Heritage Begins Downtown Conservation Studies

Right now Heritage has a unique opportunity to influence the future of historic buildings in San Francisco’s downtown. Several factors are at work to make this so:

1. There continues to be an almost insatiable demand for new development. Vying with it is a keen public interest in controlling that intense pressure so that it won't destroy historic buildings, increase the competition for housing, block out sunlight, and jam the streets with more cars and the buses with more people.

2. Faced with these competing forces, the City is conducting an extensive review of its downtown development controls. The Department of City Planning is formulating new policy guidelines. Its proposal, Guiding Downtown Development, issued last May, shows a commitment to preservation, but how best to translate that commitment into regulations remains to be worked out.

3. The Chamber of Commerce and the Planning Commission are cosponsoring an overall environmental impact report for the downtown. Its purpose is to make an objective comparison of the strategies for managing growth that have been put forward by the Chamber, the Planning Department and various citizens' groups. Broad community participation is expected. (Heritage Newsletter, Spring 1981.)

4. To take advantage of this moment, Heritage must have the best available technical information on architecturally significant buildings and methods for conserving them. By providing complete, reliable data to decision-makers at this critical time, we can have a profound impact on the shape of San Francisco's preservation policies.

To achieve this, Heritage is laying the groundwork for a comprehensive, three-pronged program of conservation studies. The work plan has been completed, and we are seeking funding from a variety of sources, including corporations, foundations and the National Trust for Historic Preservation. Some of the money has already been committed, and we look forward to hearing soon about more. If our funding search is successful, Heritage will be devoting much energy over the next several months to an effort that should have happy consequences for preservation in San Francisco for many years.

Commenting in support of our undertaking, Dean Macris, Director of City Planning, remarked: "It is particularly important for the work to get underway as soon as possible. Proposals for downtown development are at a peak. Clearly, better information and creative conservation techniques are the best means for making good public decisions on the value of existing downtown buildings."

The articles that follow detail the three parts of the Heritage conservation studies program.

1. Extending the Splendid Survivors Downtown Survey

As the demand for commercial space in San Francisco intensifies, development is spilling over from the traditional downtown — the Retail and Financial Districts — into nearby areas:

- South of Market, the Moscone Convention Center and the Yerba Buena Center are the first developments in a wave that is expected to transform the face of that area, now characterized by warehouses, light industry and, on the back streets, small residential buildings. A conference sponsored last June by the San Francisco Planning and Urban Research Association (SPUR) attracted a crowd of developers, businessmen, neighborhood leaders and preservationists, all with their particular visions of what the future of South of Market should be.

- In the Tenderloin, controversy has erupted several times in recent months over... (Continued on page 4)
In my brief six months on the job as Executive Director for Heritage I have become aware of the breadth and strength of this superb organization. However, I think much of Heritage’s potential strength has yet to be tapped. I am confident that in Heritage’s second decade we can become the most influential force for preserving San Francisco’s physical character and architectural beauty.

Heritage’s highly respected Board of Directors, its professional staff and dedicated volunteers and members can be proud that the organization has accomplished so much in ten years. While there have been defeats, the city government, the business community and the public now recognize Heritage as being responsible and effective group whose views and expertise must be considered.

As a newcomer to San Francisco and to Heritage, I have inherited the fruits of the labor of past Executive Directors, staff people, board members and volunteers. For example, while Heritage and other groups have lost important battles to save the City of Paris, the Fitzhugh and other notable buildings, the public controversy and delay associated with these projects have had an indirect benefit for preservation. The city government’s more positive attitude toward preservation expressed in the Planning Department’s proposed guidelines for downtown development and its decisions to preserve 101 Montgomery and the One Sansome Street banking temple, is clearly related to the past efforts of Heritage and other groups. So is the more cooperative and conciliatory attitude of developers who now seek Heritage’s views early in the regulatory process.

As a newcomer to San Francisco and to Heritage, I have inherited the fruits of the labor of past Executive Directors, staff people, board members and volunteers. For example, while Heritage and other groups have lost important battles to save the City of Paris, the Fitzhugh and other notable buildings, the public controversy and delay associated with these projects have had an indirect benefit for preservation. The city government’s more positive attitude toward preservation expressed in the Planning Department’s proposed guidelines for downtown development and its decisions to preserve 101 Montgomery and the One Sansome Street banking temple, is clearly related to the past efforts of Heritage and other groups. So is the more cooperative and conciliatory attitude of developers who now seek Heritage’s views early in the regulatory process.

We must share credit for the current state of public interest in preservation with organizations like Victorian Alliance, San Franciscans for Reasonable Growth, San Francisco Tomorrow and BPRK. While we will not always agree with other groups on specific objectives or tactics, we share some similar goals and we must communicate with them and work together wherever we can.

The key issues that face Heritage now are how to maintain and enhance this position of influence in the city, and how to use it most effectively to protect San Francisco’s unique architectural heritage. We face three challenges in this regard:

1. To increase our membership and our support from other interest groups.

2. To improve our ability to influence zoning policies—both public and private decisions affecting development in the neighborhoods and downtown.

