In This Issue

2 Board President Column
3 Heritage Notes: Marty Gordon In Memoriam, Website Makeover, and Know What App
4 Preservation Notes: Beach Chalet Athletic Fields, New Preservation Incentives, Coit Tower Murals, Haas-Lilienthal House Sustainability Management Plan, and Gold Dust Lounge (page 10)
6 Feature: Central Market Resurgence and Soirée 2012
8 Events: Oakland Hosts 2012 California Preservation Conference
9 Volunteers: Volunteer Profile, Spring Docent Training, and Volunteer Thank You Party
10 Donors: Annual Fund Contributors and Corporate Sponsors
11 Calendar of Events
THE FUTURE OF THE PAST

The effort to preserve San Francisco’s rich and varied cultural heritage is never finished. Proposed amendments to historic preservation legislation in Articles 10 and 11 of the City Planning Code, together with local and national media attention on questions surrounding the Duboce Park Historic District (New York Times/Bay Citizen’s “A ‘Landmark’ Backlash,” 12/31/11), have once again cast historic preservation as a controversial issue. It is now, as much as ever, that Heritage’s well-reasoned and balanced advocacy is needed.

As many of you know, Heritage has been a force for historic resource preservation and thoughtful urban planning in San Francisco for over 40 years. I suspect that most of you know of a project or other instance in which Heritage’s input has made a positive difference. To assure that Heritage continues its advocacy role for the next 40 years and beyond, it is time to address our long-term financial viability.

We have a great team led by Mike Buhler, whose public advocacy has established the organization’s credentials. City officials, members of neighborhood groups, allied preservation organizations, and others in the community have all recently communicated to the Board their appreciation for Heritage’s contributions.

I am excited about Heritage’s current staff, which is a wonderful blend of fresh voices and well-grounded, established contributors. As many of you know, we are now making a significant effort to serve all San Francisco communities in a meaningful way, especially those who have been underserved in the past. And we have recently made significant strides in using social media and the Internet.

To assure that this organization is financially secure, we are constantly striving to raise its visibility. We need to tell the story of how important Heritage has been and is now to the quality of life in San Francisco. Incidentally, this was one of the fundamental conclusions of a recently completed fundraising study.

In many ways, we are already on the way to a higher profile. We just concluded a stand-out lecture series, the website has a new look and is up-to-date, our tweets are sent out daily, and our docents continue their stalwart efforts to interpret the Haas-Lilienthal House. We are experimenting with new ways to keep Heritage in the public eye, including participation in KQED’s pledge drive in late January.

And so, with our advocacy well in hand, Heritage sees the next two years as a time to ramp up financial support. We need to expand and strengthen our outreach, programs, and initiatives so we are visible to the general population. We will target groups and organizations with whom we have mutual and complementary interests. I am especially interested in learning how people under 40 relate to the city’s historic built environment and finding ways to engage them in our work.

We have every reason to be optimistic about the future of Heritage. We have a great team doing fine work, and I believe we are on the road to significantly advancing the organization. It is time to make sure San Francisco knows more about Heritage’s contributions.
IN MEMORIAM:
MARTY GORDON (1924 – 2011)

On behalf of the entire Heritage family, we are deeply saddened by the passing of Marty Gordon on November 25, 2011. Marty was a former Heritage Board member and the creator of the Heritage Hikes program for third-graders that continues to thrive today—an enduring testament to her vision and leadership. In the 1980s, Marty presented the program at a UNESCO conference and was featured in the National Trust’s Preservation Magazine.

Born in the Republic of Panama, Marty moved to the United States in the 1940s to study architecture at the University of Texas. She met Bob Gordon in San Francisco and the couple wed in 1951. The Gordons raised their family in a house Marty built in Mill Valley. In 1965, they remodeled a historic home in Belvedere where Marty owned a small architecture practice. In addition to serving on the Heritage Board, she was active with the Belvedere Tiburon Landmarks Society Board. She was named Belvedere Citizen of the Year in 1996 for her role in developing a preservation ordinance that led to the designation of 16 historic structures.

