The Program

Heritage will present a series of walks of a few of San Francisco’s fascinating neighborhoods. They will be led by heritage authorities on architecture and preservation.

The neighborhood to be explored is the Duboce Triangle area. Led by Dean Yabuki, a Heritage member knowledgeable about this area, the tour will include the Francis Lutheran Church, which represents the architecture of the area with its social and ethnic history. The neighborhood was a center for the German community, several of its institutions still survive. Today, the area is filled by a considerable number of Queen Anne and Edwardian houses, many of which were designed by prominent San Francisco builder, Thomas Eischen. The contemporary new design in historic neighborhoods will also be explored.

please see WALKS, page 7

PROPOSITION M AND NEIGHBORHOOD DEMOLITIONS

The passage of Proposition M, with its Priority Policy 7 that "landmarks and historic buildings be preserved" has created a pressing need for new procedures under which the City reviews applications for demolitions and substantial alterations of buildings. Except within the area covered by the Downtown Plan (in which lists of significant buildings were legally recognized in the Plan) and peripheral areas also surveyed by Heritage, no systematic identification of significant buildings has been made.

The lack of consistent surveys identifying significant buildings throughout the City has slowed the efforts of City government to respond quickly to Priority Policy 7.

During the past several months, the Planning Department has sought to develop interim procedures. Heritage has supported the Department in this effort.

please see NEIGHBORHOOD, page 4
EXECUTIVE DIRECTOR COMMENT

This year, like 1986, will continue to be a critical time for San Francisco Heritage. Completion of our ten year long effort to win adequate protections for architecturally significant structures downtown came with the adoption of the Downtown Plan in late 1985. At that time, Heritage recognized the necessity to undertake significant new initiatives in education, conservation and communications in addition to strengthening the fiscal and administrative basis of the organization.

In 1986, we turned to our general membership and other supporters for help in funding expanded educational programs. The generous response enabled Heritage to continue a staffing level necessary to plan and implement limited expansion of programming: a very popular "History of the City" series in the fall of 1986, a special Chinatown program in January 1987, six special neighborhood walking tour programs in the late spring through summer of 1987, and a repeat of the lecture series in fall of 1987.

Heritage is pleased with the progress we have made since the time of last year's annual campaign. Although further efforts by staff and additional fiscal support will be necessary to make the additional improvements which we seek, your 1986 gifts made a substantial difference.

This year, our challenge arises from the need to respond to major new opportunities for protecting San Francisco's unique and beloved architectural character. Proposition M, a Preservation Element of the General Plan, a stronger landmark ordinance, protection for buildings in the so-called "sub-area plans" (areas we have already surveyed such as Van Ness, Chinatown, and South of Market) and increased alarm with the rapid erosion of the architectural character of unsurveyed areas like the Richmond District- all need our attention this year.

Implementing procedures for protecting the "historic buildings" referred to by Proposition M must be devised before inappropriate demolitions can be halted. A meaningful preservation element of the City's General Plan must be completed and adopted if architecturally significant features in San Francisco neighborhoods are to be protected. The existing law authorizing landmarks and empowering the Landmarks Board must be strengthened. Significant buildings in surveyed areas must be included in plans now under consideration if our surveys are to serve their intended purpose. Identification and protections for significant buildings in the Richmond must be made soon to prevent the irreversible decline of this neighborhood. Your support this year will help us address these vitally important issues.

Mark Ryser

This is Heritage's first issue of the Newsletter using the desk-top publishing capabilities of our new computer. This system saves us production costs, as well as improves the graphic quality of the publication. You will be noticing continuing improvements in our Newsletter during the coming year. If you have suggestions please contact the Newsletter editor.
tion pending for landmark: The City Commission has approved a that no significant tual impact will result from ion of a Landmark building ion District. The structure, uth Van Ness, dates from n it was built as the house for the adjacent mansion." Both buildings uted a City Landmark in Subsequently the City the structure hazardous and owner to repair or demolish.

ission's action, made over objection of Heritage, sets for the first demolition cial City Landmark to in Francisco.

nd, separate action, the Board requested a 180-day nt of demolition allowed itance. The Commission 0-day delay. During this stage, with the Landmarks seek to assist the owner in urther possible solutions ile of the building and its to living or working space. readers should contact

Heritage continues to be concerned about the lack of protection for significant buildings on adjacent lots fronting on the cross streets, which are currently not recognized by the Plan. Readers interested in assisting our efforts should contact Heritage.

Retention and incorporation into a new design appears to have saved the unique and distinctive "La Pantera" structure at 1234 Grant Avenue from demolition.

