New Heritage Walks of Downtown
Begin on March 25

In March Heritage will hit the streets with a new group of Heritage Walks -- a series of lunchtime architectural walking tours in San Francisco's downtown.

Thirteen new Heritage Walks guides began an intensive training course in January, covering architecture, history and preservation issues affecting the downtown, to prepare them to lead the "brown bag" tours.

The 45-minute walks will be offered on Thursdays at 12 noon beginning March 25. The charge for each walk will be $1.00.

Tours of three areas are being planned:

JACKSON SQUARE HISTORIC DISTRICT

Jackson Square is today's link with commercial San Francisco of the last century. One of the only downtown areas to escape the ravages of the 1906 earthquake and fire, these blocks let us picture how the business district looked in the exuberant years right after the gold rush. The humanely scaled brick buildings, some simple, some with elaborate Italianate decoration, have been rehabilitated and still make up a lively commercial center. It conveys a feeling that has been described as "liveable urbanism."

This tour will take you straight back to the color and verve of the city's earliest days. Meet the guide at the corner of Montgomery and Washington Streets, by the Transamerica Building.

BANKING TEMPLES OF MONTGOMERY AND CALIFORNIA STREETS

On this walk you'll see an aspect of our heritage that's as distinctively San Franciscan as its Victorian neighborhoods. "Among American cities which have developed as financial centers," notes Splendid Survivors, "few have developed as coherent architectural imagery to express that character, and none has retained it as thoroughly as San Francisco." This city is rich in monumental bank buildings, classical in inspiration, which attest to the importance of finance to its growth and to the spirit of the city fathers who rebuilt after the quake. Today the banking tem-

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An Artistic Plan for the Masonic Temple

The long-neglected architectural masterpiece near the corner of Market and Van Ness, the 1913 Masonic Temple by Bliss and Faville, will begin a new life if the newly formed Temple Arts Foundation has its way.

In November, the group announced the award of a grant from the Skaggs Foundation, which officially kicked off their campaign to raise funds to buy and renovate the building. They hope to obtain the needed money, estimated at $8 million to $12 million, from private sources and corporations, rather than to rely on state or federal help.

Their plan is to convert the temple into a performing and visual arts center, coupled with commercial businesses. The foundation intends to provide local arts organizations with needed spaces for performances and exhibits, along with central support services, at moderate. The concept is to use the revenue generated by the commercial leases to offset the costs of managing the arts center. Galleries, theaters, music and visual arts groups of all kinds could be the scene as well for events like poetry readings and innovative video presentations.

The Masonic Temple is an excellent building for the purpose. It's located in an area that's already becoming a cultural center, thanks to the presence of the Opera House, the Museum of Modern Art and the Performing Arts Center. And the structure itself is ideally suited. Its imposing exterior falls short of a full scale of the grandeur within. The interior contains seven

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Heritage Newsletter • Winter 1982

HERITAGE
THE FOUNDATION FOR SAN FRANCISCO'S ARCHITECTURAL HERITAGE


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Joining Heritage
Heritage is an urban conservation organization dedicated to encouraging and assisting in the preservation of San Francisco's cityscape.

Please join us. Clip the coupon below and send it with your membership contribution to HERITAGE, 2007 Franklin Street, San Francisco 94109.

Yes, I'd like to join HERITAGE.

Enclosed is my membership contribution of $______

($15 minimum).

Please send me more information about HERITAGE.

Name ____________________________

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CHANGING YOUR ADDRESS? PLEASE LET HERITAGE KNOW.

At its monthly meetings, Heritage's volunteer Board of Directors makes plans, sets priorities and decides on policies for the organization.

Heritage: An Organization for People Who Love San Francisco

A Letter from Heritage’s Executive Director, Grant Dehart

This issue of the Heritage Newsletter includes a supplement devoted to the people of Heritage — the 1,500 or so members, the 200 volunteers, the Board of Directors and the staff.

Since the work of Heritage is often focused on physical, inanimate objects — namely, buildings — we want to emphasize with this supplement that Heritage is also devoted to the people who live in and visit San Francisco, to everyone who loves this great city.

We are an organization of and for these people.

The appreciation people have for the city’s physical character and beauty and its social and architectural history is the fuel that drives the work of the Heritage staff and the enthusiastic contributions of time from the Board of Directors and the volunteers.

When I arrived in San Francisco in May of 1981 to assume the position of Executive Director, I was immediately impressed by the professionalism of the staff, the professional and civic stature of the Directors of the Board, the broad background and diverse talents of the many volunteers, and the tremendous dedication they all have to the goals and activities of Heritage. However, I have discovered that many members of Heritage and that much of the San Francisco public are not sufficiently aware of who Heritage is. The supplement provides the opportunity to salute the people who find a common bond of interest in Heritage and to increase awareness about who we are.

The foundation of The Foundation for San Francisco’s Architectural Heritage is its 1,500 dues-paying members. On this base the rest is built. The ranks of members supply the volunteers who give tours of the Haas-Lilienthal House, its neighborhood and the downtown, who conduct research, who assist in the office and who contribute numerous other skills. From the membership and volunteers, new Directors of the Board are often selected to replace those whose terms have expired. The membership is also the foundation of the organization’s influence in the affairs of government and the community. Appeals to Heritage’s members have never failed to produce letters of support and higher attendance at public hearings on conservation issues of concern to the organization. Requests for special funds, such as our current campaign for the Haas-Lilienthal House, are always answered with member donations.

This past year, when Heritage was faced with a potential year-end deficit (which was averted thanks to end-of-year contributions), the Board considered and rejected the idea of raising the membership dues. They voted instead to initiate a campaign to increase the size of the membership rather than the size of each member’s contributions.

Since we value your contributions of time and your interest in preservation — in addition to your dues, we do not want to lose any members as a result of a dues increase. Therefore, we now call upon you, our members, to help us expand the Heritage family. Board President Jacqueline Young has called this a “member-get-member” campaign. During the next few months we will be making a special appeal for each member of Heritage to encourage at least one of your friends, family members or business or professional associates to join Heritage.

Please tell others who might share your interest in preservation and architectural character or history of San Francisco about us. Also, please let us know about them (use the form on page 11) so we can send them information about Heritage with an invitation to join.

If you would like to have some handy, pocket-size information brochures on Heritage to give your friends or to post on the bulletin board where you work, please call us at 441-3000.

You are our greatest asset.
Neighborhood Group Gets Rehab Grant for Chinatown Hotel

Heritage would like to congratulate the Chinese Community Housing Corporation (CCHC) on receiving one of the first awards made under the new Inner City Venture Fund of the National Trust for Historic Preservation.

The National Trust set up the fund last year to help community organizations initiate projects in neighborhoods. A combination of loans and grants assists neighborhood groups, especially minorities, in rehabilitating buildings in areas nominated to or eligible for the National Register. All projects require local financial participation as well.

Five groups nationwide were chosen from 80 applicants to receive the first awards. The Chinese Community Housing Corporation received a $30,000 grant to supplement other funding for the rehabilitation of the Chinatown Hotel at 657 Clay Street. Groups in Savannah, Indianapolis, the Virgin Islands and Cambridge, Massachusetts, also were given funds.

The Chinatown Hotel, an 82-unit residential hotel built in 1910, will be the first Chinatown building acquired by a nonprofit corporation to be preserved as housing for people with low to moderate incomes. When the CCHC took title to the structure in early 1981, 98% of the Chinatown's tenants were in that category.

Part of a block of similar low-rise, early-20th-century buildings, the Clayton Hotel will preserve both a bit of Old San Francisco - and some much-needed low-income housing.

Masonic Temple

(Continued from page 1)

magnificent lodge rooms, designed to conform to Masonic ritual and still largely intact. It is these spaces that would house the exhibits and performances. There are also large ground-level and top-floor spaces for retail businesses and offices.

In 1911, five years after having lost their previous temple to the earthquake and fire, the Masonic Temple Association, headed by William Crocker, laid a 12-ton cornerstone (the largest ever in California at that time) for their new building. Two years later a grand parade of 8,000 Masons, with Knights Templar on horseback, marked its dedication.

The Masons chose the well-known firm of Bliss and Faville, who also designed the Geary Theatre, the St. Francis Hotel and the Southern Pacific Building, to be the architects of the building that was to represent King Solomon's Temple.

