HERITAGE NEWSLETTER

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Summer 1973

HAAS-LILIENTHAL HOUSE CONVEYED TO HERITAGE

Heritage takes great pleasure in announcing the acquisition of our first landmark building, the Haas-Lilienthal house at 2007 Franklin Street in San Francisco, to be held in trust for the appreciation of present and future generations of San Franciscans. Last month Heritage received title to this unique Victorian as the very generous donation of the Lilienthal family, Mr. Ernest R. Lilienthal, Mrs. James M. Geratley and Mrs. Laurence C. Stein, and of Mrs. Madeleine Haas Russell. This magnificent gift marks the first fulfillment of a major Heritage goal, to preserve such historic landmarks for the enjoyment and education of all San Francisco residents and visitors.

We intend that the Haas-Lilienthal house be a vital part of community activities in San Francisco. Under the terms of the gift, Heritage will arrange that the major rooms of the house be open to visitors and available for special gatherings. Most of the original furniture remains in these rooms on loan from the family. We are hopeful that a docent program will be developed to show visitors the house.

A portion of the second floor will be leased to the San Francisco Garden Club as their headquarters and two large residential apartments will be permanently occupied under lease from the Foundation. The Garden Club will be responsible for the landscaped areas and has agreed to keep the house stocked with flowers.

Tenants for the two three-bedroom apartments, with separate access and off-street parking, are now being sought. It is hoped that prospective tenants will prepay rent so that the apartments may be prepared for occupancy without a Heritage loan. Alternatively Heritage will need a sympathetic corporation, institution or individual to guarantee Heritage's loan with repayment to be made out of rental income in five years.

We have planned a preview reception to be held at the house on September 20th for Heritage members. A separate invitation will be sent to all members later this summer.

HISTORY OF HOUSE

Truly a "grande dame" among San Francisco houses, the Haas-Lilienthal house was built in 1886 by William and Bertha Haas. Mr. Haas was president of the San Francisco wholesale marketing firm of Haas Brothers. His daughter Alice married Samuel Lilienthal, who subsequently presided over Haas Brothers. The Lilienthals later moved to the Franklin Street house and there raised their children and later their niece and nephew, Madeleine Haas (Russell) and her brother William. Alice Lilienthal continued to reside in the house until her death in July 1972.

This lovely Victorian mirrors the Queen Anne style prevalent in late 19th-century architecture in San Francisco. Picturesque details such as the conical "witch's hat" tower, a third-story balcony and stained glass windows suggest a variety of styles, including Medieval, Baroque and Colonial Revival, at play in late Victorian architecture. Fine wood paneling, leather wall hangings, marble and tile floors and marble mantle pieces distinguish the interior of the house.

The house has been nominated for the National Register of Historic Places maintained by the Department of Interior, and a facade easement to further protect the building has been conveyed by Heritage to the National Trust for Historic Preservation in Washington D.C.
WESTERN ADDITION VICTORIANS

Last year Heritage entered minimum bids at public auction on several houses in the Western Addition project area. These houses can now be saved from demolition if we find qualified sponsors and/or buyers. A number of people have committed themselves as sponsors and are listed in our March newsletter. Mrs. Ernst Ophuls, a Heritage member with long-standing interest in Victorians, has since agreed to purchase a single family dwelling which she believes dates from the 1870's.

Three additional sponsors are still needed for both single and multiple family dwellings. These houses will be moved to the Beideman Place Historic Area. The houses may be purchased for about $30,000, plus a loan commitment for rehabilitation costs. Information regarding sponsors and purchasing is available at our office.

We plan a joint house moving with the San Francisco Redevelopment Agency when their budget is approved. At present, a moving company experienced with historic buildings is being considered. The moving date could be as early as October.

NATIONAL REGISTER LISTING

Ten of our Western Addition houses are now listed on the National Register of Historic Places. These join sixteen previously registered San Francisco sites, signifying state and federal recognition of their historic and architectural merit.

Register listing is a prerequisite for federal grants-in-aid matching funds, and helps protect the buildings from federally-financed or licensed undertakings, which might result in destruction or alteration. Thus, this recognition should help insure completion of the Heritage project to create the Beideman Place Historic Area.

PUBLIC EDUCATION PROGRAM

Heritage has begun an on-going public education program to inform San Franciscans about their architectural traditions and surroundings. Our aim is to build community-wide support for the conservation and enhancement of our city's amenities.

