Splendid Survivors, Heritage's comprehensive inventory of the architectural resources of downtown San Francisco, was published nearly two years ago. The purpose of the book was to provide, as objectively as possible, precisely the information that was lacking. Nearly 800 buildings were evaluated as to their architectural merit, their historical or cultural importance, their contribution to the urban environment, and the integrity of any alterations to the original design. Based on this evaluation, each building was given a rating of its overall significance to San Francisco.

The inventory also identified eight areas in the downtown that qualify for listing as National Register Historic Districts and four groups of buildings that are potential National Register Thematic Districts. A District is a visually cohesive collection of buildings that together express a period in the city's history or architecture, thereby contributing strongly to our sense of time and place.

Heritage's hope was that the book would be used as a planning tool, that once information about our architectural heritage was readily available it would be considered by developers and City decision-makers in the earliest stages of project design and policy information.

There is evidence that this is happening. The ratings are frequently cited in environmental impact reports (EIRs), at hearings and in the media.

Developers are beginning to incorporate their historic buildings into their plans.

(Continued on page 6)
Terra Cotta Meets Friends
on Tour

San Francisco is a terra cotta lover’s town. The 1906 fire proved that the luminous baked clay could take the heat, while stone spalled and cracked when the City burned. Consequently, the downtown was largely rebuilt with entire streets of glazed facades. In the 1920s, the tapering shafts of skyscrapers were clad in gleaming cream and tan molded panels. Buildings like the Geary Theatre and the Hearst Building display the lavish polychrome that made terra cotta the wonder material of its day.

On April 30, Heritage staff members Gray Brechin and Ward Hill were part of a fascinated group that toured the factory of Gladding, McBean & Company at Lincoln, California, northeast of Sacramento. Located on extensive clay beds in the Sierra foothills, the historic firm was long one of the principal sources of terra cotta material in the United States. Because of its remote location, the company is a unique source of archival material. Records extending well back into the 19th century remain intact, and the firm has maintained glass negatives of photographs of a vast range of projects.

On the tour, participants witnessed every stage of production, from coating and moldering to the painstaking duplication of glasses and the mimery of masonry material. (For example, the “granite” of the Opera House is actually Gladding, McBean’s Granitex.) In one immense room, drafting tables and a weird collection of immense architectural fragments, long abandoned and covered with dust, lent a pleasantly funereal quality to the tour. Afterwards, friends of Terra Cotta was founded over a Mexican lunch in Lincoln by the enthusiastic participants.

As terra cotta buildings throughout the country deteriorate and face complex restoration problems, the Friends of Terra Cotta hope to inspire the enjoyment and preservation of buildings clad with this archaic but ubiquitous material. The monumental Woolworth Building restoration in New York (in which Gladding, McBean is participating) has drawn national attention to the problems of terra cotta restoration.

Because of its equable climate, San Francisco’s terra cotta buildings, unless poorly maintained, have stayed in relatively good shape. But many of them are downtown, where they are under the gun of development pressures, and a number of excellent examples — the Foxcroft building, the Young Building, the Alaska Commercial Building, the Plaza hosts — have been torn down. Gladding, McBean, with its intact records and accumulated expertise, is uniquely suited to assist in the restoration of this very important aspect of San Francisco’s architectural heritage.

The Friends of Terra Cotta plan to sponsor tours, lectures and publications about terra cotta and to work for the preservation of distinguished terra cotta buildings. As one of their first projects, they held a “terra cotta fest” at the Haas-Lilienthal House in July, during which they reassembled a scandal that heritage rescued from the Young Building on Market Street as it was demolished (Heritage Newsletter, December 79). If you’d like more information about the group (or would like to buy an FOTC T-shirt) call Ward Hill or Gray Brechin at 441-3000.

Left: A craftsman works with the clay that will give some building an element of texture and fantasy. Right: Terra cotta cherubine hoovered as participants on the April 30 tour explore the Gladding, McBean factory.

Staff

N. Grant Dehart, Executive Director
Gray Brechin, Architectural Historian
Linda Capobello, Administrative Assistant
Leslie Flint, Program and Development Coordinator
Barbara Hartford, House Manager
Holly Herr, Bookkeeper
Ward Hill, P/LP Administrator
Margaret Lucke, Communications Director
Bee McFarland, Membership Secretary
Jim Murrow, Administrative Coordinator

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Executive Director

B

Heritage Newsletter Summer 1981

Another Look at Hallidie Plaza

"Hallidie Plaza takes a lot of flak," writes architectural historian Gray Brechin in his article on the classical Emporium block in the spring Heritage Newsletter. He then proceeds to contribute some more of the flak, to which we object and I wish to rebut.

Hallidie Plaza at one time did have the image problems that author Brechin described, but we contend that has dramatically changed with our summer noon-time concerts in Hallidie Plaza with name bands. Hallidie Plaza has also dramatically improved because of the continual efforts of the two beat men, Officers Terry Repet and Jerry Hybert.