Marty was an avid preservationist all her life and will be remembered for her many contributions to the preservation community of greater San Francisco. Her legacy will live on in the Heritage Hikes program and the thousands of children who gain an understanding and appreciation of architecture through the Haas-Lilienthal House.

Our sincere condolences go out to Marty’s family and friends. A service was held on December 27 at Old Saint Hilary’s Church in Tiburon. Heritage is grateful for the many gifts designated for Heritage Hikes in Marty’s honor.

SFHERITAGE.ORG MAKEOVER

sfheritage.org has a new look! Updates were recently made to give the site a more contemporary interface and to improve site navigation and usability. The sleeker Sans Serif font makes content easier to read and the new drop-down navigation allows users to access web pages in just one click.

Another slick new feature is the addition of a corporate sponsor logo display on the bottom navigation bar (see corporate sponsors on page 10). These changes provide increased visibility for companies that join at the Bay City Corporate membership level. If you are interested in corporate membership, visit sfheritage.org/join or contact Mike Buhler at mbuhler@sfheritage.org. Visit sfheritage.org to view these enhancements.

HISTORY FEATURED IN
KNOW WHAT APP

Heritage is excited to announce its participation in a new smart phone application called Know What. Know What is an insider’s guide to the coolest places and trends the city has to offer. It’s like a hyper-curated guide helping people get the most out of everyday life. Know What currently covers San Francisco and Los Angeles, but will soon include additional cities.

The app launched on February 1 with three tours offered by Heritage: The Epicenter of Old San Francisco (Pacific Heights), The Building Blocks of Auto Row (Van Ness), and Essentially SF: Architectural Icons of San Francisco (25 of the city’s most amazing buildings).

To download this new and unique tool that will help you navigate San Francisco’s endless hidden treasures, search for Know What in the App Store or visit knowwhatapp.com. The app is $2.99 and in-depth tours range from $1.99 - $2.99. Heritage receives a percentage of proceeds from the tours listed above.

We truly believe this is a stellar new tool and we hope you have fun with it!
BEACH CHALET ATHLETIC FIELDS

Dozens of San Francisco residents attended the December 1, 2011 Planning Commission hearing to comment on the Draft Environmental Impact Report (EIR) for the proposed Beach Chalet Athletic Fields Renovation at Golden Gate Park. Although most people recognize that the fields need to be upgraded, there is a growing chorus calling for an alternative that would minimize impacts on the west end of the park.

At the hearing, Heritage urged consideration of an additional “compromise alternative” in the Final EIR. This hybrid option would renovate fields with natural turf and significantly reduce lighting at the Beach Chalet site, while using remaining funds to help renovate West Sunset Park, the off-site alternative, with artificial turf and additional lighting.

The most controversial elements of the Beach Chalet Athletic Fields Renovation project include replacement of the four existing grass soccer fields with synthetic turf, installation of ten 60-foot-tall field lights, and expansion of the existing parking lot from 50 to 70 spaces. Several organizations have spoken out against the project as currently planned, including San Francisco Ocean Edge, Golden Gate Park Preservation Alliance, and the Golden Gate Audubon Society.

Heritage believes that the proposed project is inconsistent with Golden Gate Park Master Plan policies that prioritize protection of the west end’s “pastoral and sylvan landscape.” The Final EIR will return to the Planning Commission for review in early summer 2012. For more information, read Heritage’s comment letter on the Draft EIR on the Advocacy page of sfheritage.org.

NEW PRESERVATION INCENTIVES

On Thursday, December 15, 2011 the Planning Commission considered Supervisor David Chiu’s proposed ordinance to make a series of amendments to the Planning Code, including several new preservation incentives. Heritage’s Issues Policy Committee considered the proposed amendments at its meeting in December. Heritage supports those amendments that would provide flexibility and incentives to encourage the preservation and adaptive reuse of historic buildings.

