Heritage Inventory 60% Funded

Heritage has just been informally notified that the National Endowment for the Arts will award Heritage a $15,000 matching grant, to help fund an architectural and historical inventory of significant structures and sites in San Francisco's downtown. Public announcement of the grant is expected this month. This brings to $320,000 the total raised toward this inventory project. The Walks Committee Foundation and the Cathleen Spreckels Foundation had previously made grants to the project of $10,000 and $5,000 respectively. The remaining $16,000 needed to carry out the inventory is being sought from local foundations.

Inventory Needed

San Francisco's landscape and location allow it to make it unique among American cities. What is significant about those unique qualities is what is threatened by the activities of the late 60's, San Francisco's downtown is filled with much of the old buildings constructed during the Victorian era in the 1800's. These buildings are a major part of the already rich nature of San Francisco's architecture, and are helping to create the city's identity. In the last two years, many of these buildings have been destroyed, and the number of new buildings that are constructed will be reflected in the future, especially in the downtown area.

It is estimated that the benefits from this type of inventory are both aesthetic and architectural. The inventory will show the value of the city's buildings, which are threatened by the activities of the late 60's. The inventory will allow for the preservation of the city's architecture, and help to create the city's identity. The inventory will also be a valuable tool for the preservation of the city's architecture, and help to create the city's identity. The inventory will also be a valuable tool for the preservation of the city's architecture, and help to create the city's identity.

Uses of Inventory

The Heritage Inventory of downtown will show the city's unique characteristics, and will be a valuable tool for the preservation of the city's architecture, and help to create the city's identity. The inventory will also be a valuable tool for the preservation of the city's architecture, and help to create the city's identity.

Procedures

Work on the inventory will begin this month, and will take more than 25 months. The final report of the Heritage Inventory will be submitted to the city and the city's planning department.

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Jessie Street Substation

Study Shows Reuse Possibilities

The final report of the Jessie Street Substation Feasibility Study is ready for the press, announced architect John Neese, director of the study project, to the Heritage Board of Directors on January 20. Jessie described the year of effort which went into the project, a year during which various ideas for the Substation site were developed and surveyed. The report will be published in the revised plans of the Agency's Select Committee on Historic Preservation.

The Substation figure prominently in the plan developed by the Select Committee. One of the stated recommendations of the Committee is to remove Jessie and several other historic buildings within the Yerba Buena boundaries. Taking this shift in attitude as a cue, the S.F. Redevelopment Agency has already offered the Merchandise Building at Third and Mission (formerly scheduled for destruction) for development, and has found a potential developer interested in re-using it. After Heritage publishes the Jessie Street Substation report, the Agency plans to make a similar offering for the Jessie site.
Calendar in brief

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Fall House Tour for Baja Pacific Heights
Committee Members Sought

[Text content is not clearly visible due to image quality.]

Heritage Member New Members

[Text content is not clearly visible due to image quality.]

Historical Building Code
Adopted

[Text content is not clearly visible due to image quality.]
Heritage Lecture Series
San Francisco Neighborhoods

Five slide-illustrated lectures by Randolph Buthnall, urban historian for the City of San Francisco. On the five Wednesday evenings in June, Heritage will present a slide lecture series on San Francisco neighborhoods. Thanks to the kind permission of their custodians, the series will be at Fleetwood's Audit at 5396 California Street.

San Francisco can be thought of as a great old house with many different styles and variously used rooms. The beauty and fascination of nearly all these parts of our neighborhood is what makes the San Francisco such a lively city. The history of each neighborhood can be read in the architecture seen along its streets or glimpsed over backyard fences.

The series will be a restating of the state of our neighborhood today with a backward glance to see what has changed and what has remained the same. We will analyze both the typical and the odd, the elegant and the plain, the precious and the ignored. The main themes will be the be a detailed study, sent to her.