The threatened loss of this North Beach landmark for an expansion of its restaurant neighbor was discussed in the June 1986 Newsletter. Since that time, Heritage and the Telegraph Hill Dwellers successfully blocked a demolition permit and have worked with the owner's new representatives, Tosta & Browning and Hood Miller Associates, to develop a compromise treatment of the building's facade. While the design will make substantial changes to the building, the overall form of the structure as well as most of its exterior detail will be respected.

The Crown Zellerbach Building has been unanimously approved by the Planning Commission as San Francisco's first modern day highrise to become an official City Landmark. The action, taken at the request of the Landmarks Board, was initiated due to concern with tentative schemes by the building's new owner to remove the plaza and pavilion structure to make way for a new structure.

The fate of Polytechnic High School may be settled in June, when San Francisco voters will consider whether to overturn the rezoning of the site. Heritage continues to advocate

retention of the architecturally significant academic building and has communicated to Mayor Feinstein our recommendation that previously approved plans be re-reviewed in light of Proposition M's Priority Policies.

Casting Workshop

A demonstration workshop, CASTING ARCHITECTURAL DETAILS, will be held Saturday, May 16 from 10 AM to 2 PM at the Haas-Lilienthal House, 2007 Franklin Street. A project of the Preservation Loan and Technical Assistance Program, the workshop will be given by Phil Diers, sculptor. A video presentation of fellow sculptor, George Payne, will precede the demonstration.

Casting activities will include how to reproduce simple architectural details such as brackets, as well as replace molding patches.

Cost is $25 and advance enrollment is encouraged. Call 441-3000 for further information. ■
identifying resources and volunteers to aid the Board in recording existing lists of significant buildings at a location.

In Richmond, Heritage, which now notices all applications for permits filed in San Francisco, viewing these to determine potentially significant is involved. This review of applications has been possible by an ordinance by Supervisor John which enables Heritage and residents to obtain written demolition applications.

we have challenged two demolition permits, using them as test cases to the attention of the City Departments and the Permit Appeals on the need to incorporate Priority Policy 7 into official procedures. Heritage is pleased that the Board carefully considered our arguments, and acknowledged the need for additional procedures in the future.

In the Excelsior, Heritage moved quickly to alert the City to our concern over a pending application to demolish a hundred-year-old house on Vienna Street.

Richmond, 580 Fifth Avenue one of a pair of identical mily houses constructed was the subject of an appeal for permission, constructed in 1908, designed by noted architect George Miers & Associates. These structures are the dential designs yet identified whose work includes such as the Olympic Club and the City of Richmond.

brought by a Heritage as well as a resident of the community, and the City Planning Department and the Permit Appeals on the need to incorporate Priority Policy 7 into official procedures. At the first hearing, the Board did not find that an M condition had been established. Immediately, the Board in a second hearing after considering all 10 Policies, allowed the demolition to proceed.

Despite the loss of this particular structure, the appeal of 580 Fifth Avenue has helped win our larger goal of gaining greater recognition of the need for incorporation of Priority Policy 7 into official procedures. Heritage is pleased that the Board carefully considered our arguments, and acknowledged the need for additional procedures in the future.

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Based upon information made available to Heritage by the neighborhood group, 503 Vienna is one of the earliest structures in the Excelsior District. Built in 1880, this single story Italianate building retains nearly all of its handsome architectural detail intact, making it of great significance to the neighborhood. An adjacent turn-of-the-century corner store, built by the same owners, had already received demolition approval, and a development scheme to divide the large lot into four new building sites had been proposed.

Working with the neighborhood group (The Council of Outer Mission Organizations), the Pacific Heights Development Co., and the Planning Department, a compromise scheme has been devised under which the storefront will be demolished, but the house will be relocated on the same property and rehabilitated. The new location of the original structure will afford it greater prominence after the new structures have been built.

Heritage is continuing to work with the City to ensure the development of processes which will, to the greatest extent possible, allow an early identification of buildings of potential significance. The responsiveness of the Department of City Planning to consider our arguments has been very important in the substantial progress that has been achieved so far.

ANNUAL FUND DRIVE DONORS

In addition to all of those mentioned in the prior issue of the Newsletter, we’d also like to thank the people listed below for their generous participation in the 1986 Annual Fund Drive.

We apologize for inadvertently omitting several names, and thank those who gave at the end of the year.

