CONSERVATORY MAKES WORLD LIST

The World Monuments Fund has published its first annual List of 100 Most Endangered Sites. San Francisco’s Conservatory of Flowers in Golden Gate Park appears in this select inventory of historic sites around the world that have suffered damaging effects from a variety of causes, including neglect, vandalism, war, fire and natural disaster. The Conservatory is, furthermore, among the first twenty sites in this group to receive American Express World Monuments Watch grants.

In 1965, a group of individuals concerned about the destruction of many of the world’s cultural treasures, formed the World Monuments Fund (WMF). In 30 years, this private nonprofit organization has promoted preservation at over 135 sites in 33 countries through education and advocacy, fundraising, technical surveys and documentation.

Realizing that the need far outstripped their efforts, WMF launched the World Monuments Watch, in 1995, and founding sponsor, American Express, pledged $5 million in grants over the next 5 years. American Express’ initiative reflects the economic importance of travel and tourism, a large portion of which is “heritage” tourism. Conservation of the world’s endangered cultural sites and monuments is in the interest of the

—continued on page 9

MUSEUM NAMES DESIGN TEAM FOR SUBSTATION

At a press conference on June 12, The Jewish Museum San Francisco formally announced the selection of Peter Eisenman as architect for its new facility in the Jessie Street Substation.

The internationally recognized New York architect has designed a wide range of projects including large-scale housing and urban design projects, innovative educational and cultural facilities and private homes. His firm’s Wexner Center for the Visual Arts and Fine Arts Library, at Ohio State University/Columbus, received the 1993 National Honor Award from the AIA. He has taught at Cambridge University, Princeton, Yale and Ohio State. Currently, he is the first Irwin S. Chanin Distinguished Professor of Architecture at The Cooper Union, in New York City.

Eisenman said he would seek to express the role of The Jewish Museum San Francisco as a gateway, both literally and figuratively. “The

thoroughfare connecting Market to Mission Street, the business world to the arts, and more broadly, Jewish culture with the world’s cultures.”

Also on the project team, as

—continued on page 8
THE FOUNDATION FOR SAN FRANCISCO'S ARCHITECTURAL HERITAGE

A non-profit member-supported organization dedicated to the preservation and adaptive reuse of architecturally and historically significant buildings in San Francisco.

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ARCHITECTURAL FRAGMENTS

- A Northern California “Working Party” has formed of DOCOMOMO (documentation and conservation of the modern movement). Founded in 1989, DOCOMOMO is an international network of experts whose aims include promoting public interest in the Modern Movement in architecture, landscape architecture and urban design, and to advocate the preservation of Modernist buildings, sites and neighborhoods. Identification and documentation of Modernist works forms an important part of the organization’s activity. The 4th International DOCOMOMO Conference will be held in Bratislava, September 18-20, 1996. For information on the local working party, call (415) 456-6933 or 824-6877.

- Chicago’s Palmer House Hilton will be the site for the 50th National Preservation Conference, October 16 through 20. More than 60 educational sessions, workshops and tours of Chicago and environs will reflect the conference theme, Preserving Community: City, Suburb and Countryside. While each type of community has its own unique preservation challenges and opportunities, the interdependence of city, suburb and countryside requires developing a regional perspective that reflects the diversity of those communities. The conference explores ways to achieve this.

- Artistic License is a guild of professional artisans established in 1982 to preserve the quality and integrity of traditional building crafts. Several members are available to give lectures or slide presentations on their area of expertise. Subjects include decorative painting and finishes, period interiors, wood carving, color design, and painting and restoring period exteriors. For more information contact Scott Wynn at (415) 467-0638.

- The Museum Studies Program of San Francisco State University is offering a new course this fall semester. Meeting from 4 to 7 pm Tuesdays, Cultural Heritage Preservation will encompass historic preservation, conservation of archaeological sites, cultural resources management, rescue archaeology and the applications of technology to cultural preservation. For information call (415) 338-1612.

- Heritage member Michael A. Garavaglia, AIA, has announced relocation of his firm, renamed Garavaglia Architecture, to 155 Montgomery Street and the addition of two new project managers, Karen Smith and Mark Moran. At the recent California Preservation Conference, Garavaglia led a discussion and tour of the River Street Historic District, in San Jose, a preservation project he is currently involved with.
MUNI SEEKING DEMOLITION OF LANDMARK

The Municipal Railway has indicated its intention to demolish a historic transit facility (City Landmark #180), at San Jose and Geneva Avenues.

