Welcome to membership in Heritage. We are gratified by the support we have received to date from those interested in the preservation and rehabilitation of architecturally and historically notable buildings of the San Francisco Bay Area. Memberships in the Foundation received to this writing are listed at the end of the newsletter. We hope that any of you who have not yet sent in your membership contribution will do so as our day-to-day operations are financed solely by annual dues. In addition, we are setting up a revolving fund which will be used to finance Heritage's current and future projects. Any gift, bequest or grant may be earmarked for a specific project, such as those listed below.

The following activities presently being undertaken by Heritage illustrate three examples of the Foundation's goals previously stated in the brochure: 1) providing an alternative to demolition of significant architecture by acquisition and subsequent resale with protective covenants; 2) making available consultation services and community liaison to groups interested in conservation of notable architecture; and 3) acquiring title to landmark buildings to be held in trust for the community.

WESTERN ADDITION VICTORIANS - AN ALTERNATIVE TO DEMOLITION

For the past eighteen months Heritage has been working with the San Francisco Redevelopment Agency to evolve a program to conserve the finest remaining Victorian structures in the Western Addition A-2 project area. Many excellent examples of San Francisco's Victorian architecture were built in this part of the city in the 1880's and 1890's, and those of particular architectural merit have been identified by the Agency's Conservation Committee and the Landmarks Preservation Advisory Board to the City Planning Commission. Unfortunately, many of them are located on the sites of new projects and must be moved from their present lots to other locations.

Heritage entered minimum bids on several of these structures when they were offered at public auction last summer. We took this action because they were scheduled to be demolished if bids were not received. Of the houses which Heritage holds under option, six will remain on their present sites, six are to be moved by the Redevelopment Agency, and seven are to be moved by Heritage. All houses to be moved have pre-designated move-in sites within the Western Addition project area and are available to prospective buyers at a written-down cost.

Eight of the structures mentioned above will be in the Beideman Place Historic Area. Beideman Place is one block long, running between O'Farrell and Ellis Streets parallel to Scott and Divisadero, one block from the School of Podiatry and two blocks from Mt. Zion Hospital. Many fine Victorian houses are already in this area, and the Agency is beginning an owner-participation rehabilitation program on these. With the addition of the seven others (one is already in place) to be moved in from elsewhere in the Western Addition, this area will become a small showcase of Victorian architecture near an active medical center. The Redevelopment Agency is placing these structures on the National Register of Historic Places in order to qualify for federal funding for a part of the moving cost. Historic district designation under the City's landmark ordinance would seem likely once the moves are completed.

For an initial cash investment of $5,000 - $10,000, and a real estate loan of about $10,0000, an owner/investor may acquire one of these houses after its move to the new site. The rehabilitation costs to follow may also be financed by a conventional real estate mortgage. Furthermore, the Redevelopment Agency's architectural staff has offered to provide free services related to rehabilitation including design studies, architectural specifications, and job supervision. They will also make available salvaged materials from other structures to any interested buyers.
We need occupant-owners or public-spirited investors to make this project a reality. A sponsor who might not want to live in a house, nor own it as an investment, could either loan Heritage the equity funds necessary or guarantee a note for a similar amount which would enable Heritage to borrow from a bank. In either case the sponsor would be repaid upon the subsequent sale of the house. Our estimates indicate the probability of full repayment to be good. If for some reason the sale did not cover the amount loaned, the difference would be a tax-deductible contribution to Heritage. If the sale netted more than the amount of the loan, Heritage would use those funds to conserve other structures elsewhere in the City.

To date Heritage has found occupant-owners for three of the houses. Dr. and Mrs. Quentin Griffiths of Chico have indicated their interest to acquire a three-unit Victorian in the Beideman Place Historic District, one unit of which they plan to use as a pied-a-terre, renting out the others. Another two-unit Victorian will be acquired by Peter Ekstein, a Berkeley architect, who will live in one unit and rent the other. Mr. and Mrs. Roger Seers of San Francisco have indicated they would like to acquire one of the single family Victorians. We have also found sponsors for three other houses and have an application pending with a local foundation to finance the purchase and rehabilitation of a four-flat Victorian for use as an experimental primary school. If we can find three more sponsors, we will be assured that the project may become a reality.

We are extremely pleased that many months of hard work have brought us this far. Much of the credit for this progress is due to the residential rehabilitation staff of the Western Addition project office. In particular, we wish to recognize the cooperation and untiring efforts of Enid Sales, Susan Bragstad, Don Brandes, Jim Crawford, and Bill Waterhouse. Members of the Landmarks Preservation Advisory Board have also contributed substantial assistance to this project.

**METCALF PROPERTY, RUSSIAN HILL - CONSULTATION SERVICES AND COMMUNITY LIASON**

In response to a request from Russian Hill residents, Heritage has developed a concrete, detailed plan for the conservation of the Metcalf property at Hyde and Lombard Streets. Our plan proposes nineteen two- and three-story shingle townhouses as an alternative to the current owner's plans for a 27-story concrete tower. The townhouses are designed with views, fireplaces, parking for two cars, and private outdoor spaces surrounding a common landscaped area with a pool. To make it financially feasible, the proposal is based on a strategy involving a transfer of air rights above the townhouses as a charitable contribution to the City. The purchase price of each townhouse would thus include a percentage which would be tax-deductible.