The Masons chose the well-known firm of Bliss and Faville, who also designed the Geary Theatre, the St. Francis Hotel and the Southern Pacific Building, to be the architects of the building that was to represent King Solomon's Temple. The architects pronounced the building "the best composition of architecture we have as yet created" in an issue of Pacific Coast Architect at the time, and the critics agreed: "It was "the capstone of their architectural efforts."

An outstanding example of the Beaux-Arts period, the temple is primarily Italian Gothic in design, with a Romanesque-style arched entrance and touches inspired by cathedrals in France. Italian craftsmen fashioned the sculpture that adorns the building, including the statue of King Solomon that protrudes from the corner.

Bliss and Faville in turn selected Arthur and Lucia Mathews, noted designers and artists of the day, to create the seven lodges. They supervised the design of everything from the intricately painted murals to the lighting fixtures, carpets and furniture. The rooms are similar in design, even down to the working pipe organs they all contain, yet each is unique in its rich detailing, crafted mostly from native California woods. An unusual feature of the lodge is that several were constructed with double walls to prevent "cowans and eavesdroppers" from stealing the secrets of the Masonic ritual.

The work of the Mathewses has recently been rediscovered and is considered to be among the best of the so-called California Decorative Style, a regional fusion of Art Nouveau and Craftsman philosophy. Arthur Mathews was the director of the Mark Hopkins Art Institute and was chosen to execute murals, recently restored, in the rotunda of the State Capitol. The Masonic Temple represents probably the largest and most intact decorative scheme by these extremely important designers and really does constitute a treasure.

National Trust Responds to Preservation Funding Threats

At a meeting in December, Secretary of the Interior James Watt told representatives of the National Trust for Historic Preservation that the federal budget for fiscal 1983 would include zero matching funding for the Trust and the state historic preservation programs that support the National Register of Historic Places.

In response to that prediction and to a reduction in its federal matching funds for this year, the Trust has announced a cutback in its programs and the launching of an aggressive campaign to fight the current preservation policies of the Reagan administration to encourage the retention of historic preservation as a national priority. If you'd like more information or would like to help, contact the National Trust's local office at 974-6420.
What is a block of London's Soho doing in the middle of the Financial District? Walk north on Leidesdorff from the California Street canyons or west from Embarcadero Center on Commercial Street and you're there in two blocks, along with hundreds of refugees from the high-rise districts if it happens to be lunchtime. Surrounded on three sides by office towers, short sections of Commercial and Montgomery have somehow survived as a small island of low-scaled, richly detailed, multi-use buildings resembling the pleasantly seedy district in London's West End.

The area is remarkable for its multiple historic associations as well as for its mere survival. Standing at Commercial and Montgomery in 1851, one would have been on the shore of the Bay looking out along the Central Wharf at a forest of ship's masts. Terra infirma advanced steadily eastward in those early years as the downtown created its own real estate from sand and garbage, and within a few years the Bay would be blocks away and the wharf an actual street lined with buildings much like those which now define it. Only half a block from Portsmouth Square at its closest point, Commercial was then one of the principal business streets in San Francisco.

To an unusual degree, San Francisco's Financial District has remained stable, its heartland moving only a few blocks south along Montgomery Street to stall permanently at California. The small banking temples on the east side of Montgomery around Sacramento are a reminder of where it all started and, with their diminutive size, are another example of Gold Rush scale.

The classical granite facades of two 1908 banks at 440 and 460 Montgomery -- the Anton Borel & Company Bank and the Sutro & Company building, both City Landmarks -- will be retained as the base of a new highrise on the southeast corner of Sacramento and Montgomery. In the block to the north are three other classical banks, including the superb 1908 headquarters of A. P. Giannini's Bank of Italy. As historian Michael Corbett has noted, "No other city has so many banking temples, and nowhere else in San Francisco are they so concentrated."

Unlike nearby Jackson Square, however, these small, atavistic streetscapes are not literal survivors of the 1906 holocaust. They show us the conservative spirit that reconstructed the city along much the same lines as it had before the fire. Many of the brick buildings along Commercial and Sacramento Streets are very similar in appearance to the 19th century buildings they replaced.

Two PG&E substations, with frontages on Commercial, Sacramento, and Leidesdorff, are fascinating relics of the City Beautiful movement from the turn of the century. Following prototypes established by Willis Polk, such as the Jessie Street Substation, these simple, utilitarian structures sought to dignify streets and alleys with facades mimicking Italian palaces. Old Station J at 569 Commercial, designed in 1914 by Frederick Meyer, contributes a note of almost Roman gravity to the street, nobly enframing an immense doorway which is now the entrance to Paoli's restaurant. Over the doorways of this and the newer Station J at 222 Leidesdorff are the characteristic PG&E emblems, a ducal cartouche flanked by heavy ropes, pulleys, and flaming torches.
The heart of this tiny district is the intersection of Leidesdorff and Commercial, one of the most instructive junctions in San Francisco. On the northwest corner is 554 Commercial, a simply detailed brick jewel—box by Rousseau & Son distinguished by its salmon-and-cream checkerboard. Its ground floor houses Zott's restaurant. Rated "A" in Splendid Survivors, it is directly across the street from a larger, "C"-rated building housing The Corner restaurant, a fine example of contextual contribution. While individually undistinguished, the building, aided by an imaginative paint job, is essential to the ambience of the vicinity. At 564-66 Commercial, a simple brick loft building is articulated as an immense Gothic window. Designed by Wright, Rushforth, and Cahill in 1907, it houses the shop of Andrew Hoyem's Anon Press, a fine Bay Area printer.

Together with others of similar scale and materials, these buildings make up a humbly scaled, functionally rich area that is all the more valuable because it appears to be under siege. Looking south from the intersection, one stares into the core of the financial district at buildings mounting like precipices to Market Street. In the opposite direction, the diagonal struts of the Transamerica pyramid terminate Leidesdorff on the site of the Montgomery Block—one of San Francisco's earliest and most historic commercial structures. And to the east, the Ferry Building is squeezed between the slabs of Embarcadero Center as if in a vice. Only to the west does Commercial continue up Nob Hill, lined with similarly scaled buildings, to end at Grant Avenue in Chinatown.

It is the view to the east that is the most instructive, for there, Commercial once entered a part of San Francisco which has been virtually annihilated and forgotten—the produce market. As recently as 1966, a guidebook noted that "a lovely old produce district, full of creaky old buildings, traffic jams, rats, and smells of fish, chickens, melons, cabbage, spices, coffee, and cheese—enough to delight the most jaded nose—was razed to make way for..." Such buildings as the ones that now typify the Commercial Street district were common there.

But with the destruction of the market and the placemal razing of similar structures throughout the downtown, a subtle and widespread change in perceptions is taking place. Buildings that would never have been noticed five years ago, buildings rated "C" only two years ago in Splendid Survivors, are increasingly admired as their numbers dwindle. Once-ordinary streets, such as Drumm and Front between Sacramento and California, or the Commercial Street district, become more and more valued as they are hemmed in by bland, single-use towers.

The Golden Gateway Center, trumpeted in a 1957 report by Skidmore, Owings and Merrill, demolished 78 acres of San Francisco, including the Montgomery Block. One of its unhappier progeny squats at the northeast corner of Leidesdorff and Commercial, where, in contrast to the vernacular richness of the rest of the block, Albert Roller's 1969 behemoth for Wells Fargo effectively cauterizes the street of any pedestrian interest. Too big and brutal to be merely boorish, it behaves towards its neighbors like a thug.

"Here, practically illustrated, is a lesson in how to kill or create a lively neighborhood which modern architects and planners have been surprisingly slow to learn.

Stroll through the Commercial Street district. At a leisurely pace, it will take ten minutes to cover it, but take a little longer, pause at the corners, and you will get a thorny seminar in urban manners and the passing scene.

--Gray Brechin
A sweeping fire, he added, "accompanied by could have it with little loss of life."

Wood had permitted an exuberance painful to the earth, would accomplish great good if we could just erect next door possibly the most grotesque Queen Anne in town."

The building for Mary Crocker was, however, a suave and sophisticated essay in the Shingle Style, which Brown adapted from East Coast resorts to urban use and shows the best influence of Stanford White. The large L-shaped building, embracing a sheltered, manually segregated garden, rose stories above a simple brick base in broad bands of patterned, natural shingles. The Chronicle noted that "in style, the building is a combination of the medieval, as illustrated by the old French manor house, and the pure old colonial of this country . . . The roof is shingled in irregular courses, producing the much-admired effects of the old roofs seen in Brittany."