This combined effort makes Hallidie Plaza an attractive spot for the many senior citizens in the area, as well as office workers who eat their lunch there.

If you wish to see for yourself which version of Hallidie Plaza is correct, we invite you to visit the Plaza yourself, and especially after July 8, when our concerts begin each Monday on Wednesday, Thursday and Friday.

-- Bernard Averbuch Executive Director Market Street Project

Heritage Newsletter holds firm between the Capitol and the White House in Washington, D.C.

As an urban designer and planner, he developed land-use plans, master plans and by-laws consistent with historic preservation. Grant succeeds Ellen R. Ramsey as Heritage's Executive Director; she resigned earlier this year for reasons of health. From 1975 to 1980, the post was held by Robert Berner, who has recently joined Peter F. duplise - Partners, a Lafayette-based real estate investment firm.

OTHER STAFF CHANGES

A smooth transition to the new leadership was ensured by the excellent service of Linda Jo Pitz, who was Acting Director for three months until Grant came on board. In this role she engineered Heritage's fight to save the California Pacific Building at 105 Montgomery Street - a triumphant effort that resulted in the first denial ever of a demolition permit for a historic building in downtown San Francisco. Before leaving the staff at the end of May, and after eight years with Heritage, Linda Jo was honored by the Board at a festive reception.

Heritage Newsletter has a new Program and Development Coordinator, administering our educational program, researching and writing grants, and working on other aspects of fundraising.

She brought a life of experience in historic preservation. She helped develop the educational program at the Cameron- Stanford House, Oakland's historic house museum. After researching and writing an architectural walking tour of the Lake Merritt area, she was invited to serve on the advisory board for the Oakland Cultural Heritage Survey. The survey led to the creation of a new historic preservation group, the Oakland Heritage Alliance, and Leslie is a director on the OHA Board.

Before joining Heritage, she was with the California Academy of Sciences, where she wrote grants, did research, produced catalogues and helped prepare exhibits.

Jim Morrow, a valuable old hand on the Heritage staff, recently took a new title and new responsibilities. As Administrative Coordinator, he handles projects in the areas of fundraising, media and public relations, and oversees development, and he oversees the office systems and procedures that keep the Heritage office functioning smoothly.

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Melvin Beers, after ten years working with Heritage, is leaving our staff to pursue a career in public relations.

The survey, part of an overall analysis of our membership development and services, has given us a clearer picture of who Heritage's members are and what they think about the organization and its programs and activities.

One-third of the respondents will be looking to the results for guidance as we develop programs and set priorities over the coming months. Volunteer Cristina McCandless, who aided in the design of the survey, presented the results to the Heritage Board on July 16.

Here are some of the highlights:

- The Heritage membership has an average age in the 35-44 range and is evenly divided between single and married persons. A high percentage of household income is over $30,000. Most members do not belong to preservation professions.
- Most often, members first learned about Heritage when they attended an activity sponsored by Heritage, such as a lecture or a walking tour. By far the majority of members were prompted to join because of a broad interest in historic preservation issues.
- Nearly 30% of the members took a Heritage walk or joined a House-Literature House Tour in 1980, and 20% attended one or more monthly programs. Generally Heritage's activities and membership services (especially the Newsletter and the Conservation Report) were seen as being of the highest importance to the membership and of excellent quality.
- Heritage's three broad program areas -- education, public awareness and advocacy/public policy -- were all perceived as important by a majority of members.
- The quality of heritage's work was considered extraordinarily high, and members believe did not need to be broadened.
- Heritage offers a variety of worthwhile activities that are appreciated not only by those who take part in them, but by nonattending members as well.
- Creating public awareness of preservation issues is an important goal. Heritage's communications program should be strengthened, so that we can better inform members, volunteers and the public about the purpose, possibilities and basic issues of preservation.
- The base of Heritage's membership and support needs to be broadened.
- Further growth is necessary for a successful preservation program.
- Heritage should choose its projects carefully. "Right reasons" should not be wasted on losing battles but should be directed to areas that can make a positive contribution to the preservation flight.

Thank you to all who participated in the membership survey, and especially to Cristina McCandless, who handled the big task of developing the questionnaire and tallying the results. The Heritage office has the detailed results and the membership development analysis.
A Victorian Regained

PLP Gives House a "New" Look

Recently the Heritage Preservation loan program completed its first facade reconstruction, restoring its former Victorian appearance to a small Noe Valley house that had been "misguidedly improved" with stucco a number of years ago.

Usually such a task is impossible under the PLP because of its financing restrictions. The PLP offers, through Crocker Bank, loans at a bargain rate of 6% to low-income owner-occupants of architecturally interesting houses. Since the funds can only stretch so far, PLP projects generally involve exterior repairs to basically intact facades, combined with code compliance work. However, because of this house's diminutive size, the PLP was able to finance the complete facade restoration plus considerable foundation work and the installation of new plumbing and heating.

Restoration contractor Steve Kramvik designed and built the new facade. It looks great, Steve!

Before: The Noe Valley house looked like this until the PLP restoration removed its circa-1940 stucco facade.