We understand that although the present owner has not altered his plans for the tower, the Russian Hill residents, bolstered by the proposal, have continued to press their case for an environmental impact study to be made. We are further advised that our "alternative to high-rise" proposal was used as a concrete alternative in the arguments presented before Judge Ira Brown of the San Francisco Superior Court last month. The outcome of the case is pending.

**LANDMARK BUILDING - HELD IN TRUST**

Heritage has been developing legal and financial mechanisms by which properties of significant historic and/or architectural merit may be conserved. In several instances we have prepared programs which involve Heritage acquiring the property, finding alternative uses which are compatible with neighborhood goals, and providing a fair exchange for an owner's investment. Hopefully, we will be able to announce the satisfactory resolution of one such project in the near future.

**CONSULTATION TO ESTABLISH HERITAGE IN MARIN COUNTY**

In addition to the above projects, Heritage has been advising founding members of the San Rafael Preservation Committee in the formation of their new organization, now called "Marin Heritage." They have asked for and received direction from us in their first project, the preservation of the Captain Robert Stanley Dollar Estate. Marin Heritage is now involved in a feasibility study on the adaptive re-use of the house, a classic example of Queen Anne architecture, as well as the outbuildings and magnificently landscaped grounds covering eleven acres. The hope is that the property may be acquired from the Dollar family for community benefit, rather than in sale to a developer who plans to demolish the structures and build an apartment complex.
OFFICE AND STAFFING

We are very appreciative of the volunteer assistance which has enabled us to get Heritage started. We are particularly indebted to Richard Scott for his excellent work in the graphic design, layout and production of the Heritage brochure and letterhead. Joyce McCormick has helped us with typing and mailings and Joan Hockaday and Margot Warnecke have assisted in our office operation. We also thank Robert Thompson, Reverdy Johnson and Peter Michael, all with Miller, Grozinger, Pettit and Evers, for their legal assistance and Steve Sheehy and Michael Raddie of Peat, Marwick, Mitchell & Company for their help with our accounting. In the near future we will be putting out requests for volunteer help on a variety of specific projects. Keep an eye out for it.

We are pleased to announce that Diana Bell Chickering has joined Virginia Belz, our Executive Secretary, in the Heritage office. Diana will be responsible for developing Heritage programs in research, education, appreciation and conservation of the architectural assets of the City's neighborhoods, about which you will be hearing more in the next newsletter.

MEMBERSHIP

Heritage has received the following membership contributions as of February 15, 1973:

**FOUNDER**

Mortimer Fleishhacker Foundation

**BENEFACTOR**

Robert & Alice Bridges Foundation  
Mrs. Ralph K. Davis  
Mr. & Mrs. Walter A. Haas  
Mrs. Charles B. Kahn

**PATRON**

Marie Louise Graham Charitable Foundation, Wilson Meyer, President

**CONTRIBUTING**

Robert & Margaret Family Fund

**SUPPORTING**

Adolphus Andrews III  
Mrs. Henry Carter  
Diana Bell Chickering  
Leo A. Dally Company

**SUSTAINING**

Backen, Arrigoni & Ross, Inc.  
Merley Baez  
Mr. & Mrs. Tom Bell  
Paul A. Bissinger Foundation  
Richard V. Brady, A.I.A.  
Mrs. Hansen Cook  
John Louis Field  
Mr. & Mrs. David Fleishacker  
Dr. John Douglas Forbes  
Eleanor Ford  
Mrs. Alan J. Galloway  
The Gamble Foundation  
Dr. & Mrs. Quentin Griffths  
Mrs. Edwin Martell

**ACTIVE**

Spero Arbes  
Mary Ashe  
Mr. & Mrs. George E. Barnett, Jr.  
John Branstien  
Robert Branstien  
Dr. & Mrs. Leonard Braun  
Mr. & Mrs. H. C. Bruce, Jr.  
Bushnell, Jessup, Murpuy & Van de Weghe  
Mrs. John E. Cahill  
Ernestine Carpenter  
Marshall Dill, Jr.  
Mr. & Mrs. Richard M. Doty  
Mrs. Nora Druelle  
Mr. & Mrs. Charles A. Foster, Jr.