3. To improve our educational services to members and the public.

We are working hard on all three fronts. Thanks to support from the National Trust for Historic Preservation, we have begun to reverse a downturn in membership; we had 28 new members in the last two weeks of September alone. We’re launching a comprehensive program of downtown conservation studies, described in detail elsewhere in this issue, that will make us an authoritative voice in the debate over development controls. And to maintain a balance between conservation activities and educational services we have reinstated our Pacific Heights walking tour and our Monthly Programs on architectural history. We plan to start our Maritime Heritage Walks of downtown this spring.

We are now planning for 1982 and preparing our annual budget. Therefore now is a critical period for us to hear from you, Heritage’s members, about what you think of the organization. While we received some valuable insights into your views in last year’s membership survey, we welcome additional communication, including letters, telephone calls, face-to-face meetings — and the coupon on page 9 so that we can keep our plans in tune with what you would like Heritage to be doing. Let us hear from you.

The heights of downtown San Francisco, as seen from the heights of Buena Vista Park. Photo by Greg Newbold.

“\nWe Can Become the Most Influential Force . . .”

A Letter from Heritage’s Executive Director, Grant Dehart
New Federal Tax Act Has Incentives for Preservation

The Economic Recovery Tax Act of 1981, passed by Congress and signed by President Reagan, includes substantial tax incentives for the rehabilitation of historic buildings, but how it will benefit San Francisco is open to question.

The cornerstone of the incentive package is a system of investment tax credits (ITCs) for qualified rehabilitations — buildings that have been substantially rehabilitated, that were in use prior to the rehabilitation and that retain at least 75% of the existing external walls. Under the previous rules, set forth in the Tax Act of 1976 and its amendments, rehabilitation work entitled the property owner to a 10% ITC. The new provisions envisage generous credits for buildings from 30 to 40 years old merit a 15% credit and on those over 40 a 20% credit. For certified historic buildings, regardless of age, the ITC is a whopping 25%.

In the case of certified historic buildings — ones that are listed in the National Register of Historic Places or that contribute to the significance of a Registered Historic District — all those that produce income rate the credits, including residential rental properties. However, only commercial or industrial nonhistoric buildings qualify, not individual ones.

There are other changes besides the size of the ITCs. Under the old rules buildings 50 years old qualified for an ITC based on a "legal basis", or criteria that changes the rules for depreciation and amortisation as they apply to rehabilitated structures. The new rules go into effect January 1, 1982.

The catch for local preservation is the law's definition of "substantial rehabilitation" — to qualify expenditures for rehabilitation must exceed the taxpayer's adjusted basis in the property (the building cost plus capital improvements, less depreciation) or $5,000, whichever is greater. Given the high initial costs of San Francisco's tremendous crumbling infrastructure would have to be spent on rehabilitation if this requirement is to be met, unless the taxpayer owns the building for a number of years. The IRS has not yet ruled on whether land costs are to be included in the adjusted basis, and that determination will certainly make a difference to owners.

In fact, the National Trust for Historic Preservation estimates that the restrictive substantial rehabilitation requirement and other rules that have been tightened will disqualify one-third of the projects that are now eligible for incentives. The Trust plans to work for amendments to change that in subsequent legislation.

Overall, however, the legislation holds well for preservation nationwide, especially in older cities. With the sweeping changes it makes in the federal tax treatment of real estate investment, it effectively eliminates the bias in favor of new construction that has existed up to now, and it has on the whole simplified and improved the tax incentives for rehabilitating historic buildings.

"We in preservation have long understood that the successful preservation of our irreplaceable cultural heritage requires the direction of more private capital into profitable investment in older buildings," observes Michael Ninline, President of the National Trust. "The new law will cause a dramatic change of attitude toward preservation.

Even the old incentives helped a lot. According to the Department of the Interior, federal tax incentives for historic preservation have stimulated more than $1.2 billion in private investment by property owners who were enacted in 1976. Over 2,000 projects nationwide have qualified for the incentives, including historic hotels, office buildings, factories and residential structures. More than 12,000 new housing units have been created, over 5,000 of them for low- and moderate-income families. One can hope that the record will be even better under the new rules.

To help people understand the changes in the preservation tax code, a series of conferences will be held across the country by the National Park Service, the National Trust for Historic Preservation and the National Conferences of State Historic Preservation Officers. This informative roadshow will play in San Francisco on February 15 and 16. Heritage will be a local co-sponsor.

Property owners, developers, planners and preservationists should all benefit from attending the conference. On hand to provide expert comment and advice will be tax specialists, developers with experience in rehabilitating historic buildings and federal officials responsible for administering the historic preservation certification program.

For more information about the conference, call Joe Tower of the National Park Service at (415) 556-7741. A summary of the new preservation tax incentives is available from the National Trust. To request a copy, call the local office 974-8420.
Heritage Begins Downtown Conservation Studies

(Continued from page 1)

proposals to build luxury hotels in the area. Residents see the westward March of tourism-oriented development as a threat to the area's stock of low-cost housing, much of it in finely scaled early 20th century buildings.

