In This Issue

2 Executive Director Column
3 Heritage Notes: Free Tour Day at the Haas-Lilienthal House, and Board and Staff Updates
4 Preservation Notes: Japantown, Landmark Designation Work Program, Mayoral Election, North Beach Library, and Heritage Enters Museum Assessment Program
6 Life Begins at 40: Celebrating an Anniversary and Looking to the Future
11 Events: Exclusive Tour of Pier 24, What’s Out There Weekend, and Cole Valley Home Tour
12 Sustainability Column: Spolia—Shades of Green
14 Volunteers: Thank You to Our Summer Interns & Lecture Series Reminder
15 Calendar of Events

The Anniversary Issue
Reflecting on Heritage’s 40 Years
EXECUTIVE DIRECTOR COLUMN

SAN FRANCISCO
ARCHITECTURAL HERITAGE
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REFLECTING ON THE PAST,
EMBRACING THE FUTURE

As we look back on Heritage's first 40 years, it's truly remarkable to see how preservation has shaped the city we live in today. Heritage has been instrumental in creating the protections that allowed our city to evolve and flourish in a technological age, while retaining that magical quality that is uniquely San Francisco.

For this expanded 40th anniversary issue, we have lured longtime Heritage News editor Donald Andreini out of retirement to share his reflections based on 20 years as “the voice of Heritage.” In his wide-ranging retrospective, Don chronicles Heritage’s proudest victories—and some stinging losses—over the last four decades. He also posits challenges that must be grappled with for Heritage to remain a relevant, vibrant force in shaping the city’s future.

Heritage’s publication of Splendid Survivors in 1979 is perhaps the organization’s most influential achievement. Compiling the results of Heritage’s downtown survey, the book laid the groundwork for the Downtown Plan, adopted in 1985, by publishing the survey’s ranking of historic buildings. The Downtown Plan adopted Heritage’s ratings, set standards for treatment of buildings, and devised incentives for their protection. As a testament to its effectiveness, virtually all of the 252 historic buildings identified by the Plan remain standing today. A recent Chronicle editorial (“San Francisco’s blueprint for growth—and harmony,” July 31) hailed it as a model that shows how “balanced planning that preserves the past and allows for controlled growth can work in a city that keeps evolving.”

In the early 1970s, the possibility of saving Victorian houses slated for demolition in the Western Addition precipitated the formation of Heritage, which helped save 12 structures in the largest building-moving project in the history of San Francisco. This past June, another rescued Victorian, 1712 Fillmore, was added to the Planning Department’s Landmark Designation Work Program (p. 5). Notably, the building is not being recognized for its architecture, but for its association with two legendary African American establishments—Jimbo’s Bop City jazz club (late 1940s-1965) and Marcus Books (1980-present).

This anecdote reveals how multiple layers of history, and cultural perspectives, contribute to a building’s significance. As noted by National Trust President Stephanie Meeks at the California Preservation Conference in May, “We are a nation ‘on the edge’ of transformational shifts in our ethnic and racial makeup.” Although old news in the Bay Area, the preservation movement has lagged behind in absorbing and reflecting these changes. “The organizations and movements that remain viable over the next 20, 30, or 50 years,” Meeks observed, “will be the ones that respond to these demographic changes decisively.”

In San Francisco, the vast majority of City Landmarks and Historic Districts do not acknowledge the histories of ethnically diverse communities. Through Heritage’s nascent work in underrepresented neighborhoods we seek to rectify this imbalance—but progress is slow and much more needs to be done. Our ongoing partnership with the Japantown community (p. 4) provides one possible model for collaboration, but there is no one-size-fits-all approach. We must carefully listen to those we seek to engage, broaden traditional notions of what’s significant, and tailor solutions that acknowledge competing social priorities. Our future depends on it.

Mike Buhler
Executive Director
David Wessel to Become Next Heritage President

At its June 2011 meeting, the Heritage board unanimously elected a new slate of officers to one-year terms, with David Wessel tapped to succeed Charles Olson as president in January 2012. Carolyn Kiernat will replace David Cannon and Scott Haskins as Heritage’s vice president and Jon Knorpp will begin his third term as treasurer. The board secretary position is currently open.

Having joined the Heritage board in October 2005, David Wessel is a principal at Architectural Resources Group, where he directs conservation projects and oversees ARG’s in-house conservation laboratory. David’s many projects include the award-winning exterior restoration of the Mark Hopkins Hotel and the façade restoration and complete window replacement for the Art Deco-style 450 Sutter Street building. He is a professional Associate of the American Institute for Conservation and a Fellow of the Association for Preservation Technology. David currently serves on Heritage’s membership committee, having played an instrumental role in developing the new membership categories and benefits adopted earlier this year.

This leadership transition will mark the end of an era for Heritage as Charles Olson concludes his remarkably productive and transformational tenure as board president. Charles will reflect on his four years as president in the next issue of Heritage News.

Alex Bevk Leaves Heritage Staff

Heritage is sad to announce the departure of Alex Bevk in July after three years with the organization. Alex joins Knapp & VerPlanck Preservation Architects, where she’ll serve as historian.

Alex has been involved in various aspects of Heritage operations. As Preservation Advocate, she staffed the Issues, Easements, and Policy Committees and has participated in review of projects such as the Presidio Main Post, Fairmont Hotel, 555 Washington, Parkmerced, and the North Beach Library.