The San Francisco & San Mateo Railway began the first electric streetcar service in San Francisco, in 1892. In 1901, John D. and Adolph R. Spreckels, who bought the company in 1895, built a new car house and transformer station for the SF&SMRR, at Geneva and San Jose Avenues. The Reid Brothers were the architects. Soon after the facility opened, the Spreckels sold the company to a syndicate that formed the United Railroads of San Francisco, which was reorganized as the Market Street Railway, in 1921. MUNI became the landlord of this property when it acquired the MSRR in 1944.

New storage and maintenance facilities on the property replaced the original ones in 1985, but MUNI continued to occupy the office building. In 1987, it presented plans to adapt the building to use as a revenue processing center. Since the 1989 earthquake, however, when the building sustained some damage, the two buildings have been out of service. In 1992, MUNI took out a permit to demolish the adjacent power station, and now it proposes demolition of the office building, as well.

The 1989 earthquake only compounded the detrimental effects of years of neglect by MUNI, which has failed to perform even routine maintenance and repair on the buildings. MUNI now estimates the cost of putting them back into use, including seismic upgrade for the unreinforced masonry structure, at about $4.5 million. The Federal Emergency Management Agency, which will not pay for repairs resulting from neglect, estimates only ten percent of that figure is eligible for funding. MUNI claims it does not have the money to make up the balance.

Because the facility is National Register eligible, MUNI sought 106 Review (an Adverse Effect Consultation) of its proposed demolition. The meeting, which included Heritage, FEMA, the State Office of Historic Preservation, Landmarks Board Secretary and other interested parties, took place July 25. The review was suspended, however, until MUNI's proposal has undergone local review.

MARKET STREET RAILWAY SUBSTATION

Another transit-related preservation issue involves the power substation at Fillmore and Turk Streets (City Landmark #105). The substation went into service sometime between 1899 and 1905, according to the landmark case report, to provide power for the Market Street Railway. The architect is unknown. Its survival of the 1906 earthquake made it possible for the Fillmore streetcar line to be the first in the city to have service restored.

The Municipal Railway acquired the power station when it took over the private company and continued to operate it as a source of power for trolley bus lines in the western part of San Francisco until the late 1970s. The Art Commission now owns the property. The building stands much the worse for nearly 20 years of vacancy, while the search goes on to find a new use for it.

In a telephone conversation with Heritage, Liz Lerma, Art Commission Program Director, said, “We are continuing to get input from the community, which is important to us, and we are working on a plan for the future of the building.” At some time in the near future, she will prepare a report on possible uses for the landmark, for consideration by the Art Commission.

Staff are committed to preserving the substation for an arts-related community use. Whatever is decided for the building, Lerma indicated, it needs to pay for itself, in the long run. Meanwhile, they are trying to make the building “a better neighbor” by cleaning the surrounding area, removing jagged broken glass from the window frames, securing the metal window grids and removing pigeon debris.

A recent inspection as part of the seismic program for City-owned buildings found the structure was stable. Any rehabilitation for adaptive use will have to include a seismic retrofit. Liz Lerma said they have until 2002 to meet the UMB deadline. We must all hope it does not take so long to get this building the attention it deserves.
PRESERVATION NOTES

BUSH STREET FIRE
A multi-alarm fire on June 11 that caused one death and left many homeless, resulted in heavy damage to a 4-story apartment house at 1011 Bush Street (SW corner of Jones). Rousseau & Rousseau designed the 1915 structure, which is rated as contributory to the National Register Lower Nob Hill Apartment Hotel District.

Heritage's B rating for the building indicates its individual significance. A visit to the Bush Street corridor, at the heart of the National Register District, drives home its contextual importance. In her nomination for the district, Anne Bloomfield describes it as "an unusually large, virtually intact, architecturally consistent, densely packed inner-city residential area." The loss of any contributory building, especially at a prominent corner, would seriously affect the district.

