On August 28, Mayor Jordan's office announced new appointments to the Landmarks Preservation Advisory Board, the City's principal guardian of San Francisco's architectural legacy. The Mayor replaced all members of the existing board, except Ronald Dudum.

Outgoing Board members were: Anne Bloomfield, an architectural historian and historical researcher; Michael Crowe, an employee of the US Department of the Interior office which administers historic preservation programs; Ina Dearman, a former Planning Commissioner; Jill Hallinan, a political activist and landmarks advocate; David Hartley, an editor and long-time Board member under Mayor Feinstein; Jean Kortum, a historian and community activist; and Enid Lim, of the Chinese Historical Society and the Chinese Community Housing Corporation. Hisashi Bill Sugaya, a preservation planner, resigned at the end of July.

In addition to Mr. Dudum, a realtor, Mayor Jordan's appointees are: William Fazande, a plumber and organized labor activist; Patricia Hume, a travel consultant; Artemis Maurille, a contractor and realtor; Patrick McGrew, an architect and long-time Board President under Mayor Feinstein; Albert Seto, a civil engineer and contractor; Betty Smith-Brassington, a Democratic Party activist; and restaurateur Jeremiah Tower.

The new Board held its first meeting September 2, and elected McGrew president and Tower vice president.

Article 10 of the Planning Code, adopted 1967, created the nine-member panel, which serves without pay, to advise the Planning Commission on the designation of city landmarks and historic districts. It also reviews National Register nominations and evaluates exterior alterations and additions to landmark structures, buildings in historic districts and Downtown Plan-rated buildings.

Serious need remains in San Francisco for policies and plans which acknowledge the importance of the historic fabric of the city. Heritage looks forward to a productive relationship with the new Board and its very hardworking staff, Vincent Marsh and Mark Paez.
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

- Dedication of the Abel Gonzalez Apartments, at 1045 Capp Street (shown above), took place on September 16. In 1988, Pacific Bell donated the former telephone switching station, built in 1908, to Mission Housing Development Corporation, which rehabilitated it to provide 30 units of low-income housing for seniors. HUD and the Mayor's Office of Housing funded the project. The architect was Kodama Associates, of San Francisco; Zcon Builders, of Oakland, was general contractor.

- Reprints of the feature "You Can Save those Old Garage Doors," which appeared in the June/July issue of the Newsletter, are available from Heritage. Other reprints you may obtain include "Using the State Historical Building Code," "The Oriental Warehouse" and "Unreinforced Masonry Buildings in San Francisco." Call the office if you wish to obtain any of these titles. The bookstore at the Haas-Lilienthal House also stocks reprints of historical and architectural features on several San Francisco neighborhoods: Pacific Heights, Chinatown and South of Market. The bookstore is open during tour hours: Wednesdays noon to 3:15 and Sundays 11 am to 4:15.

- California Preservation Foundation has slated a two-day conference entitled "Opening the Doors to History: Access to Historic Resources for Americans with Disabilities." It is the first attempt on the West Coast to provide much-needed information on the 1990 Americans with Disabilities Act, which took effect this year, and its implications for historic preservation. Speakers with knowledge of preservation and the ADA will discuss existing solutions and case studies that offer creative approaches to ADA requirements. Conference participants will receive a workbook of technical information and resources. To learn more about the conference, to be held in San Francisco, November 16-17, call (510) 763-0972. Heritage is a co-sponsor.

- In July, Mrs. G. Bland (Gee Gee) Platt began a one-year term as president of the California Preservation Foundation. A historic preservation consultant and member of the Heritage Board of Directors, since 1982, Gee Gee is a former president of San Francisco's Landmarks Board and chaired the Junior League's architectural survey of the city, published as Here Today (1968).
A proposal for the redevelopment of the southwest corner of 4th and Market Streets is currently undergoing environmental review in preparation for a Planning Commission hearing later this year. The project, which involves two existing buildings and a vacant site, would create an interior vertical "mall" analogous to the San Francisco Centre.

The plan would gut the A-rated Pacific Building, at 801 Market, a Category I Building in the Downtown Plan, and retain only its two principal facades.