To help implement this program, Randolph Delehanty, an urban architectural historian, has joined our staff as a consultant.

In May we presented a taped, double-image slide show on San Francisco's Victorian Domestic Architecture at the AIA convention. The show was well received and later used for an illustrated lecture presented by Mr. Delehanty to a full house at Fireman's Fund Auditorium on June 7th.

We are sponsoring an autumn lecture series on Bay Region Styles of architecture to be given by experts on architects Bernard Maybeck, Ernest Coxhead, Willis Polk, Julia Morgan and others.

CONSULTATION SERVICE AND COMMUNITY LIASON

"The neighborhood is the most valuable asset the country has and it must be saved", the nation's architects concluded at the AIA Convention in May. San Francisco has a variety of neighborhoods, each unique in character and history. We must maintain this asset if we hope to stem urban decay in our city.

Heritage offers its support to neighborhood groups interested in urban conservation. Over the past months, we have contacted numerous community groups and three in particular have sought our assistance in executing neighborhood surveys to identify sites of historic and architectural significance.

Richmond Environmental Action has formed a sub-committee called Richmond Architectural Heritage under the able guidance of Ed Biecki. This committee will publish a survey of the Richmond District to alert local residents to the area's distinctive character. A similar survey of the Inner Sunset is planned for the fall by members of the Inner Sunset Action Committee including Anna Thompson and Edwin Williams. A third group, formed in Noe Valley by Heritage member Earl Moss, is also in the process of setting up an architectural survey.

We hope that lending support to such independent groups will provide incentive for increased citizen participation in neighborhood planning.

KQED AUCTION

Heritage's contribution to the KQED auction was the use of the Haas-Lilienthal house for a gourmet dinner for 20, followed by chamber music in the ballroom. Co-contributors in the dinner included catering, donated by London Nossamen, wine from Heritage member John Upton Jr. (Three Palms Winery) and The Wine Shop, and music by the San Francisco Conservatory of Music. The bidding was so successful that it might become an annual item at the auction.

DON E. STOVER MEMORIAL FUND

Heritage is now receiving and holding donations to the Don E. Stover Memorial Fund. The late Mr. Stover was the American Institute of Architects Preservation Officer for Northern California when he was appointed to the newly-created Landmark Preservation Advisory Board of San Francisco in 1967. Serving as president of the Landmarks Board from 1970 until his death, he guided the Board in the creation of the Jackson Square Historic District. In keeping with the Landmarks Board's wishes to further programs begun by Mr. Stover, it is hoped that the memorial fund can be used to publish a survey of the designated landmarks in San Francisco.
OTHER HERITAGE NEWS

The office has seen many changes since March. Virginia Belz, executive secretary since Heritage's beginnings, left to marry Pierre Chomat. Now in Paris, Tous nos voeux de bonheur a Mme. Chomat!

Our new executive secretary is Linda Jo Pitz, whose previous involvement in historical activities in Yolo County brought her enthusiastically to Heritage at the end of May. A U.C. Berkeley graduate in history, Ms. Pitz served three years on the Board of Directors and on the Research and Publications Committee of the Yolo County Historical Society. Appointed by the Woodland City Council, she served on the Landmarks Advisory Commission, researching and recommending sites for historic designation.

Since March, Randolph Delehanty has been our urban architectural history consultant. He is a doctoral candidate on leave of absence from Harvard. He received his B.A. from Georgetown University and M.A.'s in modern history, with an emphasis in urban history, from both the University of Chicago and Harvard, where he was a Prize Fellow. He is presently writing a manuscript on architectural design in the Bay Area.

As of this month, Fidela Schneider is handling membership. Patricia Anderson is managing the Haas-Lilienthal house and with the help of Evelyn Thomas is forming an events and publicity committee. Pat is also writing up her research on the Newsom brothers, late 19th century San Francisco architects.

Nancy Melia is preparing a history of the Haas-Lilienthal House to be used in training docents. William Parnsworth has completed preliminary measured drawings of the Haas-Lilienthal House, prerequisites to the recording of the house on the Historic American Buildings Survey. Preparation of parking variances for two Western Addition houses has been completed by Marta Johnson.

Special thanks to Morley Baer for his wonderful interior and exterior photographs of the Haas-Lilienthal House, donated to Heritage. Thanks also to Ted Samuel, antique appraiser, who identified and inventoried items in the Haas-Lilienthal House which were most appropriate for the family to leave on display.