Robert Berner
Donald P. Black
Edward B. Byrne
Edward J. Connor
Michael F. Crowe
Mildred A. Eley
Linda Jo Fitz
David M. Hartley
Shaye Hestor
Peter S. Hockaday
Judith M. Job
Reverdy Johnson
Betty Kendrick
Sande Marston
Peter Z. Michael
Harry Miller
Moore Dry Dock Foundation
Diana Owyang
G. Bland Platt
Joyce Rimlee
John Sanger
Paul H. Sedway
Diana Shore
Avo L. Sims
South Pacific Transportation Co.
Frances Stein
Marilyn Waits

SOIREE DONORS

Heritage also regrets the omission of the following generous contributors to our Soiree from the December 1986 newsletter acknowledgements:

Mr. and Mrs. James Gerstley
George Miers & Associates
world-famous as a center of the counterculture of the time, the Haight is architecturally significant as an almost intact turn-of-the-century streetcar suburb. Developed as a middle-class neighborhood in the 1890s and early 1900s, the Haight has experienced a cycle of growth, decline and rebirth over the past century.

This special Heritage feature provides a history of this fascinating neighborhood, brief descriptions of several important developers and builders, and a walking tour of its more interesting areas.

With most older San Francisco neighborhoods, some of the history of the Haight can be read on its streets. Governor Leland Stanford appointed the first San Francisco Park Commission in 1870 with members Stanyan, Monroe, Shrader, R. Beverly Cole and Clayton as supervisors. Together they developed Golden Gate Park, which extended to the north and south beyond Stanyan Street to the Grandstand where the stadium was built. For as an Examiner noted on October 22, 1889, the cable roads...have come into vogue, gas, and water at lights and finally the substantial residences." In the Haight near the Park, the streets tended to be commercial as on Stanyan Street and the depot for cable cars. By 1889, there were saloons and a store on 14th Street, and a plan for a new hospital on Haight near the depot.

As these uses suggest, the Haight was originally more a recreational area than a residential district. By 1890, for example, there were only a dozen residences, half of which survive, most notably a row of houses at 503-25 Cole Street, which is a portion of the earliest tract development in the district. The recreational facilities included a baseball field on the block bounded by Frederick, Stanyan, Shrader and Waller. This stadium opened in 1887 and was conveniently located near the depot. It featured a two-story saloon and a Chinatown laundry, most of which still survive. Cycling replaced baseball as the area's favorite sport with cyclery...
650-52 Stanyan and repair
and a "planked platform for
1965 Page. Billiard rooms, a
m, and sanitarium were among
amusements, although these
rival the main attraction—the
unt Chutes.
ike Paul Boynton Chute
y's amusement park was
on the south side of Haight
between Cole and Clayton
re Street then ended at
It was an elaborate
ment center whose central
feature was a three-hundred-foot long
incline plane raised seventy feet
above ground. Two car tracks elevated
passengers to a waiting room at the top
where they caught gondolas for the
return ride down to the lake. An
e elevated railroad on wooden trestles
circled the entire block, offering riders
views of painted panoramas, animals in
cages, the lake and chutes. Other
diversions included:
two merry-go-rounds, various exhibits,
bandstand, photo gallery, shooting
gallery, a zoological promenade, the
Chutes theater, and alligator house
adjacent the lake.
In addition to the usual ice
cream stands, bars and refreshment
pavilions, there was a circular
"Darwinian Temple." For the price of a
ten-cent admission, the visitor to the
Chutes could be both educated and
entertained.
Shortly after the
turn-of-the-century, the Chutes were
dismantled and moved to the north side
of Fulton between 10th and 11th
Avenues, the lake was drained,
Belvedere Street extended to Haight
Street, and the resulting two blocks
developed beginning in 1902 for
housing and stores. By this time,
approximately half of the area's lots
were developed, and every block built
upon except for the area owned by the
Baird Estate. Haight Street itself had
only the Dudley Stone Primary School
and a store near Central, and a few
commercial buildings between Shrader
and Stanyan four blocks to the west.
The rest of the neighborhood's main
thoroughfare was owned by the Baird
Estate and remained undeveloped until
after 1900.
A portrait of the Haight in that
year can be sketched from information
in the United States census schedules
of 1900. Of the approximately 450
households in the area, about sixty per
cent were renters. The population as a
whole was overwhelmingly white but of
varied origin: German, Irish, Swedish,
Scottish, with a few Swiss, Australians,
and French. Two black women, twelve
Japanese, and fourteen Chinese men
also lived in the neighborhood. Most of
the population was married, with
children.
The architecture reflected the
solid middle class values of the
inhabitants. Two-story single family
residences on twenty-five to thirty-foot
lots were the norm until the late 1890s
when three-story flats were increasingly
constructed. Soon after the
turn-of-the-century, a few relatively
large apartment buildings were erected.
Generally, the buildings were
constructed by contractors such as the
Hinkel family, Robert Pieper and,
especially, Cranston & Keenan.
Several examples of these are
illustrated in the walking tour.
Whether architect-designed or
contractor-built, the houses generally
followed a standard plan: high
continued on page VII
AIGHT WALKING TOUR

The tour begins at 750 Ge.