In Chinatown, community groups, feeling the push of downtown development at the neighborhood's edges and the loss of a neighborhood landmark, the International Hotel, sponsored a historic survey of area buildings. Their purpose, according to the survey's preface, was "to develop a historical perspective on the rapidly changing facades and businesses in Chinatown ... Transformations that value history, continuity and tradition."

Along Van Ness Avenue, a large number of projects are in the works that will re vamp San Francisco's "Auto Row" into one of the city's major concentrations of office and apartment buildings.

Some of this expansion of the downtown is a matter of economics: Space is cheaper, and therefore attractive, in these areas. Some of it is by design: The City government is beginning to encourage growth in certain locales in order to take the heat off the downtown, which is swiftly being developed to its limits.

Unfortunately, too little is known about the architectural, historical and cultural resources of these parts of the city. San Francisco needs policy and investment decisions that are sensitive to the historic fabric of the city, but the kind of information -- objective, comprehensive and reliable -- that would lead to such decisions doesn't exist. Many significant buildings may be threatened as a result.

Therefore Heritage, as a high-priority part of its conservation studies program, is seeking funding from foundations and federal grants to expand the survey begun in Splendid Survivors. In that study, Heritage inventoried and rated nearly 800 buildings constructed in downtown San Francisco prior to 1945. In the two years since it was pub lished, the book has become an indispensable technical resource, used by both city officials and private investors and architects as they consider questions of planning, development and design. But its geographic scope is too narrow. Because funds were limited when Heritage conducted the survey, the primary inventory area was restricted to the core blocks of the Retail, Financial and Market Street Districts.

The focus of the new effort will be those key districts where growth is likely to be directed: South of Market, the Tenderloin, Chinatown, Nob Hill, the Civic Center area and the Van Ness Avenue corridor. The whole project, from preliminary research to publication and distribution of the results, should take about 24 months. The San Francisco Foundation has awarded us a grant for the project of $35,000 over two years, and we are hopeful of receiving additional funding.

Extending the survey is essential if there is to be a consistent, complete information base for making decisions and creating policies that affect the city's built environment. "As development pressure intensifies throughout San Francisco, it is important to have a sound base of survey work for planners and decision-makers to use in charting the future of the city," notes Patrick McGraw, President of the Landmarks Board. "A supplement to Splendid Survivors would not only be highly welcomed, but is earnestly sought."

2. Learning from the Experience of Other Cities

How does New York use the transfer of development rights as a tool for saving historic buildings?

What are the features of Washington, D.C.'s preservation law -- considered to be one of the strongest in the country?

What incentives does Denver offer property owners to encourage them to rehabilitate their significant structures?

And how can San Francisco use the experiences of these and other cities to forge creative, effective policies for conserving its excellent collection of older architecture?

Thanks to a $25,000 matching grant awarded us in September by the National Trust for Historic Preservation, Heritage is studying the state of the art nationwide in downtown conservation practices so that we can find some of the answers. By discovering what solutions have worked elsewhere and how they might apply to San Francisco, we can help improve our city's preservation laws and policies.

We will assess and test the legal controls, financial incentives and other tools used by cities with historic resources and development pressures similar to ours. The results will enable us to evaluate San Francisco's zoning controls and growth management proposals, to document how the experiences of other cities might pertain here, and to recommend and advocate the most effective preservation techniques.

Heritage of course must continue to work case by case for preservation. But it is far more effective in the long run to try to change the generic forces that create the threat. Older buildings become imperiled mainly when developers feel that they can realize a greater return by constructing new space than by reusing what's already there. Controls and incentives have a vital effect on the relative gain, so they are key to determining whether notable buildings remain in use -- or are demolished. Public policies that channel market forces toward
preservation will save more buildings than ones that rely on direct public intervention every time.

Most cities that have a large concentration of vintage commercial buildings have sought some combination of "carrot" and "stick" approaches to protect them while allowing for new development. The mix of controls and incentives is unique to each city; often it was developed without the benefit of anyone else's experience. In San Francisco, though, we have the opportunity to learn from other cities.

For example, Boston, with input from its Chamber of Commerce, preservation organizations, the business community and other interest groups, has developed new guidelines for downtown development which incorporate strong preservation policies.

In New York, the Landmarks Preservation Commission has been successful in designating numerous historic districts and properties. The City Planning Commission there has proposed zoning and tax incentives to redirect construction in midtown to the west and relieve development pressures on the East Side with its abundant historic buildings.

Chicago, with "The Chicago Plan," gave birth to the concept of transferring development rights (TDRs) to preserve older buildings. The concept has since been used, in a limited way, in New York and other places.

Seattle has reviewed other cities' experiences with TDRs and is proposing to combine them, in a simplified form, with its landmark preservation process. Seattle is also working on a comprehensive study of how cities manage historic districts for both preservation and economic purposes.