Charles F. Whittlesey was the architect for the nine-story terra cotta-clad reinforced concrete structure, said to be the world's largest reinforced concrete office building at the time of its construction (1907). It received wide notice both in the United States and in Europe. Splendid Survivors describes it as "one of the most literal examples of the influence of Louis Sullivan [in whose Chicago office Whittlesey had studied] in San Francisco."

Whittlesey translated Sullivan's architectural vocabulary, expressive of Chicago's late 19th century steelframe office and commercial buildings, to post-'06 San Francisco, when reinforced concrete offered the most innovative structural medium for seismic and fire-resistant construction. The Pacific Building and the West Bank Building, at 800 Market, also designed by Whittlesey (1908), are characterized by Sullivanesque features of thin skeletal façades that intersect at round corner bays. At the Pacific Building, organic terra cotta ornament articulates its lower floors and openings.

Whittlesey expressed his own aesthetic forcefully in the building's dramatic color scheme, intended to enliven the area's prevailing grey palette. Green glazed tile sheathes the building's walls, relieved by cream colored and vermilion terra cotta detailing. Red tile originally ornamented the ground floor. Whittlesey's domestic work, also designed during this period, comprises many of the finest examples of Pueblo Revival and Craftsman houses found in California.

The project sponsor, stating that the existing floors do not meet desired requirements, would demolish the interior of the Pacific Building and increase the floor-to-ceiling heights from the original 10 feet to 15 feet. This would result in the misalignment of windows and floors and reduce the number of levels from the original 9 to 7. The developer proposes to undertake façade restoration of 801 Market, including reconstruction of the original cornice, and the addition of a small dome, which was in Whittlesey's original plans but never realized, above the round corner tower. The principal entrance to the complex would be at this prominent corner of the Pacific Building.

Realization of the project also entails renovation of the sixteen-story office building at 22 4th Street (built in 1980) and construction of a new ten-story building on the Jessie Street end of the site, behind the Victorian Hotel.

Los Angeles-based Ahmanson Commercial Development Company, developer of the complex, has indicated it plans to sell upon its completion. Heritage is reviewing the project.

The Good Samaritan Community Center and Church, on Potrero Avenue near 25th Street, began as an Episcopal mission in 1894, serving impoverished San Franciscans south of Market. The 1906 earthquake and fire destroyed its facility at Second and Folsom, and as large numbers of south of Market residents resettled in other areas, the mission followed.

Recognizing a large population in
need of its services, Good Samaritan relocated to the "east Mission district," where it constructed its present building, a three-story-plus-attic woodframe Craftsman building, in 1909-10. The well-known firm of Bliss and Faville designed the structure, which is an unusual example of their work in San Francisco. During the 1920s Good Samaritan built a Mediterranean style stucco-sheathed church next to the mission.

By the time of the 1989 earthquake, Good Samaritan's work had evolved to provide services of benefit to new immigrants and refugees. The congregation of the adjacent but separately governed Good Samaritan Church had dwindled to a small number of parishioners. After the earthquake, the Community Center considered whether to invest significant funds required to bring its building to modern seismic standards or to construct an entirely new facility. Although upgrade work would cost substantially less, the organization determined that to build a new center, along with a number of housing units on the site for low income families, better met their mission.

The project, a joint venture of Good Samaritan and Mission Housing Development Corporation, would demolish both the shingle structure and the church. At the request of Good Samaritan, Heritage is currently reviewing the proposal.

**UMB UPDATE**

On September 23, Heritage Board President Gregory Ryken, Issues Committee Chair Robert Thompson and Mark Ryser met with Supervisor Hsieh and his staff to review Heritage's concerns over the proposed UMB program.

Heritage reviewed proposals which we and former Landmarks Board member Anne Bloomfield have offered to make the program more sensitive to building owners and to increase incentives for preservation and disincentives for demolition, should Prop. A pass in November. The Supervisor indicated that he would

- include a preservation representative on the supervisor-appointed group which will recommend eligibility criteria for retrofit loans, if Heritage supported Prop. A.
- consider working with the preservation community to pass legislation to require applications for demolition of historic UMBs to demonstrate infeasibility of retrofit, if the list of 1400 structures, which have been proposed as significant, is reduced substantially.
- consider legislation which would allow qualified historic buildings to add an additional floor to help finance retrofit costs.
- support legislation which would allow qualified historic commercial buildings to be converted to residential uses to help finance retrofit.
- consider legislation to provide property tax deferrals for qualifying historic UMBs.

