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I didn’t frequent the Gold Dust Lounge as a child growing up in San Francisco, but several other establishments loom large in my early memories of the city. At one of these, I vividly remember standing with my parents on a white tile floor behind a row of counter seats, my back hard against a paneled mahogany wall as we made room for others to pass. At age twelve, I felt I belonged; my father and his father were patrons, and we dined there almost every other weekend. Last week, I leaned against the very same mahogany wall as my wife and I waited for a seat at the crowded counter of Tadich Grill.

I experienced this warm recognition of familiar space again when I met our Executive Director Mike Buhler and board member David Cannon for a drink at Schroeder’s Restaurant. The murals I studied as a little boy are still there, and I don’t believe much else has changed. Schroeder’s was the other establishment that my family—often including aunts, uncles, and cousins—frequented on weekends. It was only natural that a family of Prussian immigrants who owned and managed two malt houses in San Francisco would congregate at places like Schroeder’s and Tadich Grill.

These places embody the character and flavor of the intangible cultural resources, also called social heritage, that Heritage works to preserve. They are central to our new “Legacy Bars and Restaurants” project, the cover story of this issue. This exciting new initiative is emblematic of the way that Heritage is staying relevant while maintaining its established leadership in historic and cultural resource preservation. As I wrote this column, I paused to read John King’s latest article in the Chronicle, “Legacy Buildings Embody Cultural Waves” (January 30), in which Mike Buhler is quoted alongside a very favorable reference to the Legacy project. Thanks to a skilled, thoughtful staff, Heritage’s profile continues to rise.

Heritage was an early adopter of the increasingly-held conviction that social heritage is vital to maintaining the character of the city we love. To this end, Heritage will convene a summit to bring together planners, preservationists, and community leaders from around San Francisco to explore opportunities for creating social heritage programs. The Community Summit on Cultural and Social Heritage will seek, through new partnerships and policies, to foster the creation of districts and corridors that reflect our diverse culture throughout the city (see page eight). Teaming with other groups and organizations has been an important programmatic component for Heritage in the last few years and helps to ensure that we have a seat at the table whenever policy issues regarding historic and cultural resources arise.

Now for exciting news about our annual Soirée: This year’s festivities will be held on May 11 at the recently restored Maritime Museum Building, a fantastic Streamline Moderne in Aquatic Park. As many of you already know, this waterfront landmark is the quintessential setting for social events. Please plan to attend.

And finally, returning to my initial musings, I hope someone can help me identify a social heritage site that I suspect has long since disappeared from North Beach. It was an Italian restaurant with red decor and velvet seats, and each evening at the appointed time the waiters would form a line and parade around the restaurant balancing wine bottles on their heads. Does anyone remember this one?
**Heritage Welcomes Carolyn Squeri**

Please join the Heritage staff and board in warmly welcoming Carolyn Squeri as Director of Membership and Development, a newly-created position for the organization. A fourth generation San Franciscan, Carolyn is a longtime St. Francis Wood resident and Stanford alumnus with a passion for history and historic preservation. She brings truly impressive credentials to the position, including wide-ranging expertise in the administration of capital campaigns, annual fund and planned giving programs, event planning, and donor database management.

Carolyn comes to Heritage from Notre Dame de Namur University in Belmont, where she worked alongside the Vice President of Advancement to develop fundraising/development strategies and provide counsel on all aspects of capital campaign planning and implementation. Previously, as fundraising assistant for the $125 million campaign for the Cathedral of Christ the Light in Oakland, she created and produced an annual dinner for major contributors, which became the signature event for the cathedral.

In her spare time, Carolyn is tremendously active in her community. As past president of the St. Francis Wood Homes Association, she managed an annual budget of over $1 million and helped oversee architectural review, safety, and community improvement projects. In 2012, she organized the neighborhood’s centennial celebrations and produced the architecture book *San Francisco’s St. Francis Wood* by Richard Brandi, which coincidentally was the subject of Heritage’s semi-annual membership meeting in January.

At Heritage, Carolyn’s first priority will be to audit existing practices and develop a comprehensive development plan to support the organization’s citywide advocacy and education initiatives, as well as the Haas-Lilienthal House. She started work at 2007 Franklin Street on March 1.

