The conservative Ohabai Shalome congregation separated from Emanu-El in 1863, shortly before the cornerstone was laid for Emanu-El's grand Sutter Street temple. Ohabai Shalome constructed their first, much more modest synagogue in 1865 on Mason Street, where they remained until 1895, when the Bush Street synagogue was completed.

Celebrate Columbus Day with HERITAGE MEMBERS by joining a walk in the North Beach/Telegraph Hill neighborhood October 12th.

See how San Francisco looked after the 1906 earthquake and fire; visit 19th century cottages which survived that disaster and their now beautiful surrounding gardens. After viewing Colt Tower's expressive murals, you will finish in one of the City's most successful architecture/landscape collaborations, Levi's Plaza.

Learn the answers to such questions as: "Where is the hidden Bernard Maybeck building in North Beach?"; "What family of well-known artists and architects was associated with Colt Tower?"; "What Art Moderne building was used as the setting for a Humphrey Bogart-Lauren Bacall movie?"; "Where is a well-preserved Gold Rush ship buried?"

This 2-hour walk is free to members ($2 for non-members). Please call 444-3000 by Oct. 8th

In 1984, the San Francisco based firm of Mattison & Shidler acquired the city landmark at Polk and Turk from the Association. The

California Hall looks today as it did in this 1913 photo

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- Inaugural Issue Ad
- Membership Information
- Calendar of Events

Heritage's major social and fundraising event of 1985 to be held September 27, unveils the restoration of San Francisco's historic California Hall and celebrates its reopening as the new headquarters of the renowned California Culinary Academy.

SEPTEMBER 27
SOIREE TO FETE
HISTORIC NEW HOME
OF CULINARY ACADEMY

Heritage's major social and fundraising event of 1985 to be held September 27, unveils the restoration of San Francisco's historic California Hall and celebrates its re-opening as the new headquarters of the renowned California Culinary Academy.

September 27 promises to be the most extraordinary Soiree Heritage has given. Guests will dine from a buffet prepared by chefs of the Culinary Academy; dance to music of the Royal Jazz Society Orchestra; and gamble for a fantastic array of prizes.

California Hall was built in 1912 by the German House Association as a center for German-American social and cultural activities on the West Coast. Designed by Frederick H. Meyer following an architectural competition involving six prominent San Francisco architects, the imposing and elegant structure was based upon German and Flemish Renaissance architecture.

In 1984, the San Francisco based firm of Mattison & Shidler acquired the city landmark at Polk and Turk from the Association. The
The unsteady ladder shook as I descended into the darkness, sensing which howard carter must have felt when he entered the tomb of the Pharaoh Tutankhamun.

Flashlights dimly illuminated a giant Ionic pilaster capital laying in one corner; broken egg and dart moldings, acanthus leaves, shields, cartouches, and other classical decoration lay heaped with the rough-cast shells of the plaster molds. As my eyes adjusted to the gloom, I could make out Jim Scott, the representative of the owner, the Bellevue Corporation which offered much of the material to Heritage and Jacqueline Stav, the architect who had made the discovery.

Achille Brunicardi, whose workshop we had discovered, was an Italian immigrant who arrived in San Francisco about 1905, establishing himself as a plaster molder. By 1909 achille operated his own shop and moved it to this building at 443 Valencia Street, then an area which was an important center for architectural decoration workshops.

At that time Italians dominated the industry. They produced much of the classical ornamentation required by the city's academically-trained architects. Brunicardi and Co., one of the last to close, continued in operation until 1939 when achille died.

In addition to the lack of lighting, water dripped from overhead plumbing into standing pools, and dirt settled through the low ceiling. As laborers worked on the floor above. Unfortunately, many of the larger molds had only recently been broken when the long closed and forgotten basement was opened to excavate new concrete footings for the building. Others were water damaged from years of neglect. However, many smaller pieces remained intact.

With help from Scott and Stav, and working under difficult conditions, Heritage staff and volunteers sorted, pieced together, and laboriously lifted numerous molds out of the environment. Concerns such as sunlight and wind protection, open space, housing and transit fees, day care and urban design.

Since 1972, the San Francisco Board of Supervisors has adopted the nation's most comprehensive plan to preserve historic buildings — the San Francisco Downtown Plan ordinance.

Heritage members and other preservationists have every reason to be pleased in spite of the rhetoric over downtown growth, annual limits, and related matters that have captured the attention of the media. As preservationists, we have come a long way since the days of battles over the city of Paris, the Fitzhugh and the Alaska-Commercial buildings.

