

1/22/09: Jack Gold, San Francisco Architectural Heritage Semi-Annual Meeting comments

Welcome staff, board, and Heritage Intern Asha Hannah—SF native and Oberlin Sophomore, and Docent George Kastler.

Presentation organized around 5 goals of Heritage's Strategic Plan:

- Build Broad Advocacy network and constituency for historic preservation**
- Embed preservation values in planning process**
- Promote stewardship of historic properties**
- Educate and better involve San Franciscans with historic preservation**
- Increase Heritage's capacity to work effectively citywide**

(SFAH Mission: Preserve and Enhance San Francisco's Unique Architectural and Cultural Heritage)

- I. Build a Broad Advocacy Network and Constituency for Historic Preservation: involves Partnership and Collaboration!**
 - a. To that end: co-chaired Victorian Alliance's Fall House Tour in Presidio Heights: netted \$43,000 for Maybeck Foundation's restoration of Palace of Fine Arts**
 - b. Served on Prop J Steering Committee named " San Franciscans for Smart Planning"**
 - Heritage hosted fundraiser in support of Supervisor Peskin's charter amendment and Proposition J to eliminate the Landmarks Board and establish a new Historic Preservation Commission (HPC)**
 - Heritage Young Preservationists (YP) made "Yes on J" BUTTONS, distributed widely**
 - Following approval by voters on Nov 4, put nominations forward for new commissioners, and Heritage will weigh in on proposed changes to Articles 10, 11**
 - Heritage to host symposium in early Spring at the law offices of Bingham McCutchen on the impact of the new HPC on the development process**
 - c. On November 6 and 7, Jack moderated 2-day California Preservation Foundation workshop at Temple Sherith Israel on Secretary's Standards, and determining historic and architectural integrity**

- d. Formed Heritage YP: informal network of under 40-year-olds: median age 25-35: new demographic for Heritage: YP Website and Listserv up: over 60 members, events etc, more for 2009. Membership categories to be stratified

II. Embed preservation values in the planning process, citywide

- a. Supported nomination of Tenderloin to National Register, authored by Michael Corbett
- b. Guided by Heritage, Jane Roos contracted with Page & Turnbull to prepare a National Register nomination for the Roos House in anticipation of an easement to Heritage: property designed by Bernard Maybeck
- c. Vincent Marsh prepared National Register nomination for Norman Larson's unique property at 557 Haight Street, Norm plans to donate this property to Heritage in the future, contains 6 storefronts: will be of tremendous support to Heritage down the road
- d. Issues Committee hard at work reviewed approximately 12 projects including proposed Contemporary Art Museum in the Presidio and several others
- e. Served on the Code Advisory Committee for the new Green Building Ordinance
- f. Worked with residents from Dogpatch to consider reuse opportunities for Bluepeter Building, a marine-related structure near the waterfront
- g. In August, Jack testified to SF Redevelopment Agency (SFRA) Commissioners against the proposed demolition of 1450 Franklin Street: automobile-related structure designed by noted architect Frederick Meyer, and part of a proposed thematic auto-row National Register district; in October testified against the flawed DEIR. And in December, Heritage appealed the Building Dept's issuance of demolition permit for 1450 Franklin Street, a hearing date set for February 18 at the Board of Appeals. On January 1, the area transitioned from SFRA project area to oversight by City Planning. Heritage filed a formal Appeal Brief on January 22

III. Promote Stewardship of Historic Properties

- a. Haas-Lilienthal House: busy summer with tourists: over 800 month of August alone
- b. Diverse visitation, including regular Elder Hostel tours, and a filming of the house by All Nippon Airways, aired on flights in August
- c. Currently addressing fire safety issues, moving forward with plans to go from 90 percent sprinkled to 100 percent

- IV. Educate and better involve San Franciscans: expand our preservation community**
 - a. Port City Book Project: to be authored by Michael Corbett: moving ahead; brochure published and fundraising underway**
 - b. Successful, wide ranging 2008 ballroom lecture series:**
 - John Templeton (African-American Heritage sites), Mark Wilson (book on Julia Morgan), Laura Ackley (Panama Pacific Exposition Lighting), Sara Lardinois (unique tower houses at a unique World Heritage Site in Yemen), and Charles Fracchia (Instant City: SF during the Gold Rush)**
 - For 2009 (starting mid-year) Heritage will present a themed series on the topic of city and neighborhood planning**
- V. Enhance Heritage's capacity to work citywide**
 - a. In October, several board members and Jack attended a major gifts training in Santa Fe, NM, sponsored by NTHP Western Office**
 - b. After successfully applying to the National Trust as a local partner organization in the Spring, Heritage worked closely with Anthea Hartig at Trust's Western Office and made application this month for matching funds from the National Trust for the Partners in the Field program: an exciting opportunity to build Heritage's capacity to work in underrepresented neighborhoods such as Chinatown, the Tenderloin and the Bayview**
 - i. This unique matching grant, if awarded, will require major gifts of \$10,000 or more: the total match over 3 years is up to \$150,000**
 - c. Added six new board members: Nancy Goldenberg (architect w/Carey & Company), Frederick Knapp (Architect), Jon Knorpp (partner with Wilson Meany Sullivan), Daphne Kwok (community advocate), Zander Sivyer (CEO, Holmes Culley Structural Engineers) and Christopher VerPlanck (Kelley & VerPlanck)**
 - d. October: inducted four new Lilienthal Society members at the Roos House: Alice Carey, Charles Chase, Don Andreini, and Zane Gresham**
 - e. Preservation Advocate Alex Bevk started work in mid June, Volunteer Coordinator Cate Conmy hired in the fall, replaced Shelley Adams who moved to SC**
 - f. Soiree 2009 Heritage's biggest annual fundraiser will happen at Fort Mason on April 18!**

INTRODUCTION OF MEETING SPEAKER, THERESE POLETTI

Therese Poletti has been a journalist for 20 years and is currently a senior columnist at MarketWatch, a financial news Web site, where she writes a column and commentary on Silicon Valley and the technology industry. Before that, Therese was a reporter for the San Jose Mercury News, and prior to that, a correspondent for over a decade at Reuters in both New York and San Francisco. In her spare time, she became a volunteer tour guide for San Francisco City Guides and in researching her tour, Downtown Deco, became familiar with the work of architect Timothy Pflueger.

Her first book, "Art Deco San Francisco: The Architecture of Timothy Pflueger," was recently published by Princeton Architectural Press. She received grants from the Graham Foundation for Advanced Studies in the Fine Arts, and from the LEF Foundation. These grants funded both archival photos and new photography of Pflueger's extant works by Tom Paiva.

Ms. Poletti holds degrees from Columbia University Graduate School of Journalism and Santa Clara University. She has received many awards for her financial journalism. She lives in San Francisco and still volunteers as a City Guide for the increasingly popular Downtown Deco tour.