One of the proposed amendments would help re-activate vacant pre-1960 commercial storefronts in residential districts. The zoning code in Portland, Oregon includes a similar provision allowing nonresidential uses in individual landmarks and contributing properties in historic districts. Supervisor Chiu’s version aims to encourage entrepreneurs to invest in historic buildings while bringing life to underutilized storefronts and/or institutional buildings. Portland’s incentive program has increased development options and income potential for historic buildings, particularly those “that do not lend themselves to reuse as dwellings (e.g., churches, meeting halls, and commercial storefront buildings).” Other amendments proposed by Supervisor Chiu include: permitting exceptions from dwelling unit exposure requirements for historic buildings; permitting partial substitution of adjacent public open space for required on-site residential open space in landmark buildings and historic districts; consolidating procedures for designing, altering, and reconstructing “vintage” signs; and exempting “vintage” signs from height limits.

Adopting the proposed amendments will make the reuse of historic buildings in San Francisco more feasible by removing existing obstacles and streamlining the review and approval processes. Additionally, the proposed amendments will provide incentives for the restoration of original signage that often serve as key identifiers in older and historic neighborhoods. Supervisor Chiu’s amendments will be reviewed by the Planning Commission on March 1. Heritage’s comment letter can be found on the Advocacy page of sfheritage.org.
The Recreation and Parks Department has pledged $250,000 towards mural restoration. The Department will also require the future concessionaire to submit a plan to protect the murals, with 1 percent of all revenue generated to be set aside for mural upkeep.

The Protect Coit Tower Committee believes that while these measures are a step in the right direction, they are not enough to promote the long-term stewardship of Coit Tower. The committee has met regularly to discuss potential solutions to address the site's needs. Restoring the mural is just one part of the solution; addressing the building's structural issues that have led to water damage is also critical.

Some are concerned about the increasing commercialization of the tower, including plans to allow for the rental of Coit Tower for private parties. More than 16,000 signatures were recently collected for a ballot measure that would prioritize preservation of the historic frescoes by strictly limiting commercial activities and private events and by earmarked funds generated from concession operations at the tower to preserve the murals, maintain the building, and beautify Pioneer Park surrounding the tower.

Can a house museum be relevant for today and play a part in greening our planet? That is the question posed in the introduction to the Sustainability Management Plan for the Haas-Lilienthal House. Based on the results of a six-month study, the answer is a resounding 'yes!' As noted by the plan’s author, Barbara Campagna, FAIA, LEED AP, “just because historic preservation has evolved, doesn't mean that we should ignore the preservation tool that saved so much of our early historic fabric (the house museum).”

With support from the Columbia Foundation, Barbara A. Campagna Architecture + Planning PLLC conducted an eco-charrette in August 2011 to identify opportunities for greening the house, gauge likely costs, and target the appropriate rating system and certification level. The final plan weighs in at over 100 pages and is available for download on the Heritage website.

The Sustainability Management Plan aims to ensure the continued relevance of the Haas-Lilienthal House by demonstrating the compatibility of historic preservation and sustainable practices, broadening its educational appeal to reach new audiences, and providing a model for historic property owners everywhere. Following in the footsteps of many other historic buildings achieving LEED certification, such as the President Lincoln’s Cottage Visitor Education Center (Washington, D.C.) and the Colorado State Capitol (Denver, CO), Heritage is exploring ways to use the Haas-Lilienthal House as the platform for remaking and greening the ‘musty’ historic house museum as a type, and as a laboratory for historic preservation. With planned capital improvement projects such as exterior restoration of the windows, doors and wrought iron fence, and life safety upgrades, among others, the timing is ideal for Heritage to rethink the house museum without losing its meaning. The purpose of this plan is to develop a road map for greening maintenance procedures and capital improvements that respect the historic integrity of the house.
**Central Market Resurgence**

Through the 1950s, San Francisco’s Mid-Market flourished as the “Great White Way”—a destination for people from throughout the Bay Area flocking to see first-run movies at grand movie palaces and patronizing its many bars and restaurants. Suburbanization in the 1960s heralded a long spiral of decline, most brutally symbolized by the destruction of the Fox Theater in 1963. The neighborhood has since been plagued by a daunting array of challenges, including high vacancy rates, social ills, physical blight, and pervasive neglect. A series of ambitious plans for reviving the area have come and gone, none gaining meaningful traction—until now!