The restraint and classical detailing demonstrated the growing colonial influence, while the towers were suppressed into the skin of the building and subtly tapered at their bases. The entrance on Pine Street is especially fine, incorporating delicate wrought-iron details with a skillful use of brick and wood. Before the top two floors were removed in 1904, the building clearly recalled MM&W's masterful Newport Casino and served as an example for the developing Bay Region Shingle Style.

Brown's San Francisco office was itself a monument, though Brown's greatest work in San Francisco was yet to come. In 1895 a runaway horse precipitated Brown into action, when he designed the Goelet Building at the corner of Broadway and Market, where the stallion was butchered in a fire. Brown then designed his own office in New York in 1897, the 10-story Crocker Building of 1891, and his portfolios as an architect included some of the most elegant and sophisticated buildings of the time.

The restrained and classical detailing of the Crocker Building demonstrated the growing influence of the Shingle Style, which Brown adapted from East Coast resorts to urban use and shows the best influence of Stanford White. The building is a combination of the medieval, as illustrated by the old French manor house, and the pure old colonial of this country. The roof is shingled in irregular courses, producing the much-admired effects of the old roofs seen in Brittany. The restraint and classical detailing demonstrated the growing colonial influence, while the towers were suppressed into the skin of the building and subtly tapered at their bases. The entrance on Pine Street is especially fine, incorporating delicate wrought-iron details with a skillful use of brick and wood. Before the top two floors were removed in 1904, the building clearly recalled MM&W's masterful Newport Casino and served as an example for the developing Bay Region Shingle Style.

Brown's San Francisco office was itself critical to the development of that now-famous tradition. As historian John Beach has noted, Brown's office "attracted ambitious, talented, but unestablished young architects, and had a reputation for being one of those places where designers were pretty much left on their own to develop their own ideas." Young Bernard Maybeck, for example, found work in Brown's office when he came to San Francisco, while Willis Polk actively collaborated with Brown on the reform of architecture.

The estate further commissioned Brown to design one of the first skyscrapers in San Francisco, the 26-story Crocker Building of 1891, and his portfolio included some of the most elegant and sophisticated buildings of the time.

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It's easy when talking about any organization to regard it as a thinking, acting entity—the government is cutting taxes, this corporation takes a responsible approach to the environment, that association puts on fine educational programs. But no organization operates with a mind of its own. It is the people who make up the group who give its purpose and sense of direction. It is their many individual actions that add up to the accomplishments that the group gets credit for.

Heritage is an urban conservation organization dedicated to encouraging and assisting in the preservation of San Francisco's cityscape. In its 10-year history Heritage has saved a number of buildings directly from demolition and has been successful in creating an understanding of preservation values which has indirectly spared many others. Heritage has educated San Franciscans about the wonders of their history and architecture through lectures and monthly programs, established a popular house museum and series of walking tours, and conducted the first comprehensive survey of historic architecture in the downtown of a major U.S. city.

None of the organization's achievements, however, would have been possible without the commitment, the hard work and the financial support of the people who are Heritage—its members, its volunteers, its Board of Directors and its staff.

In this supplement to the Heritage Newsletter, we spotlight some of those people, especially the ones who work every day to make the organization work.

Heritage Members

Heritage has a membership of 1,500 people, prompted by their appreciation of San Francisco's special architectural character to aid Heritage's efforts to conserve it. The members include folks from all over the city, in all adult age brackets and with a wide range of incomes.

Membership dues and contributions account for about a quarter of the money Heritage receives to conduct its programs. But just as importantly, the members form a broad base of support for Heritage's work in conservation, rehabilitation, education and public policy.

The Heritage Board of Directors

The Heritage Board of Directors, all volunteers, evaluate preservation issues that face San Francisco, decides on Heritage policies and charts the direction of the organization. The Board members have a strong record of active civic involvement and they represent a broad spectrum of the San Francisco community. Some come from the fields of law, architecture, real estate, urban planning, journalism, business and finance. Some have considerable experience as preservationists, either professionally or as volunteers. Some come from the ranks of Heritage volunteers who have helped the organization achieve results and grow. All care deeply about San Francisco.

Jacqueline Young
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Homemaker
Former teacher, Denver and San Francisco Public Schools
Home Economist, Swift & Co.
Heritage Walk Guide
Member, Californians for Preservation Action
Member, California Historical Society
Member, National Trust for Historic Preservation
Member, Association for Architectural Historians
BS, Home Economics Education, Iowa State University

Helen Tavernetti
Treasurer
Accountant
Siegel-Sugarman
Former President, The Foundation for San Francisco's Architectural Heritage
Real estate investor/manager
Former member and officer of the Golden Gate Kindergarten Association Board of Directors
BA, Mathematics, Wilson College

Richard Reinhardt
Secretary
Author and Journalist
Author of many books and publications (history, conservation)
Former City Hall reporter, San Francisco Chronicle
Visiting lecturer, Graduate School of Journalism, University of California, Berkeley
Trustee, Publications Chair, California Historical Society
Vice-President, Friends of the San Francisco Public Library
BA, International Relations, Stanford
MA, Journalism, Columbia

Charles Hall Page
Chairman
Planner
President, Charles Hall Page & Associates
Trustee, The National Trust for Historic Preservation
Vice-President, Preservation Action
Former Vice-President, Victorian Society in America
Past Chairman, Planning Commission, City of Belvedere
Member, American Planning Association
Member, Urban Land Institute
Associate Member, American Institute of Architects
BA, History, Yale University
MCP, University of Pennsylvania

Heritage Board of Directors

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Charles Hall Page
Chairman
Planner
President, Charles Hall Page & Associates
Trustee, The National Trust for Historic Preservation
Vice-President, Preservation Action
Former Vice-President, Victorian Society in America
Past Chairman, Planning Commission, City of Belvedere
Member, American Planning Association
Member, Urban Land Institute
Associate Member, American Institute of Architects
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MCP, University of Pennsylvania
The Heritage Board of Directors

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President, Gardner Communications, Inc.  
 Formerly Vice-President of J. Walter Thompson Agency  
Associate Creative Director of President Gerald Ford's 1976 reelection campaign  
MBA, Marketing, Wharton College

James Haas  
Attorney  
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Formerly with the law firm of Graham & James, specializing in international trade, banking, corporate, commercial and real estate work  
Former Member, President's Advisory Council on Historic Preservation  
Vice-President, Bernal Heights Neighborhoods Association  
Representative to the Coalition for San Francisco Neighborhoods (coordinating body for all neighborhood organizations)  
Past Chairman, Advisory Committee to the President of the San Francisco Board of Supervisors  
Director, San Francisco Comprehensive Health Planning Council  
President, Northern California Political Action Fund, a nonprofit corporation organized to support voter registration  
BA, History, Stanford University  
JD, Columbia University

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Travel Editor  
Sunset Magazine  
Member, San Francisco Landmarks Preservation Advisory Board  
Formerly Building and Architecture Editor of Sunset  
Member, National Trust for Historic Preservation  
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Member, Friends for Recreation and Parks  
BA, Worcester College  
Graduate studies, Stanford University

Reverdy Johnson  
Attorney  
Partner, Pettit & Martin  
In charge of real estate department, with practice specialized in land use matters and residential and commercial development, financing and leasing  
Member and officer, Urban Land Institute  
Former Director, League to Save Lake Tahoe  
Former Director, Planning and Conservation League  
Former Chair, Technical Advisory Committee to California Joint Legislative Committee on Open Space Land  
AB, LLB, Harvard College

Katharine Lewis  
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Morrison & Foerster  
Member, Board of Directors, San Francisco Day School  
Member, Executive Committee, Mayor's Economic Development Advisory Council  
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Former art librarian and coordinator of exhibits, San Francisco State University  
Former Commissioner, Berkeley Landmarks Preservation Commission  
Board Member, Napa Landmarks  
Board Member, University Art Museum Council  
Member, Berkeley Architectural Heritage Association  
Member, National Trust for Historic Preservation  
Member, People for Open Space  
Member, Napa Land Trust  
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Board Member, Children's Rights Group  
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Former Member, San Francisco Human Rights Commission  
Former Board Member, American Civil Liberties Union, Northern California  
Former Member, Citizens' Housing Task Force  
Former Vice-President, League of Women Voters  
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Former Adjunct Professor of Urban Planning, San Jose State University  
Former planner of parks, Tanzania  
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Real Estate Broker  
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Designer of interiors and restoration projects  
Member, New South Wales, Australia, National Trust  
Member, Russian Hill Improvement Association  
Former Board, Golden Gate Landmarks Preservation Advisory Board  
BA, Sociology, University of Colorado

Mrs. Ernst Ophuls  
Property Management  
Board Member, San Francisco Mental Health Association  
Board Member, Family Survival Project  
Board Member, Parent-Infant Neighborhood Center  
Board Member, Pacific Medical Center  
Miss Burke's, Ethel Walker School, Bryn Mawr

Mrs. Bland Platt  
Historic Preservation Consultant  
Former President, San Francisco Landmarks Preservation Advisory Board  
Author on preservation law, National Register nominations and federal rehabilitation guidelines compliance  
Preparer for architectural survey in San Francisco, Arcata, Palo Alto, Sacramento and Santa Cruz  
Chair, Junior League of San Francisco Architectural Survey (published as Here Today)  
Recipient of Heritage's Award of Merit (1976) and California Historical Society Award (1975)
THE NATIONAL REGISTER OF HISTORIC PLACES

Important New Changes and Benefits for Owners of Historic Buildings

The National Register of Historic Places -- the principal federal program for encouraging preservation -- has undergone some changes over the last year or so that preservationists and owners of historic properties should know about. The primary changes are:

- The enactment of new rules to provide for the consent or objection of property owners to proposed National Register listings affecting their buildings; and
- The creation of generous new tax benefits that are available to owners of properties on the National Register.