During her first two years at Heritage, Alex managed and edited Heritage News and was instrumental in the creation of a new Heritage website. She was closely involved in the founding of the HeritageYP (Young Preservationists) group, which has allowed Heritage to engage a new generation of members. In 2010, Alex’s position shifted to accommodate the National Trust’s Partners in the Field Grant requirements. As Preservation Project Manager, she helped spearhead our work in traditionally underserved communities, including Japantown and Filipino SOMA.

Alex’s contributions will be missed and we wish her much success in the future.

Haas-Lilienthal House Free Community Day Sunday, October 23

Join Heritage at the historic Haas-Lilienthal House on Sunday, October 23 for a free day of tours! The purpose of the free ($8 value) community day is to introduce locals to the San Francisco icon in their own backyard. Many people regularly pass by the Queen Anne residence, yet most have never explored its original and luxuriant interior. Let a Heritage docent take you and your family and friends on a one-hour tour of the city’s only Victorian interior open to the public.

The master bathroom is a visitor favorite due to its original fixtures and glowing tile work.

A popular destination among international tourists, the Haas-Lilienthal House has a rich history and is a superb example of upper-middle-class Victorian living. Built by William Haas in 1886 for his wife and children, the house survived the 1906 Earthquake and Fire and has stood the test of time remarkably well. Designed by Peter Schmidt, the house at 2007 Franklin Street is an exemplary example of the Queen Anne style with its elaborate wooden gables, circular corner tower, and rich ornamentation.

Mark your calendars for this rare occasion! Invite family and friends to come learn about the Haas-Lilienthal House and the work of Heritage. We hope to see you at the house we call home on Sunday, October 23. Tours start at 11 a.m. and run until 4 p.m.

Heritage is on Facebook!

Join Heritage’s growing network of preservationists on Facebook at facebook.com/SF-Heritage. You can also follow us on Twitter at twitter.com/SFHeritage. Get connected!
JAPANTOWN BETTER NEIGHBORHOOD PLAN UPDATE

Over the past year, Heritage has been collaborating with residents in Japantown, the Planning Department, and other community stakeholders to develop a comprehensive strategy for protecting the tangible and intangible qualities that define the neighborhood’s unique cultural character. Working with the Community Heritage Sub-committee, Heritage considered a range of traditional preservation protections, special use requirements, and standardized conditions of approval. The committee’s preliminary recommendations were presented to the broader community on July 31.

Japantown is the first and oldest urban community of its kind in the continental U.S. and has been home to the city’s Japanese community for over a century. Today, along with Los Angeles and San Jose, it is one of only three remaining historic “Ja-pantowns” in California. In the 1920s and 1930s, the growing influence of Japanese institutions was reflected in buildings that remain community anchors today, such as the Japanese YMCA and YWCA, Kinmon Gakuen, the Buddhist Church of San Francisco, and the Japanese Salvation Army. In the late 1950s, with the neighborhood still recovering from wartime internment, major portions of the Japantown-Fillmore area were razed by the City’s Redevelopment Agency for eventual new development. Successive waves of redevelopment continued through the 1980s.

The Japantown Better Neighborhood planning process is a multi-year effort that aims to develop a community vision for the neighborhood, focusing on how physical improvements, historic and cultural preservation, and new development can reinforce and maintain its identity. As envisioned, the Better Neighborhood Plan will provide a framework for addressing new development, urban design, cultural preservation, economic development, and transportation improvements.

Heritage is recommending a mix of traditional landmark protections, design guidelines, and adding new “teeth” to the existing Japantown Special Use District. Several buildings have been proposed for local landmark designation, starting with the Peace Pagoda, which is owned by the Department of Recreation and Parks. Heritage staff has also met with the owners of Nihonmachi Little Friends, housed in the former YWCA building, to answer questions about the local designation process.

Heritage is recommending that the existing Special Use District legislation be amended to incorporate new mechanisms for cultural preservation, including “cultural criteria” to aid the Planning Commission in evaluating proposed uses. The committee has developed a draft inventory to catalogue the tangible and intangible qualities that define Japantown, including historic buildings, festivals, archives, institutions, and business types. The Planning Commission would reference the inventory in the project review process, guided by input from a yet to be established community advisory committee.

These concepts were introduced to the community on July 31, with the comments received used to inform the committee’s final recommendations. The comprehensive Better Neighborhood Plan recommendations are scheduled for consideration by the Planning Commission by the end of the year.

POLLING THE CANDIDATES

Heritage is pleased to inform our members about the views of this year’s top mayoral candidates on historic preservation. We have sent the top candidates a list of questions to gauge their positions on a range of current preservation issues—including the nomination of Golden Gate Park as a City Landmark District, increasing access to preservation incentives, and how to promote greater cultural diversity among the City’s landmarks and historic districts. The responses will be compiled and distributed via E-News and posted at sfheritage.org by September 30.

Lawsuit Challenges North Beach Library Approval

On July 27, the Coalition for a Better North Beach Library & Playground and Friends of Appleton-Wolfard Libraries filed suit in San Francisco Superior Court seeking to overturn the City’s approval of the 1959 North Beach Public Library and Joe DiMaggio Playground Master Plan Project. The project would demolish the historic library building—listed in the National Register on August 8, 2011—and construct a new library on the triangle lot at 701 Lombard Street. Among other claims, the petition alleges that the City violated the California Environmental Quality Act by failing to adequately consider alternatives that would have preserved the historic library and the triangle’s open space. The lawsuit prolongs the controversial fight to save the library, a battle that has sparked widespread debate and derision among residents, elected officials, the media, and some preservationists. Although Heritage is not a party to the lawsuit, we have consistently advocated for feasible alternatives to demolition that would expand and modify the existing library to meet current needs.