In January 2010, the Mayor’s Office of Economic and Workforce Development (OEWD) launched the Central Market Partnership, a public-private initiative to renew and coordinate efforts to revitalize the stretch of Market Street between 5th Street and Van Ness, reaching south to Mission Street, as San Francisco’s downtown arts district. The blueprint for this initiative is the Central Market Economic Strategy, a plan unveiled in November 2011 by Mayor Ed Lee that prioritizes allocation of public and private resources in the district, while marshaling philanthropic support and nonprofit partnerships.

The strategy is the culmination of a ten-month process led by OEWD that included four public meetings, three surveys, eleven focus groups, 18 interviews, and input from nearly 700 people about Central Market. Last spring, Heritage participated in a roundtable discussion to examine how preservation incentives and successful case studies in other cities can inform the revitalization of Mid-Market.

Central Market is criss-crossed by local and National Register historic districts, with some of the city’s most iconic, albeit neglected, historic buildings interspersed among them (see Central Market landmarks below). The fate of long-vacant landmarks such as the Old U.S. Mint and Hibernia Bank could hinge on the success of revitalization efforts. Fortunately, large-scale rehabilitation projects have helped generate momentum that will be essential to realizing the vision set forth in the Central Market Economic Strategy.

Twitter’s imminent relocation to the historic Western Merchandise Mart—now known as Market Square and this year’s Soirée venue—is the most conspicuous and catalytic example of preservation’s role in the area’s resurgence. Forest City’s 5 M project in the historic Chronicle Building at 5th and Mission streets, with Square as its anchor tenant, is another high profile, high-tech symbol of the area’s transformation. OEWD has identified a number of other “opportunity sites,” including numerous older buildings in desperate need of repair. “In many cases,” the Central Market Economic Strategy observes, “these investments are not justified by the potential return; in other words, the projects do not ‘pencil.’”

Strategies for bridging this ‘pencil’ gap include fully leveraging existing preservation incentives to restore and upgrade historic buildings, façades, and theater marquees, including Federal Historic and New Markets tax credits, conservation easement tax deductions, and property tax abatement under the state Mills Act program. Specific action items include encouraging Mills Act applications from Central Market “that are aligned with [the strategy’s]
Heritage News

Heritage is excited to announce that on Saturday, April 14, Soirée 2012 will celebrate the historic Western Merchandise Mart—now called Market Square and future home of Twitter—and the ongoing revitalization of the Central Market District. Built in 1937, this sprawling 1.2 million square foot Art Deco landmark will serve as a grand backdrop for a memorable evening of fine dining, libations, casino gaming, silent auction, and dancing to Lavay Smith and Her Red Hot Skillet Lickers. The cocktail reception starts at 6:30 p.m. and dinner is at 8 p.m.

Mayor Edwin M. Lee is the Soirée 2012 honorary chair.

This year’s silent auction will take place both on the night of the event and in advance online. Stay tuned for more information on the online auction site where you can bid on exclusive items including a stay at Kauai Ranch—a secluded tropical paradise where such films as The Descendants and Tropic Thunder were filmed.

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

Special thanks to Shorenstein Properties, the lead sponsor for Soirée 2012.

Odd Fellows Temple
C.A. Dodge, 1909

Old U.S. Mint
Alfred B. Mullett, 1874

This plain steel-framed building is rich with Renaissance and Baroque ornamentation. The detail depicted here is symbolic of a time when fraternal organizations and clubs played a major role in American life.

The “Granite Lady” is an iconic San Francisco fortress that heroically survived the 1906 earthquake and fire. It is slated to become the home of the San Francisco Museum and Historical Society.

objectives” and establishing “a point-person to coordinate the marketing of incentive programs and aggressively pursue potential applications for Federal Historic Tax Credit programs.” At the suggestion of Heritage, the Central Market Economic Strategy takes some cues from Downtown Los Angeles’ Adaptive Reuse program, where preservation incentives and a streamlined approval process have facilitated the conversion of scores of buildings in the city’s historic core into thousands of residential units. Heritage is identified as a key partner in this effort.

Another implementation strategy is to expand the 1% for Arts program (which currently requires developers of commercial projects to dedicate 1 percent of project costs to public art installations) so that a significant portion of the proceeds can be directed to fund arts activation and capital projects in Central Market, including historic façade and marquee restoration.