**Spotlight on the Haas-Lilienthal House**

The designation of the Haas-Lilienthal House as a “National Treasure” by the National Trust for Historic Preservation last fall brought the stories of the pioneering Jewish family to new audiences in San Francisco and beyond.

Few may know, however, that a wealth of material documenting the history of Jewish immigration and community life in the Bay Area since the Gold Rush is housed at UC Berkeley. The Magnes Collection of Jewish Art and Life at the Bancroft Library is home to the first regional Jewish history center in the U.S., now named the Western Jewish Americana Archives. Included among the nearly 600 collections is material related to the Haas and Lilienthal families. Over the coming months, we look forward to delving into this rich documentation and sharing some of our findings with you.

**Grants Launch New Programs**

Heritage will offer two new educational initiatives this year, thanks in part to funding from the National Trust for Historic Preservation and the Bland Family Foundation.

One National Trust grant will support a pilot project called *Discover SF! Summer Camp in Heritage Conservation*, scheduled for June of this year. The camp is a special collaboration between Heritage and the Galing Bata After-School Program, administered by the Filipino American Development Foundation and Bessie Carmichael School. Middle school students will have the opportunity to explore historic sites throughout the city, learn about the field of heritage conservation from preservation professionals, and participate in an art project that examines themes of history, culture, and place. The program will culminate in a family open house and celebration at the Bayanihan Community Center.

Heritage also received $10,000 from the National Trust’s Richard and Julia Moe Fund for Statewide and Local Partners to fund a youth-led walking tour of the Mission District that will highlight the neighborhood’s Latino history. A matching grant from the Bland Family Foundation will allow the project to move forward. High school students will be trained in oral history techniques and will conduct an interview with a family or community member. Information gleaned from these interviews will supplement research conducted by interns for the walking tour and printed brochure. Lastly, youth will receive additional training in preparation for the walking tour kick-off event to be held in late summer 2013.

The vibrant history of muralism in the Mission will be one topic explored in the walking tour.
CURTAIN TO RISE ON NEW MISSION THEATER

After sitting vacant for over a decade, the historic New Mission Theater is positioned to reopen as the Alamo Drafthouse New Mission. The Texas-based Alamo Drafthouse Cinemas publicly announced plans to bring the theater back to life.

At its December 19, 2012 meeting, the Historic Preservation Commission (HPC) approved a Certificate of Appropriateness for exterior and interior work to the building, including proposed seismic, accessibility, mechanical, electrical, and plumbing upgrades, as well as the restoration and rehabilitation of character-defining features such as the pylon sign, marquee, interior moldings, and domed ceiling. The Planning Commission also approved the project, as well as the construction of a condominium development by Oyster Development Corporation next door where the Giant Value store currently sits. The eight-story development will include 89 off-street parking spaces and ground-floor commercial space.

Constructed in 1910, with later additions and remodels by both the Reid Brothers and Timothy Pfleuger, the building has long been a visual landmark and cultural destination in the Mission District. When City College of San Francisco (CCSF) announced plans in 2001 to demolish the New Mission Theater and replace it with a five-screen theater equipped for 3-D and 35mm film and a full restaurant and bar. The main auditorium and balconies will be subdivided into one theater in the main auditorium, three theaters in the lower balcony, and one theater in the upper balcony. Next steps for the project include environmental review.

DUBOCE PARK HISTORIC DISTRICT

The Duboce Park neighborhood is on the path to becoming San Francisco’s twelfth historic district under Article 10 of the City’s Planning Code. After being identified in the Market and Octavia Area Plan as a neighborhood with exceptional architectural character, the proposed district was added to the Planning Department’s Landmark Designation Work Program in 2011. The HPC formally initiated designation of the district at its December 15, 2012 meeting, and on January 17, 2013 the Planning Commission voted unanimously to recommend designation to the Board of Supervisors. If approved, the historic district will be the first established since Dogpatch in 2003.

Bordered by Duboce Avenue, Steiner, Waller, and Scott Streets, the proposed Duboce Park Landmark District is a collection of 89 contributing buildings dating from 1899 to 1911. Most properties are Victorian and Edwardian era residential buildings with asymmetrical and articulated facades, steep roof pitches, wood cladding, and front yard setbacks. The district is significant for its unusual development history, neighborhood activism, and association with the adjacent Duboce Park. Additionally, the Planning Department identified the neighborhood as one of the best examples of a municipal park directly adjoining residential buildings without any separation of street or sidewalk.