These talks will draw upon observations and questions gathered from three years of conducting walking tours throughout San Francisco. Unpostcarded, we will walk in two hours, we will see the entire city, make comments, add architectural and historical. Among the neighborhood we will describe, will be the Telegraph Hill, Nob Hill, Russian Hill, Chinatown, the Marina, the Haight-Ashbury, the Western Addition, Pacific Heights, the Presidio, the Sunset, St. Francis Wood, Insel and Edgewater, Hunters, Inner Sunset, and Twin Peaks.

This year will be an exploration both architectural and social. "If this prophet's wheel were to stand at the center of our city, I am sure..."

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Goodman Building Feasibility Study Completed

The feasibility study which was a joint project with the Board of Supervisors and the San Francisco Historical Society. The study was authorized by the Board of Supervisors in the spring of 1976 to determine the potential of the Goodman Building for residential use. The study was undertaken with the assistance of the San Francisco Historical Society and the San Francisco Apartment Association.

The study showed that the Goodman Building could be converted into 75 units of low-income housing with the assistance of Federal and State tax incentives. The study also recommended that the Goodman Building be designated a historic landmark.

Haas-Lilienthal House News

Open House: Celebrated restoration week. On May 21, enjoy the colorful restoration work being done in the Haas-Lilienthal House. The house will be open from 10am to 4pm.

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The Haas-Lilienthal House will be open for a special tour. This self-guided tour book, written and compiled by Randolph Buthnall, contains detailed information about the house and its history. A donation of $5 is requested for the tour.
A Gift to the Street and A View of California Architecture 1960-76

Two important recent museum shows have resulted in two important new books on our architectural heritage. The first is Carol Oviedo’s photographic and Keith Lock DVD Beyond the street of architecture is availed of the de Young’s recent “Be We, Are, We Are” archetypal exhibition. The book is as beautifully designed and printed as the museum show was mounted—Carol Oviedo’s visual delight in San Francisco’s unique Victorian architectural inheritance has produced a photograph album that every aficionado of San Francisco Victorian houses will treasure. The houses distilled through her eyes and lens, the most characteristic and loved of our architectural treasures, the variously shaped, but traditionally uniformly painted, wooden decorations on the facades of our late nineteenth century row houses. That richness she reveals to us those of us who have looked at many, many Victorians will find and show us in San Francisco these superb photographs. A Gift to the Street is a true gift to San Francisco. Mr. O’Neill’s eye seeks out and records the precise, the artistic with astonishing fidelity. Only a very patient, curious, could have taken the photographs. The light is always just right, down to a reverie and a respect, in these images. Most shots are straightforward. Some appear along the street, sometimes making glowing juxtapositions between tales and tales of gables (plate 92).

We find black and white photographs capturing the sun and the sky, the light. The most convincing case of a dual exposure is that of the overhang. Most of the houses the photographic images are painted in the light colors. In the foreground, behind the houses, the sky, the clouds, the sun, the light. A Gift to the Street is an album that reflects the passage of time. This book is a gift to San Francisco. It is the result of the effort to make the city and its architecture known and loved. It is a book that will be read and enjoyed by all who love San Francisco and its architectural heritage.

Carolk Oviedo has an artist’s eye for design. Her photographs are graphic, with a strong sense of composition and pattern with arresting effects. The book contains 200 photographs, for example, showing the beauty of San Francisco houses. In particular, the houses on Sutter Street (plate 10) have an amazing facade. It almost looks as if there might not be anything behind it.

A Gift to the Street also includes a superbly illustrated brief architectural history of San Francisco by the indefatigable Judy Waldhorn, who has written about San Francisco houses and history for many years. This book tells the story of the city’s Victorian architecture. Judy Waldhorn has taught us a lot about our rich Victorian heritage and how to enjoy it. It is a pleasure to read a book that is both informative and beautiful. It makes us see our Victorian houses in a new and fresh way.