The sustained and coordinated focus on Central Market has already yielded some major successes. With assistance from OEWD, a number of commercial, residential, and mixed-use projects have already received approvals or have advanced in their construction timelines. An influx of large tech employers such as Zendesk has been complemented by new businesses and restaurants. The sumptuous fare offered by Dottie’s True Blue Café and Pearl’s Deluxe Burgers at 6th and Market streets has earned it the unlikely moniker, “Comfort Corner.” With support from the Arts Commission, a flourishing arts scene has taken hold, with organizations such as Exit Theater, Luggage Store Gallery, Burning Man, and SF Camerawork leading the way.

Notwithstanding recent strides, the closure of the San Francisco Redevelopment Agency has prompted uncertainty about the future trajectory of Mid-Market. The agency had been relied on for programs ranging from small business assistance and façade improvements to funding for a planned police substation at 6th and Mission streets. To be sure, the end of redevelopment will require extra resourcefulness and creativity to maintain Mid-Market’s fledgling momentum, but we predict the area’s rare confluence of cultural vibrancy, gritty authenticity, tech innovation and, of course, historic buildings will continue to fuel its resurgence.
The California Preservation Foundation (CPF) is gearing up for its 37th annual California Preservation Conference. This year’s conference, titled “Old Roots—New Growth—Cultivating Communities,” will take place May 3 - 5 just across the Bay in the heart of downtown Oakland. Attendees will have the opportunity to learn about diverse issues facing California’s historic, cultural, and natural resources from over 30 sessions, tours, and workshops.

Conference sessions will fall into five tracks ranging from “Twenty-First Century Preservation: Cultivating Broader Perspectives” to “New Shoots in Old Ground: Industrial Roots and Reuse.” Food, a seemingly unlikely topic for a preservation conference, will be the focus of at least two activities. One study tour focuses on rebuilding community through urban agriculture, while another provides insight into the Oakland food industry. The conference activities will highlight many iconic Oakland landmarks, including Lake Merritt, Old Oakland, City Hall, Peralta Hacienda, and the Fox Theater. Additionally, several study tours will take participants to surrounding Bay Area cities, including the UC Berkeley campus, Richmond’s Rosie the Riveter/WWII Home Front National Historic Park, the Alameda Theater, and the Armory in San Francisco.

Opportunities to network, socialize, and explore will abound at the conference. The opening reception will take place on Thursday at the Rotunda Building, followed by the Emerging Professionals Reception organized by HeritageYP. The Emerging Professionals Reception will be held at Liege, a local bar in Old Oakland that will enable attendees to learn about “popuphood,” a new strategy being used to bring life to vacant storefronts in downtown Oakland. Friday is sure to be exciting with a reception at The Den, the bar at the Fox Theater, as well as the conference’s signature event, 3 Minute Success Stories, to be held at the Kaiser Theater. The fun continues with Oakland Art Murmur, an art walk that takes place during the first Friday of each month.

What’s more, Oakland’s free Broadway Shuttle will take conference attendees to downtown destinations, such as Uptown, Lake Merritt, and Jack London Square. Saturday’s closing fiesta (in celebration of Cinco de Mayo), includes a silent and live auction that offers participants a chance to purchase artwork, antiques, and gift certificates for restaurants, hotels, tours, museums, theater, and much more. Finally, the conference wraps up on Sunday with a study tour of the Peralta Hacienda and a series of “on your own” tours.

For more information about attending the conference, donating an auction item, or to nominate a 3 Minute Success Story, visit CPF’s conference website at www.caliiforniapreservation.org/conference.html.

**Spotlight on Oakland:**

**Oakland City Hall:**
Receiving national attention as the site of Occupy Oakland, City Hall at Frank Ogawa Plaza is Oakland Landmark No. 28. When completed in 1914, Oakland City Hall was the first high-rise government office building in the U.S. and the tallest structure west of Chicago. President William H. Taft spoke at its groundbreaking ceremony.