Victorian restoration contractor Steve Kramvik and his assistant line up newel posts and balusters for the new front entrance stairs.

Ornament scars and decorative panels came to light when the stucco was removed, hinting at the house's original look.

Steve Kramvik designed this bay window bracket to replace the two-by-four supports hidden beneath the stucco.

After: The completed restoration. Congratulations to the owner on a handsome "new" home.

This old photo was used as a guide for the restoration. The house shown was a mirror-image twin of the PLP house, and was torn down in the early 1930s.
On the 50th anniversary of the Palace of the Legion of Honor, the Spreckels family honored the building's architect by engraving his name over the entrance arch. George Adrian Applegarth would have liked that, though a modest man, the Legion was his favorite building. It is also the one for which he is best remembered. That will undoubtedly change as historians examine the full range of Applegarth's work.

Michael Corbett, author of Splendid Survivors, has spoken of the evaluator's surprise as research progressed on that inventory. "One of the best and most interesting architects was George Applegarth. He had such a range of good quality work." While the Legion and the Adolph Spreckels mansion on Washington Street show Applegarth's mastery of French classicism, they give little indication of the man's inventiveness, humor and endearing instinct for the fitness of the buildings he created.

Applegarth was born in Oakland in 1879 and apprenticed with his uncle, the notable Victorian-era architect George Sanders, of Wright and Sanders. His talent was recognized by Bernard Maybeck, who engaged him at Maybeck's office in San Francisco. Applegarth attended from 1897 to 1900, returning to San Francisco when the partnership parted. Within two years, he was in business for himself. For the next six years, aided by McDonald's social connections, became one of the most important in the reconstruction period.

Buildings like the 1908 Sachs Building at 112-114 Geary Street or the 1912 Holbrook Building show Applegarth's skill at organizing large groups of glass facades. He created coherent, unified compositions employing profuse classical imagery. The attic arcade of the Holbrook, with its white pastry terra cotta, is among the handsomest in the downtown.

It is for his early experiments with the glass facade that Applegarth may best be remembered in the future. In a number of small loft buildings, he largely dispensed with the masonry facade and clearly provided the models from which Willis Polk synthesized his world-famous Hallidie Building of 1917. The 1908 Daniel Building at 266-270 Sutter was, when new, simply called The Glass House and was recognized at the time as a startling innovation. The San Francisco Bulletin claimed, "it is the first attempt that has been made in this country to put up a modern business building largely of plate glass and will be watched with interest by architects and builders both in this country and in Europe." The minimalist facade is composed of a grid of thin iron crossbeams framing huge sheets of plate glass, which were probably the largest standard-size sheets of glass locally available. The container-like historicist metal coating was, like the fragment of a mighty crossbeam framing huge sheets of plate glass, which were probably the largest standard-size sheets of glass locally available. The container-like historicist metal coating was.

In his firm's, like the fragment of a mighty vanished streetscape.

There is no contradiction between Applegarth's innovative commercial work and the conservative Pacific Heights villa and palazzi that he created for San Francisco's aristocracy. He was guided by an instinct for fitness that was one of the finer legacies of the Beaux-Arts training and by his conviction that buildings, of whatever sort, should be beautiful in themselves and worthy of the city he loved.

The demands of downtown commercial structures kept Applegarth's practice going, and World War One temporarily stirred up the interest in Paris. His design for the 

Heritage Newsletter • Summer 1981

Splendid Survivors and the Downtown

(Continued from page 1)

The DAON Corporation, for instance, is retaining two "B"-rated corner buildings as part of its proposed mixed-use highrise project for the Dollar Block, bounded by California, Battery, Fine and Sansome. The exteriors of two Montgomery Street banking targets have been worked into the design for an office tower by architects MTX Associates for Kam Chan Overseas (Heritage Newsletter, July-August 1980). Increasingly, developers and architects are contacting Heritage for response and guidance.

City officials, too, display a growing awareness of the value of historic buildings. The Planning Commission recently voted to require Cahill Construction to retain the "B"-rated California Pacific Building, the Montgomery Street anchor of the superb 100 block of Butter Street (Heritage Conservation Report, June-July 1981). And a commitment to preservation is clear in Guiding Downtown Development, the Planning Department's report on regulatory proposals, which will be assessed as part of the Downtown EIR study now in progress.

In May 1980 the Planning Commission adopted an official list of "significant buildings in the downtown," including all of the "A"- and "B"-rated buildings in Splendid Survivors. Patrick McGrew, President of the Landmarks Board, has called the research in the book "an invaluable resource for recommending landmark designations. And Dean Macris, the City's Director of Planning, has said, "Better information (such as Splendid Survivors provides) and creative conservation techniques are the best means for making good public decisions on the value of existing downtown buildings."

But the news is certainly not all good for downtown's distinguished historic structures. In the scant two years since Splendid Survivors was published, three "A"-rated buildings, nine "B"s and 16 "C"s have been demolished -- an appalling erosion of our architectural heritage in so short a time.