Shortly after the fire, Heritage contacted the building's owners to inform them that the National Register listing may mean they could gain some assistance in rehabilitating the damaged apartment house; this might include access to preservation tax credits and use of the State Historical Building Code. Participation in the City's unreinforced masonry building seismic retrofit loan program could also facilitate rebuilding.

The owners responded to our letter but did not indicate their intention regarding the building's future.

BRIEF NOTES
The State of California has filed a notice of appeal of the ruling that vacated AB133 (See May/June Newsletter). The filing occurred on July 8, within the allowed time limit, and the Attorney General has 30 days from that date to prepare the appeal. Only then will we know the bases on which the State is challenging the ruling that declared the law to exempt church property from landmark designation without owner consent to be unconstitutional.

On July 23, the Redevelopment Agency Commission heard proposals for the Bush Street Synagogue from two developers. These respondents were the only ones, out of several who expressed interest, to submit proposals by the deadline (See November/December 1995 Newsletter).

The Bush Street Synagogue Cultural Center and Equity Community Builders would rehabilitate the historic temple for a performing arts space and build a 12-unit apartment building on the vacant site adjoining the synagogue on the west side.

The Japanese American Religious Federation proposes an assisted living facility to provide 62 units altogether in the synagogue and a new building on the vacant lot. Agency staff expect to make a recommendation for action by the Commission by August 20.

The Planning Department issued the Draft EIR for the Port's Waterfront Land Use Plan, on May 24. The massive (more than 800 pages) document includes a call for planning that would make a complete survey of architectural resources on Port property, encourage preservation of those resources and develop standards for their treatment. It identifies the Union Iron Works and the piers, bulkheads and pier sheds, from Pier 45 on the northern waterfront through Pier 48 on the south, as two possible historic districts for local or National Register designation.

Heritage conveyed to the Planning Department its assessment that the Draft EIR is generally accurate and thorough and effectively addresses preservation and urban design issues.

VINCENT MARSH RECEIVES HONOR
Congratulations to Vincent Marsh, Secretary to the Landmarks Board, who received a President's Award from the California Preservation Foundation, "In recognition of outstanding achievement in the field of historic preservation," at CPF's annual conference this spring.

Vincent joined San Francisco's Planning Department in 1986 and has served as primary staff to the Landmarks Board since 1989. In that capacity, he has edited the nominations for four adopted historic districts and edited or co-authored 30 landmark nomination case reports.

A graduate of SUNY/Buffalo, Marsh did post-graduate work at the University of Connecticut, MIT and Cornell, where he received a master's degree in regional planning, in 1981. He worked on a variety of planning projects in the northeast before coming to San Francisco, in 1981, to become a field representative and planner with the western regional office of the National Trust.

Vincent is an officer of the Northern California Chapter of the Society of Architectural Historians and a board member of the National Alliance for Preservation Commissions. He is a member of Heritage and the California Preservation Foundation, as well as many other professional organizations.

Photo shows contextual importance of 1011 Bush St.
ACHIEVING A PRESERVATION PLAN FOR DOWNTOWN SAN FRANCISCO

— After publishing Splendid Survivors, Heritage charted a course that would lead to adoption of the nation’s “most comprehensive plan to preserve historic buildings.”

In the early 1980s, continued erosion of the historic downtown core demonstrated that the process of educating developers, city officials and the public to the significance of San Francisco’s downtown architecture could not get ahead of the rapid rate of development. Within two years after the publication of Splendid Survivors, 28 rated buildings were demolished. Planned projects threatened sixteen more B and C structures, and developers were proposing to retain only portions of the façades of four A-rated buildings.

Regarding the latter phenomenon, the newsletter observed (Summer 1981): “Partial preservation and façade retention raise serious questions. The purpose of historic preservation is not to make obeisance to ghosts; it is to make sure that the best of what was built in the past can continue to be a lively, contributing part of the city’s present and future. When we are left with just fragments and shells, we have very little.”

Meanwhile, the focus for development was beginning to shift from the downtown core to threaten historic resources in adjacent areas. Heritage’s response was two-pronged. First, with a two-year $35,000 grant from the San Francisco Foundation, Heritage began an extended survey into these threatened areas. Secondly, with financial support from the National Trust, Heritage contracted with John M. Sanger Associates, Inc. to study the downtown conservation measures of other major cities and to develop a comprehensive preservation strategy for downtown San Francisco.