All of these experiences might hold answers for San Francisco. But a good conceptual design is no guarantee that a technique will work in practice. So the heart of our study will lie in the testing -- the simulation of actual use -- of the various mechanisms that are proposed for San Francisco.

The methodology used in this testing process and the lessons learned from it should be widely applicable to other cities considering ways to balance their need for development with their desire to retain their historic architectural fabric.

Heritage, the first phase of research for this study, was conducted with the aid of student intern Peter M. Schuttler, a graduate student at Boston University. A coordinating team of planners will carry out the bulk of the work, which will be reviewed by a committee of advisors from city government and the preservation, development and architecture communities. The final report should be ready by this time next year, and the draft findings will enable us to participate effectively in the current "Downtown SIP" process.

3. Nominating Historic Districts to the National Register

The architectural glory of San Francisco lies not just in magnificence of its individual buildings, but in the way they enhance each other to create a city rich in detail and refined in scale. Because the buildings work together, preserving collections of structures can be as important to conserving the city's character as saving the buildings one by one.

An effective way to do this is to place an ensemble of buildings on the National Register of Historic Places as a historic or thematic district. Listings on the Register honor unified groups of buildings that convey a coherent image of a period in a place's history or architecture.

In San Francisco this preservation tool has been used far less than in other cities. To date the city has only three National Register Historic Districts -- Jackson Square and Two Specials, both in the Civic Center, and the Clay Street Center, New York, by contrast has 16, and Washington, D. C., has 13. (Two blocks of Washington Street have been designated as a historic district through the city Landmark process but are not on the National Register.)

However, the potential here is great. Just in the downtown, Splendid Survivors has identified eight likely historic districts: the Powell Street corridor, the retail district, Kearny Street from Market to Pine, the Financial District, the Commercial Street-Upper Montgomery area, New Montgomery Street, the Imperial Market Street block and the loft-theater stretch of Market Street. The survey has also picked out four probable thematic districts: clubs, grand hotels, power substations and monument banks.

As the third part of its conservation studies program, Heritage plans to prepare National Register nominations for the most important of these. Our hope is that the nominations will focus attention on the importance of urban conservation to our downtown.

Historians Michael Corbett and Anne Bloomfield have completed the research for the first district to be nominated -- the Retail District, whose architectural harmony superbly expresses the goals of the early 20th-century City Beautiful movement (Heritage Newsletter, Winter 1981). We intend to submit the nomination to the State Office of Historic Preservation, first since the approval route, by the end of the year.

The nomination should be approved as long as more than half of the owners of buildings within the proposed district do not object. And once the district is listed on the National Register, the owners stand to benefit from the substantial preservation tax incentives in President Reagan's Economic Recovery Tax Act of 1981. At the conference on the tax incentives scheduled for February 15 and 16 (see page 3), we will tell property owners how they can take advantage of the economic package that the historic district listing can offer them.
This year Heritage celebrates its 10th anniversary. Heritage was founded in June 1971 by a group of concerned San Franciscans organized by urban planner Charles Hall Page. The founders recognized that San Francisco's unique cityscape was being unnecessarily destroyed by forces that did not respect the cultural and economic importance of the city's architectural heritage. The organization was intended to operate as an action counterpart to the Landmarks Board, finding realistic alternatives to demolition for buildings of historic and architectural merit.

Heritage's first decade involved a lot of excitement, challenge and plain hard work. In that time it has become one of the largest historic preservation organizations in the West, supported by over 1,500 members. Using the skills and resources of our Board of Directors, staff and more than 200 active volunteers, Heritage carries out a full program of conservation and educational activities.

Heritage looks back with pride at its growth and accomplishments over the past 10 years. Now we are at a critical moment in the evolution of San Francisco. There is a tremendous impetus toward development and growth. Yet there are signs, from the public and from City officials, of an increasing understanding of the benefits that preservation confers on the city. We look forward to meeting the challenges that the next decade will offer.

The photos on these pages illustrate a few of the activities and achievements of Heritage's first 10 years.
Above left: The Haas-Lilienthal House, donated to Heritage in 1973 by the heirs of the family that built it, is now a popular museum with docent-led tours and a favorite site for receptions and parties. Below left: This Hayes Valley Victorian is one of a number of homes to get a facelift through the Heritage Preservation Loan Program.

Splendid Survivors (above), our comprehensive survey of the city’s downtown architectural heritage, grew out of our concern about the destruction of such distinguished historic buildings as the Alaska Commercial Building (bottom center). Though a number of battles have been lost, a notable victory came last May when the Planning Commission voted to save the California Pacific Building (bottom right).
Creators of Our Cityscape:

Bernard Maybeck:
The P.T. Barnum of the Local Set

Few architects sustain the popular affection that Bernard Maybeck enjoys almost a quarter century after his death. As A. C. Schweinfurth has noted, when Maybeck was 50 years old, the Harper's monthly was dominated by his houses. Unlike the formal and conventional "bookbroker Tudor" villas nearby, the Roos House is a whimsical conglomeration of half-timbered volumes riotous with built-in flowerboxes and rich Gothic detailing. It looks more like an imploded Bavarian village than a single residence.