CORRECTION: The Final Environmental Impact Report for the North Beach Library was certified in a 6-0-1 vote by the Planning Commission on April 21, not a 4-3 vote as stated in Heritage News.
On June 15, the Historic Preservation Commission (HPC) unanimously approved the annual Landmark Designation Work Program, including 16 proposed individual Landmarks and three proposed Landmark Districts. The vote enables Planning Department staff to proceed with additional research and community outreach in order to consider formal designation at a future date. This year’s program is especially noteworthy for highlighting a wide range of underrepresented property types. A recent Planning Department report found that fewer than two dozen of the City's 262 Landmarks were designated based primarily on their cultural associations, while the area south of the Mission District to the San Mateo County border—over a third of the city’s land area—contains just a dozen Landmarks. In a letter to the HPC, Heritage praised the selection for its unprecedented breadth in terms of geography, ethnic diversity, typology, and style, including seven Modern structures and eight with strong cultural associations.

Two sites celebrating local African American heritage, Marcus Books (1712 Fillmore Street) and Sam Jordan’s Bar (4004 Third Street), were added to the Work Program at the request of their owners. Originally located on Post Street, 1712 Fillmore Street was one of dozens of Victorians relocated by the San Francisco Redevelopment Agency in the mid-1970s. During the height of the Fillmore Jazz era after World War II, the building housed Jimbo’s Waffle Shop, which moonlighted as the jazz club known as “Jimbo’s Bop City.” Duke Ellington, Miles Davis, Dizzy Gillespie, Billie Holiday, Count Basie, and John Coltrane were among the luminaries who graced the club’s stage. Marcus Books has occupied the building’s ground floor since 1980, moving from its original location on Leavenworth Street. Named for Marcus Garvey, the Jamaican-born black nationalist, Marcus Books was founded in 1960 and is the “oldest independent black bookstore in the country.”

Sam Jordan’s Bar, or “Sam’s,” was opened by former light heavyweight boxing champion, the late Sam Jordan, in 1959. Born in Diboll, Texas in 1925, Jordan moved to San Francisco in 1945 after a stint in the U.S. Navy and worked as a warehouseman in the shipyards. Jordan’s charitable and business activities earned him the affectionate title “Mayor of Butchertown,” named for an area of slaughterhouses just off the city’s southern waterfront. Jordan launched his own run for mayor in 1964, placing fourth. Sam Jordan’s Bar is now operated by his children, who are seeking landmark designation to honor his legacy as one of the city’s first black business owners.

Other Work Program properties with cultural associations include: Sailors’ Union of the Pacific (434-450 Harrison Street); Twin Peaks Tavern (401 Castro Street); Congregation Emanu-El school building and annex; Sunshine School (2728 Bryant Street); Swedish American Hall (2168 Market Street); and New Era Hall (2117 Market Street). The three proposed Landmark Districts include Golden Gate Park, Duboce Park (bounded by the south side of Waller, the west side of Stein, the east side of Scott, and north side of Duboce streets), and the discontinuous Market Street masonry district. To view the complete list of Work Program candidates, see http://commissions.sfplanning.org/hpcpackets/Landmark_Designation_Work_Program.pdf.

In late July, Heritage was awarded a grant from the American Association of Museums to participate in its Museum Assessment Program (MAP). Since 1981, the MAP has helped museums maintain and improve operations through a consultative process. The results of the MAP evaluation will compare the existing Haas-Lilienthal House program to standards and best practices nationwide. The process kicks off in September with a self-study completed by an internal committee of Heritage staff, board, and volunteers. A peer reviewer assigned through the MAP will then conduct a comprehensive assessment of the Haas-Lilienthal House in early 2012, including marketing and interpretive programming. The recommendations developed through the MAP process will greatly inform long-term strategic planning for Heritage and the Haas-Lilienthal House.
Life Begins at 40:
Celebrating an Anniversary and Looking to the Future

By Donald Andreini

About the time Heritage was marking its 15th anniversary, in 1986, most of the titanic struggles and epic achievements of the founding generation were behind the organization: the fight to save the City of Paris and the Fitzhugh Building on Union Square, relocation of Victorian residences in the Western Addition redevelopment area, and the milestone Downtown Survey.

The latter came to national attention with publication of Splendid Survivors in 1979, and bore fruit when San Francisco adopted the Downtown Plan in 1985. Making use of Heritage survey findings, the plan identified specific resources, ranked them for significance, and spelled out how prospective developers were to treat those historic structures. It greatly moderated preservation struggles downtown. Heritage took on a significant role in reviewing projects in the plan area.

In its 40th year, Heritage continues in its role as watchdog over the historic downtown. Meanwhile City Planning has shifted the focus of new high-rise office and residential development south of Market. While there are significant structures in SOMA, there are also ample sites that invite development without confronting highly charged preservation concerns.

