copied the photographs and made the panels. Heritage invites all our members to see this exhibit.
To share your pride in San Francisco with others, give a Heritage gift membership this Christmas. Members receive the Heritage Newsletter, reduced rates for our lectures and walking tours, and invitations to special events. We will send the recipient a card in your name announcing the gift. Contributions are tax deductible and the donor will receive a card for tax records. Please mail this coupon with your donation by December 10 to ensure pre-Christmas delivery.

Heritage plans to expand our summer sales experiment in the Haas-Lilienthal ballroom into a BOOKSHOP featuring stationery and books available in time for the Christmas season. Items offered will include postcards, notepaper, and architectural publications such as the Junior League's Here Today. Proceeds from sales will be used to enhance our inventory. Shop hours will coincide with house hours: 1-3:30 Wednesdays and 12:30-4:30 Saturdays and Sundays. Do keep us in mind for distinctive notepaper and special gifts. A 20% discount on purchases over $5 will be offered to Heritage members. Our thanks to Judy Finc and Paul Holmes for their help with this project.

Volunteers:
Gay Kunz and Mr. & Mrs. Ken Wood organized the successful and enjoyable Fall Lecture Series. Pinky Harris, Joan Keller, Robert Marks, and Ken Wurch have joined the Program and Special Events Committee. New office volunteers include Metta Baker, Doris Bromstein, Teta Collins, Mona Picket, Tish Brown, and our new Publicity Chairman, Marjorie Wilkinson.

The Heritage Docents:
The 40 Heritage Docents at the Haas-Lilienthal house have shown the house and explained its place in San Francisco's history to over 16,000 people between November 1973 and September 1974! The Docents have reorganized and formed the Heritage Docent Committee which will increase communication among the Docents. Robert La Verne was named Docent Coordinator. Committee members include Vicki Bandel, Asst. Coordinator; Iavone Smith, Bookkeeper; Lindy Wood, Head Cashier; Joellen Lippert, Tour Scheduler; Madeline Romero, Special Events Chairman; Sally McMillen, Publicity Chairman; Susan Cook, Training Committee Chairman; and a member of the Research Committee, and a Docent Placement Coordinator.

Special Docent Tours: Have you told your club or business that a private tour of the H-L house can be arranged? The minimum number is 20 persons.

Heritage-AlA Architect Committee:
Chaired by William Beckman, the Committee includes Judith Patt (who is also giving walking tours), Norman Hall, John Woodford, Allan Levy, Reed Rubey, Jacob van der Ploeg, Barbara Clock, Bruce Judd, Mike Varner, John Schmiedel, Terryl Loefaro, Thomas Lee Smith, Jia Dierkes, Marjanne Pearson, Jo Phillip Konrad, Susan King, and Ronald Plesch. Present activities include inspecting our Western Addition Victorians, documenting the City of Paris, and researching architectural projects. An analysis of the Orpheum Theater and an investigation of the parapet ordinance have been completed by architect Allan Levy.

Heritage's Second Annual Fall Lecture Series
Our Fall Lecture Series is entitled: "California Architecture at the Turn-of-the-Century." (See the calendar on p. 6 for details.) The series began with David Gebhard, the Director of the Art Galleries, UCSB, speaking on "The Newsom Brothers: The High Point of Victorian Architecture." (The Newsoms were the designers of 775 Turk Street, the house that Heritage uses as its symbol.) Richard Longstreth of the Dept. of Architecture at Berkeley delivered the second lecture: "Aspiring to Eden: California and the Mission Revival." He presented the style as a manifestation of cultural self-awareness in California.

The third talk, on "John Galen Howard and the City Beautiful Movement," was given by Joan E. Draper of the Dept. of Architecture at Berkeley. Howard was involved in planning the S.F. Civic Center and the Berkeley campus.

The fourth lecture was entitled: "After the Fire: Substance and Style in S.F. Architecture." and was given by Randolph Delehanty, Heritage's urban historian. The talk covered S.F. from the ruins of 1866 to the "Exposition City" of 1915.