And the destruction is not over. Developers have announced plans to tear down six more "B"s and 10 "C"s. Four "A"s, all banking temple types, will also be affected by projects currently underway. For each of these the developer has come up with a plan that would retain some part of the facade.

In the case of the Kam Chan project, which affects two buildings, the design is largely successful, but it sets a dangerous precedent of partial preservation. In the other two cases, at One Sansome (Crocker Bank) and 150 Bush (the old Mining Exchange), the proposed designs would significantly change the value of the historic buildings. The Planning Commission on August 6 approved a compromise plan for One Sansome, in which the retained sections of the classical exterior walls will enclose a public "conservatory."

Partial preservation and facade retention raise serious questions. The purpose of historic preservation is not to make obser- vant ghosts; it is to make sure that the best of what was built in the past can continue to be a lively, contributing part of the city's present and future. When we are left with just fragments and shells, we have very little. The buildings' eligibility for the National Register is severely compromised, the qualities that gave meaning to their ratings in Splendid Survivors are diminished, and the city becomes the poorer for it.

Rumors abound that additional buildings, many of them "A"s, may be jeopardized by development proposals that are in the works. Heritage is working out a system to follow up on these reports, to monitor projects from their inception, and to identify the sites for which future projects involving historic buildings are most likely to be planned.

In addition to the loss of the particular buildings, Heritage is concerned about the negative effect of the continuing development frenzy on the potential National Historic Districts downtown. The Districts are important because it is collections of buildings, architecture en masse, that defines our urban environment and creates the scale, texture and design that makes our experience of the physical city either gracious and humane or not. In the context of these districts, "C" buildings assume far greater significance than they might possess individually.

The chart on the opposite page lists the buildings that we know have been proposed for demolition, plus the ones that the city has lost since Splendid Survivors came out.
Buildings Demolished or Proposed for Demolition Since Splendid Survivors

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>BUILDINGS AFFECTED</th>
<th>RATINGS</th>
<th>NATIONAL REGISTER DISTRICT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buildings Destroyed</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saks Fifth Avenue</td>
<td>364-94 Post (Fitzhugh Bldg)</td>
<td>A</td>
<td>Powell St. Corridor</td>
</tr>
<tr>
<td>Neiman Marcus</td>
<td>190 Geary (City of Paris)</td>
<td>A</td>
<td>Retail-Shopping</td>
</tr>
<tr>
<td>Burned and Demolished</td>
<td>1055-57 Market (Forrest Bldg)</td>
<td>A</td>
<td>Market St. Left/Theatre</td>
</tr>
<tr>
<td>DASH Project (SE Corner Battery &amp; Sacramento)</td>
<td>280 Battery</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>Crocker Headquarters</td>
<td>60-82 Post (Foxcroft Bldg)</td>
<td>B</td>
<td>Retail-Shopping</td>
</tr>
<tr>
<td>110-118 Kearny (Thompson &amp; German Bldg)</td>
<td>120-120 Kearny (White Bldg)</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>(retained 1 Montgomery &quot;B&quot; &amp; 111 Sutter &quot;A&quot;)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Frement (Soho Project)</td>
<td>50-60 Fremont</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>400-448 Mission</td>
<td>51-61 First (Golden Gate Bldg)</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>Federal Reserve Bank</td>
<td>101 Market (Young Bldg)</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>115-21 Market (Lincoln Hotel)</td>
<td>125-131 Market</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>9-23 Main (Bay Bldg)</td>
<td>101 California</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>2 Pine (Oceanic Bldg)</td>
<td>64-70 Pine (Kirkham Bldg)</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>124 Front</td>
<td>136 Front</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>148 Front (Juson Bldg)</td>
<td>146-50 Front (Commercial Block)</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>191 Montgomery (Calif Project)</td>
<td>133-37 Montgomery</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>140-45 Montgomery (J.G. Montgomery Bldg)</td>
<td>105 Montgomery (retained)</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>838 Market (Kronmiller &amp; Kaufmann)</td>
<td>840 Market (Mart, Schaffner &amp; Marx)</td>
<td>B</td>
<td></td>
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</tbody>
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Buildings Proposed to Be Destroyed