As the preservation struggles downtown were becoming less contentious, Heritage was increasingly drawn into neighborhood issues. Grassroots activists became alarmed at the rate of demolition of modest, Victorian-era, single-family houses in the Richmond District. Their replacements were buildings with two or more flats—derisively called “Richmond Specials”—of a nondescript style expressed in unattractive materials, and bearing little relationship to their historic context.

Heritage responded to this neighborhood preservation challenge, in 1990, by launching a survey of the Inner Richmond, completed in 1993. Soon, speculative builders shifted their attention to other, outlying neighborhoods.

While the threat rises and falls with the real estate market, the disappearance of these little houses remains a challenge to those concerned with preserving neighborhood character. Meanwhile, a new generation of builders and more vigilant city planners are showing increased sensitivity to contextual design, and while some new construction misses the mark, we see fewer examples of the work that prompted the pejorative, “Richmond Special.”

Relations with the Redevelopment Agency have often presented particular challenges. Heritage formed, in 1971, a group of citizens establishes The Foundation for San Francisco’s Architectural Heritage to combat the erosion of the city’s historic fabric.

Heritage receives the 1886 Haas-Lilienthal House as a gift from the Haas and Lilienthal heirs.

Heritage rescues 12 Victorians slated for demolition in the largest building moving project in the history of the city.

With a matching grant from the National Trust, Heritage prepares a feasibility study for the adaptive reuse of the Jessie Street Substation.
around opposition to the Agency’s wholesale demolition of large swaths of Victorian-era houses in the Western Addition.

Issues emerged in other redevelopment areas as well, including Yerba Buena Center and the South End Historic District, during the 1980s. Protracted negotiations over on-again-off-again project proposals finally resulted in retention of structures in these areas whose preservation remained in limbo for many years. These include the Williams Building, the Jessie Hotel, and the Jessie Street Substation, all in the YBC, and the Oriental Warehouse in the South End. These buildings were retained and adapted for new uses that have not in all cases been entirely respectful of their historic integrity. The Aronson Building, another one-time threatened resource in YBC, is now slated for incorporation into a larger new development that would house the long-planned Mexican Museum.

CONTINUING THE GOOD FIGHT

While the great battles were behind Heritage by the mid-1980s, there remained some high-profile issues in which the organization has played a central role.

Heritage was in the field immediately following the 1989 earthquake, helping to survey damage and to ensure against hasty demolitions. In the aftermath, the organization supported the City’s ordinance and bond measure to require the seismic retrofit of 2,000 unreinforced masonry buildings. Today, all but a handful of those historic structures have met the requirement.

We argued for a sensitive rehab of the old main library for the Asian Art Museum and opposed removal of the building’s Piazzoni murals. We failed in both instances.

For over a decade we worked patiently with citizens’ advisory groups, Port staff, and the Port Commission to achieve National Register listing for the waterfront in 2006. The benefits have been substantial.

Development and adaptive reuse of waterfront properties have been encouraging: Pier 1; Piers 1 1/2, 3, and 5; the Ferry Building, and the (now underway) Exploratorium project at Piers 15 and 17, illustrate the tremendous potential for these remarkable remnants of the city’s once preeminent position in maritime activity.

Heritage has been part of the review process for these projects and will continue that role, as plans for Pier 70 and facilities for the America’s Cup take form.

In 1994, we responded quickly with advocacy on behalf of seven historic Catholic churches when the San Francisco Archdiocese announced a pastoral reorganization that appeared to be a threat. We assisted parishioners who wanted to keep their churches open. Today, only one—Sacred Heart—appears to be at risk.

We negotiated a preservation solution for the development of the Emporium that was adopted by the City, only to have a “miscue” among City departments and the developer result in demolition in 2004 of all but the façade (photo below) of the Albert Pissis-designed department store. Although Heritage was not a party to the subsequent lawsuit, we serve on the committee appointed in 2005 to distribute $2.5 million paid by the developer as part of a settlement agreement. This preservation grant fund supports architectural surveys and other preservation-related activities.

1979

Heritage publishes Splendid Survivors by Michael Corbett and sells 3,500 copies by the end of the year.

1981

Heritage loses fight to save City of Paris after a four-year legal battle and a petition signed by 60,000 citizens protesting demolition.

1982

Heritage launches Heritage Hikes, a program for school-children to discover local history through Victorian architecture and life.

1983

Heritage successfully persuades developer to retain and reuse the Old Federal Reserve Building.
In the 40 years since the founding of Heritage, many examples of Mid-Century Modern architecture have crossed the 50-year threshold qualifying them as potential historical resources. Loss of some significant examples in the late 1990s illustrates the vulnerability of this heritage: the Red Cross Building (Dailey & Steilberg, 1948); the Holiday Lodge on Van Ness (Hertzka & Knowles, 1954, landscape by Lawrence Halprin); and the Daphne Funeral Home (A. Quincy Jones, 1948).

Halprin's name is a reminder that defense of cultural landscapes is another realm where Heritage must become more active in the future. Current issues, including redevelopment of Parkmerced (landscape by Thomas Church) and resistance to landmark designation of Golden Gate Park illustrate the challenges ahead.

Convincing the broad public—and even much of the preservation community—of the value of both cultural landscapes and the architecture of the Modern era has proved to be a hard sell. Advocacy for the North Beach Library and for Parkmerced has elicited strong criticism in the press. In an effort to provide more education on such subjects, this year's Heritage lectures include an introduction to defining significant cultural landscapes and an exploration of San Francisco Modernism.

