Vol. XXXIX  •  No. 4  •  Winter 2011/2012

HERITAGE NEWS
For Members of San Francisco Architectural Heritage (1971 - 2011)

In This Issue

2 Board President Column
3 Heritage Notes: Desiree Smith Joins Staff, Living Social Success, Semi-Annual Meeting, and Bayview Opera House
4 Preservation Notes: Preservation Pride in the Tenderloin, Articles 10 & 11 Update, and Dolores Park
7 Events: A Stand-Out Lecture Series, Free Community Day Recap, and Holiday Open House

8 Volunteers: New Volunteer Steering Committee Members and Leroy Looper: In Memoriam
10 Donors: Historic Preservation Fund Committee and Annual Fund Appeal
11 Calendar of Events

DOLORES PARK:
History in the Balance
**EXECUTIVE DIRECTOR COLUMN**

**SAN FRANCISCO ARCHITECTURAL HERITAGE**
Since 1971, a nonprofit member-supported organization dedicated to the preservation and adaptive reuse of architecturally and historically significant buildings in San Francisco.

**BOARD OF DIRECTORS**
Charles R. Olson
*President*
Alicia Esterkamp Allbin
Kathleen Burgi-Sandell
Bruce Bonacker
David Cannon
Jeff Gherardini
Nancy B. Gille
Nancy Goldenberg
Scott Haskins
D. Michael Kelly
Carolyn Kiernat
Frederic Knapp
Jon Knorpp
Benjamin F. Ladomirak
Arnie Lerner
Thomas A. Lewis
Chandler W. McCoy
Patrick M. McNerney
Willett Moss
Mark Paez
Mark P. Sarkisian
Neil Sekhri
Zander Sivyer
Douglas Tom
Christopher VerPlanck
David P. Wessel

**STAFF**
Mike Buhler, *Executive Director*
William C. Beutner
Dorothy Boylan
Constance Farrell
Heather Kraft
Barbara Roldan
Desiree Smith
Dana Talise

Heritage News is published four times a year by San Francisco Architectural Heritage
2007 Franklin Street
San Francisco, CA 94109
415-441-3000
sfheritage.org
email: info@sfheritage.org

For advertising and editorial questions, email Constance Farrell at cfarrell@sfheritage.org.

© 2011 San Francisco Architectural Heritage

---

**A TIME OF GREAT CHANGE AND PROMISE**

After four and one-half years serving as the president of Heritage's Board of Directors, I will step down at the end of the year and David Wessel, of Architectural Resources Group, will succeed me as president. In May 2007, Heritage was going through a major transition with the resignations of Executive Director Charles Chase and many Board members. I was asked to take over the presidency for one year. One year led to another, and at each election, it did not seem to be the right time to transition to a new president. Truth be told, I missed the Board meetings in June 2009 and 2010 and was elected to another term at each meeting. Sensing a pattern (fool me once, etc.), I made a point of attending the June 2011 Board meeting where the Board elected David as the next president.

This is an excellent time for Heritage to make a transition to new Board leadership. After years of decline, the membership of Heritage is on the increase again (thank you Membership Committee and Communications Officer Constance Farrell). In 2008, Proposition J passed, creating the Historic Preservation Commission. Under Mike Buhler’s leadership as executive director, Heritage has solidified its position as the leader in preservation advocacy and education in San Francisco. The Board of Directors currently has 26 members, all of whom bring an extremely high level of professionalism and dedication to Heritage. Financially, Heritage not only weathered the great recession, but also managed to approve a budget for 2011 that increased our staffing for the first time in many years. The publication of *Port City* was a major accomplishment (many thanks to Board member Scott Haskins and the Book Committee). Heritage successfully raised $120,000 in matching funds through the National Trust’s Partners in the Field program. Heritage also received a major gift from the Bland Family Foundation to restore the printed newsletter and conduct the first membership survey in many years. With a grant from the Columbia Foundation, the Board and staff are currently exploring the feasibility of a capital campaign to enable the restoration of the Haas-Lilienthal House and provide additional funding for Heritage’s education and advocacy efforts. And, of vital importance to Heritage, the planned bequest by Norm Larson of the Doolan Building in San Francisco has been fully documented.

Even with these successes, challenges remain. Heritage needs to continue its efforts to expand its membership and retain existing members in future years. Heritage must expand its funding base and become less reliant on the success of the Soirée in any given year to finance the organization. Heritage needs to continue to develop and expand its staff; this will require additional funding. Heritage faces major challenges in its ownership and stewardship of the Haas-Lilienthal House, which is 125 years-old and requires code, life safety, ADA, cosmetic, and other improvements on both an immediate and ongoing basis. With preservation policies under attack in the city, it will be increasingly important for Heritage to be vigilant and perseverant in articulating the many benefits of preservation in San Francisco. Much has been accomplished, but much remains to be done, so please provide your full support to David and Mike in these efforts.

Finally, I wish to extend a heartfelt “thank you” to the Heritage staff, volunteers, members, community and, most importantly, the Board of Directors for all of your support during the past four and a half years. It has truly been an honor to serve as president during this time. Happy Holidays!

Charles Olson
Board President
**Desiree Smith joins Heritage staff**

In September, Heritage welcomed Desiree Smith as its new Preservation Project Manager. In this position, Desiree will focus on preservation advocacy while expanding on Heritage’s outreach work in culturally diverse and underrepresented communities.