The Stanyan Park Hotel is the oldest extant hotel on Golden Gate Park. Since forbade commercial use, a cluster of commercial grew up on its borders, on Stanyan Street near the cable car depot. Called the Park View Hotel, building was one of the most fashionable in the $28,000 and designed by Cofey, a prominent early architectural firm. The on the site of Heagerty's.

offey designed the hotel in Queen Anne/Classical. The rounded corner and carefully restored, the Waller/Stanyan and the park. The detailing fine with quoining and about the windows and present restored condition, all the Haight's heyday as a central for the city.

what was once centerfield fornia League Baseball Bula Street was developed. The first and mostouse on the street was a large, towered Queen ice constructed in 1896 by roth. The building is an ample of the late Queen with a corner tower attached ic facade with matching hes on the first floor.

were propped up and an additional story added sometime between 1900 and 1913, when they were converted from single family residences to flats.

Across the street at the northwest corner of Shrader are two three-story flat/apartment buildings constructed by Robert Pieper in 1898. The corner building may have originally had a tower similar to the Pieper buildings at Cole and Oak. This was characteristic of the buildings he designed, and of the Queen Anne style in general. Further up Shrader at 833-41 are three additional buildings by Stierlen; two of them are still intact with their original hoods over the doors. (Continue east to Cole Street.)

Cole Street between Waller and Frederick is an excellent example of the type of Queen Anne rowhouse development characteristic of the Haight. The lots on the two blocks bounded by Cole, Frederick, Clayton and Waller were sold at auction in 1893 as part of the Park Panhandle Property.

The 700 block of Cole Street is an excellent and marvelously intact example of late 19th-century rowhouse development. The Hinkel row (708-30, built in 1895-96) and the Pottinger row (711-45, built in 1895-96) are particularly impressive with their gable ends mirroring each other as they march down Cole Street to Waller. They are representative of the Queen Anne/Colonial Revival phase of Victorian architecture. (Continue south to Frederick Street.)

The most significant developers of the 400 block of Frederick Street were W.A. Lange, H. Peterson, and J. Stierlen. William Ferdinand Lange established a dairy on the blocks to the south in 1870, with his main house near Shrader and Carl. When the area became more populated, Lange and his sons established the Lange Land Company and subdivided the dairy in the 1890s. In 1899, W.A. Lange built three residences at 439-51 Frederick.

The earliest buildings on Frederick between Ashbury and Clayton were 210 constructed by Stierlen in 1892, and 231 built the same year by L. Landler. Almost as old is the intact one-story cottage at 274 Frederick constructed in 1894 by W.H. Green. Architecturally the most interesting building is the one-story Frederick Street market at 225 Frederick, designed in 1912 by August Nordin with ornate plasterwork at the cornice.

Downey Street was originally called Tremont and contains some particularly interesting one-story cottages and two-story flats. By 1900, the west side was almost entirely built up and inhabited largely by blue collar workers.

The south side of Frederick between Masonic and Ashbury contains various residences of the widow Mary A. Fritz, who began developing Ashbury Heights in 1885. Her residence was at 109, built
in 1890. She also constructed 115 in 1900, 119 in 1901, and 121 in 1897, and 101 in 1891 (now demolished).

Three fine apartment buildings dominate the rest of the block: the Casa Madrona in a Mission Revival style at 110-16 Frederick (on the site of two of the oldest buildings in the neighborhood, built by Charles E. De Long in the 1880s); 130 Frederick Street designed by Albert H. Larsen in 1929; and the Crossways Apartments at 151-91 Frederick, which features a particularly prominent cornice and lavish plasterwork about the entrance.

The 700 block of Ashbury was one of the first streets in the neighborhood to be developed. The earliest cottages dating from the 1880s are all demolished, and the Gothic-style Monastery of Perpetual Adoration at 755 Ashbury occupies the grandest residence in the area, a picturesque Eastlake mansion designed by Percy & Hamilton for C.A. Hooper in 1889. Such large houses on spacious lots were doomed as land prices rose and more efficient rowhouses were built. An excellent intact row by Cranston constructed about 1890 is at 704-14. Further up the street at 772 Ashbury is a large Queen Anne residence constructed in 1889 for Edward N. Harmon, a lumber merchant. (Return to Frederick and continue to Delmar.)

Delmar is another of the long, narrow north-south streets plotted to allow more intensive development. An interesting row of one-story cottages designed by William H. Lille in 1892 remains at 22-26.

Stierlen constructed the building at 88 Frederick Street in 1901. Around the corner at 737 Buena Vista Avenue West is the Colonial Revival Spracklins mansion constructed in 1897-98 and designed by Edward J. Vogel. (Return to Frederick and Masonic.)