On October 30th, Mr. Longstreth will speak on: "A Home for Everybody: The Development of the Calif. Bungalow." He will explore the history of small house design, the role of the Arts and Crafts movement, and the bungalow as an expression of the desire for freedom and communication with Nature.

The final lecture is on November 6th and deals with: "John Hudson Thomas: An Eclectic Approach to Avant-Garde Architecture" and will be given by Thomas Gordon Smith, also from the Dept. of Architecture at Berkeley. Hudson Thomas developed a style for freedom and communication with Nature.

Heritage wishes to thank both the speakers and the Fireman's Fund Insurance Co. which gave us the use of its fine auditorium.
the success of the long-delayed Yerba Buena Center.

Yerba Buena Center, as currently projected by the S.F. Redevelopment Agency, calls for the destruction of the substation to make way for a mall between YBC and Market Street. Heritage proposes that the handsomely detailed substation be retained and reused as a sort of three dimensional archway linking YBC to Market Street. The large, airy, white-tiled interior space could be imaginatively adapted for convenience shops, a restaurant, and a large conservatory filled with trees and plants. This would make a gallery far more useful and pleasing than the mall presently envisioned.

Demolition for YBC has uncovered the substation to public view and given it a visual prominence that both its architecture and history merit. This elegant substation represents an initial effort by PG&E to transform its utilitarian structures into civic ornaments. An imaginative adaptation of the substation would make the best possible design link between the downtown and its planned extension south of Market Street.

The subject of demolition, section 1006, received much attention. While some speakers contend that the current one-year maximum stay of demolition is the fairest to property owners, others presented arguments for lengthening the year period or for obligating the owner to explore alternatives to demolition with preservationists. By adapting ideas from other cities, Article 10 could require the landmark owner to: offer the building for sale at fair market value, prove that he is receiving an uneconomic rate of return (i.e. less than 6% as in N.Y.), and/or submit site plans when he applies for a demolition permit.

Because a landmarks ordinance is a statement of public policy, it can only be changed if architectural conservation is a community value. Acceptance of those changes which the Landmarks Preservation Advisory Board makes in Article 10 will depend on the support of preservation-minded San Franciscans.

Increasing the budget and the staff, these matters depend on the Mayor and the Board of Supervisors.

The Foundation for Architectural Heritage

THE FOUNDATION
2007 FRANKLIN STREET • SAN FRANCISCO, CALIFORNIA 94109 • (415) 441-3000

COMING EVENTS AT HERITAGE

HAAS-LILIENTHAL HOUSE GUIDED TOURS every WED. 1-3:30; SAT. & SUN. 12:30-4:30. $1 (50¢ students/seniors). Free for members. Closed Christmas Day.

SUN. NOV. 3: Walking Tour of Telegraph Hill & Jackson Sq.
SUN. NOV. 10: Walking Tour of Cathedral Hill.*
SUN. NOV. 17: Walking Tour of Nob Hill and Grace Cathedral.*

THE FOUNDATION, continued from Page 1) (LANDMARKS ORDINANCE, continued from Page 3)


SUN. DEC. 1: Walking Tour of Financial District.*
SUN. DEC. 8: Walking Tour of Presidio Heights.*
SUN. DEC. 15: Walking Tour of the Civic Center.*
TUES. DEC. 17: HOLIDAY OPEN HOUSE AT HAAS-LILIENTHAL HOUSE from 5-8 PM. No host bar. For members (a membership admits two). R.S.V.P. by DEC. 6. New walking tours start in January.
TUES. JAN. 21: Membership Program. Subject to be announced.
TUES. FEB. 18: Membership Program. Subject to be announced.

Evenings in FEB. and MARCH: Docent training for H-L. Phone 441-3000 now for applications.

*Waking tours given most weekends from 12:30 to 2:30. Phone 441-3000 for reservations, meeting place, and monthly schedules in 1975. $2.50 for non-members, $1.50 for Heritage members. Explore our city!