Desiree brings a diverse educational background to Heritage, including an M.S. in Planning from the University of Arizona and an A.B. in Sociology and Women’s Studies from the University of Georgia. As a graduate student, she prepared a Historic Structures Report, completed a National Register nomination, and worked with a team to write a preservation plan.

Desiree’s extensive community organizing experience will enable Heritage to build on its past outreach efforts in Japantown and South of Market. In college, she co-founded Students for Latino Empowerment, an organization that promotes higher education among Latino youth. She led the organization’s efforts to increase diversity on campus and organized programs including the ¡Si Se Puede! Annual Youth Leadership Conference and a mentor program for Latino freshmen students.

Desiree brings a diverse educational background to Heritage, including an M.S. in Planning from the University of Arizona and an A.B. in Sociology and Women’s Studies from the University of Georgia. As a graduate student, she prepared a Historic Structures Report, completed a National Register nomination, and worked with a team to write a preservation plan.

Desiree’s extensive community organizing experience will enable Heritage to build on its past outreach efforts in Japantown and South of Market. In college, she co-founded Students for Latino Empowerment, an organization that promotes higher education among Latino youth. She led the organization’s efforts to increase diversity on campus and organized programs including the ¡Si Se Puede! Annual Youth Leadership Conference and a mentor program for Latino freshmen students.

Desiree later served as an AmeriCorps member with Hands On Georgia, where she focused on building the capacity of local nonprofits and helped coordinate projects such as the National Association of Latino Arts and Culture (NALAC) Southeast Regional Arts Training Workshop and a housing rehabilitation project in the Mississippi Gulf Coast following Hurricane Katrina.

**Living Social Success**

Heritage enthusiastically welcomes its newest 248 members, who joined at the end of October through Living Social. The limited-time membership promotion through the popular deal website was a spectacular success!

Heritage is committed to raising the organization’s profile through proactive marketing and communications initiatives. Many San Franciscans have a passion for historic architecture, and sites like Living Social and Google Offers are helping us reach this constituency.

A Google Offer in August preceded the Living Social promotion, selling nearly 400 tour tickets in 24 hours. Heritage is experimenting with new promotional tools in an effort to reach a wider and more diverse audience. We are enthused by the success of the recent online discounts and look to build on this momentum with future specials. The best way to find out about one-time offers is through Facebook (Facebook.com/SFHeritage) and Twitter (Twitter.com/SFHeritage).

We thank our new members for joining the Heritage family and we look forward to meeting you at upcoming events!

**Bayview Opera House Receives Prestigious Award**

Congratulations to the Bayview Opera House for receiving the 2011 Governor’s Preservation Award. The Opera House is Heritage’s most recent preservation easement property and a recent National Register-listed landmark. Historically known as the South San Francisco Opera House, the building is San Francisco Landmark No. 8, designated in 1968. To learn more about restoration efforts, visit bvoh.org.
**Preservation Pride in the Tenderloin**

Since gaining historic designation in 2009, the Uptown Tenderloin Historic District has experienced a surge in preservation efforts. Local businesses, property owners, and nonprofits have cultivated over $600,000 to fund preservation projects such as the Uptown Tenderloin District Plaque Project, the Geary-O’Farrell Walking Map, and the Taylor Street Arts District Historic Mural Restoration. There are also two new projects: the Uptown Tenderloin Sidewalk Plaque Project and the Uptown Tenderloin Museum.

The movement to preserve the Tenderloin largely grew out of the single room occupancy hotel (SRO) and tenant-rights activism in the 1970s and 80s. Former Heritage Board member, Leroy Looper (In Memoriam, page 10), spearheaded the preservation of SROs in the Tenderloin with his purchase of the Cadillac Hotel in 1979. Interest in designating the Uptown Tenderloin neighborhood as a historic district surfaced in the 1980s, but community members first wanted to ensure that other land-use protections were in place to prevent gentrification and the displacement of existing residents. A renewed commitment to preserving the Tenderloin in recent years resulted in the creation of the Uptown Tenderloin Historic District in 2009 with the addition of 380 historic buildings to the National Register of Historic Places.

Uptown Tenderloin Inc. (UTI) is one of the many organizations advocating for the preservation and revitalization of the Tenderloin. The organization is currently planning the Uptown Historic District Sidewalk Plaque Project, which will highlight “lost landmarks” of the Uptown Tenderloin. Nine solid bronze plaques will be installed at various sites throughout the district, such as a former training site of Muhammad Ali. Preliminary plaque locations include former sites of the Blackhawk Jazz Club, California Labor School, B’nai Birth, Boedeker Park, Compton’s Cafeteria, “the Screening Room,” Original Joe’s, Hyde Street Studios, and the Great American Music Hall.

The plaques, manufactured by Cen Tec Metal Cast Products, will be installed early next year. The project is funded by a grant from the San Francisco Neighborhood Arts Collaborative, a consortium of various city agencies and organizations with funding from Grants for the Arts.