Heritage is presenting the latter of these lectures in cooperation with DO-COMOMO-NorCal (the local chapter of Documentation and Conservation of the Modern Movement). Working with such groups, as well as with AIA/SF, the Society of Architectural Historians, San Francisco Beautiful, the Victorian Alliance, and SPUR should increase as Heritage seeks to strengthen its voice in the future.

In 1999, the State Historical Resources Commission narrowly rejected a National Register nomination for the Daphne Funeral Home; demolition soon followed.

The Holiday Lodge on Van Ness featured landscaping by Lawrence Halprin.

Parkmerced is a significant cultural landscape currently facing demolition.

Voter approval of Proposition J, in 2008, elevating the Landmarks Board to commission status, heralded a new day in San Francisco's preservation movement. But, in fact, as recent events show, it has prompted a vocal reaction from some.

Supervisor Scott Wiener convened a special meeting of the Land Use Committee to explore the possible conflict between preservation and other civic priorities. At that hearing, some voices raised the specter of a crazed Historic Preservation Commission designating the entire city a historic district and thereby preserving it in amber for all time. Cities change—they must change. But change should respect the past and build upon it. The case of the Tenderloin compared with the Fillmore illustrates the difference.

Communities should be a living document of historic change and evolution wrought by and reflecting the life of shifting populations. Jews, Japanese, and African Americans have called the Fillmore home. Yet little remains to illustrate the early contributions of each, because of 1960s-style urban renewal. Today, only paving stones identify where once stood the jazz clubs, Jewish delis, and Japanese businesses that reflected the life of the community.

Contrast the experience of the Fillmore with the Tenderloin. This neighborhood, adjacent to Union Square, contains nearly all its historic built environment intact. Thanks to the efforts of nonprofit housing developers, many of the apartment houses and single-room occupancy hotels have been rehabilitated and seismically retrofitted to provide affordable housing for immigrant families making the transition to life in a new country. That transition oc-
Heritage submits nomination that leads to designation of Millwright Cottage and Murphy Windmill as Landmark No. 210.

Photo courtesy of S.F. Public Library

Christopher VerPlanck completes Dogpatch Survey, paving the way for the neighborhood effort to create a historic district.

Photo by Peter DuSilva

Golden Gate Park listed in the National Register of Historic Places.

Photo courtesy Wikimedia.org

The Port of S.F. Embarcadero Historic District is listed in the National Register, capping a joint effort between Heritage and the Port.

Photo courtesy S.F. Public Library

Heritage News Fall 2011

1998

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Photo courtesy of S.F. Public Library

2000

Christopher VerPlanck completes Dogpatch Survey, paving the way for the neighborhood effort to create a historic district.

Photo by Peter DuSilva

2004

Golden Gate Park listed in the National Register of Historic Places.

Photo courtesy Wikimedia.org

2006

The Port of S.F. Embarcadero Historic District is listed in the National Register, capping a joint effort between Heritage and the Port.

Photo courtesy S.F. Public Library

curs, not in a context that is a blank slate, but in one that has a history, embodied in its buildings, a history for which the newcomers are writing the next chapter.

And there is growing pride in that identity. Tenderloin property owners promoted inclusion of the district in the National Register, and individual buildings now proudly display plaques that proclaim this fact. At the same time, historic designation has not prevented compatible new, affordable housing construction. While still socially challenging in many ways, the Tenderloin is a living historic neighborhood.

In fact, the district’s historic character is key to its future. Writing in a recent issue of Urbanist, published by SPUR, Randy Shaw, executive director of the Tenderloin Housing Clinic, observes, “The area’s history offers a road map for revitalization, as its authenticity attracts patrons to its restaurants and bars.”

While taking note of its checkered past (a “rich vice history”) and its still rough street life, the New York Times wrote last year (April 11, 2010) that, “armed with a recent listing on the National Register of Historic Places, community and city leaders are readying the Tenderloin for its big moment, complete with plans for a new museum, an arts district and walking tours of the world’s largest collection of historic single-room occupancy hotels.”

Affordable Housing

One thought motivating the Land Use Committee hearing in May was the suggestion that preservation and the City’s policy to promote more affordable housing are incompatible. That is far from the truth.

From 1978 through 1982, Heritage assisted 19 homeowners throughout the city with low-interest loans and technical services for rehabilitation of their properties under a program funded by federal grants through the Mayor’s Office of Housing. Ninety percent of the low-income loan recipients were minorities and women heads of household.

As funding dried up, Heritage shifted its focus to work with non-profit developers. Under contract with the City, the organization provided technical services that included preparing architectural drawings and specifications, and supervising construction. In the program’s first year, Heritage assisted six housing development corporations with the rehabilitation of 16 buildings providing 250 units of housing.

While the organization no longer provides such direct support for affordable housing, it has continued to be a strong advocate for rehab projects aimed at filling that need. A project currently under construction, conversion of the Central YMCA to 174 housing units for the homeless, received an early and enthusiastic endorsement from Heritage.
Heritage membership has stagnated for several years. Is that a sign preservation in the city has lost its constituency? The large vote in favor of Proposition J, in a presidential election year with a high voter turnout, says no. Perhaps it has lost its urgency. The issues surrounding the Emporium and the Asian Art Museum failed to generate the kind of public interest that the City of Paris drew in earlier days.