The Planning Department made significant efforts to achieve neighborhood support and to respond to public input throughout the nomination process. Eight community meetings and additional public events, including a neighborhood history walking tour and two “Ask-A-Planner” nights, were coordinated throughout the year. Representatives from Supervisor Scott Wiener’s office, the Recreation and Park Department, and Duboce Triangle Neighborhood Association regularly attended these gatherings.

The nomination, however, is not without controversy, as property owners have raised concerns over the potential consequences of historic district designation. At the request of Supervisor Wiener and his constituents, an online questionnaire was administered to solicit feedback regarding the proposed district. Results indicated that property owners supported the Landmark designation by more than a two-to-one ratio. Nonetheless, some property owners remain apprehensive for fear of increased financial burdens.

To help address these concerns, Supervisor Wiener sponsored legislation (in collaboration with Heritage) to increase access to property tax relief under the City’s Mills Act program. The Mills Act amendments were approved in October 2012 and, according to Planning Department staff, the expanded program has already generated substantial interest from the public.

At press time, hearings before the Board of Supervisors have yet to be scheduled.
Heritage Staff

Mills Act savings in the property.

Jason Stein and Portia Peeples will reinvest the Mills Act savings in the property.

Mark No. 47, was also the second property to receive a substantial property tax reduction and use the savings to pay for rehabilitation and maintenance costs.

The owners of the Nightingale House, Jason Stein and Portia Peeples, submitted a Mills Act application to help offset the costs of a major rehabilitation project, which they will carry out in phases over the next several years. The application was enthusiastically approved by the HPC at its January 16 meeting and is now awaiting final approval by the Board of Supervisors.

The Nightingale House, City Landmark No. 47, was also the second property to donate a conservation easement to Heritage in 1975. Upon receipt of the easement, Heritage issued a press release describing the building as “a masterpiece of the Eastlake style of Victorian architecture with a dramatic mansard-roofed central tower and ornately-carved gables.” As the easement holder, Heritage testified in strong support of the Mills Act application at public hearings and hopes that its success will encourage other historic property owners to take advantage of incentives to help preserve their own buildings.

YOUTH GATHER FOR BRIDGING COMMUNITIES

For the second year in a row, the Japanese American Citizens League, the San Francisco Bay Area office of the Council on American-Islamic Relations, and the Tule Lake Committee are collaborating on a program for Bay Area youth called Bridging Communities: Preserving the Legacy. The program, sponsored by the National Park Service, was created in response to incidents of hate and intolerance targeting the American Muslim community in the aftermath of 9/11.

Acknowledging that Japanese Americans experienced similar discrimination and eventual internment following the declaration of war against Japan, Bridging Communities aims to encourage and contextualize a growing dialogue between the American Muslim and Japanese American communities. The program also seeks to build awareness and inspire activism among Muslim American, Japanese American, and allied youth.

Participants will attend five different interactive sessions, each lasting four hours, that explore topics such as identity, culture, religion, civil rights, history, and advocacy. A weekend trip to the site of a former internment camp at Tule Lake is also on the agenda. The program began in February and will run through June 2013.

As Heritage increasingly focuses on youth outreach, including the upcoming Discover SF! Summer Camp in Heritage Conservation, we look to innovative programs such as this one as potential models for inspiration.

HPC APPOINTMENTS

The City’s Historic Preservation Commission (HPC) will soon undergo its first major change in membership since being established in 2009. Three of the original seven members are currently slated for replacement. Four commissioners saw their terms expire at the end of December, including President Charles Chase (Seat 3, Architectural Historian), Vice President Courtney Damkroger (Seat 5, Preservation Professional), Alan Martinez (Seat 1, Historic Architect), and Diane Matsuda (Seat 7, At Large). Commissioners Chase, Damkroger, and Martinez are not seeking reappointment; Commissioner Matsuda has been nominated for a second term.

Passed by voters in 2008, Proposition J amended the City Charter to replace the former Landmarks Preservation Advisory Board with an independent commission with enhanced authority to advise the City on historic preservation matters. The commission consists of seven members nominated by the Mayor and subject to approval by the Board of Supervisors. The original appointments in 2009 included four members with four-year terms (odd-numbered seats) and three members with two-year terms (even-numbered seats). All subsequent appointments are for four-year terms.