UTI is also involved in planning the Uptown Tenderloin Museum. According to UTI Project Manager Sarah Wilson, museum content will cover the history of the Tenderloin from 1906 to the 1980s. Exhibits will illuminate the neighborhood’s historic role as an entertainment hub, film and music-recording center, and the spot where many local grassroots movements began, including labor unions, San Francisco’s LGBT movements, and SRO and tenant-rights activism. The museum will include interactive multi-media exhibits, historic neon signage, and performance space. Walking vignettes will allow visitors to peer into recreated rooms of the Blackhawk Jazz Club and the El Rosa Hotel. Additionally, UTI plans to develop walking tours and podcasts in conjunction with the future Uptown Tenderloin Museum. The museum will be housed in the first two floors of the Cadillac Hotel, located at Eddy and Leavenworth streets.

The Tenderloin Housing Clinic (THC), which currently occupies the space, will relocate to a new space a few blocks away.

The concept behind the Uptown Tenderloin Museum evolved in 2009 when local architecture firm Perkins & Will offered to prepare restoration plans for the Cadillac Hotel as its annual pro-bono project. Conversations between the firm, THC, and UTI led to the idea of a museum showcasing the fascinating history of the Tenderloin. In 2010, UTI and the THC secured $20,000 from the San Francisco Mayor’s Office of Economic and Workforce Development to fund the Cadillac Hotel Façade Project promoting the Uptown Tenderloin Museum. UTI also launched a historic district poster created with the help of students from the Academy of Art University, with funding from North of Market/Tenderloin Community Benefits District. Perkins & Will is collaborating with Oakland-based West Office Exhibition Design to develop plans for the museum. Funded in part by the Fifth Age of Man, museum organizers are currently focused on finalizing the business plan and gearing up to launch a capital campaign.

According to Ms. Wilson, “local residents love seeing the historic plaques.” Preservation efforts, she adds, have already resulted in a visible difference in the neighborhood. “More buildings are being painted and restored, new businesses have opened, and a strong vibrant arts scene is taking hold.”
HPC Rejects Controversial Amendments to Articles 10 & 11

Three years after the voters of San Francisco passed Proposition J, a charter amendment creating the Historic Preservation Commission (HPC), San Francisco has completed its review of comprehensive revisions to Articles 10 and 11, to finally conform the Planning Code to Proposition J. The series of amendments are the culmination of an exhaustive, collaborative process spanning well over a dozen HPC hearings.

Threatening to upend this progress, Supervisor Scott Wiener has put forward additional amendments in five separate memos to the HPC. Although Heritage has signaled its openness to some of these changes, we strongly oppose amendments that would impose unprecedented procedural barriers on historic district nominations and roll back existing protections for historic properties.

Among many other substantive changes, Supervisor Wiener is seeking to require an “informational vote” from a majority of property owners before the Board of Supervisors can take action on a proposed historic district. The Planning Department would be required to obtain the vote of at least a majority of property owners before designation can be brought to the Board for a vote. Heritage opposes the proposed amendment because it would impose a unique, costly, and unnecessary burden on historic district designation. Indeed, no other zoning changes in San Francisco are subject to this requirement. Over the past 45 years, only 11 local historic districts have been designated in San Francisco, the most recent being the Dogpatch neighborhood in 2003. The “informational vote” raises other policy and procedural issues regarding how the vote would be conducted, where the funding would come from, the disenfranchisement of the resident renter community, how the department would handle non-responses, and the legitimacy of community-sponsored petitions.

For historic districts and individual landmarks, Supervisor Wiener has proposed “a uniform standard establishing that only exterior character-defining features, or interior character-defining architectural features that are or historically have been visible or accessible from the public right of way or public space, can be protected by a designating ordinance.” Heritage strongly opposes a blanket exclusion of all “private” or non-visible features from designation. The proposed rule would effectively sanction façadism. If a property owner wishes to protect a significant private space—whether it be a mural, rear courtyard, theatre interior, executive board room, or façade obscured by a wall or landscaping—Heritage believes that he or she should be able to do so.

Supervisor Wiener is also proposing the development of an alternative to the federal Secretary of the Interior’s Standards for Treatment of Historic Properties “for specific application in San Francisco.” Pending development of the so-called “San Francisco Standards”—a process that could take several years—buildings in historic districts would be exempt from compliance with the Secretary’s Standards. Heritage believes that the proposal to develop “San Francisco Standards” is a costly, time-consuming, and unnecessary exercise. The Secretary’s Standards already provide detailed guidance on urban design issues and the HPC has traditionally applied these standards quite flexibly. Given the diversity of development patterns, density, architectural styles, and neighborhood character across San Francisco, Heritage favors district-by-district design guidelines over uniform citywide standards.

Over a dozen more amendments have been submitted by Supervisor Wiener, some supported by Heritage. For example, we have endorsed the proposal for a narrowly-defined economic hardship exemption aimed at protecting low-income property owners to avoid gentrification of historic districts. We also support the development of policies and procedures to ensure meaningful community participation in the historic survey process as well as other community planning efforts.

The HPC completed its review of Supervisor Wiener’s amendments on November 16, recommending against adoption of the most controversial provisions. The Planning Commission is expected to consider the HPC “clean-up” amendments as well as those put forward by Supervisor Wiener in December. Please visit the Advocacy page at sfheritage.org to review Heritage comment letters and to keep apprised of future hearings. We urge our members to weigh in by email or testimony as this critical legislation works its way through the process.
Dolores Park: History in the Balance

Dolores Park is at the center of a city-wide debate over the role of historic preservation in the management and protection of our city parks. Golden Gate Park has been nominated for local designation amid proposals for a water treatment facility and artificial turf soccer fields with stadium lighting. Elected officials have resisted efforts to landmark city parks, fearing increased costs that would reduce already scarce funding. Heritage has argued that designation can only benefit park planning, helping to save money by enabling projects to steer clear of historic features and thereby avoid costly CEQA review.