To bring you up to date, Heritage has prepared this Heritage Newsletter supplement explaining the National Register and its nomination process.

What Is the National Register?

The National Register of Historic Places is the official list of the nation's cultural resources that are worthy of preservation. The criteria for National Register listings are intentionally broad so that a wide range of buildings and historic sites can qualify. The Department of the Interior, which administers the Register, has observed:

- Properties on the National Register represent virtually all facets of American history and present-day life: prehistoric archeological sites; 18th-century missions and forts; 19th-century furnaces, canals, covered bridges and government structures; and dwellings of every conceivable type constructed between the 17th and 20th centuries. Districts, too, represent every stratum of the American experience from a working-class neighborhood in Minneapolis to a barrio in San Antonio to the original waterfront shipping district in Boston.

"Significance" is the one thing they all have in common. The Department of the Interior, in its criteria for the National Register, defines it this way:

The quality of significance in American history, architecture, archeology and culture is present in districts, sites, buildings, structures and objects of national, state and local importance that possess integrity of location, design, setting,
materials, workmanship, feeling, and association, and
(a) That are associated with events that have made a significant contribution to the broad patterns of our history; or
(b) That are associated with the lives of persons significant in our past; or
(c) That embody the distinctive characteristics of a type, period or method of construction, or that present the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
(d) That have yielded or may be likely to yield, information important in prehistory or history.
When a geographic area contains a number of buildings that meet National Register criteria, that area may be placed on the Register as a historic district. The structures may be linked by past events or aesthetically by plan or physical development. Every structure within the district doesn't have to be individually eligible, nor even to contribute to the district's significance. But collectively the buildings must express a coherent image of some phase of a place's history or architecture.

City Landmarks decisions are made locally by the Board of Supervisors and the Planning Commission, based on the recommendations of the Landmarks Preservation Advisory Board, rather than by state and federal officials, as is the case with National Register listings. But more important than the way in which decisions are made are the benefits and controls that accompany each type of listing. The owner of a property on the National Register can take advantage of a variety of federal tax benefits that have been established to encourage preservation; owners of buildings that are City Landmarks only are not eligible for these. On the other hand, City Landmark status offers some protection to a building. If an owner proposes exterior alterations that will be visible to the public, he is required to obtain a Certificate of Appropriateness issued by the Director of City Planning on advice from the Landmarks Board indicating that the Board has reviewed and approved the change.

The Benefits of National Register Designation

The National Register is a planning tool that both recognizes cultural resources and provides incentives for preserving them. "These incentives," the federal government has said, "help provide realistic economic alternatives to the destruction of commercial buildings. Bankers, realtors and developers have begun to show more interest in considering preservation in planning the future of historic properties."


Properties that have been listed on the National Register are eligible for the most generous of the new tax incentives for rehabilitation that are included in the 1981 Economic Recovery Tax Act. The 1981 legislation extends and broadens the tax incentives that were previously available. Now, owners of industrial, commercial or residential—rental properties that are listed on the Register, or that contribute to a listed historic district, can qualify for a 25% investment tax credit (ITC) for the costs of substantially rehabilitating their buildings, as long as the work complies with the Secretary of the Interior's guidelines for rehabilitating historic buildings. (Architects for the California State Office of Historic Preservation are happy to review rehabilitation plans to make sure that the work will qualify for the tax benefits.) The tax credit doesn't reduce the property's depreciable basis, which further enhances the incentive for the owner to restore and reuse it.

Older buildings that are not on the National Register can also qualify for some tax benefits for rehabilitation work, but there are differences that make the certified-historic status conveyed by the Register listing valuable to the owners. For nonlisted buildings the ITC is less -- either 15% or 20% depending on the building's age -- and does reduce the depreciable basis. And only industrial and commercial buildings are eligible for the benefits. Unlike with listed properties, owners of residential—rental structures need not apply.

According to the federal government, "the new law should provide further impetus to encourage capital investment in historic..."
buildings and to spur revitalization of historic business districts and neighborhoods."

**Easements**

Another tax incentive tied to the National Register -- and one that's significant for owners of both income-producing and nonincome-producing properties -- involves donating a preservation easement on a building's facade.

An easement is an interest in real property that restricts the owner from doing specific things to that property. A preservation easement usually prevents the owner from making incompatible alterations to the building's exterior, requires him to retain open space and prohibits him from demolishing the building.

When granting an easement, the owner keeps title to the property and can dispose of it at any time in any way. The easement, however, must remain binding on subsequent owners in perpetuity.

Under the terms of a facade easement, the easement holder, usually a nonprofit preservation group like Heritage or a designated government agency, must review and approve the plans before the owner can make any exterior alterations to the protected property. The easement holder inspects the property annually to ensure that the terms of the easement are adhered to.

The owner who donates an easement can deduct the value of the easement from his income tax as a charitable deduction. The easement's value is considered to be the difference between the value of the property before the easement is donated and its worth afterward, as determined by an independent appraiser. Facade easements on San Francisco residential properties that have been donated to Heritage have equalled 10 to 15% of the property's market value. Depending on the location and the development potential of the building's site, the value of the easement donation can be substantial.

Until December 1980 the qualifications for properties that could be donated for easement deductions were quite broad. But due to modifications made in the Internal Revenue Code at that time, a property must now be listed on the National Register before the owner can deduct the value of a preservation easement from his federal and state income taxes.

**Other Incentives and Protections**

In addition to tax incentives, National Register properties can qualify for Historic Preservation Grants-in-Aid under a program administered by the State Office of Historic Preservation. When available, the grants-in-aid can finance up to 50% of the cost of rehabilitating a building.

In addition to incentives to owners to rehabilitate historic buildings, a listing on the National Register conveys some measure of protection to the property when it might be adversely affected by a project that's licensed or funded by a federal agency. The State Office of Historic Preservation and the Federal Advisory Council on Historic Preservation can review and comment on the project in order to mitigate the negative effects.

**The Nomination Process**

On December 13, 1980, Congress passed a bill that radically affected the National Register. The controversial legislation directed the Department of the Interior to develop procedures whereby a property's owner or owners can concur or object to having their building listed. Before, a worthy property could be placed on the Register despite an owner's objections.

In November 1981 the Interior Department published the new rules, making major changes in the National Register nomination process. The revised procedures affect the nominations of both individual properties and historic districts.

The nomination process, start to finish, usually takes eight or nine months. Before beginning the formal steps, an applicant can obtain a certification of eligibility from the California State Office of Historic Preservation. With this, the owner can proceed with work on the building that will allow him to take advantage of the tax breaks for rehabilitating National Register properties. However, the building must be actually listed on the Register within two-and-a-half years of being certified as eligible.

Any individual or group can nominate a property. The first step is to obtain the appropriate forms from the California State Office of Historic Preservation. The completed forms are submitted to the State Office for review and approval.

The State Office forwards the nomination to the State Historic Resources Commission, which examines it at its quarterly meeting. The commission evaluates the nomination, the State Office can provide the notice through one or more newspapers of general circulation.