A book of interest to those who want to know where California architecture is going today. A View of California Architecture 1960–76. The volume is based on the recent architectural trend that is taking shape in San Francisco. This catalog of contemporary architects and builders was produced by the San Francisco Museum of Modern Art. Professor Coburn, who has been very influential in the field, has written a careful and thought-provoking book. The book is not only a compilation of the work of these architects and builders, but it is also a statement about the future of architecture in California.

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The book covers the range of architectural styles that are being explored today. It includes a wide variety of buildings and materials, from traditional to futuristic. The book is filled with photographs and illustrations that highlight the impressive work of these architects and builders. The book is a valuable resource for anyone interested in the future of architecture in California.

The book also includes an essay by the architect and historian, who provides a historical context for the contemporary architecture. The essay is well-researched and informative, and it provides a good understanding of the architectural trends that are emerging in California.

The book is a must-read for anyone interested in architecture and the future of the built environment. It is a valuable resource for architects, designers, and students of architecture. The book is beautifully designed and printed, with a high-quality paper and handsome binding. It is a pleasure to read and a pleasure to hold.

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Walking Tours

April through June 1977

GUIDES
Randolph Delaney, Urban Historian
John Woodford, Architect

Tour #1: THE CIVIC CENTER:
Saturday, April 2
Monumental Architecture.
A. Delaney
The rise, spate, decline and fall of public patronage in civic architecture from 1906 to the present.

Tour #2: RUSSIAN HILL:
Saturday, April 9
The Epicure of San Francisco.
K. Delaney
In the late nineteenth century, Russian Hill was the perch for "people of moderate means but superior tastes." The superiority of taste is still here.

Tour #3: THE HAIGHT-Ashbury:
Saturday, April 16
The Late Victorian Era Jewel of Park and Investment Real
R. Delaney
The Haight continues to be the social and architectural barometer in San Francisco.

Tour #4: A BICYCLE TOUR OF GOLDEN GATE PARK:
Sunday, April 23
From the City to the Sea.
R. Delaney
The bike ride to Golden Gate Park from the Panhandle to the ocean in the finest surviving Victorian scenic sequence in America. From the densely cultural east end, to the open and "natural" western end, to the vast Pacific.

Tour #5: RUSSIAN HILL:
Saturday, May 14
Pt. Mason and Aquatic Park.
A. Delaney

Tour #6: CATHEDRAL HILL:
Saturday, May 21
Part of the Redeveloped Western Addition.
K. Delaney
Fort Point to Fish Alley, the Cannery, etc.

Tour #7: THE INNER RICHMON:
Saturday, May 28
City blocks outside and in. To William Randolph Hearst's never-destroyed mansion.
R. Delaney

Tour #8: RUSSIAN HILL:
Saturday, June 4
See Tour #1.
J. Woodford

Tour #9: WEST OF TWIN PEAKS:
Saturday, June 11
An experimental tour. Starts in Golden Gate Park and proceeds to some rarely considered residential areas. Bring a few quarters or a fast pass.
R. Delaney

Tour #10: A WALK ON RANDOLPH STREET:
Saturday, June 18
The historic streetscape and architecture and interior details.
R. Delaney

Tour #11: THE HAIGHT:
Saturday, June 25
The second win of the weekend, hopefully less crowded. A walk through the Victorian residential area.
R. Delaney

Tour #12: THE HAIGHT:
Saturday, July 2
The third win of the weekend, hopefully less crowded. A walk through the Victorian residential area.
R. Delaney

Tour #13: THE HAIGHT:
Saturday, July 9
The second win of the weekend, hopefully less crowded. A walk through the Victorian residential area.
R. Delaney

Tour #14: RUSSIAN HILL:
Sunday, July 10
Major areas discussed will be the 1906 block of Green street, which includes picturesque buildings, the 1900 block of Vallejo, where architect Mills has put active sites of compatible 20's and 30's apartments.
K. Delaney

Tour #15: RUSSIAN HILL:
Sunday, July 17
Major areas discussed will be the 1900 block of Green Street, which includes picturesque buildings, the 1900 block of Vallejo, where architect Mills has put active sites of compatible 20's and 30's apartments.
K. Delaney

Further information will be mailed to those who have just purchased an introduction to "Walking Tours of San Francisco." The introduction includes all the details, pictures, folders and maps.