Confusion and Clarity

At Dolores Park, the confluence of two major projects—a new playground under construction and changes proposed in the draft park rehabilitation plan—has caused widespread confusion about the park’s historic status and the cumulative impacts of alterations. The playground expansion was approved last year with a categorical exemption under CEQA, prior to any historic evaluation of the park and without acknowledging adverse impacts that will result.

The community design process for the park rehabilitation plan started in May 2011 and proceeded apace without documentation of the park’s historic features. A diverse array of park-users and interest groups, including parents and children, dog-walkers, tennis players, “beach”-goers, accessibility advocates, and bike-polo teams, lobbied for sometimes conflicting visions. Preservationists struggled to articulate how the park’s historic significance should be factored into the process. Even though a prior historic survey had found the park eligible as a contributing resource to the Mission Dolores Neighborhood 1906 Earthquake and Fire Survivors and Reconstruction Historic District, confusion persisted about whether the park was historic, and if so, exactly which parts.

In August 2011, after four months of public meetings, the Recreation and Park Department released the draft Mission Dolores Park Historic Resource Evaluation (HRE). However, excavation work for the playground (cover) had already commenced prior to the release of the HRE. The HRE finds that Dolores Park is eligible for the National Register of Historic Places as a designed historic landscape. As the first new 20th century park created in San Francisco, Dolores Park is significant for its association with Progressive Era ideals in park planning, as well as the City Beautiful movement. This is manifested in the park’s recreational amenities, such as its playground and tennis courts, as well as the park’s landscaping plan and some of its structures, including the clubhouse and the (now abandoned) MUNI stop.

Once the site of two Jewish cemeteries, the park was created in 1905 and designed by master gardener John McLaren. It quickly achieved iconic status as the first formal refugee camp for survivors of the 1906 Earthquake and Fire. More recently, it has come to symbolize the Mission District’s Latino identity, which emerged after the flight of many Euro-American residents post-World War II.

Some are frustrated that the park’s “newfound” historic status could block improvements in the park rehabilitation plan. But the HRE has already proven its worth, helping to assure sensitive resolution of a difficult design problem involving how to make 19th Street pedestrian boulevard accessible from Dolores Street. Other changes are now being considered, including replacement of historic pathways, changes to the 19th Street pedestrian boulevard, renovating the tennis courts, and construction of two new bathroom buildings and a maintenance facility.

Built circa 1913 and altered in 1960, the park’s clubhouse—originally a “convenience station” (bathroom) and vista platform—has become an unlikely flashpoint in the debate over how much change is too much. Although consultants for the City have opined that its removal, by itself, would likely not eliminate the park’s historic eligibility, the same could be said about the loss of virtually any single historic feature. The evaluation of cumulative impacts cannot take place in a vacuum or on a piecemeal basis. The potential impact of losing the clubhouse will need to be assessed in the context of all other alterations.

At some point, perhaps not too far off, incremental intrusions into the landscape will reach a tipping point and jeopardize the eligibility of the park as a historic resource. With the environmental review process yet to begin, it’s too early to gauge whether Dolores Park has reached its tipping point. Please check www.sfrecpark.org/MissionDoloresPark.aspx or sfheritage.org for updates.
**A Stand-Out Lecture Series**

Heritage’s annual Lecture Series wrapped up on November 17 with a wide-ranging, illuminating presentation on Bay Area Modernism by author, historian, and *San Jose Mercury News* architecture critic Alan Hess at the Nob Hill Masonic Center. We had a stand-out series with well over 100 people attending the final installment. This year’s five lectures sought to reach out into the city by selecting historic venues thematically related to the topic. The 2011 series focused on the future of preservation, covering cultural landscapes with J.C. Miller in August and digital archiving with George Oates and Raj Kumar in September. In October, Heritage Board member Chris VerPlanck provided a retrospective on Heritage’s 40-year history, followed by a stellar 1970s-themed anniversary party at the San Francisco Art Institute. Kudos to all of our speakers and to HeritageYP and DOCOMOMO-NOCA for co-presenting the September and November lectures, respectively. Thank you to the Port of San Francisco, the Presidio Trust, the San Francisco Art Institute, and the Nob Hill Masonic Center for hosting us. We also appreciate the unprecedented attendance and enthusiasm of our members!

(L-R): Mike Buhler and San Francisco Chronicle urban design critic John King at the series opener in July; and Mike with his wife, Erin Garcia, and Heritage Board member Chris VerPlanck at the 40th anniversary lecture and 1970s-themed party in October.

**Holiday Open House, December 4**

Ring in the holidays with Heritage at our annual Holiday Open House on **Sunday, December 4**. The open house is a fun afternoon event free for members and their guests. Join us for music, refreshments, and a visit from Santa at 2 p.m. The Haas-Lilienthal House will be decked with holly and the tree will be trimmed. The family train will be running for the kids and holiday shopping will be available in the ballroom. Admission for the general public is $10 for adults and $5 for kids 12 and under. Members and their guests are encouraged to RSVP and non-members to buy tickets in advance at *sfheritage.org/upcoming_events*.