Masonic from Frederick to Page and the blocks on either side contain perhaps the most remarkable collection of rowhouses in the area. The row at 1380-92 Frederick was constructed by John Stierlen in 1901. Notice that Stierlen altered the roof style and porches to give variety to the row. Stierlen also constructed the dwellings at 1345-55 and 1371-73 in 1902. 1349 Masonic was used as the home of the Villa Satori commune in the 1960s. 1335 Masonic was designed by Lille and cost $2,545 when constructed in 1897. It features a large gambrel roof and elaborate plasterwork characteristic of Lille's work.

The most impressive and historic row of houses in this block is at 1322-42, undoubtedly designed by Robert Dickie Cranston for J.A. Whelan in 1891. These residences with their distinctive curved brackets and strafwork are identical to buildings designed by Cranston at Page and Cole. They originally probably had hipped roofs with a small gable facing the street over the bay, and decorative iron cresting (see 432-34 Cole Street). Although 1302 Masonic was designed by Adolphe Lutgens the same year as the Cranston row, it is in the then-fashionable Queen Anne style with multiple gables, corner tower and fretwork.

From the corner of Masonic and Waller, several important rows are visible. 1301-09 Waller was built in 1901, and 1315-35 was constructed in 1896 for J.A. Whelan. Cranston and his partner Hugh Keenan built the row of houses from 1214 to 1260 in 1895-96, with the exception of 1244-46 Waller designed by Martens & Coffey in 1896. Further down Haight Street, Hugh Keenan built the entire corner consisting of 1336-38 Haight and 1312-50 Masonic in 1902-04. 1200 Masonic was designed by Lutgens in 1896, and Meyers & Ward were the architects for the Goldberg Bowen Company, which developed 101-19 and 1401-19 Haight Street in 1904-05.

Significant rows nearby include 142-60 Central designed by Daniel Einstein in 1899-1900; 209-33 Central and 1424-26 Page constructed in 1901-02 by George W. Hinkel; and 131-63 Central built in 1904 by the Cox Brothers. Individuals important buildings are St. Agnes Church at 1025 Masonic designed in a classical style by Walsh & Carey in 1907, and the large Colonial Revival residence at 1101 Masonic designed by Fred Baumann in 1900. Newson & Meyer, architects, designed the large residence at 1482 Page for M. Magnin in 1899.

Nearby at 1460-76 Page are a pair of buildings that were originally identical and designed by Shear & Shea for J. Murphy in 1892. 1476 was, like many other buildings in the Haight, extensively altered, the bay removed, and the windows replaced. (Continue down Page Street.)

Cranston & Keenan designed the row of houses at 1542-50 Page in 1891. The middle building of the row at 1545 was extensively and unfortunately altered. The row of substantial Queen Anne residences at 501-25 Ashbury and 1617-23 Page were designed by E.W. Hyde in 1899. Except for 1645, they were all designed for two flats.

The 400 block of Clayton has several architectural gems, especially the magnificent but deteriorated McFarlane residence at 400 Clayton (1895) designed by Coehead & Coehead in a Manuelist Classical style. Across the street is a row of six Queen Anne residences and flats: 401-07 were built in 1894-95 and designed by J.B. Hall, while 409-11 date from 1893 and were constructed by Soule & Haliday. 414 and 415 Clayton are one-story cottages built about 1890, and similar to 1727
for M. Wiegman in 1889. Ages represent the earliest development in the Haight, but later superseded by more dwellings and flats.

On Page Street to Cole, row of three 3-story flats at 1732-42 Page Street, designed by J. Van Husen in 1911 at 1660 Haight, 1701-05 Haight designed by Charles J. Rousseau for Maurice Rosenthal (note the initials MR in the swan’s neck pediment on the corner bay), and the large bay-windowed apartment building with arched commercial base at 1600-24 Haight constructed by the San Francisco & Suburban Home Building Company in 1904, about which little is known.

A block east is the famous Haight-Ashbury intersection. Little remains of the Haight hippie heritage; once prominent businesses included the Drugstore at 1398, the Oracle at 1371, the Psychedelic Shop at 1535, the House of Richard at 1541, and the Print Mint at 1542.

The last block of Waller before the Park contains, in addition to the Stanyan Park Hotel, several historic buildings. There is a flat-fronted Italianate on the back of the lot at 1724 Waller, which first appears on the 1892 Sanborn Fire Insurance map, although it may have been built earlier and moved to this site. Across the street at 1749 Waller is a rare surviving one-story commercial building constructed in 1895 and used until recently as a Chinese laundry. Adjacent to this at 1757 Waller is the former San Francisco Fire Engine Company #30 built in 1896.