How can we reengage the public? There is plenty of energy that goes into individual issues, mostly in the neighborhoods. How do we tap into it?

Reaching out to the neighborhoods has often been a problem for Heritage. The organization’s policy has always been to meet requests for assistance where we felt a genuine preservation issue was at stake. Being proactive is another matter. There are 44 organizations representing neighborhood interests under the umbrella group, the Coalition for San Francisco Neighborhoods, alone, and probably many others, not counting ad hoc groups that tend to form around specific issues. It is difficult to form an ongoing relationship with that many entities.

Yet those groups—and sometimes crusading individuals—play an important role; many preservation advances have come from grassroots initiatives. Saving the Shriners’ Hospital on 19th Avenue and 1800 Market Street, historic district designation of Dogpatch, survey of resources in the outer Sunset, restoration of the Sunnyside Conservatory, and recognition for the lowly earthquake refugee shacks championed for many years by a single advocate—these are among many success stories that have resulted from citizen action. Current initiatives on behalf of the North Beach Library and Parkmerced have come from the community.

Establishing a solid preservation constituency in every San Francisco neighborhood must be a long-term objective for Heritage. This will require a commitment to education that goes beyond tours of the Haas-Lilienthal House and its environs and beyond lectures and newsletter features. There was no follow up by Heritage, and 25 years later, the city’s southeast neighborhoods remain grossly underrepresented on the list of landmarks.

Heritage is addressing the challenge of connecting with underserved communities through a new initiative. Thanks to a $120,000 Partners in the Field challenge grant from the National Trust, we propose to extend our presence—and influence—into districts like Chinatown, Dogpatch, Bayview, and South of Market. Looking to the decade ahead, Heritage will be a vital organization with the flexibility and the resources to respond quickly and decisively to a variety of preservation issues. On the immediate horizon, pending development of the Mid-Market area, with its many historic resources, will demand our attention. We can anticipate that other challenges may result from projected population and economic changes in San Francisco. In short, there is work to be done.

In 1990, the Heritage newsletter ran a four-page feature on the Bayview, by local historian Gary Goss. It attracted some attention in that neighborhood. One resident contacted staff to request additional copies of the feature. We gladly provided these without charge, and she told us she took every opportunity to distribute them at various community gatherings.

Preservationists in the gay community spearheaded the successful effort to save historic Fallon Building (1894) at 1800 Market Street.
GET OUT THERE AND DISCOVER CULTURAL LANDSCAPES

Heritage is partnering with The Cultural Landscape Foundation on their San Francisco Bay Area What’s Out There Weekend on September 17 and 18. The series of tours highlight the city’s rich and diverse heritage of designed landscapes. Themed “Mostly Modern,” sites include seminal Modernist works alongside some of the area’s great public parks and neighborhoods.

From Ted Osmundson’s Kaiser Center Roof Garden (1960) in Oakland, to Lawrence Halprin’s Levi’s Plaza (1982) in San Francisco, the Bay Area has the broadest and most diverse Modernist landscape legacy in the country. Yet while local residents pass through these important spaces on a daily basis, they often do not know their stories. For more information, visit tclf.org/landscapes/wot-weekend-sanfrancisco.

As part of What’s Out There Weekend, Heritage is also partnering with SPUR to present a symposium titled, “The Bay Area’s Modern Landscape Legacy” on Thursday, September 15. Designers, historians, policymakers, and property owners will focus on the areas of policy, stewardship, and theory. Speakers include Heritage executive director Mike Buhler, TCLF president Charles Birnbaum, JC Miller, Ken Kay, Kalvin Platt, Courtney Damkruger, Waverly Lowell, and Mary Brown. Held from 1 – 5 p.m. at SPUR’s Urban Center, tickets range from $20 – $40. For tickets and more information, visit spur.org/events.

VICTORIAN ALLIANCE TOUR EXPLORES COLE VALLEY

The Victorian Alliance of San Francisco will showcase homes of Cole Valley on Sunday, October 16, from 1 p.m. – 5 p.m. The tour features four lovingly restored homes and an historic church on a self-guided walking tour, with three bonus residences accessible by complimentary shuttle bus.

Representing a variety of architectural styles—from expansive Victorian to cozy cottage and hidden gardens—the Cole Valley tour will illustrate the diversity of homes in this close-knit community.

If purchased by October 10, tickets are $25 for Victorian Alliance members and $30 for the general public. After October 10, all tickets will be $35. For tickets and more information, visit victorianalliance.org/house-tour or call 415-824-2666.
SPOLIA: SHADES OF GREEN

By Bill B.

Spolia are recycled building parts. The term originates in Latin: spolia are the spoils of war, plunder. Art historians have adopted spolia to refer to elements from a former building which have been used in a new setting or incorporated into new construction. The practice is ancient; early Christian churches reused parts of Roman buildings, sometimes displaying pagan iconography.

The 1906 San Francisco Earthquake and Fire liberated many building parts. Perhaps the example best known to us is the Portals of the Past at Lloyd Lake in Golden Gate Park. The A.N. Towne mansion on Nob Hill was destroyed, but the entrance portico was recovered and moved to the park. Most 1906 earthquake debris went into landfill, but some of the rubble was recovered, cleaned, and used in rebuilding. Parts of buildings survived; building inspectors went building by building, assessing which walls or parts of walls could be retained.