**Record Crowd Attends Free Community Day**

Heritage’s Free Community Day at the Haas-Lilienthal House on Sunday, October 23 was an overwhelming success. A steady stream of approximately 500 guests discovered the house during a free day of tours. A majority of tour-goers were locals from the Pacific Heights neighborhood who had never entered its doors. Heritage sponsored the Free Community Day as a way to entice regular passersby to tour the house and to become familiar with Heritage’s work in the greater San Francisco community. We thank everyone who attended the event, and especially those who took the opportunity to join Heritage!

Due to the success of this year’s Free Community Day, Heritage is considering making it an annual tradition. Stay tuned for information on next year’s event.

(L-R): Mike Buhler and San Francisco Chronicle urban design critic John King at the series opener in July; and Mike with his wife, Erin Garcia, and Heritage Board member Chris VerPlanck at the 40th anniversary lecture and 1970s-themed party in October.
Transitions on Volunteer Steering Committee

By Dorothy Boylan

Heritage would like to welcome three new members to the Volunteer Steering Committee: Emily Byrne, Genevieve Fontan, and Suki Gershenhom.

Emily Byrne has been a Heritage volunteer since 2009. She will soon be graduating from San Francisco State with a bachelor’s degree in history and the humanities. Her passion for 19th-century history is evident in her engaging tours of the Haas-Lilienthal House. Emily also worked as an intern for Heritage in the summer of 2011, where she helped develop content for a potential Haas-Lilienthal House smart phone tour application.

Genevieve Fontan became a docent in the summer of 2011. She developed a love for San Francisco history while conducting research at the San Francisco Public Library History Room and the California Historical Society while pursuing a master’s degree from the Paris Sorbonne. She also holds a law degree from Stanford University. Although Genevieve is one of our newest docents, she brings enthusiasm and a love of the material to her tours.

Suki Gershenhom is a graduate of the spring 2011 docent training. Her appreciation for preservation stems from experience at U.C. Santa Cruz, working with historians and contractors to rebuild historical cabins used for limestone mining in the 1890s. Suki’s experience working for an interior design firm contributes to her understanding of the placement of things stylistically, as well as an understanding of the historical importance of objects. This unique background has helped to enrich her tours of the house.

Outgoing committee members are JoAnn Stewart, Loulie Brown, Jeremy Battis, and Albert Moore, each of whom is a founding member. Through their dedication the committee has had a successful first four years, accomplishing such things as the implementation of tour translations for non-English speaking guests, the offering of this year’s inaugural Community Free Day (page 7), and engaging experienced docents in the training of new docents.

We would like to offer special heart-felt thanks to Albert Moore, who has served as Chair of the committee since its inception. Through his talent and organizational skills, Albert has kept the members focused, allowing them to pursue the various projects and issues that occupy the committee from month to month. Thank you, Albert. We’ll miss you!

A big thank you to all outgoing committee members, as well as to incoming chair Carlo Caldana, and current member John Gaul—and welcome to the new members!

Tour Translation Project

In 2009 Heritage initiated the Tour Translation Project to help accommodate the many foreigners who visit the Haas-Lilienthal House. Since then, docents have helped secure translations in six languages. Heritage is pleased to announce the recent completion of an Italian version to add to our collection. Many thanks to Paula Bagnatori, Director of Museo Italo Americano, for her generous donation of time in translating the seven-page script. The languages now available and persons responsible for providing translation services include:

<table>
<thead>
<tr>
<th>Language</th>
<th>Translator/Contributor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese</td>
<td>Fanda Chan (friend of docent Loulie Brown)</td>
</tr>
<tr>
<td>German</td>
<td>Gunter Baum (partner of docent Albert Moore)</td>
</tr>
<tr>
<td>French</td>
<td>Etienne Markt (former docent)</td>
</tr>
<tr>
<td>Spanish</td>
<td>Chris Yerke (former docent)</td>
</tr>
<tr>
<td>Russian</td>
<td>Cyril and Natasha Glushkoff (former volunteer coordinator and her father)</td>
</tr>
<tr>
<td>Italian</td>
<td>Paula Bagnatori (director, Museo Italo Americano)</td>
</tr>
</tbody>
</table>

Having access to a well-translated script can make all the difference for many of our foreign visitors. We will continue to add languages as the need arises and qualified translators can be found. We would like to add a Japanese translation to our collection. If you know of someone who can help, please contact Dorothy Boylan at 415-441-3000 ext. 24 or dboylan@sffheritage.org.
Heritage mourns the passing of Leroy Branch Looper, former Board member, preservation advocate, and dear friend to many members of the Heritage community. Born in Philadelphia, Leroy grew up in Washington, D.C. and later moved to San Francisco in the late 1960s. Here, he rehabilitated the Tenderloin’s Cadillac Hotel, developed the drug rehabilitation program Reality House West, led preservation and rezoning efforts in the Tenderloin to protect low-income residents, and served on numerous nonprofit boards. He will be forever remembered for laying the groundwork for efforts to preserve and revitalize the Tenderloin.

Leroy led by example. In 1977, Reality House West purchased the Cadillac Hotel, one of numerous single room occupancy (SRO) hotels located in the Tenderloin, with the intention of creating permanent housing for participants in City homeless programs. In 1985, Mr. Looper and his wife, Kathy, engaged Heritage’s Preservation Loan and Technical Assistance Program (PLTAP) to rehabilitate the Cadillac Hotel. This project served as a model for other SRO rehabilitation projects and was central to the effort to preserve San Francisco’s SROs, particularly during the 1980s when many were being threatened with demolition.