The expanded survey, which longtime Heritage members still refer to as "Splendid Extended," inventoried several thousand properties. It began with a quick inventory of the Van Ness corridor and South of Market, to meet the Planning Department's timetable to produce area plans for those districts. These later underwent more detailed survey, along with Nob Hill, the Northeast Waterfront, the Tenderloin, Chinatown and Civic Center. Survey director Michael Corbett with Anne Bloomfield, Eric Sandweiss, Gray Brechin, Ward Hill and Woody Minor, carried out the field study, while Gary Goss oversaw library and document research by several volunteers.

In August of 1983, with the extended survey in its final stages, the City made public the Downtown Plan, whose preservation element owed much to Heritage’s survey and to John Sanger’s Preservation Strategy for Downtown San Francisco, which Heritage published in 1982. Planning Department staff used Heritage’s survey as a principal resource, supplemented by additional research and field study, to arrive at ratings for significant structures.

The Plan sparked controversy from the start. Some property owners claimed it was too restrictive, and some preservationists said it did not offer enough protection. However, it drew praise nationwide as an innovative proposal to balance economic growth with preservation.

There followed two years of public discussion, hearings and negotiations. In November of 1984, the Planning Commission adopted the Plan and sent it on to the Board of Supervisors, but with a provision that would seriously weaken the preservation element.

Section 1105 allowed property owners to challenge ratings before the Landmarks Board, the Planning Commission and the Board of Supervisors, with the burden to prove the ratings’ validity on the Planning Department. Heritage announced it might withdraw its support for the Downtown Plan if it
When the Board of Supervisors finally adopted the Plan, on July 2, 1985, it included a modified Section 1105 that allowed a one-time opportunity to appeal building ratings, in hearings before the Landmarks Board and the Planning Commission, whose decision would be final. When the appeals process closed, in the spring of 1986, the Planning Commission had heard about 70 appeals and let nearly all the ratings stand.

In its final form, the Downtown Plan, enacted as Article 11 of the Planning Code, mandates the preservation of 248 significant buildings (Category I and II), encourages preservation of an additional 189 contributory buildings (Category III and IV) and establishes six conservation districts to preserve their scale and historic character. Furthermore, it sets standards for the review of alterations to these buildings by the Planning Department, Landmarks Board and Planning Commission.

Article 11 also introduces the use of transfer of development rights (TDR). TDR offers economic incentive to preservation by allowing transfer to another site or sale to a developer at another site of unused square footage—the difference between the actual square footage of the building retained and the maximum square footage of a new building that zoning would allow to be built on that lot. TDR increases the development capacity of the receiving site, thereby compensating the developer for foregoing the opportunity to build on the site of a significant structure.

When Heritage’s then executive director, Grant Dehart, wrote in the newsletter (August 1985) of the adoption of what he called, “this nation’s most comprehensive plan to preserve historic buildings,” he remarked that preservation in San Francisco had made great strides since the lost battles to save the City of Paris, Fitzhugh and Alaska-Commercial buildings.

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

He also praised the City’s planning staff, who “not only deliver technical skills to their difficult jobs, but also the skills to guide a complex Plan through the highly polarized process for which San Francisco is well known.” In a return of the compliment, Larry Badiner of the Planning Department recently remarked, “Simply, without Splendid Survivors, there would be no preservation element in the Downtown Plan.”

Now, eleven years after adoption of the Downtown Plan, how has it performed? Only three rated buildings have been demolished, each in consequence of structural damage from the 1989 earthquake. At the present time, a developer is seeking approval of a project that will demolish two contributory buildings in a conservation district. While the Landmarks Board voted unanimously to deny the demolition, the Planning Commission has yet to act.

A general slowdown in the real estate market, coincidental with a voter initiative limiting highrise office development, has reined in the rampant new downtown construction that characterized the early 1980s. Highrise development may not revive any time soon. Indeed, several projects approved as long ago as 1989, most of them south of Market, have not gone beyond site clearance. None of those proposals, however, entailed demolition of significant buildings.