In what *Architectural Record* called a "straightforward expression of a modern industrial aesthetic," Richard Stacy of Tanner Leddy Maytum Stacy, has designed a new live/work building that reflects the historic context of its South of Market neighborhood. The 3700 square-foot woodframe structure occupies about 75 percent of its 20' by 75' lot, at 25 Zoe St.

The building rests on 40-foot pilings and a concrete slab, to accommodate it to the marshy site. Steel braces at the east and west ends give additional seismic strength. Brought in at a low $95 per square foot in less than seven months construction time, the building employs a variety of inexpensive, low-maintenance materials, including light-gauge galvanized sheet metal, cement boards, metal mesh panels and aluminum windows. Metal and glass predominate on the exterior, while much of the interior structure is exposed.

A garage and graphics studio occupy the ground floor, living quarters the second, and a photography studio the third with a mezzanine "loft" space. The client-owners, graphic designer Madeleine Corson and photographer Thomas Heinser, worked on the details of the project with Richard Stacy, who was assisted by Nick Noyes. Tennebaum-Manheim were the structural engineers, Design Engineering Services, the mechanical engineers. General contractors were Fine European Construction.

Twenty-five Zoe Street has appeared in *Architectural Record* (April 1992) and *American Photo Magazine* (September/October, 1992). The San Francisco Museum of Modern Art featured it in a recent exhibition of the work of San Francisco architects, "In the Spirit of Modernism."
SAN FRANCISCO HERITAGE AND THE VICTORIAN ALLIANCE POLL THE CANDIDATES FOR BOARD OF SUPERVISORS ON CRITICAL PRESERVATION ISSUES.

San Francisco Heritage and The Victorian Alliance hope this information will be of interest to you and help you make a wiser choice among these candidates.

San Francisco supervisors, along with other elected and appointed officials, are key guardians of the buildings and neighborhoods which comprise our city. San Francisco, despite its wealth of resources, has few official policies which formally recognize the importance of our existing historic urban fabric to the quality of life for all the ethnic, social and economic groups in our community. A weak landmarks ordinance, woefully inadequate staffing for landmark and preservation planning, no systematic identification of valuable buildings outside those areas surveyed by Heritage, no consistent approach to planning for historic buildings, no financial incentives to help owners conserve their properties, and frequent revision of the building codes without regard to their impact on historic buildings are some of the factors that make San Francisco less progressive than many communities in its approach to conservation.

As this newsletter was being prepared, we learned that the City was proposing cutbacks in the Planning Department of its already strictly limited preservation efforts. In addition, a move was underway to rescind some landmark designations and recommendations made by the previous Landmarks Board.

The willingness of members of the Board of Supervisors to consider the impact of their decisions on historical resources is critically important. Their role as the “court of appeal” for some land use decisions is a powerful opportunity. Their support in matters requiring funding is essential.

We hope this questionnaire will also remind candidates of the support for preservation of the city’s architecture which exists in the community. You can help by ensuring, before and after the election, that supervisors know you are concerned about the lack of commitment to planning protections for historic buildings and neighborhoods in San Francisco.
Responses from candidates for Board of Supervisors to Heritage-Victorian Alliance questionnaire

Key: ud = undecided; d/k = do not know; n/a = candidate did not answer question
□ = candidate did not return questionnaire  * See notes on page 7