A property owner who wishes to object to the nomination must submit to the State Office a notarized statement saying that he is a sole or partial owner of the property in question and that he is opposed to having it
This Victorian on Webster Street (left), a National Register property, is protected by a facade easement donated to Heritage. Through the efforts of Heritage and others, the classical PG&E Substation on Jessie Street (above) was placed on the Register and spared by the City government; it has been incorporated into plans for the Yerba Buena Center. But a National Register alone cannot save a structure. The historic Fitzhugh Building (right), late of Union Square, has been replaced by a new department store.

When all of the steps have been successfully completed, the building is honored by being listed on the National Register, and the owner becomes eligible for all of the attendant tax benefits.

For Further Information

If you would like additional information on the National Register for Historic Places, preservation tax incentives or other topics discussed in this statement, please contact:

Heritage
2007 Franklin Street
San Francisco, CA 94109
(415) 441-3000

National Trust for Historic Preservation (NTHP)
1785 Massachusetts Avenue NW
Washington, DC 20036
(202) 673-4000

NPS Western Regional Office
Cultural Programs
450 Golden Gate Avenue
San Francisco, CA 94102
(415) 556-7741

Keeper of the National Register
National Park Service (NPS)
Department of the Interior
Washington, DC 20243
(202) 272-3504

NTHP Western Regional Office
681 Market Street #859
San Francisco, CA 94105
(415) 974-8420

State Office of Historic Preservation
P.O. Box 2390
Sacramento, CA 94811
(916) 322-8598

For Further Information

THE NATIONAL REGISTER OF HISTORIC PLACES: Important New Changes and Benefits for Owners of Historic Buildings® was published as a supplement to the Winter 1982 issue of the Heritage Newsletter by HERITAGE, The Foundation for San Francisco's Architectural Heritage. Heritage is an urban conservation organization dedicated to encouraging and assisting in the preservation of San Francisco's significant older buildings and its unique cityscape.
Heritage Staff

Heritage has a professional staff of six full-time and three part-time people, who carry out the day-to-day functions of the organization. The listing below describes each staff member's responsibilities and background.

James Ream
Architect
Principal, Rubino & Ream, Inc.
Former Vice-President and Member, San Francisco Landmarks Preservation Advisory Board
Fellow, American Institute of Architects
Board Member, San Francisco Planning and Urban Research Association
Consultant, Pasadena Redevelopment Agency
Member, Sierra Club
BA, Cornell University
Special Studies, Pratt Institute

Mrs. Laurence Stein
Honemaker
One of the Lilienthal family members who donated the Haas-Lilienthal House to Heritage in 1973
Professional hospital volunteer
BA, Languages, Stanford
Secondary Teaching Credential, Stanford

David Robinson
Architect/Planner
Founding Partner, Robinson, Mills & Williams
Formerly with the Firm of Skidmore, Owings & Merrill
Member, The International Council of the Museum of Modern Art, New York
Trustee, San Francisco Museum of Modern Art
Trustee and Former Board Chair, San Francisco Art Institute
Trustee, Western Association of Art Museums
Member, American Institute of Architects
Member, Number of Faculty, Museum Management Institute, University of California, Berkeley
BA, Art, Princeton University
M.Arch., University of Pennsylvania

Robert Vanneman
Banker
Senior Vice-President, BankCal, The Bank of California
Member, Board of Directors, Mountain Lake Park Fundraiser, San Francisco Symphony and Boy Scouts
Member, Bankers Club
Graduate, United States Military Academy, West Point
MBA, Harvard Graduate School of Business Administration

John Sanger
Attorney/Urban Planner
President, John M. Sanger Associates, Inc.
Member and Former President, San Francisco Public Utilities Commission
San Francisco Representative, Executive Board, Association of Bay Area Governments
Chairman, Margaret Jenkins Dance Studio, Inc.
Former Member, Mayor's Economic Development Advisory Council
Former Member, Chief Administrative Officer's Oversight Committee on the Yerba Buena Convention Center
Former Member, Mayor's Citizens Committee on Community Development
Director and Former President, Duboce Triangle Neighborhood Association
Former Director, San Francisco Tomorrow
BA, JD, MCP, Harvard University

Sue Weinstein
Caterer
Owner, Bouquet-Garni Catering Company
Professional civic volunteer

Diana Bell Shore
Homemaker
Member, Advisory Council, and former Board Member of the San Francisco Planning and Urban Research Association
BA, History, Stanford University
MA Program, Architectural History, San Francisco State

The Heritage Staff

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H. Grant Dehart
Executive Director
Provides overall management and administration; directs all staff, programs and activities; analyzes and makes recommendations on policy matters; acts as major spokesperson for Heritage and provides liaison with government and other organizations
Architect/planner
Formerly with Office of Coastal Zone Management, U. S. Department of Commerce, Washington, DC
Formerly Senior Architect/Planner, Pennsylvania Avenue Development Commission, Washington, DC
Former Associate Partner, Wallace, McKnag, Roberts and Todd, Architects and Planners, Washington, DC
Six years of experience in architecture with firms in Boston, London, Iowa and Nebraska, and own practice, Annapolis, Maryland
Past Commissioner, Annapolis Historic District Commission
Member, American Institute of Architects, American Institute of City Planners and American Planning Association
BA, Architecture, University of Nebraska
MA, Architecture, University of Pennsylvania
MCP, University of Pennsylvania

John Weese
Architect
Former general partner, Skidmore, Owings and Merrill
Commissioner, Mill Valley Planning Commission
Commissioner, Marin County Transit District
Member, National Urban Design Committee of the American Institute of Architects
Former member of Board and Executive Committee of the San Francisco Planning and Urban Research Association
Member, Golden Gate Bridge Design Review Commission
B.Arch., Illinois Institute of Technology
Cornell University, Architecture

Charlotte Spencer
Commercial Real Estate Broker
Marketing Director, Humboldt Associates
Involved in the sale, leasing and rehabilitation of major downtown historic properties
Former Senior Vice-President, Arthur Rubloff & Co.
Member, Redwood City School Board
Member, Board of Directors, Big Brothers, Inc.
Member, Board of Directors, Suicide Prevention
Member, San Mateo County Grand Jury
BA, American Literature and History, Stanford

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Heritage: The People and the Organization

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Member, Number of Faculty, Museum Management Institute, University of California, Berkeley
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Member, Board of Directors, Suicide Prevention
Member, San Mateo County Grand Jury
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Member, Board of Directors, Suicide Prevention
Member, San Mateo County Grand Jury
BA, American Literature and History, Stanford
The Heritage Staff

Linda Caraballo
Administrative Assistant
Provides staff support for Heritage programs and activities; serves as recognitionist and office manager; books special tours of the Haas-Lilienthal House
Formerly with California State University, Hayward, in administrative assistant positions
BA, Art (History option), CSU Hayward

Michael Corbett
Assistant Director for Conservation
Helps formulate policies and priorities for Heritage's conservation activities; serves as project director for extension of the Splendid Survivors survey
Author of Splendid Survivors: San Francisco's Downtown Architectural Heritage
Former historian and planner with Charles Hall Page and Associates
Consultant in architectural history for various clients and projects
Former administrator, Haas-Lilienthal House docent program
Past Preservation Officer, Society of Architectural Historians, North Pacific Coast Chapter
MA, Anthropology, Princeton University

Leslie Flint
Assistant Director for Education and Programs
Organizes educational programs; coordinates volunteers; directs fundraising efforts aimed at corporations and foundations
President, Oakland Heritage Alliance
Formerly with California Academy of Sciences, Cameron-Stanford House, Marin Museum, Museum of Vertebrate Zoology
Advisor Committee member and field researcher, Oakland Cultural Heritage Survey
Societé, Audubon Canyon Ranch, Bolinas
BA, Education, University of Wisconsin
MA, Museology, Lone Mountain College

Holly Herr
Bookkeeper
Maintains financial records, provides accounting services
Full-charge bookkeeper with Ashburn, Chandler & Hoffman, law firm
Former bookkeeper for Multiple Sclerosis Society, First Unitarian Church of Berkeley and other organizations
BA, mathematics, Cornell University
Graduate studies, business administration, University of California, Berkeley

Ward Hill
Assistant Director for Rehabilitation Services
Administers Preservation Loan Program and easement program; coordinates technical and financial assistance services; coordinates neighborhood National Register historic district project
Evaluator, Architectural Survey of Eureka, CA
Former legal assistant with Furth, Farnham and Wang, Society of Architectural Historians
Association for Preservation Technology and American Planning Association, National Association of Housing and Redevelopment Officials
BA, American Literature, University of California Santa Barbara
MA, Historic Preservation, University of Virginia