This walking tour concludes where it began at Stanyan and Waller.

Witt and designed by Fred P. Rabin in 1893. (Continue to Haight Street.)

Although Haight Street is the central artery and commercial center of the neighborhood, it was the last street to be developed. Prior to 1900, virtually the entire street from Central to Stanyan was owned by the Baird Estate and was not built up. The earliest intact building on the street is located at 1779-83 Haight, constructed in 1892 by the Brooklyn Planing Mill. The vast majority of the buildings, however, date from 1904-07. Significant surviving structures include an old nickelodeon constructed by J. Van Husen in 1911 at 1660 Haight, 1701-05 Haight designed by Charles J. Rousseau for Maurice Rosenthal (note the initials MR in the swan’s neck pediment on the corner bay), and the large bay-windowed apartment building with arched commercial base at 1600-24 Haight constructed by the San Francisco & Suburban Home Building Company in 1904, about which little is known.

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This walking tour concludes where it began at Stanyan and Waller.

This special feature on the Haight was researched and written by Christopher H. Nelson, with assistance from Gary A. Goss and Ann Bloomfield. Contemporary photographs by Gary A. Goss.
all and staircase to one first floor, parlors and dining other, bedrooms and the second floor, with a level. On the exterior, flats architecturally in a similar uses, although each floor separate living space with access. Virtually every used a bay, either rounded, or square. A small often with a utility shed, the plan. At the entry, such a house cost 0 to construct and rented 0th.

The neighborhood was in the 1890s and early buildings belong almost the Queen Anne phase of architecture. In fact, there is a in San Francisco to study rent of this style than the there was virtually no before 1890 and relatively 10.

746-60 Clayton Street, a typical row of developer-built housing of the late 1890s.

Francisco Examiner reported that "the whole country about the heights is now thickly covered with homes of conspicuous size, and many of them of costly design. Masonic Avenue is lined with a large number of Eastlake dwellings, where barren sands were a few months ago. Waller Street has been brightened up very recently with several pretty structures. There are more of them on Cole Street and on Frederick Street." (March 8, 1896)

Cranston & Keenan's row of residences on Masonic was specifically mentioned as being in the most "modern styles" and "supplied with electric lighting appliances, something new in the residences of that locality." The houses and lots cost from $6,500 to $8,500 each.

As the number of available vacant lots decreased after 1900, the intensity of development increased, with first flats then apartments predominating. One response to the increased density was relatively large buildings that combined the convenience of apartments with the separate entrances associated with flats and dwellings. An excellent example of this type of hybrid flat-apartment building was constructed at Oak and Cole Streets in 1901.

This three-story building with bay windows and corner towers was built by R. Pieper and furnished by W.J. Pattosien. According to an advertisement in the San Francisco Call of May 11, 1901, the nine "elegantly furnished" flats varied in size from five to seven rooms and rented for $22.50 to $41 a month, with two weeks free rent. Similar buildings, generally with five flats, were constructed on the remaining vacant lots in the area, especially on the Baird Estate blocks on either side of Haight Street.

130 Frederick Street, an excellent example of advanced apartment building design of the 1920s. Note the very large windows with industrial sash.

By World War I, ninety per cent of the area was developed. It was a self-contained neighborhood with its own commercial center on Haight Street, a school (the Dudley Stone Grammar School on Haight between Central and Masonic, 1896), a public library at 1835 Page, and three churches (St. Agnes at Masonic and Page, Hamilton Methodist Episcopal Church at Waller between Clayton and Belvedere, and All Saints Episcopal Church on Waller between Ashbury and Masonic). There was also an orphanage at Buena Vista Avenue and Waller, a nickelodeon at Haight and Cole, and even the Rice Institute dancing school on Page near Stanyan.

The Haight changed very little in the 1920s. An apartment building at Frederick and Delmar designed by Albert H. Larsen demolished two of the earliest residences in the area, but generally the neighborhood settled into a comfortable and stable middle age.

The Depression of the 1930s affected the Haight in several dramatic ways: rental vacancy rates increased and rent levels dropped resulting in deferred maintenance and accelerated deterioration. Even more damaging in the long-run was the fad for stripping...
Robert D. Cranston, Builder In The Haight

Robert D. Cranston, the grandfather of Senator Alan Cranston, was one of the earliest and best builders in the Haight. He arrived in San Francisco in 1870 from Ontario, Canada, although he is not listed in the city directories until 1874 when he worked as a carpenter with D.A. Macdonald & Co. For the next fifteen years he worked with a variety of construction companies. In 1889, when he began building houses in the Haight, he is listed as an architect and builder with his residence at 1032 Folsom.