Alfred Frankenstein  
Mr. & Mrs. Nicholas Gannon  
Kathleen M. Graham  
Mr. Walter A. Haas, Jr.  
Norman C. Hall, A.I.A.  
M. Robert Harris, M.D.  
Mr. & Mrs. John F. Holstius  
Mr. & Mrs. William J. Huze  
Mrs. Hans Klussmann  
George Knight  
Maxine Lawler  
Sara Lee  
Ann R. Lorenz  
James J. Ludwig  
Mr. & Mrs. James S. Malott

Mr. & Mrs. Charles Page  
Mr. & Mrs. Garril G. Page  
San Francisco Foundation

Mr. & Mrs. Charles Page  
Mr. & Mrs. Garril G. Page  
San Francisco Foundation

Mrs. Maryanna G. Shaw  
Mr. & Mrs. Carl W. Stern  
Mrs. Hapley G. Stevens  
George E. L. Stewart  
Frederick W. Whirtridge

Mr. & Mrs. Leon L. Boos  
Mr. & Mrs. Toby Rosenblatt  
Mrs. Paul Mattis

Mrs. C. R. St Aubyn  
Edwin Schwartz  
Mrs. Edward A. Shelton  
C. Albert Shumate, M.D.  
Mr. & Mrs. Eugene A. Shurtleff  
Mr. & Mrs. Robert H. Somers  
Don E. Stover  
Mrs. Howard R. Swig  
Mr. & Mrs. Forrest Tancer  
Taylor/Haston  
Dr. & Mrs. John R. Upton  
John R. Upton, Jr.

Mr. & Mrs. Alan E. Rothenberg  
Mrs. Richard Thompson, Reverdy Johnson and Peter Michael, all with Miller, Grozinger, Pettit and Evers, for their legal assistance and Steve Sheehy and Michael Raddie of Peat, Marwick, Mitchell & Company for their help with our accounting. In the near future we will be putting out requests for volunteer help on a variety of specific projects. Keep an eye out for it.

MEMBERSHIP

Heritage has received the following membership contributions as of February 15, 1973:

**FOUNDER**

Mortimer Fleishhacker Foundation

**BENEFACTOR**

Robert & Alice Bridges Foundation  
Mrs. Ralph K. Davis  
Mr. & Mrs. Walter A. Haas  
Mrs. Charles B. Kahn

**PATRON**

Marie Louise Graham Charitable Foundation, Wilson Meyer, President

**CONTRIBUTING**

Robert & Margaret Family Fund

**SUPPORTING**

Adolphus Andrews III  
Mrs. Henry Carter  
Diana Bell Chickering  
Leo A. Dally Company

**SUSTAINING**

Backen, Arrigoni & Ross, Inc.  
Merley Baez  
Mr. & Mrs. Tom Bell  
Paul A. Bissinger Foundation  
Richard V. Brady, A.I.A.  
Mrs. Hansen Cook  
John Louis Field  
Mr. & Mrs. David Fleishacker  
Dr. John Douglas Forbes  
Eleanor Ford  
Mrs. Alan J. Galloway  
The Gamble Foundation  
Dr. & Mrs. Quentin Griffths  
Mrs. Edwin Martell

**ACTIVE**

Spero Arbes  
Mary Ashe  
Mr. & Mrs. George E. Barnett, Jr.  
John Branstien  
Robert Branstien  
Dr. & Mrs. Leonard Braun  
Mr. & Mrs. H. C. Bruce, Jr.  
Bushnell, Jessup, Murpuy & Van de Weghe  
Mrs. John E. Cahill  
Ernestine Carpenter  
Marshall Dill, Jr.  
Mr. & Mrs. Richard M. Doty  
Mrs. Nora Druelle  
Mr. & Mrs. Charles A. Foster, Jr.

Alfred Frankenstein  
Mr. & Mrs. Nicholas Gannon  
Kathleen M. Graham  
Mr. Walter A. Haas, Jr.  
Norman C. Hall, A.I.A.  
M. Robert Harris, M.D.  
Mr. & Mrs. John F. Holstius  
Mr. & Mrs. William J. Huze  
Mrs. Hans Klussmann  
George Knight  
Maxine Lawler  
Sara Lee  
Ann R. Lorenz  
James J. Ludwig  
Mr. & Mrs. James S. Malott

Mr. & Mrs. Charles Page  
Mr. & Mrs. Garril G. Page  
San Francisco Foundation

Mrs. Maryanna G. Shaw  
Mr. & Mrs. Carl W. Stern  
Mrs. Hapley G. Stevens  
George E. L. Stewart  
Frederick W. Whirtridge

Mr. & Mrs. Leon L. Boos  
Mr. & Mrs. Toby Rosenblatt  
Mrs. Paul Mattis

Mrs. C. R. St Aubyn  
Edwin Schwartz  
Mrs. Edward A. Shelton  
C. Albert Shumate, M.D.  
Mr. & Mrs. Eugene A. Shurtleff  
Mr. & Mrs. Robert H. Somers  
Don E. Stover  
Mrs. Howard R. Swig  
Mr. & Mrs. Forrest Tancer  
Taylor/Haston  
Dr. & Mrs. John R. Upton  
John R. Upton, Jr.
In addition to these contributions, Mr. and Mrs. Peter Hockaday have made a long term loan to Heritage to be used as our needs require.

ARE YOU A MEMBER OF HERITAGE?

Contributions of annual membership dues, and gifts to Heritage's Revolving Fund, are deductible from state and federal income taxes.