The project was executed by former Heritage Staff Architect (and current Board member) Arnie Lerner and visiting French architect, Didier Repellin, Architecte en Chief des Monuments Historiques. This same team worked with the Loopers to restore the City Landmark and National Register-listed John McMullen House (Chateau Agape, 1890s), which served as a group home for mentally disabled persons and as the Loopers’ residence. Mr. Lerner remembers that, “Leroy and Kathy were my first clients after I received my license in 1983 and their amazing heart and generosity along with their vision of how preservation can bind communities together, whether they be the mentally disabled or low income, has stayed with me my entire career.”

Leroy was also instrumental in the 1985 rezoning of the Tenderloin, which protected the community’s low-income residential status. By lowering the height limit on the Cadillac Hotel parcel from 40 to eight stories, for example, the value of his own property was dramatically reduced. Leroy heavily advocated on behalf of the rezoning and successfully won the support of then Mayor Dianne Feinstein.

Leroy Looper left an amazing legacy, and the ripple effects of his efforts can be seen in the Tenderloin today. Looper leaves behind his wife, Kathy, and a large family. Donations in his honor can be mailed to the Cadillac Hotel at 380 Eddy Street, 94102, specifying “Concerts” in the subject line.

Heritage News 9 Winter 2011
As I close my first full year as Heritage’s executive director, I can’t help but be incredibly proud of the work our Board, staff, volunteers, and members have accomplished.

Together we have set the agenda for preservation in San Francisco through efforts at City Hall to dispel myths about historic preservation and to continue to push for policy reforms mandated by Proposition J.

Earlier this year, Supervisor Wiener called a special hearing to examine the impact of historic preservation on the achievement of other policy priorities such as affordable housing, pedestrian safety, and parks. Heritage responded with two opinion editorials in the San Francisco Chronicle and a series of five policy papers to demonstrate how historic preservation has immeasurably benefited San Francisco.

Heritage has also been active outside of City Hall, working to raise awareness through robust educational programming. It was gratifying to see so many new faces at the Free Community Day and to learn about their passion for preserving the city’s architectural heritage. We are also reaching new audiences through social media and online promotions, including Living Social and Google Offers.

There is still much to do! We will work to build on this momentum by redoubling our advocacy efforts and strengthening our partnerships with neighborhood groups, elected officials, and the business community. We will also strive to broaden Heritage’s constituency by helping more people understand the value of preservation.

Please consider deepening your commitment to our mission by making a special, year-end gift above and beyond your past donations.

An Annual Fund letter was mailed to you just last week. If you are interested in making a tax-deductible donation of any amount, please use the tear-off form on the next page or go to sfheritage.org. Any contribution is much appreciated and will make a difference!

Sometimes there is a silver lining. In 2004, the excessive demolition of the Emporium Building (1896, 1908)—leaving only its Market Street façade—sparked outrage in the local preservation community. The ensuing lawsuit filed by San Franciscans Upholding the Downtown Plan and San Franciscans for Preservation Planning resulted in a settlement agreement by which the developer paid $2.5 million into a preservation grant fund, in 2005, to support architectural surveys and other preservation-related activities. In its first six years, this unique grant program has funded efforts to identify and protect historic properties throughout San Francisco, helping to compensate for the loss that prompted its creation.

This October marked the release of a revamped, more user-friendly grant application—or “Notice of Funding Availability”—aimed at attracting proposals that address compelling preservation needs throughout San Francisco.

The seven-member Historic Preservation Fund Committee (HPFC), including a representative of Heritage, was created pursuant to the settlement agreement to advise the Mayor’s Office of Economic and Workforce Development (OEWD) on expenditure of grant funds. The guiding objective of the HPFC is to facilitate the retention and conservation of historic resources. Eligible projects range from historic context statements and neighborhood historic surveys to educational programs and nominations for local, state and federal designation. Construction and “bricks and mortar” projects are not eligible for funding.

In its short history, the HPFC has been a major catalyst for historic preservation initiatives in San Francisco. Over two dozen projects have been funded since its inception, including: National Register nominations for the Uptown Tenderloin Historic District, Geneva Office Building and Powerhouse, and the Bayview Opera House; context statements for the Mission Dolores, Parkside, and Oceanview-Merced Ingleside neighborhoods; surveys documenting large swaths of South of Market, the Sunset, Japantown, Oceanview, and the Mission District, among other neighborhoods; and the conservation and digitization of the San Francisco Municipal Railway’s Historic Photo Archive. In 2009, Heritage received a grant to help fund the author’s work for Port City: The History and Transformation of the Port of San Francisco, 1848-1910, by Michael Corbett.