On January 30, 2013, Mayor Lee’s nominations of Commissioner Matsuda for a second term and preservation architect Aaron Hyland for his first term were unanimously endorsed by the Rules Committee. Heritage testified in support of both nominees, which currently await final approval by the full Board of Supervisors.

Commissioner Matsuda has been a crucial voice for underrepresented communities. (Continued on page ten)
In a city undergoing tremendous cultural and social changes courtesy of the ongoing Tech Boom, exploding rents and property values are pushing many long-time residents and businesses out. Though some may argue that decades-old establishments have outlived their prime or that they do not reflect the tastes of contemporary San Franciscans, legacy businesses are part of what draw visitors to San Francisco.

With long-term establishments increasingly imperiled, Heritage is thrilled to present “Legacy Bars and Restaurants,” a new educational initiative that invites users to explore the history of some of San Francisco’s most legendary eateries, watering holes, dives, and haunts. This online guide is the first of its kind to celebrate iconic establishments that contribute to the culture, character, and lore of San Francisco. At present, 25 bars and restaurants are featured in the guide, with dozens more to be added over time. An interactive map weaves together historic photographs, ephemera, and a brief history of each business.

Disbursed throughout the city, these establishments have achieved longevity of 40 years or more, possess distinctive architecture or interior design, and contribute to a sense of history in the surrounding neighborhood.

The “Legacy” project was conceived amid threats to local institutions like the Gold Dust Lounge, Eagle Tavern, Tonga Room, Tosca Café, and Sam Wo. The unsuccessful Gold Dust Lounge Landmark nomination, in particular, prompted a larger discussion among Heritage staff, city officials, and the larger community about how to promote and protect historic businesses that are not necessarily eligible for formal landmark designation.

During its regular meeting on December 5, 2012, the Historic Preservation Commission (HPC) discussed a “Proposal for Formal Social Heritage Resource Designations” prepared by Commissioners Diane Matsuda and Alan Martinez, which called for the establishment of “a citywide designation program for both districts and individual Social Heritage (cultural) resources.” These deliberations, as well as...
the overwhelming public outcry for saving imperiled legacy businesses, inspired Heritage to explore alternative methods of promoting places that embody intangible cultural significance.

A number of cities around the world have similarly embarked upon initiatives to recognize, protect, and interpret historic businesses. In 1998, Buenos Aires, Argentina launched “Bares Notables,” an official designation program for bars, cafes, billiard halls, and confectionaries whose enduring impact on the city’s history and architecture has rendered them worthy of preservation. The list, currently at 73 establishments, grows to include new businesses each year and encompasses both internationally known culinary landmarks as well as more modest, but no less beloved, local treasures. Unlike Heritage’s project, however, “Bares Notables” extends beyond the celebration of the city’s signature businesses. Because the City of Buenos Aires oversees the program, it also includes funding for preservation projects.

In England, the Pub Heritage Group of the Campaign for Real Ale (CAMRA) organized the National and Regional Inventories of Historic Pub Interiors in the early 1990’s to respond to the dwindling numbers of uncompromised historic pubs. In addition to documenting significant social and architectural interiors, the group maintains a list of jeopardized pubs and coordinates its advocacy with English Heritage and Britain’s National Trust. Each year, the group presents the “Pub Design Awards,” which honors exceptional interiors that have recently been conserved or adaptively reused. To complement CAMRA’s work, a group of pub enthusiasts compiled an online guide to many of these businesses. The website (available at pubs.com) includes historical information as well as anecdotes about pub etiquette, traditional games, and other social rituals.

In the United States, a number of cities have informally sought to recognize the tangible and intangible history of local businesses through walking tours, websites, books, and other means. The New York Public Library has taken a unique approach to documenting the stories associated with the city’s food heritage with its interactive project, What’s on the Menu? (available at menus.nypl.org). With approximately 45,000 menus dating back to the 1840s in its holdings, the Library has one of the largest collections of restaurant menus in the world. Archivists, with assistance from volunteers, are transcribing and digitizing the menus, thus enabling visitors to the Library website to search based on location and food item. More than 16,000 menus are accessible at this time.

“Legacy Bars and Restaurants” represents Heritage’s first step towards the creation of meaningful new tools to recognize and promote places that embody intangible, yet significant cultural values. The goal is not only to celebrate the history and flavor of these vital businesses, but also to broaden traditional notions of what is significant in the city’s fabric and to devise solutions for cultural preservation that acknowledge competing social priorities.