One of Heritage’s earliest preservation battles was opposition to the demolition of St. Anne’s Home in the Richmond, designed in 1909 by Albert Pissis. The only surviving element is the cupola, which now decorates the front lawn of the new building. Our largest early preservation battle was to save the City of Paris at Union Square. The rotunda and glass dome were re-installed at the entrance corner of the new Neiman Marcus store. The mezzanine-level string of French doors were offered for sale at our ArchiTreasures auction in 1988, and rumor has it that they have been installed in a building in Las Vegas.

There are portions of three 1908 banking temples which survive, thanks in part to the fact that the buildings were identified and rated in the Heritage downtown survey. The façades of 440 and 460 Montgomery have been incorporated into the base of the 24-story 456 Montgomery, where they flank its entrance. The former Anton Borel Bank at 440 designed by Albert Pissis has granite Corinthian columns and a recessed bronze window wall. The corner Italian-America Bank at 460 designed by Howard and Galloway has granite Doric columns with a recessed bronze-and-marble façade. Together with 500 Montgomery, there is an almost continuous colonnaded row of temple imagery.

The White Investment Co. building by Louis Hobart at 280 Battery has an intricately detailed façade in shallow relief, with fish-and-shell molding in the frieze and a large cartouche over the cornice. It has been incorporated into 353 Sacramento, a 23-story office tower with pentagonal floor plan.
Unlike 440 and 460 Montgomery, which were reduced to façades, 280 Battery would appear to have been sliced on the diagonal to fit into the triangular setback of its hovering parent. Actually, the original street façades were replicated as panels which were mounted on the new corner mass.

One of the oldest spoliated buildings in San Francisco survives in part at 280 Commercial Street. The U.S. Sub-Treasury building was built in 1875. The four-story building was reduced to the first floor and basement after the 1906 earthquake. It has massive brick walls with brick piers in the basement supporting corrugated metal vaults and iron columns on the first floor. The façade has wide brick piers topped by a stone architrave. Even though the building became City Landmark No. 34 in 1970, Heritage had to work hard to prevent its demolition in 1972 for a parking lot. Finally, in 1983, the old Sub-Treasury was incorporated into the 17-story Bank of Canton at 555 Montgomery, and its restoration as the Pacific Heritage Museum was part of the agreement with developers.

The building parts in the above examples were re-used in place. Not so with the Maskey Building. Heritage lost an appeal in 1982 on landmark status for the Maskey Building at 48-52 Kearny. Its six-story façade is covered with richly embroidered white glazed terra cotta. Heritage sought in 1984 to have the building integrated into new development for the 22-story San Francisco Federal Savings at 88 Kearny. The compromise salvaged only the central four bays of the six-bay façade. The remaining two-thirds of the façade were then moved to the southern limit of the project site. In its new location, the truncated Maskey Building façade terminates the view down Maiden Lane from Union Square.

Heritage has always sought to find new uses for worthy buildings. There are incentives for rehabilitating historic resources. Current preservation practice condemns façadism—the fate suffered by most of the above examples. Spoliation has endowed us with many parts of buildings which have some sentimental value or maintain some sense of the street in human scale. But re-using parts of buildings is only a shade of green; truly green practice involves saving whole buildings in place.
THANK YOU TO OUR SUMMER INTERNS!

Three interns joined Heritage staff in the Haas-Lilienthal House this summer to work on digital media projects. Each intern spent two days a week in the office and each worked on a different assignment. Thank you again to our interns—we wish you much success in the future!

EMILY BYRNE is a history and humanities double major at San Francisco State and a Haas-Lilienthal House docent. Emily’s prior knowledge of the house and her interest in history made her an excellent fit for the Haas-Lilienthal House smart phone tour application project. Using the docent script and other research materials, Emily developed content for a potential application to be developed in the future. The content ranges from Haas and Lilienthal family history and descriptions of rooms in the house to details on furnishings and interesting facts on the Victorian era. Grant applications are currently pending for this project.

MACKENZIE KELLY is interested in becoming a curator and will pursue a Master of Arts in Museum Studies at San Francisco State this fall. Mackenzie works for the California Historical Society as a gallery attendant and has a passion for history. Mackenzie completed a Google map of all 61 Heritage easements, writing descriptions and uploading images for each site. The map can be viewed at sfheritage.org/easements. Mackenzie also drafted a new page for the Heritage website with resources for preservationists and owners of historic properties. We will keep you updated on the resource page launch date at sfheritage.org.

TAYLOR ROSE recently relocated to San Francisco after graduating from the University of Florida. As an anthropology major, Taylor is interested in how people interact with the built environment. Taylor created four Google maps for Heritage’s walking tours. Drawing from docent scripts, he developed content and took photos of sites on each tour. The maps will soon be available at sfheritage.org. We hope free access to these self-guided tours will introduce a new audience to the rich history and beauty of well-known and little-known residences and buildings in Pacific Heights, Cow Hollow, Broadway, and the Van Ness corridor.

REMINDER: HERITAGE LECTURE SERIES

If you’ve yet to attend a Heritage lecture this year, don’t miss three upcoming installments covering the future of digital archiving, Heritage’s 40-year history, and San Francisco Modernism. Tickets are $8 for Heritage members and $12 for non-members. Doors open at 5:30 p.m. and lectures start at 6 p.m. For tickets and more information, visit sfheritage.org.