The Plan requires preservation of 250 significant buildings, encourages preservation of additional 182 contributory buildings, establishes six conservation districts for preserving the scale and historic character of large parts of the downtown, and adopts the most ambitious use of transfer of development rights (TDR's) anywhere in the country. Reduction in allowable height and bulk in the areas where most older buildings remain removes much of the economic incentive to demolish these structures.

The Plan is clearly a pioneering approach to integrating historic preservation with other political process for which San Francisco is well known.

We thank Mr. Macris, Mr. Williams and their staffs for a job well done; for their responsiveness to the preservation community; and for their historic contribution to the physical beauty and welfare of this great city. We also thank the Board of Supervisors, especially the Planning, Housing and Development Committee, for their approval of the Plan with changes to enhance the preservation element.

Heritage can feel justly proud of our contributions to the final design. Our architectural surveys were the technical resource for the buildings rated for protection; our "Preservation Strategy for Downtown San Francisco" served as the design for both the protection policies and the TDR approach that was used; and our continuous staff involvement in revisions of the ordinance and at public hearings resulted in numerous refinements to strengthen preservation policies.

While we did not achieve all of what we wanted, Heritage probably achieved more than any other special interest organization.

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HERITAGE PLANS NEW WATERFRONT WALK

Heritage will begin a walk illustrating the architectural, military and maritime history of the Northeast Waterfront this fall.

The National Maritime Museum Association has awarded Heritage a grant of $8000 to train guides and administer the walk over the next two years, in conjunction with the National Park Service.

The walk, which is scheduled to begin in October, will originate in Aquatic Park and conclude within Fort Mason. The Maritime Museum, the Hyde Street Pier, historic houses within Fort Mason, the remains of the Spaniards gun battery, and the site of Gen. Fremont's home will be included.

Heritage hopes to provide greater familiarity with the history of this very significant area, as well as with architectural and maritime preservation efforts, to the thousands of visitors to San Francisco and the GGNRA.

If you are interested in becoming a guide for this walk, contact Rosalind Heering at 415-301-3000 as soon as possible. Training will begin in September.

PLTAP PROJECT

HERITAGE HONORED FOR REHAB PROJECT

In a special event at the historic John McMullen House on August 2nd, Heritage was recognized for its role in the preservation of the City's architecturally and historically significant buildings, neighborhoods and districts.

Heritage received Resolutions from the San Francisco Board of Supervisors; the California State Assembly; the California State Senate; Congresswoman Sala Burton; and an award from the California Preservation Foundation.

Heritage is seeking a small group of volunteers to work with the casts as an ongoing project. Our thanks to Clifford and Geoffrey Nelson, whose help the molds could not have been documented and removed in time. Heritage also extends its thanks to Louis Paponis, who provided several helpful leads in our effort to research the history of Brunicardi's business.

Christopher Nelson

BRUNICARDI continued from page 2

basement. The cache includes molds for fluted and twisted colonettes, balustrades, shields and console, decorative panels and egg and dart moldings.

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Christopher Nelson

WALK continued from page 1

if you plan to attend. The walk will begin at 9 a.m. and again at 11 a.m. at the statue of Ben Franklin in the center of Washington Square. Wear sturdy walking shoes and be prepared for stairs.

See you on Columbus Day as we, too, discover new worlds.

Pat Farquar

INDISPENSABLE!

Heritage is dependent upon the assistance of dedicated volunteers to maintain and improve the quality of its programs, to undertake new ones, and to ensure its continued effectiveness in the community. In addition to our house docents whose quiet work keeps the Haas-Lilienthal House open to the public, several new volunteers have enabled Heritage to accomplish important tasks recently. The help of ROBERT COILING has enabled the undertaking of a variety of projects. Among the results are the institution of a city-wide sales program for the book Splendid Survivors. CLAUDIA HEMING's professional typing has enabled Heritage to accomplish mailings which otherwise could not have been completed.

Thanks to LUIS MARTIN, Heritage was able to distribute its last Newsletter to all branch libraries and other neighborhood locations, the beginning of an effort to make more San Franciscans aware of heritage and familiar with our goals and activities. JEAN BICKEL and MARK SMITH joined lots to prepare the mailing members recently received as well as other large mailings currently underway, saving hundreds of dollars in mailing house costs.

LEE SACHS has been instrumental in the timely completion of several projects involving our survey files. MARY GALLAGHER has enabled the completion of research projects by gathering needed information at the California Historical Society while LIDIA PLUMIC has provided heritage similar assistance in the collections of the San Francisco Public Library.