From the early 1890s to his death in 1916, Cranston lived with his sons Robert A. and William M. in houses he designed in the Haight. Cranston had a variety of partners in his building and real estate business. In the 1890s, when most of his Haight buildings were constructed, the firm was known as Cranston & Keenan. Early in the 20th century, he formed a partnership with his son Robert A. By 1904, William M. Cranston had joined his father and older brother, and the firm was renamed R.D. Cranston & Sons. Robert Cranston died in San Francisco on June 12, 1916 at age 66.

Cranston was a fine designer whose earliest buildings in the Haight are easily recognizable by their distinctive curved brackets at the cornice. His later buildings, particularly his own residence at 1777 Page, were decorative Queen Anne designs with fanciful plasterwork. Particularly impressive are the remaining Cranston rows, even though many of them have suffered inappropriate alterations.

HISTORY

continued from page VII

and stuccoing the facades of the grand but then-unfashionable Victorian houses. The majority of the buildings were owned by absentee landlords, and fifteen per cent were considered substandard by 1939, according to City Planning records.

World War II precipitated an opposite but equally damaging result. Many of the large houses and flats were hastily converted to boarding houses to accommodate the sudden influx of war workers. While the number of buildings remained relatively stable between 1919 and 1950, for example, the number of dwelling units increased 85% from 4,750 to 8,770, most of this occurring during World War II. Associated problems of deferred maintenance and the rapid rate of tenant turnover resulted in further deterioration of the Haight’s turn-of-the-century housing stock.

The Haight in the 1950s was a neighborhood in decline, bypassed by newer suburbs to the west and south. A few cheap stucco apartment buildings were constructed, resulting in the demolition of some of the Haight’s oldest buildings. But generally changes were limited to alterations and continued subdivision of the once spacious dwellings. Largely ignored by the new middle class, the Haight became a home for the beatniks of the late 1950s and the hippies of the 1960s.

What attracted these groups to the area was its proximity to the parks, its relative isolation and its cheap housing. For the hippies in particular, the old houses had a particular charm and relevance. In rebelling against the values of their parents, they identified with some of the values of their grandparents, including Victorian and Edwardian clothes and architecture.

The first store to open on Haight Street catering to the increasing number of “flower children” was the Psychedelic Shop at 1535 Haight near Ashbury. Others soon followed, including mod clothing stores called Mnasidika and In Gear, the coffee shop I/Thou, a health food store on Page called Far Fetched Foods, even a hippie ice cream store named Quasar’s. The Haight Street Diggers began distributing free food in the Panhandle, established a free store at 1711 Haight, had a “pad” at 848 Cole and ran the radio station KDIG out of 1775 Haight. The Grateful Dead rock group had their headquarters at 710 Ashbury and occasionally performed at the old Haight Street Theater, remodeled and renamed the Straight Theater.

Reflecting the history of the neighborhood, this theater, constructed in 1910, was originally a nickelodeon enlarged into a movie theater in 1915. When the area declined in the 1950s, the movie house failed and the building was used as a gay theater and, later, an Assembly of God church. It and the nearby old Masonic Hall were revived as a dance hall in the 1960s when plans were developed to convert the block bounded by Haight, Cole, Page and Shadrer into a (counter-)cultural center. This failed, times changed, and the theater was demolished in 1979.

Today, like many older San Francisco neighborhoods, the Haight continues to be attractive to a diverse range of San Francisceans, drawing new single professionals, providing homes for the families of those who came in the sixties, as well as long-time residents who have stayed through decades of change.
BOOK NOTES

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Heritage and other San Francisco nonprofit organizations have been receiving an increasing number of complaints regarding the late arrival of the newsletter. The approximate date of this mailing is 5-8-87. If your newsletter does not arrive within one week of this date please contact your local postal station.

J E W E S L E T T E R VOLUME X V , N O . 1
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The Foundation for San Francisco's Architectural Heritage is deeply grateful to the members of San Francisco's business community who support our work. We especially appreciate those firms through corporate membership that have made a commitment to us on an ongoing basis.

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Gifts that will be treasured
Heritage will present a cent focusing on The his will be led by Chris Heritage Architectual and will feature a reception nifully restored Stanyan adjacent to Golden Gate area's wealth of Queen dwardian architecture and social history will be foot. The work of such wders and architects as ston and the Hinkel family hlighted. Contemporary iration, preservation and will be discussed. A of what will be covered can be found in this ature on the Haig.

Hill will be explored White, a longtime alks guide, on Sunday, eginning at Vallejo and the architecture and of the area will be rom the Gold Rush to the. Since the hill was also a - many artists and writers, story of the neighborhood be remarked upon, as it relates to the theater, ena and even television. is upper Filbert Street araved, as well as the street steps, and Calhoun leys.