• On Thursday, September 15, HeritageYP co-presents a lecture with George Oates covering the work of the local nonprofit Internet Archive and the future of digital archiving. Oates will share rare materials from the Archive. This lecture will be held at Pier 1.

• On Thursday, October 13, Chris VerPlanck will present a special retrospective on Heritage’s 40 years as the city’s leading local historic preservation nonprofit. To be held at the San Francisco Art Institute, the lecture will be followed by a Heritage birthday party complete with a cake, wine, and a far out ‘70s celebration!

• On Thursday, November 17, preeminent architectural historian and author Alan Hess will close out the series with a presentation on San Francisco Modernism at the Nob Hill Masonic Center. Co-presented by DOCOMOMO-NorCal.
### CALENDAR

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<th>SUN</th>
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#### SEPTEMBER 2011

September 1 - 30, times/locations vary
AIA San Francisco
Architecture and the City Festival
aiaisf.org | 415-362-7397

Saturday, September 11, 11 a.m.
Art Deco Society of California
Gatsby Summer Afternoon
Dunsmuir Hellman Historic Estate
artdecosociety.org | 415-982-DECO

Thursday, September 15, 12:45 p.m.
SPUR
The Bay Area’s Modern Landscape Legacy
spur.org | 415-781-8726

Thursday, September 29, 7 p.m.
Sutro Library
Lecture: The Archaeology of Adolph Sutro’s “Merry Way” Amusement Park
library.ca.gov | 415-731-4477

#### OCTOBER 2011

Sunday, October 9, 1 p.m.
Oakland Heritage Alliance
Tour of Oakland’s Glenview neighborhood
Oaklandheritage.org | 510-763-9218

Friday, October 14, 6 p.m.
San Francisco Beautiful
Beautyification Awards
sfbeautiful.org | 415.421.2608

Sunday, October 16, 11 a.m.
Victorian Alliance of San Francisco
Cole Valley Tour
victorianalliance.org | 415-824-2666

October 19 - 22
National Trust for Historic Preservation
National Preservation Conference:
Alternating Currents (Buffalo, New York)
preservationnation.org | 800-944-6847

#### NOVEMBER 2011

Thursday, November 10, 10:30 a.m.
The San Francisco Garden Club
Couture et Fleurs
Sanfranciscogardenclub.org | 415-771-0282

Monday, November 14, 11:30 a.m.
San Francisco Museum & Historical Society
Honoring History Heroes Awards Luncheon
Sfhistory.org | 415-537-1105

Wednesday, November 16 - 17
Design Industries Foundation Fighting AIDS
Dining by Design San Francisco 2011
diffasf.org | 415-731-5539

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**Join San Francisco Architectural Heritage!**

Join the Heritage family by completing the form below. Return the form and payment to 2007 Franklin Street, San Francisco, CA 94109. We accept checks (made out to San Francisco Architectural Heritage), credit cards, or you can save on mailing costs by joining online at sfheritage.org/join.

Please enter my membership in the following category:

- [ ] $40 40th Anniversary New Member Special
- [ ] $75 Fog City Family
- [ ] $125 Haas-Lilienthal 125th Birthday Special
- [ ] I’d like to buy a copy of Port City - $61.94 + tax ($4.94) and shipping ($5)

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**E-mail**

(To receive Heritage E-News)

**Credit Card Type**

**Card Number**

**Expiration**

**3-digit sec. code**

**Signature**

Contributions are tax-deductible.

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Heritage News 15 Fall 2011
**SAVE THE DATE**

**George Oates: Digital Archiving**  
Thursday, September 15, 6 p.m., $8-12  
Pier 1, The Embarcadero  
HeritageYP co-presents a look at preservation in the digital age.

**What’s Out There Weekend**  
Sat. & Sun, September 17-18, Free  
Various locations across the Bay Area  
The Cultural Landscape Foundation hosts a series of educational events throughout the Bay Area.

**Pier 24: The Art of Transformation**  
Thursday, September 29, 2 - 4 p.m.  
$20-30, Pier 24  
Exclusive tour of Pier 24 hosted as part of AIA San Francisco’s Architecture and the City Festival.

**Chris VerPlanck: 40-Year Retrospective**  
Thursday, October 13, 6 p.m., $8-12  
San Francisco Art Institute  
Celebrating Heritage’s 40 years, with a 1970s-themed party to follow.

For more information on these events and more, visit sfheritage.org/upcoming_events.

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**HERITAGE TOURS**

**HAAS-LIENENTHAL HOUSE TOURS**  
Wednesdays, Noon - 3 p.m.  
Saturdays, Noon - 3 p.m.  
Sundays, 11 a.m. - 4 p.m.

**WALKING TOURS**  
(Call to confirm availability)
- **Pacific Heights**, Sundays, 12:30 p.m.
- **A Walk Along Broadway**, Second Saturday monthly, 1:30 p.m.
- **Beyond Union Street: A Walk Through Cow Hollow**, Third Saturday monthly, 1:30 p.m.
- **Walk the Fire Line: Van Ness Avenue**, Fourth Saturday monthly, 1:30 p.m.

Tours are free to members, $8 for the general public, and $5 for seniors and children 12 and under. For group tours, call 415-441-3000 x24. For tour and event information, call 415-441-3004.

Heritage programs supported in part by City of San Francisco Grants for the Arts.