**Paramount Theater**
This Art Deco movie palace, including its interior, is one of Oakland’s most treasured landmarks. The Depression-era building was designed by Timothy Pflueger and served as the largest multi-purpose theater in the west coast when it was built in 1931. See it during the conference’s theater tour.

**“Popuhood”**
Impromptu retail spaces have brought new life to vacant storefronts throughout downtown Oakland. Examples include Manifesto Bicycles in the Old Wilcox Building, Sticks + Stones Gallery in the Transcript Building, and Marion and Rose’s Workshop in the Wilcox Annex—all located in Old Oakland.

**Become a Conference Volunteer!**
CPF is looking for conference volunteers. Volunteers receive free conference admission for every workshop worked. Learn more at www.caliiforniapreservation.org/conference or email cpf@californiapreservation.org.
**Volunteer Profile: Charles E. Klein**

**By Charles E. Klein**

I am a native San Franciscan. Both my mother and father were also born and raised in San Francisco. My grandparents lived through the 1906 earthquake and fire. At the time of the earthquake, my grandmother was working as a house maid for a family on Post Street. This was a job that many immigrant girls did at that time. My brother and I would often ask her to tell us what it was like to live through such an earthquake and fire. My great grandparents lived in North Beach on Taylor Street. All they saved during the quake was a sewing machine and their bird in its cage.

I have been volunteering at the Haas-Lilienthal House since 2007, after retiring from teaching elementary school for 43 years, 37 of which were in San Francisco. I learned about the Haas-Lilienthal House through the Heritage Hikes school program. I used to bring my class to the house every year for the tour. After our last school tour in 2006, I told the docents I was retiring. They told me they needed docents and asked if I would be interested. I didn’t have to think about it—my answer was a definite ‘Yes!’ For the first three years I only participated in the Heritage Hikes school tours. Encouraged by others, I took the classes in the spring of 2010 so I could conduct the general house tours. I enjoy doing these tours tremendously. It is truly an honor and great pleasure taking people through this grand old Victorian. I have always been fascinated by Victorian houses and architecture.

I am proud to be a docent at the Haas-Lilienthal House and there is one thing I would like to share. I was leading a third-grade class on a tour through the house one day and as we paused in the entrance hall, one little fellow suddenly asked if I was the butler! There have been many delightful experiences.

**Recognizing Volunteers’ Stellar Work at Volunteer Appreciation Party**

Heritage invites all volunteers to its annual Volunteer Appreciation Party on Thursday, May 10 from 6 - 8 p.m. at the home of longtime Heritage supporter Norm Larson. We will acknowledge the hard work of current volunteers and welcome new graduates of the Spring Docent Training session. Come celebrate the successes of the past year, including the launch of the Free Community Day at the Haas-Lilienthal House and stellar attendance at our Annual Lecture Series. This event is free for volunteers and includes light refreshments.

Thank you to Norm for his generous support of Heritage and for hosting this event for our dedicated volunteers. Volunteers can RSVP by contacting Volunteer Coordinator Dorothy Boylan at dboylan@sfheritage.org or 415-441-3000 x24.

**Add 126 Years to Your Life: Become a Docent!**

Heritage relies on a group of dedicated volunteers to work as house docents, walking tour guides, and Heritage Hikes guides. We also need volunteers for our Annual Lecture Series, member meetings, and other special events throughout the year. We are currently in need of volunteers to lead Haas-Lilienthal House tours on Wednesdays, Saturdays, and Sundays, and Heritage Hikes tours on Tuesdays and Wednesdays with local third-graders. Becoming a Heritage volunteer is a great way to meet new people, whether they are fellow docents or visitors from around the world.

Training includes seven meetings on various Tuesday evenings and Saturday mornings from March 13 through April 30. Sessions include lectures by local historians and architecture experts, as well as training on tour techniques and communications skills. Participants will also learn about the Haas-Lilienthal family, the culture and decorative arts of the city’s Victorian era, and Heritage’s work throughout the city. At series close, new volunteers will know the house inside and out, feel confident leading tours, and be able to conduct engaging and inspiring tours.

Trainees are asked to pay an $80 registration fee, which covers the cost of the training manual and required books. Volunteers who complete the training receive Heritage individual membership (visit sfheritage.org/join for a list of benefits).