Inside it is full of Maybeck's spatial surprises. The main axis proceeds from the low-ceilinged intimacy of the dining room to the asphalt, low-ceilinged drawing room ending in an enormous window that frames the Golden Gate. With walls of rubberwood and mauve velvet, a walk-in fireplace, and architect-designed "medieval" sofas and tables, Maybeck created a manorial fantasy in Presidio Heights.

Certainly, Maybeck's most popular work was and remains the Palace of Fine Arts, built for the Panama Pacific International Exposition of 1915 when Maybeck was 50 years old. The building, meant to evoke ancient Roman ruins redolent of melancholy, was so successful that it was left standing long after the fair's other plaster palaces had been razed, and it was eventually rebuilt in tinted concrete. The Palace was recently honored by being chosen to embellish a U. S. postage stamp in a series commemorating American architects.

Little attention has been given to the effect that the Fair had on Maybeck's later work. Maybeck stated that the PPIE, with its unprecedented color and lighting, lavish gardening, and romantic eclecticism, was an "expression of future California towns." In retrospect, that great fair was a gorgeous anachronism almost alone. Maybeck continued to follow the "architectural trends" of the 1920s century. In retrospect, that great fair was a gorgeous anachronism almost alone. Maybeck continued to follow the "architectural trends" of the 1920s century.

Throughout the 1920s and beyond, Maybeck produced a series of pastel schemes for the beautification of San Francisco. The finest war memorial he said, would be a vast urban plan "so that when a stranger visits . . . he will have the sense of being in a perpetual world's fair of form, color, and lights." He suggested to the Harbor Commissioners that the pier buildings be painted bright colors so that ship passengers would "receive a bright and colorful introduction to a city and state so endowed with these qualities," and that the new bridges be painted with graduated tones to suggest a Western sunset. He proposed a classical acropolis for the summit of Twin Peaks with the city's water supply cascading to the head of Market Street, as well as boulevards, triumphal arches, and rigorous teachings to create effects that teetered on the edge of romantic garishness. Shocked, and perhaps a bit envious, Maybeck was seldom mentioned in the local professional press; when Architect and Engineer ran a feature on new Christian Science churches, it ignored his Berkeley masterpiece of 1910 for comparatively humdrum after the fair's other plaster palaces had been razed.

One of the best, and largest, of Maybeck's residential commissions was the Roos House. Unlike the formal and conventional "bookbroker Tudor" villas nearby, the Roos House is a whimsical conglomeration of half-timbered volumes riotous with built-in...
arches, and a monumental train station in the Civic Center. When asked, late in his life, if he didn't think these plans impractical, he responded that he did then to please his wife, who thought them beautiful.

One of the best expressions of Maybeck's late grandiloquence is the old Packard showroom (now British Motors) on Van Ness, which he designed for his friend, Earle C. Anthony. Anthony, whose sense of arrogant showmanship was commensurate with his wealth, was the perfect patron for Maybeck. Irving Morrow, soon to be supervising architect of the Golden Gate Bridge, wrote that the sophisticated Maybeck had "turned to the sacred books with oh, what deliberately irreverent intent! I can imagine him with his Bible religiously transcribing pious texts to put to the most shocking uses." Maybeck himself remarked that the building was uniquely San Franciscan, though Morrow felt it would be better accepted in Los Angeles.

The building is rife with jokes on classicism, such as the great columns that become progressively stubbier as the grade rises, and the plate glass windows that interrupt the lush plaster friezes in the center. Its most controversial feature, and those which most explicitly tied it to the PPIE, were columns against black tile and supported two enormous radio towers. It was bathed in indirect lighting which simulated the passage of the day at 20-minute intervals. Maybeck apologized literally to Anthony. Unfortunately, in its remodeling, the building lost in whinmcy what it gained in dignity. Maybeck's irreverent and whimsical use of tradition left over the modern movement 'What he disliked' and foretold the current fashion of post-modern irony. Buildings like the Packard showroom are only now being understood as a young generation of designers, justifying Morrow's contention that "Mr. Maybeck's creation is really a courageous performance; and it cannot fail to ease the way for future architectural adventures." — Gray Brechin

Heritage Board Elects New Officers

At its October meeting, the Heritage Board elected officers for 1981-82.

The new President of Heritage is Jacqueline Young, an active preservationist who joined the Board in 1979. She is a Heritage Walks guide and a strong supporter of that program, and she is the Board coordinator for many of our fundraising and development efforts.

Richard W. Reinhardt, an author and journalist who has written extensively on history and conservation, was elected Secretary. The new Treasurer is Helen Paverenetti, a former Board President and a Heritage volunteer since our formative years.

Heritage founder Charles Hall Page continues as Chairman.

Advertising in the Heritage Newsletter

To help us meet the steadily ballooning costs of producing the Heritage Newsletter, we are considering accepting display and classified ads that relate to our preservation concerns.