We hope that the inventory will ultimately inspire the city to create a formal recognition program similar to “Bares Notables” in Buenos Aires. As we expand our work into communities that have been traditionally underrepresented in the scope of preservation, we grow ever-more mindful of the need for holistic approaches to the conservation of the city’s rich heritage, which includes not only significant buildings, but also underlying social and cultural customs. Historic and traditional businesses will occupy an essential role in this work as it progresses.

Immerse yourself in this layer of San Francisco’s once-thriving piano bar scene. Although the bar was not found to qualify for local listing, the business reopened in a new space at Fisherman’s Wharf in February 2013, incorporating much of the original decor.

**Gold Dust Lounge**

The “Save the Gold Dust Lounge” campaign submitted a landmark nomination for the popular Union Square dive last year after its owners were served with an eviction notice. Dozens of community members and bar patrons spoke up in favor of landmark designation during the February 2012 HPC hearing, citing the bar’s cultural significance as one of the last remnants of San Francisco’s once-thriving piano bar scene. Although the bar was not found to qualify for local listing, the business reopened in a new space at Fisherman’s Wharf in February 2013, incorporating much of the original decor.

**Tosca Café**

Tosca Café, a popular watering hole for celebrities, politicians, and North Beach locals since 1919, faced an uncertain future last year when a rent dispute erupted between the owners and the landlord. Many regulars of the bar, including actor Sean Penn, feared the worst after the owners received an eviction notice in August. Penn reportedly contacted Ken Friedman, a successful restaurateur based in New York City, who ultimately purchased the beloved bar with business partner April Bloomfield. The pair, who have experience reviving historic venues, have vowed to maintain Tosca’s original fabric and will renovate the kitchen for newly-restored food service.
SOIREEE 2013

On Saturday, May 11, Soirée 2013 will celebrate the restoration of the Aquatic Bathhouse Building, now home to the San Francisco Maritime Museum. Inspired by the era of 1940s glamour, this black-tie event will feature fine dining, dancing, casino gaming, silent auction, and magic!

Built in 1939 as a joint project of the City of San Francisco and the New Deal Works Progress Administration, the sleek Streamline Moderne Bathhouse Building is the centerpiece of the Aquatic Park National Historic Landmark District, with clean lines reminiscent of a classic ocean liner. Befitting its waterfront location, the interior is adorned with an Atlantis-inspired mural depicting a dreamy and strange underwater world.

Starting at 6 p.m., the cocktail reception will feature the Pied Piper Martini as the signature libation, complete with a miniature replica of the Pied Piper mural and historic bar! The Pied Piper is among the first round of 25 establishments highlighted in Heritage’s “Legacy Bars & Restaurants” guide. Dinner will be seated at 8 p.m.

Attendees can bid on an array of one-of-a-kind prizes in the silent auction, including original stamped zinc frieze panels from the Halldie Building, a behind-the-scenes culinary tour with Avital Unger of Avital Tours, and a dinner for eight at the Palace Hotel hosted by a local celebrity and Executive Chef Jesse Lapitan.

For more information on tickets and underwriting opportunities and benefits, visit sfheritage.org or contact Carolyn Squeri at csqueri@sfheritage.org or 415-441-3000 x14. A complete list of table sponsors is available online.

COMMUNITY SUMMIT ON SOCIAL AND CULTURAL HERITAGE

Save the date! Heritage is thrilled to announce a series of programs this summer designed to investigate new ground in the conservation of San Francisco’s diverse past. We will collaborate with neighborhood leaders and cultural activists to produce the Community Summit on Social and Cultural Heritage, including a walking tour on June 8 and workshops on June 15.

Recent deliberations in Japantown, South of Market, and at the Historic Preservation Commission about creating a city-adopted designation program for social heritage resources demonstrate the widespread need to discuss next steps for documenting, protecting, and interpreting these community assets. The Summit seeks to initiate a dialogue among city planners, preservationists, and neighborhood activists on effective strategies for protecting both tangible (such as buildings and landscapes) and intangible (such as festivals and food) resources.

Over the course of two Saturdays, the Summit will feature workshops, community and business presentations, and an interactive walking tour focusing on social and architectural history in the Tenderloin.