You should know:
1. Reservations are due by mail, prepaid and are non-refundable.
2. The necessary admission tickets showing your ticket will be sent to you.
3. If you make reservations for more than one tour, please return separate checks for each date.
4. You may purchase only two tickets per tour per person (Members may purchase two tickets per tour at the lower rate.)

Mail this coupon to Heritage, 2007 Franklin Street, San Francisco, CA 94109
# Monthly Programs

**April through June 1977**

**Harriet-Lillian House Hallmark:** 7-44
Heritage members are free. (A membership of only two non-members $5.00 available at the door)

**People-Power: Camron Stanford House, A Community Project**

**Tuesday, April 12**

Come and hear how Camron Stanford House, an historic restoration project on the shores of Oakland Lake Merritt, has progressed from an idea held by three people to a project supported by over 330 preservationists who expect the project to be completed this year.

Frank E. Shook, Director of the Camron Stanford House Preservation Association, will speak on the workings of this restoration project. Wayne Hatcher, Restoration Director, will show how historic and structural research guided the project, and Mr. Cohen, Program Director, will discuss how the house can become an educational center for community history.

**Residential Rezoning: Its Effect on Preservation**

**Tuesday, May 10**

For the first time since 1940's, all the residential neighborhood of San Francisco are permitted for historic preservation. A group of preservationists, then, will work toward changing the laws and codes so that historic preservation can become a reality. This rezoning, if successful, will afford the chance for historic preservation to become a reality. This rezoning, if successful, will afford the chance for historic preservation to become a reality. This rezoning, if successful, will afford the chance for historic preservation to become a reality. This rezoning, if successful, will afford the chance for historic preservation to become a reality.

**Performing Arts Center**

**Tuesday, June 14**

The Performing Arts Center for San Francisco, scheduled to be completed by 1972, is being conceived as a municipal facility for the community to use. The project is in the planning stages for over 10 years. It will contain three theaters, an auditorium, and a museum which will house exhibits of the history of San Francisco and the performing arts. The center will be located on the site of the former Armat Street.
1976 Tax Reform Act

Good News for Preservation

The 1976 Tax Reform Act contains two provisions which amount to victories for historic preservationists. The first is the bill's recognition that historic structures that exist in favor of modern buildings over historic structures. The second allows tax deductions for maintenance of these historic structures as real property for purposes of historic preservation.

Until the Tax Reform Act became law on October 4, 1976, developers were encouraged to destroy rather than renovate historic structures, even when renovation might have been more economical, both tax considerations. Developers could deduct as a business expense the demolition cost, as well as take "accelerated depreciation" on the new structure.

"Accelerated depreciation" may be strange to the layman, but it is bread and butter to the real estate developer who generally wants to write off as much of his construction costs as early as possible over the life of his new building. By marking up the cost of demolition the construction cost over a period of years. The quicker the write-off, the better for him, because a tax dollar (like any other dollar) saved today is worth more than a dollar saved five years from now. No building costs deduction is early after the building, he is still required to restore on investors, or haunt wealthy investors who are in the tax shelters.

Demolition discouraged

Three years after passage of the law, the new preservationists are discovering the possibilities of the Tax Reform Act. Presumably, there are many old buildings that are overlooked. Their existence is not generally known, at least not to the public. The law is the financial incentive to save them.

In addition to discouraging demolition, the tax reform act encourages rehabilitation of historic structures by allowing for a deduction of the expense of rehabilitating a certified historic structure. This is an acceleration of the depreciation rate as is normally allowed under the tax laws.

Easements tax deductible

The 1976 Tax Reform Act also allows a tax deduction for the purchase of a conservation easement on a historic structure. The purchase must be in perpetuity and must be used for historic purposes. This is an acceleration of the deduction rate as is normally allowed under the tax laws.