We are deriving from these ads revenue to defray these costs. Heritage members will have a chance to learn what's available in line with their interests, and purveyors of preservation-related products and services will reach a receptive audience of 2,000-plus people.

If there is something you'd like to tell Heritage members about — rehabilitation or restoration services; crafts and antiques; books or art about history or the urban environment; historic properties for sale, rent, or for visiting — consider a Heritage Newsletter ad. Single-insertion prices range from $10 for a short classified ad to $225 for a full page.

Contact Margaret Locke at Heritage (441-3000) for a rate sheet, or request one on the "What Do You Think?" coupon on this page.

What Do You Think?

We would like your opinion about Heritage; our activities, programs and publications (including the Newsletter); or about the preservation issue that faces the city. Please let us hear from you. Write us, phone us, or jot us a line on the coupon below. Thank you.

To: HERITAGE, 2007 Franklin Street, San Francisco 94109, (415)441-3000

Dear Heritage: I'd like to say

Name

Address

City, zip

Phone

Haas-Lilienthal House Campaign Reaches Halfway Mark

Less than a year after embarking on a campaign to raise funds for maintaining the Haas-Lilienthal House, Heritage has reached over half of its $250,000 goal.

The Haas-Lilienthal House was constructed 95 years ago and was donated to Heritage in 1973 by the heirs of the family that built it. Though the House has always enjoyed good care, its age and size mean that there are always many things that need attention. The Heritage Board of Directors launched the fundraising campaign last winter to pay for immediately needed repairs and to build an endowment to provide for a high level of maintenance over the years. (Heritage Newsletter, Spring 1981.)

The response has been generous. In addition to the Haas and Lilienthal family's initial $65,000 matching grant and the many contributions from the Maxwell's Plus event last May, we have received $35,000 from the Cowell Foundation; $10,000 from the Walter and Alice Haas Fund; $10,000 from the Hearst Foundation; $2,500 from Standard Oil of California; $1,000 from Tavean Painting; and $200 from the Stanford Court, plus a number of donations from individuals. THANKS TO ALL!

We have already begun to make desperately needed repairs to the foundation, the roof, and the electrical and plumbing systems. While we're pleased at the progress to date, the cost of repairs keeps rising, and we must meet or exceed our entire goal if the House is to be provided for adequately. All contributions to the fund are tax-deductible and very welcome.

Drawing by William Walters
Raffle and Revelry: Holiday Open House

Heritage Newsletter • Fall 1981


Gift Ideas from the Heritage Bookshop

It's time once again to dream up brilliant solutions to that annual holiday dilemma: What to give Mom and Uncle Harry and Beatrice this year? The Heritage Bookshop has delightful possibilities for presents. It's open during Heritage Open House hours — noon to 6 p.m. on Wednesday and 11 a.m. to 4:30 p.m. on Sundays. You will also be able to stop at the Holiday Open House on December 5, from 3 to 6 p.m. Remember, Heritage members receive a 20% discount on purchases of $10 or more.

What sorts of gifts can you get at the Heritage Bookshop?

Books, of course. A variety of volumes on San Francisco, Victorian architecture, and restoration, many of them beautifully and profusely illustrated. Calendars, so that you can treat your eye to stunning San Francisco photos while you keep track of your year.

Posters and prints showing San Francisco's notable Victorians, including the Haas-Lilienthal House.

Children's gifts, Victorian coloring books, paper dolls and cut-and-assemble houses.

T-shirts that show off the Haas-Lilienthal House and your commitment to preservation.

Memberships in Heritage. Not exactly a Bookshop item, but an excellent present for someone who cherishes San Francisco. It's a gift to the city as well, because every membership helps Heritage in its work to conserve that special architectural character. Heritage members receive the quarterly Heritage Newsletter, discounts on Bookshop purchases over $10, lower or reduced admission to Heritage activities and invitations to special events. We will be pleased to send a card to the recipient acknowledging your gift, signed as you specify. Call 441-3000 for more information about Heritage gift memberships.

Heritage Holidays

Dinner for two, including wine, at the Market Place, courtesy of the San Francisco Hyatt Regency. A gift certificate from toko's Flowers and Plants. A unique crocheted potholders from Irene Fleming. A brass door knocker from the San Francisco Bay Company. Dinner for two at the Caravansery on Sutter Street.

Two Bavarian and Icelandic delectable cups and saucers, Senate for 6-year-old children. Two tickets to a Magic Concert at the Mansion Hotel, a signed copy of the book Christ Has an Ad Man, plus an autographed record, "There's a Song in My Soul," all courtesy of Robert Pritikin. A bottle each of Conn Creek Pinot Chardonnay and Cabernet Sauvignon, courtesy of National Westminster Bank. The bedspread of your choice from J. Cattan Co., bedspread manufacturers. A $10 gift certificate for children's or adults' dance classes from the San Francisco Dance Theater. Dinner for four at la Scala, courtesy of Blue Walls. A Heritage package: A membership, a t-shirt and copies of Splendid Survivors and Victorian Sampler.