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>BUILDINGS AFFECTED</th>
<th>RATINGS</th>
<th>NATIONAL REGISTER DISTRICT</th>
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</thead>
<tbody>
<tr>
<td>Citiopp Project (1 Sansome)</td>
<td>1 Sansome (Croker Bank)</td>
<td>A</td>
<td>Financial</td>
</tr>
<tr>
<td>(partial demolition)</td>
<td>58-64 Sutter (Hollenbeck Building)</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>Russ Building Addition</td>
<td>350 Bush (Miracle Exchange)</td>
<td>A</td>
<td>Commercial-Upper Montgomery</td>
</tr>
<tr>
<td>(Possible facade retention)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>456 Montgomery</td>
<td>440 Montgomery (Aton Borel Bank)</td>
<td>A</td>
<td>Commercial-Upper Montgomery</td>
</tr>
<tr>
<td>460 Montgomery (Nuten &amp; Co.)</td>
<td>(Partial demolition)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Golu Project (5th and Market)</td>
<td>Lincoln Building</td>
<td>B</td>
<td>Emporium Market Block</td>
</tr>
<tr>
<td>San Francisco Federal Savings</td>
<td>48-52 Kearny (Haskie Bldg)</td>
<td>B</td>
<td>Retail-Shopping</td>
</tr>
<tr>
<td>60 Kearny (Ballock &amp; Jones)</td>
<td>79 Post (Federal Savings Bldg)</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>Hunt Knight Project</td>
<td>605-11 Market</td>
<td>C</td>
<td>New Montgomery and Market Street</td>
</tr>
<tr>
<td>613-13 Market</td>
<td>613 Market (Hoffman’s Grill)</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>621 Market</td>
<td>17-29 New Montgomery</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>20-28 Second (Schwebacher Bldg)</td>
<td>188 Second (Proposed retention of 601-605 Market &quot;B&quot; &amp; 621-611 Market &quot;B&quot;)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DASH Project (Dollar Block)</td>
<td>311-41 Battery (A. Stanley Dollar Bldg)</td>
<td>C</td>
<td>Financial</td>
</tr>
<tr>
<td>284 Pine (Califormia Union Insurance Company Bldg)</td>
<td>(Retention of 200-206 Sansome &quot;B&quot;) 236 Pine &quot;C&quot; 301-33 California (Robert Dollar Bldg)</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>341 California (J. Harold Dollar Bldg)</td>
<td>240 Montgomery (Leacock Bldg)</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>240-50 Montgomery – burned</td>
<td>256 Montgomery (Brenneman Bldg)</td>
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</tr>
</tbody>
</table>

The Splendid Survivors Rating System

Frequently in Heritage’s publications we refer to a building’s letter rating. The ratings summarize the evaluations given to each building in Splendid Survivors, our comprehensive inventory of historic architecture in San Francisco’s downtown.

This, from the text of Splendid Survivors, is what the ratings mean:

A - Highest Importance -- Individually the most important buildings in downtown San Francisco, distinguished by outstanding qualities of architecture, historical values, and relationship to the environment. All "A"-group buildings are eligible for the National Register and are of the highest priority for City Landmark status.

B - Major Importance -- Buildings which are of individual importance by virtue of architectural, historical, and environmental criteria. These buildings tend to stand out for their overall quality rather than for any particular outstanding characteristics. "B"-group buildings are eligible for the National Register and are of secondary importance for City Landmark status.

C - Contextual Importance -- Buildings which are distinguished by their scale, materials, compositional treatment, and other features. They provide the setting for more important buildings and they contribute to the overall quality of the historic district. "C"-group buildings may be considered for the National Register as part of Historic Districts.

D - Minor or No Importance -- Buildings which are insignificant examples of architecture by virtue of original design, or more frequently, insensitive remodeling. Buildings that were constructed after 1945, or which have suffered insensitive remodeling since that year, were not rated.

In May the Planning Commission voted to require a developer to save the "B"-rated California Pacific Building at Montgomery and Sutter.
"The other side of the tracks," in most towns, denoted that iron Rubicon that divides the city from the hoi polloi, the expression of wealth from its source. In San Francisco, it is "the Slot," and "South of the Slot" has become as distinctively local a term as Left Bank is to Paris. The Slot, of course, means the cable slots that cleft Market Street, the man-made Seine of San Francisco.

While in the 19th century Market Street was lined for much of its downtown length with handsome buildings, there was a line, more than a facade to the south side of the street. Just beyond the noble bulks of the Parrott, Hearst, Flood, and Spreckels buildings extended a vast area of factories, warehouses, lofts, switching yards, and, in the alleys, small frame flats and houses for the workers who kept the wheels spinning. Along the Bay grew the warehouses and piers to handle the city's ever-growing oceanic commerce, and it was to this waterfront that New Montgomery Street was headed when it ran into the obstinance of two men who froze it forever at Howard Street.

The two blocks of New Montgomery from Market to Howard, as well as the south side of Market from Second to Third, have been proposed for listing on the National Register by Heritage's downtown inventory, Splendid Downtown. Much of the reason should be obvious to anyone familiar with the downtown street, but only in retrospect is the vitality of the Financial District penetrative. The activity of the Financial District penetrated South of the Slot. The vitality of the street and its architectural grandeur are the legacies of William Chapman Ralston.

Ralston was the legendary 19th-century capitalist who built his Bank of California into the premier financial institution of the western U.S. by establishing a stranglehold on the bonanza silver mines of the Comstock Lode. Investing in almost every aspect of California development, he envisioned San Francisco as a sophisticated cosmopolis, as well as a major source of income.