Margaret Lucke
Communications Director
Edits and produces Heritage Newsletter and Heritage Conservation Report; coordinates production of all Heritage printed material; handles media relations
Formerly editorial director for the National Food Brokers Association, Washington, DC
Past assistant editor, Canada Today/d'aujourd'hui magazine, published by the Canadian Embassy
Editorial consultant and writer for various organizations
BA, English, Bucknell University

Bee McFarland
Membership Secretary
Keeps track of membership records and income; sends renewal notices; sends information to potential members
Former full-charge bookkeeper and secretary for a variety of organizations

Barbara Scanlon
Haas-Lilienthal House Manager
Coordinates house use for parties and special events; oversees maintenance; handles marketing of house for corporate use
Former administrator of customer relations programs and special projects for Insurance Company of North America and Gulf Oil
BA, Writing, University of Pittsburgh

Heritage Volunteers

Heritage could not work effectively for preservation in San Francisco without the time and talent supplied by our active volunteers. A force of 200 strong, the volunteers conduct tours of the Haas-Lilienthal House, lead architectural walking tours in the city, help out in the Heritage office, serve as bookshop cashiers, participate in our surveys and conservation work, and assist in planning and putting on Heritage's educational programs and fundraising events—all necessary and very much valued contributions to our efforts. We regret we don't have the space to name and thank every individual who has generously donated services to Heritage. The ones listed below, however, are worthy of particular mention because they have willingly taken on leadership roles, handled special projects with skill and flair, provided an especially dependable core of support or all necessary and very much valued contributions to our efforts.

Heritage Slide Show Production and Significant Long-term Continuity Services

Ken Wood
Alan Paye
Nancy McCabe
Barbara Roos
Laura Pilis
Maryjoie Meadows
Steve Kamine
Linda Genfield
Jean Haypour
Shirlee Wood
Pat Parque
Richard Rothman
Barbara Kerrigan
Cristina McCandless
Kaplan/McLaughlin/Olax
Frances White
Jane Pifereth
Joe Maier

Heritage Newsletter

Bee McFarland
Frances White
Kaplan/McLaughlin/Diaz
Cristina McCandless
Barbara Kerrigan
Pat Farquhar
Jean Rapaport
Linda Ganfield
Steve Kamine
Shirlee Wood
Marjorie Meadows
Linda Genfield
Jean Haypour
Pat Parque
Cristina McCandless
Kaplan/McLaughlin/Olax
Frances White
Barbara Kerrigan

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Honorary Members

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Alain Paye
Nancy McCabe
Barbara Roos
Laura Pilis
Maryjoie Meadows
Steve Kamine
Linda Genfield
Jean Haypour
Shirlee Wood
Pat Parque
Richard Rothman
Barbara Kerrigan
Cristina McCandless
Kaplan/McLaughlin/Olax
Frances White
Jane Pifereth
Joe Maier

Heritage slide show production and significant long-term continuity services
Editor and producer of Bay Window, the Haas-Lilienthal House docent newsletter
Heritage-Lilienthal House Docent Scheduler Office volunteer
Heritage-Lilienthal House Docent Scheduler Office volunteer
Docent Council President
Docent Group Leader
Docent Training Coordinator
Docent Training Coordinator
Docent Special Events Coordinator
Heritage Walks Council President and Special Tours Coordinator; development of new tours
Heritage Walks Scheduler
Assistance with docent training class; updates of Victorian Sampler
Heritage membership survey
Use of photocopying machine
Bookshop Chair; Heritage Walks Council; Holiday Open House Raffle Chair
Holiday Open House Chair
Docent Special Tours Coordinator; newly elected Docent Training Coordinator
Preservationists to Gather in Oakland for State Conference

This year the California Historic Preservation Conference comes to the Bay Area. The seventh annual state event takes place in Oakland from April 29 through May 2. The conference is expected to draw 500 participants to the Oakland Museum/Oakland Municipal Auditorium.

"Reinventing in America" is the theme, and the workshops and seminars will concentrate on five program areas within that broad scope: a focus on downtown, a focus on neighborhoods, rehabilitation (using Oakland's excellent home-grow resource, Rehab Right, published by the city's planning department), interpretation and education, and preservation basics.

Planned events include site visits to Victorian Row, the de Young Museum and Cameron- Stanford Houses and the Hotel Oakland, along with a number of special features:

- The Mayor's reception at Oakland's Beaux-Arts City Hall.
- Box lunches with the experts in the gardens of the Oakland Museum.
- Guided tours and a Sunday brunch at the Paramount Theatre, a spectacular Art Deco landmark.
- Pre- and post-conference tours throughout the Bay Area.
- The introduction of the members of the State Heritage Task force.
- Heritage expects to be an active presence at the conference, especially since staff member Leslie Flint is president of the Oakland Heritage Alliance, the local co-sponsor. Heritage staff and Board members will speak during several of the panels.
- Advance registration is $40, or $25 for students; add $10 after April 15. For more information, call conference coordinator Dana Cordiero at (415) 839-2121.

A Garden Brunch for Heritage

One of San Francisco's fine early Victorians will be the setting on Sunday, April 4, for a "light garden brunch and tour" benefiting Heritage. Fourth-generation San Francisco Winlow Gibson is graciously making his 1875 home (described in Here Today) available to Heritage members and friends for this occasion.

Originally a single-family dwelling, the Pacific Heights house had six different families living in it when Mr. Gibson purchased it in 1959. He converted it into two flats, both of which will be open for Heritage's guests to tour that day from noon to two o'clock.

A pioneer of the now-popular Victorian restoration movement, Mr. Gibson, a real estate broker, has filled his home with many lovely family heirlooms, together with pieces he has collected over the years. Fine English, Early American, Victorian and Oriental furnishings and objects d'art combine to provide an exciting yet tranquil ambiance. Lovers of beautiful things will revel in the abundant art work, the tapestries and oriental rugs, the beautifully carved marble fireplaces in each room, and the exquisite leaded and stained glass windows from Mr. Gibson's parents' grand Georgian brick house, which once stood on Pacific Avenue.

Now embarking on a new career in landscape design, Mr. Gibson has demonstrated his skill by transforming what was a weed patch when he bought the house into a beautifully quaint garden setting, where the light champagne brunch will be served.

Guests can then wander upstairs to see the handsome tenant apartment, which too contains many beautiful pieces. Both the upstairs and downstairs hosts, admitted storytellers, will be on hand to answer questions and to tell of the fascinating background of many of the objects you'll see.

A contribution to Heritage of $25 will admit two people to this delightful event. Also, bring along a blank check, because we will hold a mini-auction of several of the elaborate terra cotta spandrels and capitals that Heritage salvaged from an 1899 "B"-rated building at Spear and Market Streets. These rare items, perfect for garden or indoor conversation pieces, will be offered to the highest bidder that day.

Space is limited, so make your reservations early.

Oakland's Victorian Row will be the scene for some events of the State Preservation Conference.
Heritage Walks (Continued from page 1)

Heritage Walks give us a sense of history and contribute a wealth of pleasing detail and texture to our urban surroundings.

The walk will depart from the corner of Clay and Montgomery Streets, also by the Transamerica Building.

SPLENDID SURVIVORS
OF THE FINANCIAL DISTRICT

At first glance the Financial District seems to be unbroken rows of massive, sleek modern towers, constructed over the last two decades (many of them, it seems, springing up just last week). But look closely. On this walk you'll find, dotted through the district, fine reminders of an earlier San Francisco. Some of them were built to the low, appealing scale of the earliest part of the century. Others pushed for the sky to express the 1920's optimism and prosperity; one stop on the walk, the Russ Building on Montgomery Street, was the tallest building in the West for nearly 40 years.

Over on Sutter Street, between Montgomery and Kearny, you'll see one of the city's finest architectural blocks, where the buildings, according to Splendid Survivors, "function as a capsule history of downtown types and styles of the 20th century." It is here that the walk will begin, at the historic glass-fronted Hallidie Building at 130 Sutter.

Whether you work in downtown San Francisco or are just an occasional visitor, you won't want to miss these fascinating tours. Come take a closer look at some of San Francisco's best commercial architecture.

PACIFIC HEIGHTS
WALK CONTINUED

Heritage Walks give you a chance to see how our predecessors lived, too, as well as where they worked. On Sunday afternoons Heritage Walks guides lead enthusiastic strollers on our popular walking tour of eastern Pacific Heights.