The OEWD and HPFC developed the new grant application in an effort to spur greater awareness of the program and to attract competitive submittals for the distribution of remaining grant funds. For more information or to download a copy of the Notice of Funding Availability, go to www.bit.ly/HPFCgrant.
### DECEMBER 2011

**DECEMBER 3-4, times vary**  
Deco the Halls Sale  
Concourse Exhibition Center  
artdecosale.com | 503-936-9509

**FRIDAY, DECEMBER 9, 7 p.m.**  
DOCOMOMO-NOCA Annual Holiday Party & Website Launch  
docomomo-noca.org | info@docomomo-noca.org

**SUNDAY, DECEMBER 11, 3 p.m.**  
The Victorian Alliance of San Francisco 2011 Holiday Party  
victorianalliance.org | 415-824-2666

**TUESDAY, DECEMBER 13, 8 p.m.**  
American Decorative Arts Forum  
California Design: Living in a Modern Way, 1930 - 1965  
adafca.org | 415-249-9234

### JANUARY 2012

**TUESDAY, JANUARY 3, 10 a.m.**  
Conservatory of Flowers  
Playland at the Conservatory: A Garden Railway Celebrating S.F.’s West End  
conservatoryofflowers.org | 415-831-2090

**THURSDAY, JANUARY 5, 6 p.m.**  
SPUR  
Edward Durell Stone: American Modernist  
spur.org | 415-781-8726

**FRIDAY, JANUARY 6, 6 p.m.**  
De Young Museum  
Friday Nights at the de Young  
deyoung.famsf.org | 415-750-3600

**SATURDAY, JANUARY 7, 12:30, 2 & 3:30 p.m.**  
Victorian Preservation Center of Oakland  
New Year’s Tea at the Cohen Bray House  
cohenbrayhouse.info | 510-843-2906

### FEBRUARY 2012

**THROUGH FEBRUARY 20, times vary**  
SFMOMA  
Francesca Woodman Photo Exhibit  
sfmoma.org | 415-357-4000

**FRIDAY, FEBRUARY 10 & 11, times vary**  
Humanities West  
The Power & Glory of China’s Ming Dynasty  
humanitieswest.org | 415-391-9700

**SATURDAY, FEBRUARY 25, 11 a.m.**  
SF Flea  
Public Market at Fort Mason  
sanfranciscoflea.com | 415-990-0600

**MONDAY, FEBRUARY 27 - JUNE 17**  
Legion of Honor  
The Cult of Beauty: The Victorian Avant-Garde, 1860 - 1900  
legionofhonor.famsf.org | 415-750-3600

---

### 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 Architectural Heritage), credit cards, or you can save on mailing costs by joining online at sfheritage.org/join.

Please enter my membership (or donation) in the following category:

- **$40**  
  40th Anniversary New Member Special
- **$75**  
  Fog City Family
- **$30**  
  Young Preservationist (under 40)
- **$125**  
  Haas-Lilienthal 125th Birthday Special
- **$500**  
  The Golden City Ally
- **$1,000**  
  Paris of the West Pillar/Corporate

**Name**

**Address**

**City, State, Zip**

**Phone**

**E-mail**

(To receive Heritage E-News)

**Credit Card Type**

**Card Number**

**Expiration**  
3-digit sec. code

**Signature**

Contributions are tax-deductible.
**HAAS-LILIENTHAL HOUSE TOURS**

**Wednesdays, Noon - 3 p.m.**

**Saturdays, Noon - 3 p.m.**

**Sundays, 11 a.m. - 4 p.m.**

**Walking Tours** (meets at HLH)

**Pacific Heights, Sundays, 12:30 p.m.**

Tours are free to members, $8 for the general public, and $5 for seniors and children 12 and under. Groups 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.

---

**RENTAL ANNOUNCEMENT**

2 bedroom, 1937 house, 1200 square feet with downstairs storage and laundry room. Living room, dining room, breakfast room, kitchen, and central patio. Storage closet in basement. Located on curved street with trees and shrubs on the Edgewood property across the street. Maintained in its original condition with all appliances provided. Owner resides in a small unit downstairs. Rent is $2,500 plus utilities.

Contact:  
Roy Jarl, Ph.D.  
2675 30th Avenue - Parkside District  
San Francisco, CA 94116  
(415) 661-6754

---

**FREE MEMBER EVENTS!**

**Heritage Semi-Annual Meeting**

**Tuesday, January 17, 6 p.m.**

**Swedenborgian Church**

Heritage’s executive director Mike Buhler will provide an overview of Heritage’s activities since June. Members will get exclusive access to the Swedenborgian Church at 2107 Lyon Street. See page 3.

---

**Holiday Open House**

**Sunday, December 4, 12 - 3 p.m.**

**Haas-Lilienthal House**

The Haas-Lilienthal House will be full of holiday cheer on Sunday, December 4. Stop by for refreshments, holiday shopping, and a visit from Santa. Non-member admission is $10 for adults and $5 for kids. See page 7.

---

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

---

**HERITAGE TOURS**

**SAVE THE DATE**

**Heritage Semi-Annual Meeting**

**Tuesday, January 17, 6 p.m.**

**Swedenborgian Church**

Heritage’s executive director Mike Buhler will provide an overview of Heritage’s activities since June. Members will get exclusive access to the Swedenborgian Church at 2107 Lyon Street. See page 3.

---

**Holiday Open House**

**Sunday, December 4, 12 - 3 p.m.**

**Haas-Lilienthal House**

The Haas-Lilienthal House will be full of holiday cheer on Sunday, December 4. Stop by for refreshments, holiday shopping, and a visit from Santa. Non-member admission is $10 for adults and $5 for kids. See page 7.