<table>
<thead>
<tr>
<th></th>
<th>Alioto, Angela</th>
<th>Aragon, Fernando</th>
<th>Aravella, Emmanuel</th>
<th>Berman, Sue</th>
<th>Brown, Jr. W.</th>
<th>Chee, Milton T.</th>
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</thead>
<tbody>
<tr>
<td>1. Do you believe that San Francisco's historic architecture is an important tourist attraction?</td>
<td>yes</td>
<td>*</td>
<td>n/a</td>
<td>yes</td>
<td></td>
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<td>2. The City contains approximately 200,000 buildings. Only 202 individual structures and 8 districts have been designated as official City Landmarks or Historic Districts. Would you support additional designations?</td>
<td>yes</td>
<td>n/a</td>
<td>yes</td>
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<td>3. The ordinance under which San Francisco Landmarks are designated and monitored has been little changed since its adoption in 1967. Its protection against demolition is a maximum delay of one year. Would you support a stronger ordinance?</td>
<td>ud</td>
<td>n/a</td>
<td>yes</td>
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<td>4. Portions of the City have been systematically surveyed and evaluated according to strict historical and architectural criteria. The majority of the City's buildings have not been evaluated in this way. Would additional survey and evaluation be useful to the City decision making process?</td>
<td>yes</td>
<td>n/a</td>
<td>yes</td>
<td></td>
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<td>5. The Landmarks ordinance and the Landmarks Board have only one and a half (1 1/2) staff persons, the lowest number of any comparable U.S. city. Would you support additional staff for conservation of the City's historic architecture?</td>
<td>*</td>
<td>yes</td>
<td>n/a</td>
<td>yes</td>
<td></td>
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<td>6. Would you support efforts by citizens to have their own neighborhoods designated as historic districts?</td>
<td>yes</td>
<td>n/a</td>
<td>yes</td>
<td></td>
<td></td>
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<td>7. Would you support designation of Historic Districts in:</td>
<td></td>
<td></td>
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<tr>
<td>a. Civic Center?</td>
<td>ud</td>
<td>n/a</td>
<td>yes</td>
<td></td>
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<td>b. Chinatown?</td>
<td>ud</td>
<td>n/a</td>
<td>ud</td>
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<td>8. Would you vote to designate a historic building as a Landmark in spite of owner objections, if recommended by the Landmarks Board and the Planning Commission?</td>
<td>ud</td>
<td>n/a</td>
<td>yes</td>
<td></td>
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<td>9. A recently approved ordinance would require owners of unreinforced masonry buildings (UMBs) to undertake substantial construction or to demolish these structures. A measure to provide loan funds to do this work will be on the November ballot but is insufficient to assist all buildings. Owners have argued that they should not be forced to make these expenditures if workable financing is not available. Do you support this view?</td>
<td>yes</td>
<td>n/a</td>
<td>*</td>
<td></td>
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<tr>
<td>10. The costs to do required work on UMBs is so great that some owners will want to demolish their buildings. If a church that is a Landmark, such as Old St. Mary's at Grant and California, asked permission to demolish rather than strengthen, would you as a Supervisor:</td>
<td></td>
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<td>a. Grant permission to demolish?</td>
<td>ud</td>
<td>n/a</td>
<td>no</td>
<td></td>
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<td>b. Exempt it from the UMB legislation with conditions?</td>
<td>ud</td>
<td>n/a</td>
<td>ud</td>
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<td>c. Provide City assistance to make the work possible?</td>
<td>ud</td>
<td>n/a</td>
<td>yes</td>
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<td>11. Frequently the Board of Supervisors decides issues which are of keen interest to the members of The Foundation for San Francisco's Architectural Heritage and the members of The Victorian Alliance. Will you meet in person with representatives from these groups to discuss their views?</td>
<td>yes</td>
<td>n/a</td>
<td>yes</td>
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</table>
### Notes to responses

**Alioto**

5 "Until we find a secure source of funding, however, I could not endorse an increase in staff."

**Aravena**

Candidate stated that the City's most pressing issue is the budget.

**Bierman**

9 "The purpose of the UMB ordinance is safety. We need to do everything possible to find financing for owners to complete this work."

**Cramer**

10c "If possible."

**Hallinan**

10 "I would have to see safety and strength studies before I decided on any particular building's status, but I am firmly opposed to any demolition of city Landmarks."

**Kennedy**

2 "Additional designations are needed."

3 "I am opposed to demolitions of sound structures and even more concerned about demolition of buildings that have historical significance."

**Kinkennon**

8 "Yes, with conditions."

9 "I do not support Prop. A. The low-income rental activists get a sweetheart deal for $150 million of subsidized funding and everyone else, especially the churches, are handed an excessive burden."

**Martinez**

10b "Only if the City is not liable."

**Rosales**

7b "Only if the merchants want it."