Join the group at the Haas-Lilienthal House, 2007 Franklin Street, for a look at the neighborhood's fine Victorian and Edwardian architecture. Once 'grand houses like the ones you'll see abounded here; those that are left just hint at the character this part of town had 80 or 90 years ago. The two-hour tour begins at 12:30 p.m. and costs $2.00 if you're a Heritage member or $3.00 for the general public.

The Haas-Lilienthal House is open on Sundays, so plan to join the docents for a tour of the House before or after your walk.

Needed: A Volunteer to Assist Our Membership Secretary

Heritage's Membership Secretary, Bee McFarland, is desperately in need of a volunteer who can help out four or five hours a week, preferably over two days. (Bee works Tuesdays, Wednesdays and Thursdays.) Some of the tasks you could perform to keep our membership system running smoothly include: filing, typing mail cards, coding response cards, putting together promotional packets for prospective members, stuffing, addressing, sealing or metering envelopes, and sorting them for bulk mailings.

If you can give Bee some valuable, much appreciated assistance, please call 441-3000.

Advertising in the Heritage Newsletter

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

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, for rent, or for visiting -- consider a Heritage Newsletter ad. Single-insertion prices will range from $10 for a short classified ad to $225 for a full-page.

Contact Margaret Lucke at Heritage (441-3000) for a rate sheet, or request one on the "What Do You Think?" coupon on page 10.

The Bank of California (left) has been described as the city's finest banking temple, and the Russ Building (right) was called "The Center of Western Progress" when it was built in 1927. Each is a stop on one of the new Heritage Walks of downtown.
A Letter of Thanks to Heritage Members

On behalf of the Board of Directors of The Foundation for San Francisco's Architectural Heritage, I would like to extend my sincere gratitude for your enthusiastic response to our Haas-Lilienthal House Fundraising Campaign. As you know, we have asked each of you to contribute $10.00 or more for the urgently needed repairs and for the endowment fund to generate income for regular cyclical maintenance for the House in the future.

Thanks to generous contributions from the Haas and Lilienthal families, foundations, corporations and individuals, we have reached our 1981 goal of $150,000. However, we still have a long way to go to reach $250,000 by the end of 1982. If you have not done so, won't you please contribute now to help us save this fine San Francisco Landmark?

Sincerely,

Jacqueline Young
President

What Do You Think?

We would like your opinion -- about Heritage; our activities, programs and publications (including the Heritage Newsletter); or about the preservation issues that face the city. Please let us hear from you. Write us, phone us, or just 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 ________

Heritage Newsletter • Winter 1982

Pacific Lumber's Grand Opening Will Benefit Heritage

Help celebrate the sensitive design of a new building in San Francisco's first historic district, Jackson Square. Pacific Lumber Company will show off its handsome headquarters at 500 Washington Street on Thursday, May 20, with an early-evening reception and tour. The opening will be a benefit for Heritage.

Pacific Lumber, a firm that has been part of San Francisco for over a century, has always tried to be a good neighbor and wanted its new building to continue that tradition. The company and its architects, Environmental Planning & Research, Inc. (EPR), worked together with city officials and Jackson Square residents for more than two years to ensure that what rose on the long-vacant site would be in harmony with the historic character of the area.

The building presented a challenging problem: how to relate the new structure to both of its neighbors -- Jackson Square's historic lowrise brick buildings and the sleek modern towers of the downtown Financial District.

The solution was to design the building as a transition between two architectural eras. Its diagonal tower and twin landscaped setbacks relate to Jackson Square without disturbing the sightlines of nearby structures. The building's height and stepped roof levels create a cityscape that gradually moves upward from the two- and three-story 19th-century buildings to its own eight stories, then higher to the peaks of the Financial District.

An innovative feature is the use of diagonal brick bays with rows of windows in between. The bays have a self-shading, passive-solar effect while being reminiscent of traditional bay windows. In addition, they create constantly changing perceptions of the building, shifting from an almost opaque brick facade to a nearly transparent glass one as you alter the angle from which you view it.

EPR drew on its considerable experience with rehabilitation projects (including its own award-winning offices at 649 Front Street) in creating the design for Pacific Lumber. But this situation -- new construction on an empty lot in a historic area -- was different from a rehabilitation. "We didn't want to design an old-fashioned building," said Darryl T. Roberson, EPR's President, "and what we created was very contemporary. It was really an issue of scale and materials." The traditional brick of the district was used to blend today's building with its cousins from yesterday. But while the exterior is brick, it is wood, especially redwood, that stars on the inside. You enter the building through an atrium graced with small trees and a large hanging redwood sculpture. In the elevator lobby, walls and ceiling are lined with redwood fashioned in an enlarged version of traditional v-joint paneling. "The designer of the interior, EPR's Martin Yardley, asked us what was unique about redwood," said Tom Halarky, Executive Vice President of Pacific Lumber. "The space he created reflects the answer" in the mass, solidity and clarity of grain of its redwood details.

Pacific Lumber's offices on the fifth and sixth floors are a showcase of redwood and the other woods that are the basis of the company's business. A tour through the suites, which display a variety of woods, textures, and paneling styles and placements, is like a tour through the possibilities of wood used in interiors.

Especially notable is the fine quality of the work and the exquisite attention to detail, both in the showpiece, like the massive central staircase between the two floors and the exaggerated sawtooth-style cornice. In the elevator lobby, the traditional brick facade is repeated on a larger scale and materials, like the corner joints in the paneling. The effect, as Mr. Roberson noted, reminds one of anything, not only of brick but craftsmanship.

Pacific Lumber's offices will be open for the entire grand opening, and so will those of several other tenants, including the San Francisco Foundation; B&H Mortgage and International Realty Corporation, a Bank of America subsidiary; and Boeing Computer Services Company.

Join us on May 20 for this festive Heritage benefit. Tickets for the reception and tour are $15 each. Invitations with all the details will be mailed to Heritage members soon.

If you'd like to help with the event, we'd be happy to have your assistance. We'll especially need volunteers to staff the offices on the evening of May 20. Please call Linda Caraballo at 441-3000 to let us know if you're interested.
Holiday Party and Raffle: And the Winners Are . . .

The 1982 Heritage Holiday Open House on December 5 proved to be a fittingly festive way to ring in the merry-making season. In addition to the traditional raffle excitement, wine and goodies, and conviviality, there were two special attractions: a silent auction that inspired some spirited bidding on fine prizes and a special showing of holiday drawings by Bernard Maybeck, never before exhibited, that were loaned for the occasion by Alan Wofsy Fine Arts.

Many thanks are due to all the hardworking Heritage volunteers who made the party such a success. And an extra vote of appreciation to Jane Piereth, who chaired the event; to committee leaders Linda Ansell, Bruce Bonacker, Russell Chang, Lorinda Clemens, Betty Palatinik, Agnes Heyman, Veronica McKenna, Bonnie Oliver and Charlotte Schmidle; to Dick Price, who again this year trimmed the tall front parlor tree with antique ornaments from his personal collection; and to Frances White, who rounded up the extensive collection of raffle prizes — even more than the previous year’s record number. We are also grateful to the many generous donors who helped make the raffle a success. The winners, their prizes and the donors were:

Barbara Job, grand prize winner — dinner for 12 at the Haas-Lilienthal House, catered by Cow Hollow Catering.

L. McCabe — a silver tray, courtesy of Quick and Easy Party Rentals.

Nancy Harwick — a hot air balloon ride over the wine country, courtesy of Flights of Fancy.

Bob and Betty Roberts — dinner for four at Buhals of Temple, courtesy of Blue Enterprises.

Barbara Carroll — a case of Pinot Chardonnay by Bedrock Valley, courtesy of Flying a Advertising.

Denise Gustafson, Jeans Shepleyes, Larry Gartney, Nicholas Gamann, and Ann Franklin — Gucci handbags courtesy of Joseph Maginn Co.

Peter Capino and Associates — a pair of tickets to the San Francisco Conservatory of Music series.

Sarah Munchings, Grilling McCudden, W. M. Hehl, Bill Beckman, and Karen Cowliff — canisters of beef jerky from Giant Snack Co.

Linda Garfield — dinner for two at Pacific Cafe, Chislersquare.

John Cummings — Three Centuries of Notable American Architects, courtesy of Richard Behrhardt.

Muriel Adams — Dinner for two at Montana's.

Robert W. Stark — six chin motifs plates courtesy of Muriel Metkin.

Mary Milno — a night's lodging for two at the Queen Anne, accompanied by lunch or dinner at Nepites Palace on Pier 39.

Sandra Price — a preserved flower picture in a Victorian frame, courtesy of Gold of Santa Monica.