In the meantime, several multi-million dollar renovation projects for Category I and II buildings have occurred. Notable among these are the PG&E and Matson Buildings, the Palace Hotel, the Flood Building, the Geary Theater and the Old Federal Reserve Bank. Adaptive use of One Grant Avenue offers an interesting comparison with the pre-Plan treat-
ment of another “banking temple,” at One Sansome Street (see sidebar).

Recently, increased activity in the retail district, especially near Union Square, has brought a number of alteration projects to the Planning Department. Projects soon to emerge for two major sites, the former I. Magnin store on Union Square and the Emporium on Market will have to meet the test of the Downtown Plan, as the Plan itself will be tested by these development opportunities.

In sum, the dynamic tension between conservation and development continues under the Downtown Plan, but the Plan moderates the encounter by clearly identifying historic resources and setting standards for their treatment. While not every alteration and adaptive use project has satisfied every preservation interest nor every developer's interest, San Francisco's downtown retains much of the historic integrity that existed when the City adopted the Plan, while at the same time it sustains a high level of economic vitality.

"The purpose of historic preservation is not to make obeisance to ghosts..."

The intent of Article 11 is not only to prevent demolition of significant downtown buildings but also to preserve them from substantial, destructive alterations. The developer of One Sansome Street gutted this fine banking temple and reduced it to the mere forecourt of a new highrise building.

Category I Marine Building, northeast corner California and Front, was the first rated building in the Downtown Plan to be demolished. Severe structural damage required its removal days following the 1989 earthquake.
Jewish Museum  
continued from page 1
associate architect, is Architectural Resources Group. The San Francisco firm, whose principals are Bruce Judd, FAIA, and Stephen Farneth, AIA, specializes in historic preservation. Their projects have included Old St. Mary's, Stanford Art Museum, Pasadena City Hall, Filoli, the Sausalito Woman's Club and the preparation of rehabilitation guidelines for the Presidio. President Clinton recently named Judd to the Advisory Board for Historic Preservation, the independent federal agency that advises the President and Congress on national preservation matters. Farneth serves on the California State Historic Building Safety Board, which oversees the use of the State Historical Building Code.

The substation will undergo a seismic retrofit and renovation, as well as a restoration of the exterior according to the Secretary of the Interior's Standards. The existing structure offers 15,000 square feet, and plans at this time call for doubling that by adding levels to the interior. There will also be a 20,000-square foot addition to the north side of the building. The program is to provide about 15,000 square feet of gallery space, an auditorium, educational spaces, a library, a café and a bookstore. Target date for completion is 1999.

The Redevelopment Agency is planning a public plaza on the south side of the museum, in a space now given to parking, between St. Patrick's Church and the proposed Mexican Museum.

The Jewish Museum San Francisco was founded in 1984, "to provide a forum for exploring the Jewish contribution to American society, and the ongoing evolution of contemporary American Jewish culture." Fred Levinson is President; Linda Steinberg, Director. A capital campaign to meet the costs of construction and to build an endowment for the Museum is in the planning phase.

It is fitting, in Heritage's silver anniversary year, that the Jessie Street Substation should find a suitable new use by a sensitive developer who has placed the building's future in the hands of so distinguished a design team. The preservation and adaptive use of the building have been a central concern for our organization during most of its history.

In 1974, Heritage challenged the Redevelopment Agency's Environmental Impact Statement for Yerba Buena Center, which included the Jessie Street Substation among buildings in the project area that were not worthy of recognition and retention and "infeasible of rehabilitation." In September of that year, placement of the structure on the National Register of Historic Places, the result of Heritage submitting a nomination, confirmed the substation's significance.

Meanwhile, with demolition of buildings on the north side of Mission Street, the substation emerged from obscurity, exposing to public view the expansive Jessie Street brick façade with its finely wrought Beaux-Arts terra cotta detailing. Willis Polk designed the facility for Pacific Gas & Electric Company (1905-07-09), which continued to operate it until the late 1960s. The Redevelopment Agency purchased the property in 1971.

After challenging the EIS, Heritage entered into discussions with the Agency to prevent demolition. In 1976, a Mayor's Select Committee on Yerba Buena Center recommended retention of the substation. The following year, with a grant from the National Trust and donated professional services, Heritage published a feasibility study for the building's reuse. Finally, in 1979, the Redevelopment Agency offered the Jessie Street Substation for development.