9 "Yes and No. Prop. A is a major first step. We should revisit the issue in ten years to see what additionally needs to be done."

**Rosemond**

5 "I was amazed to find out that there is only one and a half staff positions to help preserve our Architectural Heritage. If elected, this would become a priority."
12. In 50 words or less, what value do you see in San Francisco's historic architecture, and what steps would you take to implement that view?

—Angela Alioto "San Francisco's historic architecture is one of the reasons we are a world-class city. Our unique role in the development of the Western region of the United States is vividly depicted by our buildings. Tourists come here from all over the world to see for themselves the grandeur of past eras. Those very same tourists are one of our biggest sources of revenues. Our architecture also gives us all . . . a greater understanding of our cultural roots. . . . If re-elected, I will continue to see that our quality of life does not suffer and that our architectural heritage is preserved for generations to come."

—Sue Bierman "I supported Article 10 when it was up for adoption. There is no way to pass on to future generations the history and beauty of architecture without preserving buildings. While on the Planning Commission I did everything I could to support the Landmarks Board."

—Fred Cramer "The city's wonderful and historic architecture is a vital part of the San Francisco loved by tourists and residents alike. I fully support preservation and improvement of this most important asset."

—Terence Hallinan "Quite simply, San Francisco is the most beautiful city in the world. Our rich history can be seen in the many styles and periods of architecture that grace our city. I have and will continue to protect and preserve our neighborhoods and architecture which give San Francisco its striking beauty."

—Richard Hongisto "The historic architecture of San Francisco is an inherent part of the cultural treasury of the City. To allow San Francisco to lose its cultural heritage or classic beauty would be amongst the worst services one could do to our city . . . Beauty and cultural heritage must be maintained. I will strengthen existing vehicles designed to do that and implement new ones."

—Willie Kennedy "I think that San Francisco's architecture is one key element that distinguishes us from other cities. It makes San Francisco a pleasure to live in and visit. I think we must resolve, as a city, to protect our history and architectural heritage."

—Ellis L.A. Keyes "Our modern architecture is also beautiful, but the detailed quality workmanship of our historic architecture must be preserved at least as a reminder of the good works of past generations."

—Ivan N. Kinkennon "People do not come here to see the water and the hills. They come to see Chinatown, Fisherman's Wharf, Nob Hill and the row houses. They come to see the Gold Rush city of Victorian homes and Bowery bars. The charm of San Francisco is its history, which is reflected in its architecture."

—Maria Martinez "Without the historic architecture, San Francisco would not be what it is, nor would it be one of the most loved cities in the world! The architecture is what makes this city exciting. . . . Protect it with tough legislation and controls."

—Jose Medina "San Francisco is really a smallish sort of town—about the size of Columbus, Ohio. It nevertheless maintains itself as a world-class city. How? Certainly a substantial part of the answer is that it has the look and feel and desirability of a world-class city, and a substantial part of that look and feel and desirability is a result of San Francisco's historic architecture. . . . I would support the activities of preservationist groups in keeping it that way."

—Jim Rankin "While there are economic values—e.g. tourism—the primary value is 'spiritual.' 'Spiritual' meaning that it contributes to the city's 1) sense of being, 2) its sense of where it's been and how its values have evolved, and 3) its general quality of life. I'd like to see us expand on it, to let visitors see why SF is such a magnificent city for living."

—Manuel A. Rosales "San Francisco is the most 'European' of the great cities in the United States. This is largely because of its scenic beauty and because of its architecture and unique neighborhoods. Preserving our architectural heritage enhances our quality of life and serves as an inspiration for future architectural design."

—Lorin S. Rosemond "San Francisco's historic architecture is one of the biggest tourist draws. There is a reason why Painted Ladies continues to sell millions of copies. It also helps teach children the history of the Bay Area. It is the reason many of us moved here. It is why people say the city is so 'beautiful.'"
You and I may not know a quoin from a squeezed pediment, but they are becoming household words to some young San Franciscans.