Iain and Ann Troppman — a case of assorted California wines, courtesy of a friend of Heritage.

Pierce Killeff, Elizabeth Killeff, Louise Keilander, R. Millo — haircuts from the stylists at the Hair Company.

Mrs. Donald C. Gregory — ten hand SCOED Christmas tree ornaments from Callippe Designs, Inc.

E. D. Kelling — a Gucci garnet ring by Joseph Maginn Co.

Earl S. Stinger — dinner for two at the Cheesecake Street Bar and Grill, courtesy of Hub Bill Mortgage Company.

Sandy Branco — a walking tour by architectural historian Gay Rechlin.

Charles Ross — a ceramic musical snowman from Creative Cowdeyes, Ghirardelli Square.

Jim Osterley — lunch for two at Greens at Fort Mason, courtesy of Alan Davis, Convention Manager, Fort Mason Center.

Jo Hanson — a picnic hamper from Van Wyl Culinary Co.

Sandy Gilner — Pictures on a Picture, courtesy of Becky Hayden.

A. Castro — dinner for two at Chec's Place on Pier 39 and a night at the Heritage Mansion.

Mary Tyson — a $200 gift certificate from the Richard Garens Collection of antique tribal and oriental art.

E. Kaufman — a $100 gift certificate from Victor’s Secret Designer Lingerie.

Robert Herman — a bottle of Argentine red wine and a case of Argentine folk and tango music, courtesy of Argentine Airlines.

N. J. Thorpe — dinner for two at Pepe’s on the Pier and tickets to the San Francisco Dance Theatre.

Debbie Law — a signed, numbered print of watercolor of the City of Paris, courtesy of Steven Cigely.

John Serr — brunch for two at the Carneri Hill House.

J. J. Fanner, Claudia Dvorensic, Nicholas Gamann, and Michelle Loh — note cards of old San Francisco engravings, courtesy of Bill Kwircza and Steven Instant Print.

James Vasech — four tickets to a Magic Concert at the Mansion Hotel, courtesy of Robert Britikin.

Arte Nicholas — a Cafe Diablo cake, courtesy of the Catered Affair.


Jack Puelve Enterprises — a week on the TV program "Roper Room" for a 4- or 5-year old, courtesy of Mr. Harry Roper, WVO-Channel 2.

M. North Baker — dinner for two at the Market Place, courtesy of the San Francisco Hyatt Regency.

K. and K. Kansenger — a gift certificate from Yohe's Flowers and Plants.

Linda Aubeaux — pots and pans from Irene Flecking.

Jack and Carolyn Elmeer — a brass door knocker from the San Francisco Bay Company.

Ron Clime — dinner for two at the Caravansary on Sutter Street.

Bob Hayes — two demitasse cups and saucers, courtesy of Muriel Metkin.

Joe Chan — dinner for two at Mulcreevy's Restaurant plus tickets to the San Francisco Dance Theatre.

Lerry Cannon — two tickets to a Magic Concert at the Mansion Hotel, a signed copy of the book "Christmas was an Ad Man," plus an autographed recording, "There's a Song in my Sow," all courtesy of Robert Britikin.

Adah Halkinsky — a bottle each of Conn Creek Pinot Chardonnay and Cabernet Sauvignon, courtesy of the National Westminster Bank.

Robert C. Pianco — a book of开车 from J. Catan Co.

Amy Bernstein — woman’s perfume from the Body Bar.

Ray Brian — man’s cologne, courtesy of the Body Bar.

Mrs. Andrew Downey Orrick — hors d’oeuvres for 20 courtesy of Essays of San Artletels.

Stan Baker — a $50 gift certificate for children’s or adult’s dance classes courtesy of the San Francisco Dance Theatre.

E. Jenkins — a Heritage package: a membership, a tea shirt, and copies of Splendid Survivors and Victorian Sampler.

Heritage needs the donation of a dry-toner, plain-paper copy machine. If you can help, please call Linda Carballo at 441-3000.

Sensational Soiree at Sherman House

Once again, Heritage’s annual Soiree was a smashing success.

On November 6, more than 200 Heritage mem-

bers and friends dined, danced and gambled in the

Landmark Sherman House on Green Street,

delightfully decorated for the evening. The

iuscally buffett supper was a hit

by previous Soiree attendees, and the

 Drone transformer from the Julis Broussard orchestra

was evidenced by a continually full dance

floor. The bottom floor of the house was

transformed into a tropical-style gambling area,

where bi-annual gamblers tried their luck at the

black-jack

and crap tables.

Most importantly, $17,000 was raised to

add to the Heritage coffers. Sue Weinstein,

Chairperson of the event, praised the many

people who had a hand in staging such a

fun and profitable one:"The Heritage Board,

volunteers, and those who gener-

ously donated the gaming prizes. (A complete

list of those who contributed to the Soiree appears above.)
Around California with Spring’s Monthly Programs

Join us on the second Tuesday of each month for Heritage’s latest looks at some of the people, places and buildings that have shaped (and are still shaping) the city and state we live in. Each Monthly Program begins at 7:45 p.m. in the ballroom of the Haas-Lilienthal House.

This spring Gray Brechin, architectural historian and former Heritage staffer, will amuse and educate us with his slide/talks on:

South of the Slot (Tuesday, April 13)
The gold placers of ’49 were scarcely viewed with more avidity than South of Market real estate today. The area’s loyally held status as the wrong side of the slot is rapidly changing as office buildings jump Market Street. Explore the fascinating history, people, buildings, geology, prospects and problems of this large and largely unknown neighborhood.

The Queen of California: Phoebe Apperson Hearst (Tuesday, May 11). Too long regarded as merely the mother of William Randolph Hearst, Phoebe Hearst was a remarkable and discriminating individual whose status as the first lady of the Far West was unquestioned in her own time. Follow her phenomenally successful career from the rural Missouri to the castles and mansions she built as one of the richest widows in America and the greatest private patron the University of California has ever known.

The Long Western Summer: California Resorts and Spas (Tuesday, June 8). Before the automobile, a plethora of salubrious watering spots catered to the desires of the wealthy. Visit the sprawling verandahed hotels from Tahoe to Del Monte and ponder the tribal rites of those who frequented them.

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March 31-April 2
National Land Use Conference ’82. Coordinated by Golden Gate University. The theme is “Land Use: The New Realities.” For information on how to register or other details, call Elizabeth Yip, Conference Coordinator, at (415) 442-7000, ext. 7469.

April 4
Garden Brunch and Tour at a fine early Victorian home filled with artwork and fascinating objects. For a $25 donation to Heritage, you will receive an invitation admitting two people. For information call Jim Murrow at 441-3000.

April 13
Gray Brechin on “South of the Slot.” A look at the history, people, buildings, geology, prospects and problems of the area south of Market Street, now poised for rapid change. The Heritage Monthly Program. Haas-Lilienthal House Ballroom, 2007 Franklin Street, San Francisco. 7:45 p.m. $2 general public; free to Heritage members.

April 17
Gray Brechin on “The Queen of California: Phoebe Apperson Hearst.” Meet the first lady of the Far West, who helped create mansions and castles and a great university. The Heritage Monthly Program. Haas-Lilienthal House Ballroom, 2007 Franklin Street, San Francisco. 7:45 p.m. $2 general public; free to Heritage members.

April 21-25
Annual Meeting of the Society of Architectural Historians. Tours, sessions and exhibits will explore the city as an urban and architectural matrix. New Haven, Connecticut. For information, contact SARA, 1700 Walnut Street, Philadelphia, PA 19103.

April 29-May 2
“Reinvesting in America,” the seventh annual California Historic Preservation Conference. Tours, workshops and seminars will focus on the economics of preservation. For information call Dana M. Cordeiro, Conference Coordinator, at 839-2121.

May 11
“Reinvesting in America’s Past.” Pacific Lumber Company’s Opening Reception and Tour of its new headquarters building in Jackson Square. The event is a benefit for Heritage. For information call 441-3000.

May 15
Gray Brechin on “The Queen of California: Phoebe Apperson Hearst.” Meet the first lady of the Far West, who helped create mansions and castles and a great university. The Heritage Monthly Program. Haas-Lilienthal House Ballroom, 2007 Franklin Street, San Francisco. 7:45 p.m. $2 general public; free to Heritage members.

June 8
Gray Brechin on “The Long Western Summer: California Resorts and Spas.” Visit the spots where the rich kept cool in pre-auto days. 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 Calendar: What’s Happening This Spring

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