To extend help to the community, we have called upon Norm Hall for architectural advice. Timely help has also been given by photographer Gigi Carroll who helped with the slide shows for the AIA's June 7 lectures. The handsome flyer for the June 7 show was designed by Michael Crow. Ed Schwartz has been of valuable public relations assistance.

BOARD OF DIRECTORS

The Annual Meeting of the Board of Directors was held at the Heritage office on June 14 to elect officers and directors. Newly elected director is Diana Bell Chickering, who has worked tirelessly for Heritage this year. Her major projects have included arranging for the presentation of Mr. Delehanty's slide show at the AIA Convention and the Fireman's Fund Auditorium lectures, initiating our KQED auction donation, and establishing liaison with the neighborhoods.

Officers for 1973 are Charles Hall Page, president; Diana Bell Chickering, vice-president; Austin E. Hills, vice-president and secretary; and R. Lawrence Bacon, vice-president and treasurer.

ART SHOW

Bay Area artist Mrs. Clem Merrill has painted a series of watercolors of Heritage's Victorians in the Western Addition, depicting them as they might look after rehabilitation. An exhibit of these paintings will be held at the Bank of America Concourse in September, accompanied by photographs of the houses as they presently appear.

VOLUNTEERS NEEDED IN THE FOLLOWING AREAS

1. Professional Resources
   Heritage has emergency calls and long range projects needing professional talents, particularly for the following:
   a. development of an exterior easement program
   b. people to coordinate the Western Addition project's future needs
   c. photographers experienced in architectural photography for special projects and surveys

2. Office help
   Telephone receptionist, typist, bookkeeper

3. Research in history and architecture

4. People interested in setting up or assisting with neighborhood and commercial building surveys

5. Special Exhibits and Events
   a. dedicated docents for showing the house
   b. people to assist the house manager with house activities

SUPPLIES NEEDED AT THE OFFICE

1. a great electric typewriter
2. any good typewriter
3. an adding machine or calculator

Cash donations would be gladly accepted in lieu of these items:

Please drop us a note telling us how you can help. Include your name, address and telephone number, and send to P.O. Box 2379, S.F. 94126 (or 802 Montgomery, S.F. 94133)
Heritage memberships received between February 15 and June 30, 1973.

**FOUNDERS**
- Mr. & Mrs. James M. Gerstley
- Mr. & Mrs. Ernatz H. Lillienthal
- Mrs. Madeleine Haas Russell
- Mr. & Mrs. Laurence C. Stein

**CONTRIBUTORS**
- Mr. John Gregg Allerton
- Fireman’s Fund American Foundation
- Miss Marion Huntington
- Mr. Robert C. Kirkwood
- Plant Bros. Corporation
- Mr. & Mrs. C. David Robinson
- Mr. Mason Wells

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**SUSTAINING**
- Mrs. Gordon Bellis
- Mrs. Chester Cramer
- Miss Mildred Eggeling
- Mrs. Harry J. Leasen
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- Mrs. Creighton Peet
- Mr. John L. Frisbee III
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- Mr. & Mrs. John R. Page
- Mr. Otto W. Peterson
- Mr. Richard H. Peterson
- Mr. & Mrs. Norman Benedict
- Mr. & Mrs. Pierre Chomat
- Mr. & Mrs. John Enrich
- Dr. & Mrs. Frank Himan
- Mr. & Mrs. John F. Holstius
- Mr. & Mrs. Richard Chness

**COMING EVENTS**
- September 20: Haas-Lilienthal House opening for members
- September 1-28: Exhibit of Clem Merrill’s watercolors with Heritage photos, Bank of America
- October 6-7: U.C. Extension conference on architectural heritage, “A Look at Victoria’s Legacy in San Francisco”
- Late October: Opening of Haas-Lilienthal House to the public
- Begins: Autumn lecture series sponsored by Heritage, “Bay Region Style Architecture”

**HEIRITAGE MEMBERSHIP NEEDS HELP SAN FRANCISCO**

San Francisco needs Heritage. Heritage’s search for new uses and new users of our distinguished older buildings, as well as Heritage’s educational programs, are benefiting and will continue to benefit the city of San Francisco.

Heritage needs memberships to have a broader range of support. You can help by passing this newsletter on to a prospective member.