Two years ago, with Heritage's support, the Agency offered $2.3 million in FEMA funds, left over from a grant to stabilize the Williams Building, toward a seismic upgrade of the substation (July/August 1994 Newsletter). This greatly enhanced the economic feasibility of the Jewish Museum project.

It has been a long wait, but it appears, at last, that this fine industrial structure by one of San Francisco's most notable architects will enter upon a new life.
Conservatory
continued from page 1
travel industry and of the communities that derive economic benefit from tourism.

The purpose of the list is to increase public awareness of the deteriorating condition of many of the world's cultural sites and through that awareness to prompt governments to make a commitment to save these sites. The American Express grants serve as seed money to attract additional funds, both public and private, for conservation efforts.

The World Monuments Watch, announced in August 1995, drew 253 applications from 70 countries. The San Francisco Garden Club prepared the Conservatory nomination, which Heritage sponsored. At the end of February, an 8-member panel met to choose the 100 endangered sites, not necessarily the most important but the ones that seemed most likely to achieve "significant results through prompt action."

In selecting the Conservatory, the Watch intended "to encourage repair rather than replacement of the original fabric of the conservatory, using methods that might serve as a model for other glass structures." The $100,000 American Express grant will fund planning and beginning conservation work on the historic structure.

FIRST ANNUAL MEMBERS' MEET

Heritage held its first annual membership meeting on Saturday, June 8, at Old First Presbyterian Church. Members gathered in the basement church hall for coffee and doughnuts and then moved up into the sanctuary for the business meeting.

After welcoming remarks by Sara Barnes, who is completing her term as board president, Harry Miller, one of Heritage's founders, recalled the beginnings and early struggles of the organization. He noted that the observance of our 25th anniversary was not only a time for looking at our history but also a time to look ahead and decide how Heritage will define itself and its mission for the future.

Elizabeth Goldstein, Western Regional Director of the National Trust for Historic Preservation, then addressed the members. She emphasized the need for "calm and rational dialogue" to balance property rights with preservation interests in the national debate over "takings legislation." A local facet of that debate involves church property, and here we need to find a way to assist congregations that we are asking to save their historic structures.

Preservationists must get out the word, she said, about the economic benefits of preserving and rehabilitating historic structures and about the importance of "heritage tourism" to the local economy.

The principal business of the meeting was election of directors. By a unanimous voice vote, a slate of nine sitting directors—one-third of the current board—was reelected for a three-year term. They are Sara Barnes, Melinda Ellis Evers, Linda Jo Fitz, Alexandra Marston, Steve Plath, Paul Sedway, Frances Stein, Robert Thompson, and Sue Weinstein.

Old First provided an appropriate setting for a gathering of preservationists. This pioneer congregation dates to 1849, and its present building, at Van Ness and Sacramento, replaced a church dynamited in 1906 to prevent the spread of the great fire into the Western Addition. William Charles Hays, who taught architecture at the University of California, designed the Romanesque Revival structure (1911), whose great rose window and tapestry brick façade have made the church a virtual landmark of Van Ness Avenue.

Our members had the opportunity to view the vibrant ceiling painting in the entrance lobby, dedicated earlier this year to the memory of the artist, Larry Boyce, who died of AIDS before he could complete the work. Volunteers trained by Boyce carried out his design.

CLINTON BOOSTS PRESERVATION

On May 21, President Clinton signed an Executive Order encouraging federal agencies to locate their facilities in historic properties and districts in the nation's central cities.

The order caps a series of initiatives, begun in 1971, to improve the federal government's stewardship of historic properties and increase its commitment to preservation. It instructs federal agencies to reform regulations and procedures that have, until now, impeded the government's ability to locate offices and other facilities in historic properties.

Any rehabilitation or construction necessary to accommodate such uses must be compatible with the individual property and the historic district's character.

Richard Moe, president of the National Trust, which advocated this policy with the support of the Advisory Council on Historic Preservation, praised the Administration for "encouraging the federal government, the nation's largest landlord, to invest in our traditional downtowns and historic buildings." He expects that the federal investment will encourage private revitalization efforts and demonstrate the importance of preservation to economic development.

What impact the President's order might have locally is not clear. It could affect plans that have been in the works for a new federal building near Civic Center and the disposition of the Old Mint.