Additional details about times and locations will be available later this spring. For more information, please visit sfheritage.org/upcoming_events or contact Laura Dominguez at ldominguez@sfheritage.org or 415-441-3000 x22.

Each December, Parol Lantern Festival and Parade in SoMa celebrates the quintessential Filipino symbol of hope during the holidays. The proposed Filipino Social Heritage Special Use District would commemorate and perpetuate the Festival and other cultural resources in the community.
This year is shaping up to be a trailblazing one for Heritage public programs! With innovative educational programs on the horizon designed to engage new audiences and passionate preservationists alike, we are looking for energetic volunteers to assist with event planning and support.

The tentative lineup for 2013 features a range of events, including DiscoverSF! Summer Camp in Heritage Conservation (in partnership with the Filipino-American Development Foundation); HeritageYP Field School for high school students; and Heritage’s ever-popular Annual Lecture Series.

For more information about volunteer opportunities for these programs and other projects, please contact Desiree Smith at dsmith@sfheritage.org or 415-441-3000 x11.

Interested in illuminating the rich history of the Haas-Lilienthal House to the more than 6,000 visitors who cross the threshold each year? Docent Training begins this spring! Classes will be held on Tuesday evenings and Saturday mornings, March 12 through April 27.

The training provides an excellent introduction to San Francisco history, architecture, interior design, and preservation advocacy. Participants will also develop skills in public speaking and tour techniques. Volunteers who complete the training will receive Heritage membership benefits.

Become a volunteer docent and help represent the mission of San Francisco’s National Treasure! For more information or to sign up, please contact Dorothy Boylan at dboylan@sfheritage.org or 415-441-3000 x24.

Heritage welcomes spring interns

Two new interns have joined the Heritage ranks! We are very fortunate to have the skills and enthusiasm of San Francisco natives Sonja Carlson and Henry Pan. Sonja, a junior at the University of California, Berkeley, is conducting field research and preparing business descriptions for the second round of “Legacy Bars and Restaurants.” Henry, a junior at San Francisco State University, is compiling examples of innovative adaptive reuse and infill projects in San Francisco.

From Sonja Carlson:
I am a native San Franciscan in my third year at UC Berkeley, where I am working toward a double major in Media Studies and American Studies. I enjoy dancing and exploring the city by foot to discover its many architectural and dining marvels. I grew up in a San Francisco Victorian, and my family’s interest in preservation and the Victorian aesthetic sparked my desire to learn about and preserve San Francisco’s rich history.

From Henry Pan:
A resident of Nob Hill for 20 years, I was inspired to advocate for historic preservation after witnessing my neighborhood’s cultural fabric gradually diminish when various architecturally unique buildings were demolished for homogenized condominiums. I am currently pursuing a degree in Urban Studies and Planning at San Francisco State and aspire to be an architect.

Save the date: Volunteer appreciation party

Heritage invites all volunteers to attend the annual Volunteer Appreciation Party on Thursday, May 9. We will welcome recent graduates of spring docent training and honor all those who dedicate their time and energy to Heritage and the Haas-Lilienthal House, year in and year out. Join us as we celebrate the successes of the past year, including groundbreaking new topics at our Annual Lecture Series and a stellar public attendance at the second annual Haas-Lilienthal House Free Community Day.

This year’s party will take place from 6 p.m. to 8 p.m. The location and event details will soon follow on our website. The event is free for volunteers and includes light refreshments.
(Continued from page five) Her continued service on the HPC will be particularly valuable as the Planning Department develops new policies to protect “social heritage” resources in Japantown and SoMa. Aaron Hyland, AIA, is managing principal at Architectural Resources Group. He brings over 25 years of experience to the commission and easily meets the Secretary of the Interior’s minimum professional qualifications in architecture. As Heritage News goes to press, nominations for the two remaining vacant seats have yet to be announced.

Since being sworn-in in January 2009, the inaugural class of HPC members presided over a time of tremendous change in San Francisco’s historic preservation landscape, including amendments to Articles 10 and 11 of the Planning Code and legislation to expand access to the City’s Mills Act program (both passed in 2012). Contrary to fears expressed by many in the aftermath of Proposition J, the HPC has gained a reputation for taking a moderate stance, with the San Francisco Business Times noting that “several projects have gone through the commission without much conflict.” Heritage applauds each of the outgoing members for their hard work, professionalism, and balanced approach to establish the credibility of the City’s first independent commission on historic preservation.