Yes, it's true. Five Gucci handbags are among the many exciting prizes you can win in the raffle at Heritage's Holiday Open House. Mark the date — on Saturday, December 5, from 3 to 6 p.m., the Haas-Lilienthal House will runneth over with holiday cheer (compliments of Colony and Explorers Vineyards) and Heritage revelers. A rare treat awaits you at this year's party. Seven Christmas drawings by Bernard Maybeck will be on display in the Ballroom. Maybeck made the tempera sketches during the 1940s to illustrate a Christmas story written by one of his neighbors, Reverend Thomas. The never-before-exhibited drawings have been lent to Heritage by Alan Wofsy Fine Arts, San Francisco. The Bookshop will be open in the Ballroom, too, so plan to do some gift shopping. And be sure to buy plenty of chances on the wonderful, plentiful prizes that Frances White, Raffle Coordinator, has rounded up:


A night's lodging for two at the Queen Anne, accompanied by lunch or dinner at Neptune's Palace on Pier 39. A lovely pressed flower picture in a Victorian frame, courtesy of Shell of San Francisco.

This Bernard Maybeck Christmas drawing, and six others in the series, will be on display as a special feature of the Heritage Holiday Open House on December 5.
Many San Francisco buildings have been hated or loved, and some have inspired both emotions in different people at different times. The Heritage Monthly Programs this winter will look at some that have always held steady or been vilified, and some that have inspired both 'grotesque' and numerous other colorful epithets. The hatred of Victorians began even before they were built, rapidly crescendoed and held steady until only a few years ago. Listen to the inventive rhetoric that has been lavished on them over the years, see the creative solutions to Victorian problems offered by architects and manufacturers, and examine the changing perceptions of the three evenings and witty commentary on all three visits.

Each program starts at 7:15 p.m. in the first floor room of the Haas-Lilienthal House, 207 Franklin Street, San Francisco. Come join us!

Hotels of San Francisco (Tuesday, January 12). San Francisco has been a tourist town since the Gold Rush, and hotels have had the status given in other towns to churches. Follow the social and architectural history of the town’s great hotels, and some of the not-so-great, from the Niantic to the Jack Tar.

Victorian Monstrosities (Tuesday, February 9). Believe it or not, there was a time when San Francisco’s Victorians were not “beautiful,” but were called “monstrosities,” “grotesque” and numerous other colorful epithets. The hatred of Victorians began even as they were being built, rapidly crescendoed and held steady until only a few years ago. Listen to the inventive rhetoric that has been lavished on them over the years, see the creative solutions to Victorian problems offered by architects and manufacturers, and examine the changing perceptions.

Promises of Futures Past: The Rise and Fall of Modern Architecture in the Bay Area (Wednesday, March 10). Until recently the triumph of modern architecture over fusty traditions seemed complete and heroic. Now, with the help of declassified documents, follow the revolution in design as it became an important change in art. Delight in the creeping doubt as laymen and critics begin to ask embarrassing questions of the new buildings. Watch aesthetic judgments, like “ugly” and “soulless,” creep back into the professional journals. Bear the apologies of contrite planners and architects, and see what they have left us. (Names will be named.)

If you’d like to share your fascination for architecture with others, Heritage has two opportunities for you. This winter we’ll be conducting training classes for both Haas-Lilienthal House docents and Heritage Walks guides.

In February an evening class will begin to train docents to give tours of the Haas-Lilienthal House, Heritage’s Landmark Victorian. The eight-week course covers the development of San Francisco; the history, architecture and furnishings of the Haas-Lilienthal House; and tour techniques. We ask for a one-year commitment to give tours once a month on Wednesdays or Sundays.

Training will begin January 7 for a new series of Heritage Walks in the Financial and Retail Districts. The walks will be given during the noon hour for people who work downtown. If you’re available to give tours at lunchtime, we invite you to become a Heritage Walks guide.

The comprehensive guide training course will introduce you to the technology, styles and elements of architecture; the history, architects, merchants and capitalists of San Francisco; and the uniqueness of downtown. You’ll learn about the specific buildings on each walk as well as the fine points of history. Classes will meet on Tuesday and Thursday evenings and some Saturdays and will run for 10 weeks.

Applications are now being accepted for both programs. Please call Leslie Flint at 441-3000 if you’d like to participate.