Ralston's troubles with New Montgomery Street were John Parrott and Milton-Latham, who succeeded with their plans to make New Montgomery one of the most fashionable streets in San Francisco, despite its unlikely setting. At the southeast corner of New Montgomery and Market, they built the appropriately named Grand Hotel for half a million dollars. The street's first-rate lighting, paving, sewers, and drains were to be paid for by their company, and prospective builders were required to construct buildings of compatible grandeur.

Because of an economic slump, the lots of the New Montgomery Real Estate Company did not sell when offered in 1869. Ralston's ill-timed offer to build a stock exchange on the street to entice brokers failed, so he announced the construction of the world's most opulent hotel opposite the Grand, to be called The Palace.

The Palace, with its elegant ground floor shops, was meant to decay business south of Market and, more than incidentally, save Ralston's foundering real estate company. Instead its immense cost, combined with other reverses, merely broke the bank. Following a severe run, the Bank of California closed on August 26, 1875. Ralston drowned that afternoon during his regular swim in the Bay.

The Palace opened several months after Ralston's demise to become one of San Francisco's most beloved institutions. It was occupied by miscellaneous interests, by the gavur, William Sharon. It had exactly the effect Ralston had hoped and drew quality commerce and buildings to this one place South of the Slot.

In the decade before the 1906 fire, the construction of the Crossley, Sharon and Mallo Buildings added prestige to the street, and credibly to its claim to be a "new" Montgomery, Only the Rialto, at the corner of New Montgomery and Mission, survived the
New Montgomery Street:

A Vision Survives
South of the Slot

fire, but the other two, along with the Palace Hotel, were completely rebuilt.
In 1914 the Reid Brothers' handsome Call Building rose next to the Palace and drew
New Montgomery into the orbit of "Newspaper Angle" at the intersection of Third, Market
and Kearny. There the Herrett and Monadnock Buildings were reconstructed to give the
south side of Market a cohesive wall, while east of New Montgomery the 14-story Santa Fe
and Metropolis Bank Buildings reaffirmed Market's importance. With the Crocker,
Wells Fargo and First National Bank Buildings at the mouth of Montgomery opposite the
Palace, this intersection became one of the most impressive in the United States. By
the outbreak of the First World War, New Montgomery had taken on all the architect-
ural pretenses of its parent district north.

The most astonishing addition to New Montgomery occurred in 1925, when Miller &
Pflueger's skyscraper for Pacific Telephone (the PT&T Building) was constructed at the
end of the street near Howard. It's dazzling white setback shaft terminated the street,
with an immense Deco exclamation point. Isolated by two relatively lowrise blocks
from the clustered towers north of Market, it was assured of maximum visibility from
near and far. At night, the building was illuminated with spotlights and could be
seen throughout the Bay Area. To this day it remains the very image of the urban opti-
nism of the 1920s.

Until quite recently, the box-topped highrises that have transformed lower Market
into what Lewis Mumford once described as "a ditch in a glacier" had not ventured beyond
that street. Photographs of New Montgomery show that it has stayed largely unaltered
since the PT&T Building was completed: un-
usually cohesive, humaneely scaled and archi-
tecturally distinguished.

Unlike Montgomery and other Financial District streets, the relatively low scale
of its buildings permits much sunlight to
flood the street, making it a pleasant pedes-
trian concourse of great visual interest. A
plaza of small shops and restaurants
creates lively street activity. Despite its
dissonant scale, the PT&T Building comple-
ments the neighborhood rather than over-
whelms it, thanks to its bolder, rich design
and its concern for maintaining the street
plane.

In its two blocks, New Montgomery boasts
two "A" rated buildings (an unusual
combination). A new highrise has been
proposed to fill the block bounded by Market, New Montgomery,
Second and Stevenson, directly opposite the
Palace Hotel. Plans call for a handsome 43-
story tower that will preserve the "A"-rated
Metropolis and Santa Fe Buildings at the cor-
ers of the block, creating between them a
14-story atrium where the landmark Hoffman's

Clin will be reconstructed. The step-back
tower will contain housing above offices and,
as proposed, will visually complement the
PT&T Building at the other end of the street.

New Montgomery to Newspaper Angle remains
a very special and sensitive neighborhood, a
splendid area for a lunchtime stroll. Its
urban design qualities merit special consi-
deration so that this small relic of the pre-
highrise Financial District can continue to
enrich San Francisco the way Ralston
intended.
Heritage Walks Get On the Road

PACIFIC HEIGHTS WALK

On Sunday July 5 Heritage Walks Guide Becky Hayden led an enthusiastic group on a newly revised Pacific Heights Walk. Because of the past popularity of this walking tour and the enormous enthusiasm of the Walk Guides, Heritage decided to resume the walk but with a slightly new focus. The walk now begins at the Haas-Lilienthal House and enables us to encourage people to combine a tour of the House interior with a tour of some of the finest Victorian and Edwardian exteriors in San Francisco. In addition to the tour include the Atherton House at California and Octavia and, across the street, Willis Polk's 1915 English Tudor Gothic residence built for Mrs. Joseph O. Tobin (Constance de Young). If you haven't taken this walking tour, now is the time to do it. Every Sunday, 10:45-12:45. For Heritage numbers ($3.00 general public). Share this with a friend!