San Francisco will be July 18 with a tour of led by Judith Lynch, co-author of Victoria's Legacy. Entitled "Reading the Streets of Liberty Hill," the tour of the City's latest historic district will not only cover the beautiful Italianate, Stick-style and Queen Anne residences, but also the entire streetscape including curbs, fire hydrants, sewer vents and sidewalks. Lexington, Valencia, Guerrero, Liberty, Hill and 20th Streets will be explored, and the work of such important architects and builders as The Real Estate Associates, the Hinkel family, and the Newsom Brothers will be investigated. Judith Lynch will also describe how this neighborhood became an official district, and what that means to the residents and owners.

The octagon house on Green Street, on Russian Hill.

Yet another of San Francisco's famous hills will be explored on August 1, with a tour of Russian Hill by Pat Farquar, a veteran Heritage walks guide. This once-Bohemian neighborhood is one of the most fascinating and varied in the city. It will begin at the Louise M. Davies Firehouse on Green Street and will include impressive residential works by such important architects as the Newsom Brothers, Julia Morgan, Ernest Coxhead, Willis Polk and William W. Wurster. Macondray Lane, Russian Hill Place and Ina Coolbrith Park will be viewed, as will the hill's architecture from the 1857 Octagon House to contemporary infill condominiums.

The Summer Walks series will conclude with a special walk and event focused on the Richmond, an architecturally, rich neighborhood which has been long neglected. This will occur September 12, led by Gray Brechin, former Heritage Architectural Historian, writer and lecturer. Entitled "Out Beyond the Cemeteries," the tour will include some grand architectural monuments, such as Temple Emanu-El, as well as the typical middle-class, turn-of-the-century dwellings which compose the historic character of the neighborhood. The Presbyterian Church on Arguello and Lake, Pueblo-style apartments on 4th Avenue, an enclave of shingled Craftsman-style apartments along the Presidio wall, a late Queen Anne group of houses on 6th Avenue, unique eclectic Edwardian houses on 14th Avenue, and Mountain Lake park will all be featured in this celebration of the Richmond.

7th Avenue near Lake Street.

I'd like to the following ing tours:

- TELEGRAPH HILL July 5, 3:00 P.M. $4 ($6)
- LIBERTY HILL July 18, additional information will be mailed to our members.
- RUSSIAN HILL August 1, additional information will be mailed to our members.
- RICHMOND, September 12, additional information will be mailed to our members.

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## CALENDAR

### APRIL

22-26, Society of California Historians Annual e, San Francisco. Contact: sctts (217) 333-9069.

26, "Baroque Colloquium" by the S.F. Architectural Touring Thomas Gordon, Charles Moore, Stanley Robert A.M. Stern, and contact Carolyn Walker, 989-

### MAY

Lecture by Thomas nith on "The Architecture go" sponsored by the S.F. ral Club. Contact: James 552-9851.

### JUNE

**June 4-7, California State Preservation Conference, Coronado, CA. For additional information call the California Preservation Foundation, 527-7808.**

**June 6, Heritage Summer Walk: The Haight led by Chris Nelson. See page 1 article.**

**June 7-11, American Association of Museums' Annual Meeting, San Francisco. Contact: Brenda Zimmerman, 564-4229.**

### JULY

**July 5, Heritage Summer Walk: Telegraph Hill led by Frances White. See page 1 article.**

**July 18, Heritage Summer Walk: Liberty Hill led by Judith Lynch. See page 1 article.**

### AUGUST

**August 1, Heritage Summer Walk: Russian Hill led by Pat Farquar. See page 1 article.**

### SEPTEMBER

**September 12, Heritage Summer Walk: The Richmond led by Gray Brechin. See page 1 article.**

### WALKING TOURS

#### San Francisco's Historic North Waterfront

WHERE: Meet at the Information Kiosk at the cable car turntable in Victorian (Aquatic) Park, 1 foot of Hyde Street.

WHEN: 10:30 A.M. to noon, Saturdays. $3.00, members $2.00.

#### Victorian & Edwardian

**Pacific Heights**

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

WHEN: 12:30-2:20 P.M., Sundays. $3.00, members $2.00.

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### CHINATOWN EVENT

Heritage's special Chinatown event held January 31 and featuring a panel discussion on Chinatown's past, present and future, a walking tour, and a traditional banquet lunch was highly successful, attracting more than 120 participants. We would like to thank Phil Choy of the Landmarks Board, David Prowler of the Chinatown Resource Center, and Lois Scott of the Department of City Planning for participating. Heritage plans on making this an annual event celebrating Chinatown's rich architectural and cultural heritage.