2013 Membership Survey and Drawing

As we begin a new year of programs and seek to both expand our membership and enhance the experience of current members, Heritage invites you to participate in a brief online survey during the month of March. Please take a few moments to share your thoughts about Heritage’s membership benefits, programs, events, and communications.

As an incentive, respondents will be entered in a special drawing to win a season pass to Heritage’s Annual Lecture Series (valued at $60) or a copy of Michael Corbett’s Port City (valued at $40).

A link to the survey is posted on our home page at sfheritage.org and is open to both members and supporters of Heritage.

Thank you in advance for your invaluable assistance as we endeavor to increase Heritage’s visibility throughout San Francisco and continue to grow our membership.

We look forward to hearing from you!
### MARCH 2013

- **SAT. & SUN. MARCH 2 & 3, 11 a.m.**
  S.F. Museum & Historical Society
  San Francisco History Expo
  sfhistoryexpo.org  |  415-537-1105

- **TUESDAY, MARCH 12, 7:15 p.m.**
  American Decorative Arts Forum
  Reform and the Roots of Modernism:
  Shaker Architecture
  adaafca.org  |  415-249-9234

- **THURSDAY, MARCH 14, 7 p.m.**
  Oakland Heritage Alliance
  The Jazzy History of Oakland Lecture
  oaklandheritage.org  |  510-763-9218

- **SATURDAY, MARCH 16, 11 a.m.**
  S.F. Museum & Historical Society
  Golden Gate Park West End and
  Beach Chalet Murals Walking Tour
  sfhistory.org  |  415-537-1105

### APRIL 2013

- **SUNDAY, APRIL 7**
  California Historical Society
  Curating the Bay: Crowdsourcing a
  New Environmental History
  californihistoricalsociety.org  |  415-357-1848

- **SATURDAY, APRIL 13, 12 p.m.**
  Shaping SF
  Cycles of History: Transit
  shapingsf.org  |  415-608-9035

- **THURSDAY, APRIL 25, 6 p.m.**
  AIA San Francisco
  AIA San Francisco Design Awards Gala
  aiasf.org  |  415-362-7397

- **SATURDAY, APRIL 27, 7 p.m.**
  Art Deco Society of California
  2013 Art Deco Preservation Ball
  artdecosociety.org  |  415-982-3326

### MAY 2013

- **WEDNESDAY, MAY 1**
  Oakland Museum of California
  Coming to California:
  New Gallery Opening
  museumoac.org  |  510-318-8400

- **SATURDAY, MAY 11, 6:30 p.m.**
  San Francisco Architectural Heritage
  Soirée 2013 at the Maritime Museum
  (see page eight)
  sfheritage.org  |  415-441-3000

- **SATURDAY, MAY 18, 10 a.m.**
  Oakland Heritage Alliance
  Oakland Scottish Rite Revealed Tour
  oaklandheritage.org  |  510-763-9218

- **SUNDAY, MAY 19, 1 p.m.**
  Berkeley Architectural Heritage Assoc.
  Annual Spring House Tour
  berkeleyheritage.com  |  510-841-2242

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**Support 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 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:

- $60  Individual
- $75  Fog City Family
- $30  Young Preservationist (under 40)
- $125  Splendid Survivor
- $500  The Golden City Ally
- $1000  Paris of the West Pillar

**Credit Card Type**

- $1000  Bay City Corporate
- I’d like to buy a copy of Port City - $40
  + Tax ($3.50) and Shipping ($5)

**Name**

**Address**

**City, State, Zip**

**Phone**

**E-mail**

(To receive Heritage E-News)

**Contributions are tax-deductible.**

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SAVE THE DATE
for HERITAGE
SOIRÉE 2013

PREPARE for a magical evening of dining, dancing, casino gaming and a silent auction.

Saturday, May 11, 2013
6:00 p.m. to 11:00 p.m.
San Francisco Maritime Museum
Beach at Polk Street

presented by
SAN FRANCISCO ARCHITECTURAL HERITAGE

For underwriting opportunities or more information, contact Carolyn Squeri at 415-441-3000 ext.14, or email: csqueri@sfheritage.org.

Visit sfheritage.org for more information.