Every Tuesday is Heritage Hikes day for some 30 to 35 students in San Francisco's 3rd through 6th grades. The Hikes begin at the Haas-Lilienthal House, from which their teachers, who have been trained in workshops given by Heritage, lead them up the steep hill to Lafayette Park. Their first stop is a row of Gough Street Victorians, which the students greet with shouts of delight and recognition. They have met these houses before, in a classroom slide show which is contained in the "Architrunk," a mobile display that includes architectural moldings, slides, a film and relevant books prepared by Heritage. During the walk, the students identify and draw dentils, finials, sunbursts and fish-scale shingles and become familiar with Victorian houses and their architectural components.

An hour later, they return to the Haas-Lilienthal House for a docent-led tour especially designed to show how children lived 100 years ago. The tour permits them to handle antique toys, books and clothing, and they learn to compare their lives today with those of children of the past. A serving of sarsaparilla and gingersnaps in the kitchen helps put them in the mood to make that comparison.

From its beginning, this popular school program has drawn enthusiastic responses from students and teachers alike. One teacher wrote, "I am so grateful to Heritage for giving my very diverse cultural group a chance to view San Francisco life 100 years ago." The students gain an appreciation of the past and absorb preservation values from the Hikes.

In answer to the question, "Why do you think old houses should be saved?" one 4th grade wrote, "Because they tell history as well as books, and if we destroy them you can't know how it looked." Another wrote, "Now I'm looking closer at old Victorian homes, I'm getting some sense into myself about them. Now on the streets I'm seeing more and more beauty in these houses."

To keep San Francisco's school children seeing the beauty of these houses and to raise up a new Heritage constituency, Heritage Hikes needs more docents to take students through our wonderful house museum on Tuesday mornings. If you like children, please call Barbara Roldan, at (415) 441-3000, about training to become part of this exciting and rewarding experience.

---Notice---

Heritage turns to its members and friends each year at this time to call for volunteers to join the Docent Training Class in February. The training prepares you to become a Haas-Lilienthal House docent, a guide for our Heritage Hikes school program or a Heritage Walks guide. To sign up for the training program or for further information, call the Heritage office at (415) 441-3000.

Heritage's Annual Holiday Open House will be on Sunday, December 6, from 1 to 4 pm, at the Haas-Lilienthal House. Join us for a light buffet, music and viewing of the House decorated for the Holiday Season. Admission is free to Heritage members (invitations will be in the mail), $5 for non-members.

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— NOTICE —
This issue of the San Francisco Heritage Newsletter was mailed on October 8, 1992.
If you receive delivery later than three weeks after that date, please notify your carrier.
CONTINUING HERITAGE EVENTS

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

Sundays 12:30 pm
Pacific Heights Walking Tour $3
Free to Heritage members & guests

For information concerning all Heritage events, call (415) 441-3004

OCTOBER

October 25 1-5 pm
1992 Victorian Alliance House Tour
Alamo Square Call (415) 431-9443

Through October 30
AIA/SF Gallery, 130 Sutter Street
Exhibit: "Defining the Edge: San Francisco's Embarcadero"
Call (415) 362-7997

Through November
AIA/SF and SFMOMA lecture series
"Figure/Ground: Building in the Public Realm." Call (415) 362-7997

Fall Lectures & Exhibits
UC/Berkeley Department of Architecture Call (510) 642-4942

Throughout the year
Cameron-Stanford House, Oakland
Tours Call (510) 836-1976
Falkirk Victorian Estate, San Rafael
Tours Call (415) 485-3328

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Octagon House San Francisco.
Tours Call (415) 441-7512

Pardee Home Museum, Oakland
Tours Call (510) 444-2187

NOVEMBER

November 16-17
"Opening the Doors to History: Access to Historic Resources for Americans with Disabilities," in San Francisco (see page 2). Call (510) 763-0972

DECEMBER

December 6
Heritage Holiday Open House
Haas-Lilienthal House (See page 9)

December 10
San Francisco Planning and Urban Research Association Annual Silver SPUR Awards Luncheon at the St. Francis Hotel. Call (415) 781-8726

Supervisor Bill Maber (right) who met with Heritage during the summer to discuss key preservation issues in San Francisco, has introduced legislation in support of Heritage's continued program of building-by-building survey and evaluation.

Throughout the holiday season
For a complete listing of holiday events, send $1 and a stamped, self-addressed envelope to Bay Area Historic House Museums, 22701 Main Street, Hayward, CA 94541

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