A Heritage Walks tour group at the Chartered Bank of London on California Street. A Heritage guide training class begins January 7. A course for Haas-Lilienthal House docents also starts this winter.

```
Contributors: June-October 1981

Donald P. Flynn
Sandy Gillian
Douglas L. Griffin
Hampton & Roberts Ltd.
Daniel Hirsch
Roger Hoffman
Charles J. Lamont
Chapin P. Hunt, Jr.
Haimer Ziefert
Mr. & Mrs. W. Eric Johnson
Henry & Kathleen Kinneliger
Don King, AIA
Mr. & Mrs. Benjamin Kleiniglebuer
Nels Krull
Beatrice LaCoste
C. L. Lowry
Kenneth R. Mahaffey
Dr. & Mrs. Howard Malach
Eugene Malcom
Sister McCune
-Jane A. McKeen
Shelley K. Magnor
Mrs. Elizabeth Nicholsen
Mrs. Helen Miller
Mark A. Miller
Sue M. Moore
Myrna Morpnstain &
Robert Friedman
Jeremy Mogilba
Cynthia N. Nelson
Rubin Noten
Nancy S. O’Brien
Mrs. Gene Perry
Ingrid Peterson
Robert C. Pfau[?]
LaVerne W. Quinn
Guilla Ramirez
Judith Rushton
Sandy McNichol
Earl Nimmer
Emil D. Ritz
Charles N. Simon
Mrs. G. W. Schoonmaker
Juanita N. Schramm
Mrs. C. R. Schwartz
Lois Neyman Scott
```

Seager Pacific Service
Elizabeth Share
Society of Nuclear Medicine
Bernard S. Taylor
Mrs. W. Thobold
Mr. & Mrs. Richard James Torke,
Mrs. Nola Theobald
& Mrs. Richard James
Mrs. B. Theobald
Mr. & Mrs. Richard James
Thorp, Sr.
Dr. Urschel
Christiane Wakefield
Bad Walker
Thomas C. & Louise S.
Warren
Miss Virginia M. Elkins

MAJOR DONORS

Campbell Corporation
California
Michael A. Delmotedetti
Marc & Diane Goldstein
Heritage Newsletter • Fall 1981

Heritage Soiree at the Sherman House

As we go to press, plans are well under-
way for Heritage's major fundraising event of the year, "Soiree 1981," on Friday,
November 6. Invitations were mailed to the membership and others the first week in
October.

This year, the black-tie party is being
held at the landmark Sherman House on Green
Street. Built in 1867, this spacious Vi-
corian residence was designed for Leander
Sherman Clay & Co. Mr. Sherman designed
the house especially for music and he played
host to such noted artists of the day as
Ignace Jan Paderewski. The first prize in the Soiree tradition of gaming tables, where
winnings ace' redeemed for prizes generously
by contributors will appear in the next issue
of the Newsletter.

Heritage Calendar: What's Happening This Winter

Every Sunday
Heritage Walks in Pacific Heights, led by Heritage
Walks guides. Meet at the Haas-Lilienthal House, 2007
Franklin Street, San Francisco. 12:30 p.m. $3 general public; $2 Heritage members. Call
441-3046 for recorded information.

Every Wednesday and Sunday
Haas-Lilienthal House Guided Tours. 2007 Franklin
Street, San Francisco. Sundays, 11 a.m.-4:30 p.m.;
weekdays, 12 noon-4:00 p.m. $3 general public;
$1 seniors and students; free to Heritage members.
Call 441-3004 for information.

November 6
Heritage Soiree, our annual benefit evening of dining,
dancing and gaming. Sherman House, 2160 Green Street, San Francisco.

November 18
Gray Brechin on "The Cliff Dwellers of San Francisco."
A look at San Francisco's unique terrace apartment
houses and 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.

December 5
Heritage Holiday Open House and Annual
celebration for members. Haas-Lilienthal House,
2007 Franklin Street, San Francisco. 3-6 p.m.

January 7
Guide training class for downtown Heritage Walks
begins. The 10-week course will meet Tuesday
and Thursday evenings and some Sundays. If you are
interested in becoming a guide, call Leslie Flint
at 441-3000.

January 12
Gray Brechin on "Hotels in San Francisco." A look
at our city's great, and not-so-great, hotels from
the Gold Rush to today. The Heritage Monthly pro-
gram. Haas-Lilienthal House Ballroom, 2007 Franklin
Street, San Francisco. 7:45 p.m. $2 general public;
free to Heritage members.

February 9
Gray Brechin on "Victorian Monotrigies." Once
reviled, now cherished. San Francisco's Victorians
lead us to ponder changing tastes and perceptions.
The Heritage Monthly Program. Haas-Lilienthal
House Ballroom, 2007 Franklin Street, San Francisco.
7:45 p.m. $2 general public; free to Heritage members.

February 15-16
Training class for Haas-Lilienthal House docen-
starts. If you'd enjoy guiding visitors through our
Landmark Victorian, call Leslie Flint at 441-3000
to apply for the 8-week course.

Conference on Preservation Tax Incentives, focusing
on the new Investment Opportunities under the Econ-
omic Recovery Tax Act of 1981. One of a national
series sponsored by the National Park Service, the
National Trust for Historic Preservation and the
National Conference of State Historic Preservation
Officers. Heritage is a local co-sponsor. For in-
formation on the San Francisco event, call Joe
Tomaa, National Park Service, (415) 556-7741.

March 10
Gray Brechin on "Promises of Futures Past: The
Rise and Fall of Modern Architecture in the Bay
Area." A look at the revolt against classicism and
what it has done to our city. The Heritage Monthly
Franklin Street, San Francisco. 7:45 p.m. $2
general public; free to Heritage members.