DOWNTOWN WALKS: WANT TO BE A GUIDE?

During the past two years, Heritage Walks guides have given several specially arranged 45-minute weekday noon time walks in the Financial and Retail Districts, sharing their knowledge about San Francisco's unique architectural heritage, and because of our increasing presence in the decision-making processes that affect downtown development, Heritage is expanding the Heritage Walks program to include regularly scheduled lunchtime walks, similar to the enthusiastically received special tours. We hope to give people who work downtown a better appreciation of the area in which they spend so much of their lives.

A training session for downtown guides will begin in January, meeting weekday evenings and some Sundays. The comprehensive 8-week course will cover the history of San Francisco, general information on architecture (with an emphasis on commercial buildings) and tour techniques. If you are interested in the city's architecture and environment and are available to give tours during the lunch hour, we invite you to become a Heritage Walks guide. For an application or more information, call Heritage at 441-3000.

Heritage Notes

•Does your employer have a matching gift program? Many corporations will match the contributions their employees make to worthwhile causes like Heritage, which doubles the dollar value of the gift and increases its impact. Check with your company's Matching Gift Coordinator to see if your donations to Heritage will qualify for your employer's program (Bank of America and Transamerica Corporation are two that have matched gifts to Heritage). If your firm is unfamiliar with Heritage, we'll be glad to supply matching information.

•The Heritage Bookshop, located in the ballroom of the Haas-Lilienthal House, has a superb collection of books and cards about San Francisco history, architecture and Victoria. But it needs people to help sell them, especially during Sunday tour hours. We are seeking alert, cheerful people who will enure meetings and greeting visitors to the House once every six weeks (shifts are 11 a.m.-1:45 p.m. or 1:45-4:30 p.m.). If you would like to volunteer as a Bookshop cashier, please call Linda Caraballo at 441-3000.

•Speaking of the Heritage Bookshop, it has some new items that are proving to be brisk sellers: color postcards and guide to the Haas-Lilienthal House. The three postcards, which show off the dining room, the front parlor and the outside of the House, are 25 cents each. The slide set includes an exterior and four interior shots and costs $2.20 for the group of five.

•Any time your office is moving, redecorating or doing its fall cleaning, please remember Heritage. We can put to good use the office furniture and equipment you no longer require. A particular need right now is file cabinets. If you have things you'd like to donate (for a tax deduction, of course) or have suggestions as to where we could obtain such items, please call Jim Murrow at the Heritage office.

•While many of us are still recovering from our summer vacations, some Heritage volunteers are already planning our Holiday Open House and Raffle. This year the party and raffle drawing will be on Saturday, December 5, from 3 to 6 p.m. Volunteers are needed. If you'd like to help plan the celebration, please call Heritage. And be sure to join us December 5.

•The player piano in the front parlor of the Haas-Lilienthal House can tickle again with its old-time tunes thanks to the Chemical Bank of New York, which paid to have it repaired.
Fairs and Fantasies Are Monthly Program Stars

Are you bewildered by the fanciful look of our city’s architecture? Then you’re sure to enjoy what Heritage has in store. Beginning in September we will be rein-stating our regular Monthly Programs with a series of lively slide-talks by our Architectural Historian, Grey Brechin, examining the mysteries and histories of buildings by the Bay. The first three programs will take place this fall; there will be more to come in 1982.

Join us on the following evenings:

The Persistence of Fantasy in San Francisco: The Gold Rush to the Present (Thursday, September 17). San Franciscans have always loved pantooy and theatricality. Explore with Gray how this passion has found expression in the city’s idiosyncratic architecture.

The Rainbow Fairs: The Expositions of San Francisco (Wednesday, October 15). On the eve of each great World War, San Francisco staged a World’s Fair to celebrate international peace. Come see, through the spectacles of the Panama-Pacific International Exposition of 1915 and the 1938 Treasure Island Fair.

The Cliff Dwellers of San Francisco (Wednesday, November 18). Looking for a bit of陶 in the fog zone? Gray will show where to find San Francisco’s unique terrace apartment houses and Pueblo Revival dwellings.

The Heritage Reception at Elegant Offices

Heritage is pleased once again to be able to offer to our members the opportunity to visit the private interior of one of downtown’s finest office buildings. Attorney Frederick F. Purth will graciously open his 10th-floor offices in the Royal Globe Insurance Building, 201 Sansome at Pine, on Thursday, October 22, from 5:30 to 7:30 p.m.

This “A-rated” 1907 building is one of the richest of all downtown designs in its use of color, materials and ornamentation. An important building at a major corner, it is an integral part of the old and San Francisco streetscapes. Its 18th-century English ornament is executed in white marble, red brick, and green and white terra cotta. A finely carved unicorn adorns the extremely fine carved marble clock over the entrance, and the doors in the elevator lobby came from a 17th-century Italian palace.