TO OUR RENEWING MEMBERS

Heritage does need the proper completion of your Renewal Card in order to ensure proper completion of our membership records. Please enclose the completed Renewal Card with your check when responding to the renewal notice.
CALENDAR

Tuesday August 27, 1985
7:45 p.m. Haas-Lilienthal House

Heritage Evening Lecture Series:
"ART DECO: HOW DID IT GET TO SAN FRANCISCO?"

Michael Crowe, a leading force behind the Bay Area's Art Deco Society, will present a lively slide lecture on the history and development of the Art Deco style. Examples of characteristic design elements will illustrate a discussion of their sources and an analysis of their influence on overall American design.

Wine reception following.

ASSOCIATION FOR PRESERVATION TECHNOLOGY 1985 ANNUAL CONFERENCE

The conference will focus on both "Conservation of Materials" and "Technology of Systems". Included are sessions devoted to: concrete; concrete structures; interiors/interiors; decorative arts; roofing systems; adobe; structural systems; and substitute materials. Numerous tours of sites not normally open, and special events are also scheduled. Open to the public. To obtain registration packet or further information, contact Bruce Judd, AIA, Conference Chairman, at 421-1600.

September 4-7, 1985
Sheraton Palace Hotel

ASSOCIATION FOR PRESERVATION TECHNOLOGY PRE-CONFERENCE PROFESSIONAL TRAINING COURSES

Courses in: Preservation of Architectural Concrete; Paint Analysis; Seismic Retrofit; and Maritime Preservation issues will be offered. Open to the public. To obtain a registration packet or further information, contact Bruce Judd.

September 4-17, 1985
7:45 p.m. Haas-Lilienthal House

Heritage Evening Lecture Series:
"SOUTH OF MARKET: ITS HISTORY & ARCHITECTURE"

Heritage Architectural Historian Christopher Nelson will provide a slide lecture on the history of development of South of Market and industrial building design. The findings of Heritage's completed SOMA survey will be included.

Wine reception following.

Saturday October 12, 1985
9 a.m. and 11 a.m.

HERITAGE COLUMBUS DAY WALK

A walk illustrating the history of the North Beach and Telegraph Hill neighborhoods and the development of their history and landscape begins at the Ben Franklin statue in Washington Square and 'ends in the Levi's Plaza Development.

Walks last two hours and are free to Heritage members; $2 to non-members.

Sunday October 13, 1985
12 noon to 4 p.m. – Piedmont

SECOND ANNUAL PIEDMONT HISTORICAL WALK

Walking Tour, based upon Queen of the Hills, a history of Piedmont by Evelyn Pattini. Open to the public. $10. For further information, call Piedmont Camp Fire at 655-7388.

UPCOMING MEMBER EVENTS

The Foundation for San Francisco's Architectural Heritage

Tuesday October 15, 1985
7:45 p.m. Haas-Lilienthal House

Heritage Evening Lecture Series: "ARTISTIC LICENSE," a guild of restoration artisans present their work.

"Artistic License" presents a slide lecture of recent individual and collective restoration projects illustrating guild members' skills.

Wine reception following.

WALKING TOURS

VICTORIAN & EDWARDIAN PACIFIC HEIGHTS

Walking tour of the eastern Pacific Heights neighborhood discussing surviving Victorian and pre-WWII mansions, elaborate family homes and smaller row houses.

WHERE: The Haas-Lilienthal House Ballroom, 2007 Franklin Street, San Francisco.

WHEN: 12:30 – 2:30 p.m., Sundays. $3.00.

"SPLENDID SURVIVORS"

Beaux Arts and Art Deco buildings which have survived San Francisco development pressure.

WHERE: Meet at the entrance of the Halladie Building, 130 Sutter Street.

WHEN: 12:05 to 12:55 p.m. Thursdays

"BANKING TEMPLES"

Walking tour of elegant monuments to money, commissioned by San Francisco's financial giants.

WHERE: Meet at the Clay Street entrance of the Transamerica Pyramid, Clay and Montgomery.

WHEN: 12:05 to 12:55 p.m. Thursdays

NEW MONTGOMERY STREET

Walking tour of this street illustrates the fascinating buildings of this area.

WHERE: Meet at the steps of the McKesson Building Plaza at the intersection of Market, Montgomery and Post Streets.

WHEN: 12:05 to 12:55 p.m. Thursdays

$2 charge for all downtown walks. Participants are encouraged to bring a brown-bag lunch.

CALENDAR SUGGESTIONS

Heritage is pleased to consider Calendar suggestions which would be of interest to our membership. Information should be sent to the attention of the Heritage Newsletter Editor.