---

**FREE MEMBER EVENTS!**

**Heritage Semi-Annual Meeting**

**Tuesday, January 17, 6 p.m.**

**Swedenborgian Church**

Heritage’s executive director Mike Buhler will provide an overview of Heritage’s activities since June. Members will get exclusive access to the Swedenborgian Church at 2107 Lyon Street. See page 3.

---

**Holiday Open House**

**Sunday, December 4, 12 - 3 p.m.**

**Haas-Lilienthal House**

The Haas-Lilienthal House will be full of holiday cheer on Sunday, December 4. Stop by for refreshments, holiday shopping, and a visit from Santa. Non-member admission is $10 for adults and $5 for kids. See page 7.

---

**FREE MEMBER EVENTS!**

**Heritage Semi-Annual Meeting**

**Tuesday, January 17, 6 p.m.**

**Swedenborgian Church**

Heritage’s executive director Mike Buhler will provide an overview of Heritage’s activities since June. Members will get exclusive access to the Swedenborgian Church at 2107 Lyon Street. See page 3.

---

**Holiday Open House**

**Sunday, December 4, 12 - 3 p.m.**

**Haas-Lilienthal House**

The Haas-Lilienthal House will be full of holiday cheer on Sunday, December 4. Stop by for refreshments, holiday shopping, and a visit from Santa. Non-member admission is $10 for adults and $5 for kids. See page 7.

---

**FREE MEMBER EVENTS!**

**Heritage Semi-Annual Meeting**

**Tuesday, January 17, 6 p.m.**

**Swedenborgian Church**

Heritage’s executive director Mike Buhler will provide an overview of Heritage’s activities since June. Members will get exclusive access to the Swedenborgian Church at 2107 Lyon Street. See page 3.

---

**Holiday Open House**

**Sunday, December 4, 12 - 3 p.m.**

**Haas-Lilienthal House**

The Haas-Lilienthal House will be full of holiday cheer on Sunday, December 4. Stop by for refreshments, holiday shopping, and a visit from Santa. Non-member admission is $10 for adults and $5 for kids. See page 7.

---

**FREE MEMBER EVENTS!**

**Heritage Semi-Annual Meeting**

**Tuesday, January 17, 6 p.m.**

**Swedenborgian Church**

Heritage’s executive director Mike Buhler will provide an overview of Heritage’s activities since June. Members will get exclusive access to the Swedenborgian Church at 2107 Lyon Street. See page 3.

---

**Holiday Open House**

**Sunday, December 4, 12 - 3 p.m.**

**Haas-Lilienthal House**

The Haas-Lilienthal House will be full of holiday cheer on Sunday, December 4. Stop by for refreshments, holiday shopping, and a visit from Santa. Non-member admission is $10 for adults and $5 for kids. See page 7.

---

**FREE MEMBER EVENTS!**

**Heritage Semi-Annual Meeting**

**Tuesday, January 17, 6 p.m.**

**Swedenborgian Church**

Heritage’s executive director Mike Buhler will provide an overview of Heritage’s activities since June. Members will get exclusive access to the Swedenborgian Church at 2107 Lyon Street. See page 3.

---

**Holiday Open House**

**Sunday, December 4, 12 - 3 p.m.**

**Haas-Lilienthal House**

The Haas-Lilienthal House will be full of holiday cheer on Sunday, December 4. Stop by for refreshments, holiday shopping, and a visit from Santa. Non-member admission is $10 for adults and $5 for kids. See page 7.

---

**FREE MEMBER EVENTS!**

**Heritage Semi-Annual Meeting**

**Tuesday, January 17, 6 p.m.**

**Swedenborgian Church**

Heritage’s executive director Mike Buhler will provide an overview of Heritage’s activities since June. Members will get exclusive access to the Swedenborgian Church at 2107 Lyon Street. See page 3.

---

**Holiday Open House**

**Sunday, December 4, 12 - 3 p.m.**

**Haas-Lilienthal House**

The Haas-Lilienthal House will be full of holiday cheer on Sunday, December 4. Stop by for refreshments, holiday shopping, and a visit from Santa. Non-member admission is $10 for adults and $5 for kids. See page 7.

---

**FREE MEMBER EVENTS!**

**Heritage Semi-Annual Meeting**

**Tuesday, January 17, 6 p.m.**

**Swedenborgian Church**

Heritage’s executive director Mike Buhler will provide an overview of Heritage’s activities since June. Members will get exclusive access to the Swedenborgian Church at 2107 Lyon Street. See page 3.

---

**Holiday Open House**

**Sunday, December 4, 12 - 3 p.m.**

**Haas-Lilienthal House**

The Haas-Lilienthal House will be full of holiday cheer on Sunday, December 4. Stop by for refreshments, holiday shopping, and a visit from Santa. Non-member admission is $10 for adults and $5 for kids. See page 7.

---

**FREE MEMBER EVENTS!**

**Heritage Semi-Annual Meeting**

**Tuesday, January 17, 6 p.m.**

**Swedenborgian Church**

Heritage’s executive director Mike Buhler will provide an overview of Heritage’s activities since June. Members will get exclusive access to the Swedenborgian Church at 2107 Lyon Street. See page 3.

---

**Holiday Open House**

**Sunday, December 4, 12 - 3 p.m.**

**Haas-Lilienthal House**

The Haas-Lilienthal House will be full of holiday cheer on Sunday, December 4. Stop by for refreshments, holiday shopping, and a visit from Santa. Non-member admission is $10 for adults and $5 for kids. See page 7.