Certification

The key to using these provisions is that the structure must be "certified." It must be designated as a local or state landmark or on the National Register of Historic Places. Because certification involves the time-consuming steps of researching the structure's historic and architectural significance, and the official determination of its Historic and Architectural significance, there are many qualified structures not yet certified.

Assuming the owners wish to keep the buildings significant, significant buildings will eventually become, by following the procedures outlined above, eligible for tax benefits under the law.

The purpose of environmental review is to assure that the public interest is protected. The public hearing on the Fitzhugh Housing project provides an opportunity for citizens to participate in the process.

Fitzhugh Hearing Soon

A draft environmental impact report (EIR) for the Fitzhugh Housing project was released on November 2, 1976. The EIR is the first step in the Fitzhugh project's environmental review process. The Fitzhugh Housing project is significant because it is one of the first projects to receive tax credits under the 1976 Tax Reform Act. The purpose of the environmental review is to ensure that the project is consistent with the community's goals and objectives.

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If you want to be notified of the date of the public hearing and/or receive a copy of the EIR, contact the City Planning Department at 558-3050.
Jessie Street Reuse

Although an electrical facility was built on the site as early as 1881, the Substation at 525-527 Jessie Street dates its present character to a series of events in 1904-1905. In 1904, Mills Folk designed alterations and additions to the existing building. In February, 1905, the existing building and additions under construction were destroyed by fire. Rebuilding began under Folk's plans and was started by the earthquake of April 18, 1906. Revised plans were prepared in October, 1905, by Folk, now with H. Burnham & Co. Architects, which indicated two additional structural bays. In 1909, the last addition to the building, the east bay, was added by Folk himself.

The building continued as an electrical substation until the late 1950's, but as demand for the DC power it produced declined, its owner, Pacific Gas & Electric Co., allowed the building to fall into disuse. In 1971, the San Francisco Redevelopment Agency bought the Substation. Upon learning of the San Francisco Redevelopment Agency's intent to demolish it, Heritage, the San Francisco Landmarks Preservation Advisory Board, and the National Trust for Historic Preservation immediately pointed out the building's architectural significance, and Heritage began the documentation which led to its proper listing on the National Register of Historic Places in 1974. With the aid of a $12,000 matching grant from the National Trust, Heritage sponsored a feasibility study in 1976 aimed at finding an appropriate reuse for the building.

Today's problems

Bill Werner, project architect for the study, had the responsibility of determining the economic and structural feasibility of the building as a project in consultation with structural engineer Owen Thomson and members of the Board of Building Inspection, Department of Public Works.

The Jessie Street Substation as it stands, though "dull for today" in the words of Stephen Colman, who designed the site plan, is a "worthy" work in that it is a "product" of an era, and it could be saved. It was determined that the building, if redeveloped, would be a key project in the neighborhood, and it would not just allow adequate ingress and egress for pedestrians.

Proposed uses

The project team was committed to proving that the building could pull its own weight economically and that it did not have to receive special subsidies in order to survive. Therefore, programed uses for this level of building were kept very conservative, retail on street level, and could be easily reached by the public and commercial (office) space on the levels above.

Other proposed uses suggested to Heritage for the building were ranges from market and health club to production space for the market, and almost all of these were given for removing the substation. The building is an example of the current efforts to save the city's industrial buildings that have been in use for over a century. The city's industrial history is reflected in the building, and it could be preserved as a cultural landmark. The building's industrial history is reflected in the building, and it could be preserved as a cultural landmark.

Planning and architecture

Overall planning had to integrate the Substation with the movement of people from Market Street to Yerba Buena Center. One of the prime objectives was given for removing the Substation. The building is an example of the current efforts to save the city's industrial buildings that have been in use for over a century. The city's industrial history is reflected in the building, and it could be preserved as a cultural landmark.