On entering from the marble-faced elevators, you’ll be struck by the handsomeness of the open two-story space. It suggests a large, elegant study, with dark hardwood floors, oriental rugs, leather furniture, floor-to-ceiling bookshelves and big potted palms. The space is enriched by graceful carved banisters, intricate moldings and columns, and is splendidly crowned by a massive floral stained-glass window.

You’ll also see Mr. Purth’s private suite of offices, which have a “clubber,” more intimate feeling. A $15 donation to Heritage will admit two people to our wine and cheese reception. Please fill out the coupon below and request your invitation.

Please send me __________ invitations to Heritage’s reception at 201 Sansome Street on Thursday, October 22. My check for $___ is enclosed (515 for an invitation for 2 people).

Name

Day phone

Please send this form with your check and a stamped, self-addressed envelope to: HERITAGE, 2007 Franklin Street, San Francisco, CA 94105.

Contributors: March-May 1981

Heritage Newsletter • Summer 1981

11
A Fabulous Fundraiser at Maxwell's Plum

A sell-out crowd of more than 350 people attended the gala May 12 opening of Maxwell's Plum in Ghirardelli Square benefiting the Haas-Lilienthal House. $22,000 was raised, and many of the spirited party-goers lingered to dance until the early morning hours.

Guests were treated to a lavish five-course dinner, impeccably served, and to entertainment that ranged from a bluegrass band and a capella singers during cocktails to strolling violinists during dinner to disco-dancing following.

Honorary Chairpersons for the evening, Madeleine Russell, Supervisor Louise Renne and Mrs. Richard Thieriot, were on hand to greet the attendees, as were Maxwell's International President, Charles Ramsay, and the creator/designer of the restaurant, Warren Lehey.

We would like to extend our sincere gratitude to all associated with Maxwell's Plum for their cooperation and guidance in the planning and execution of our party, and we encourage Heritage members and friends to show their appreciation by patronizing this wonderful restaurant.

Our special thanks go to Mr. Lehey and Mrs. Russell for their particular generosity and to the Patrons (gift of $1,000 or more), Sponsors (gift of $500), and Donors (gift of $250), listed below. All contributors to the event are listed on page 11.

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Heritage Calendar: What's Happening This Fall

Every Sunday
Heritage Walks Guide Class begins to train... hmbers, led by Heritage docents. 2007 Franklin Street, San Francisco. 12:30 p.m. $3 general public, $2 Heritage members. Call 441-3046 for information.

Every Wednesday and Sunday
Haas-Lilienthal House Guided Tour, led by Heritage docents. 2007 Franklin Street, San Francisco. Sundays, 11 a.m.-4:30 p.m.; Wednesdays, 12 noon-4:30 p.m. $1 general public, $1 seniors and students, free to Heritage members.

September 15
Holiday Open House Planning Meeting. Volunteers who would like to help organize Heritage's annual holiday celebration are urged to attend. Haas-Lilienthal House, 2007 Franklin Street, San Francisco. 7:30 p.m. Call Leslie Flint at 441-3000 for information.

September 17
Gray Brechin on "The Persistence of Fantasy in San Francisco: The Gold Rush to the Present," 12:30 p.m. $3 general public, $2 Heritage members. Call 441-3046 for information.

September 20
Fourth Annual Preservation Fair. Booths of Victorian crafts, demonstrations, entertainment, tours of the Cameron-Stanford House, boat tours of Lake Merritt, Cameron-Stanford House, 1418 Lakeside Drive, Oakland. 12 noon-5:00 p.m. For information call Anna Lee Allen, Fair Coordinator, at 654-6791.

September 20
Victorian House Tour in Alameda, sponsored by the Alameda Victorian Preservation Society. Tour stops will include several homes, a church and the Alameda Historical Society Museum. Call NFHS at 523-2877 for information.

September 30-Oct. 3
35th Annual National Preservation Conference, sponsored by the National Trust for Historic Preservation. Fairmont Hotel, New Orleans, Louisiana. Call the National Trust at (415) 556-2707 for information.

October 3
Gray Brechin on "The Rainbow Fair: The Explo—

October 18
November 6
November 10
December 5
January
Gray Brechin on "The Cliff Dwellers of San Francisco," a look at San Francisco's unique terrace apartment houses and its Pueblo Revival dwellings. The Heritage Monthly Program. Haas-Lilienthal House Ballroom, 2007 Franklin Street, San Francisco. 7:45 p.m. $2 general public, free to Heritage members.

Heritage Reception at 201 Sansome in the elegantly appointed offices of Attorney Frederick P. Purth. 5:30-7:30 p.m. For a $15 contribution to Heritage you will receive an invitation admitting two people. Call Jim Murrow at 441-3000 for information.

Heritage Holiday Open House and Raffle Drawing, our annual celebration for members. Haas-Lilienthal House, 2007 Franklin Street, San Francisco. 3-6:00 p.m.

Heritage Walks Guide Class begins to train guides to conduct lunchtime walking tours of the downtown. If you would like to apply for the 8-week class, call Leslie Flint at 441-3000.