— Commentary
Listing by the World Monuments Watch has elevated the Conservatory of Flowers from a local to an international preservation issue. The world will be watching to see how San Francisco responds to the challenge of conserving this historic treasure.
San Francisco in transition: the 1891 Mills Building, in this 1895 view of the east side of Montgomery Street between Bush & Pine, foreshadowed the city that would be.

Victorian San Francisco:
The 1895 Illustrated Directory


The latest publication related to Bay Area history to issue from Windgate Press invites us to take a “block-by-block stroll down San Francisco’s streets in the Gilded Age.” The book is a recreation of The 1895 Illustrated Directory, whose original resides in the historic documents archive of the California State Library, Sacramento.

Published in nine installments between November 1894 and August 1895, the directory was sold to the public to advertise the goods and services available in San Francisco’s downtown commercial district. It illustrates both sides of Market Street from the Ferry Building (not the present structure) to 9th Street/Polk Street, and the area north of Market to Clay, between Front and Kearny. Artist and photo engraver Eli S. Glover rendered each block and displayed names and other information of businesses that subscribed to his service.

In an informative introductory essay, Wayne Bonnett prepares us for our “walk” through San Francisco’s Victorian downtown. He reminds us that, in 1895, San Francisco was the metropolis of the west. Its population of 395,000 was four times that of Los Angeles. The city—and the world—were in transition. A storefront in the Baldwin Hotel bears the name “Edison Phonograph & Kinetoscope Arcade,” which Bonnett says was “surely San Francisco’s first movie house.” At Geary, Kearny and Market, a sign advertises “Public telephone connecting all towns in Cal’a.” The illustration above, from the book (reduced from its 10 x 13 inch format), shows that taller buildings began to punctuate downtown’s generally low profile.

While not as vivid as vintage photographs, the directory offers us the view of entire streetscapes, from ground level, clearly and without the distortion that would result from a single-shot photograph or photo-montage, made in 1895. Different readers will find different things to look at. Students of the urban and architectural development of San Francisco will no doubt wonder how the 20th century city might have looked, if the 1906 earthquake and fire had not destroyed all but a handful of the buildings that appear here. San Francisco in 1895, how different would it seem? Judge for yourself.
The historic Haas-Lilienthal House, a property of The Foundation for San Francisco's Architectural Heritage, is available for rental for private or corporate events. The House can accommodate up to 150 guests. For information call (415) 441-3011.
CALENDAR

CONTINUING HERITAGE EVENTS

Sundays 11 am to 4:15
Haas-Lilienthal House Tours $5
Free to Heritage members & guests

Sundays 12:30 pm
Pacific Heights Walking Tour $5
Free to Heritage members & guests

Group Tours
Group tours of the Haas-Lilienthal House and of Pacific Heights, Chinatown and the Presidio are available. For information or to book a group tour, call (415) 441-3000.

For information about all current Heritage events, call (415) 441-3004.

AUGUST

Through August 24
California Historical Society Exhibit
Transitions in a San Francisco Neighborhood. Call (415) 357-1848

August 24 & 25, 10 am - Noon
Oakland Heritage Alliance Walks
8/24 Oakland Rose Garden
8/25 Broadway Auto Row
Call (510) 763-9218

Through September 8
Exhibition: Pergamon: The Telephos Frieze from the Great Altar. Legion of Honor. Call (415) 863-3330

Through early 1997
Exhibit: The Eames Studio and Beyond
SFMOMA Call (415) 357-4000

SEPTEMBER

September
Entry forms available for California Preservation Foundation's 1997 Preservation Design Awards. Call Jeff Eichenfield (510) 763-0972

September 11
Opening reception for exhibit: Bay Area Architectural Perspectivas
AIAASF Gallery. Call (415) 362-7397

September 14-15
1996 Festival of the Sea
SF Maritime National Historical Park
Call (415) 929-0202

September 16
First of six lectures in AIAASF/SFMOMA annual series. Tickets on sale now at 701 Mission St. Call (415) 978-2787

OCTOBER

October 6, 11 am - 4 pm
13th Annual Sand Castle Classic
Aquatic Park. Call (415) 861-1899

October 16 - 20
50th National Preservation Conference
Chicago. Call 1-800-944-NTHP

BAY AREA TOURS

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