For more information, please contact Volunteer Coordinator Dorothy Boylan at dboylan@sfheritage.org or 415-441-3000 x24.
On March 21, the Historic Preservation Commission (HPC) will decide whether to initiate the landmark designation of the Gold Dust Lounge, located at 247 Powell Street. Heritage Board member Chris VerPlanck presented the nomination during the public comment period at the February 1, 2012 HPC hearing. On February 15, the HPC heard the item as part of its regular calendar. Dozens of community members and bar patrons spoke up in favor of designation, citing the saloon’s cultural significance as one of the last remnants of San Francisco’s once thriving piano bar scene. Commissioners requested more information about the connection between the Gold Dust Lounge’s cultural significance and its physical fabric as well as a more detailed description of the bar’s relationship to the broader historical context of the city’s piano bar scene. Commissioners emphasized that landmark designation will only protect physical fabric; they have no control over future use of the building nor do they have a say in landlord-tenant issues.
### 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**
- $1000 **Bay City Corporate**
- I’d like to buy a copy of *Port City* - $61.42 ($52 + tax ($4.42) and shipping ($5))

**Credit Card Type**

- **Card Number**
- **Expiration**
- **3-digit sec. code**
- **Signature**

Contributions are tax-deductible.

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### MARCH 2012

- **SAT. & SUN. MARCH 3 & 4, 11 a.m.**
  - S.F. Museum & Historical Society
  - San Francisco History Expo
  - sfhistory.org | 415-537-1105

- **THURSDAY, MARCH 8, 6 p.m.**
  - AIA San Francisco
  - The Los Altos Neutra House Architecture Speaker Series
  - aiasf.org | 415-362-7397

- **THURSDAY, MARCH 8, 5:30 p.m.**
  - SPUR
  - SPUR San Jose Launch Party
  - spur.org | 415-781-8726

- **SATURDAY, MARCH 24, 10 a.m.**
  - S.F. Museum & Historical Society
  - Jerome L. Dodson’s Financial District Walking Tour
  - sfhistory.org | 415-537-1105

### APRIL 2012

- **SATURDAY, APRIL 14, 6:30 p.m.**
  - San Francisco Architectural Heritage
  - Soirée 2012 at the Western Merchandise Mart
  - sfheritage.org | 415-441-3000

- **SATURDAY, APRIL 21**
  - AIA San Francisco
  - The Year of Bernard Maybeck: Celebrating 150 Years of Bay Area Architecture
  - aiasf.org | 415-362-7397

- **TUESDAY, APRIL 24, 1:30 p.m.**
  - SPUR
  - Congregation Sherith Israel Tour
  - spur.org | 415-781-8726

- **THURSDAY, APRIL 26, 6 p.m.**
  - AIA San Francisco
  - AIA San Francisco Design Awards Gala
  - aiasf.org | 415-362-7397

### MAY 2012

- **THURSDAY - SUNDAY, MAY 3 - 6**
  - California Preservation Foundation
  - 2012 California Preservation Conference Oakland Marriott City Center (see page 8)
  - californiapreservation.org | 415-495-0349

- **SATURDAY, MAY 5, 6:30 p.m.**
  - Art Deco Society of California
  - Art Deco Preservation Ball
  - Bimbo’s 365 Club
  - artdecosociety.org | 415-982-DECO

- **SUNDAY, MAY 6, 2 - 6 p.m.**
  - Berkeley Architectural Heritage Assoc.
  - BAHA Annual House Tour
  - berkeleyheritage.com | 510-841-2242

- **SUNDAY, MAY 13, times vary**
  - Victorian Preservation Center of Oakland
  - Mother’s Day Tea, Cohen Bray House
  - cohenbrayhouse.info | 510-843-2906
Soirée 2012 will be an evening of fine dining from McCall Associates, dancing to Lavay Smith and Her Red Hot Skillet Lickers, casino gaming, and a silent auction with pre-event online bidding and a sensational assortment of prizes.

For ticket pricing, underwriting opportunities, or to request an invitation, please contact Barbara Roldan at 415-441-3000 x14 or via e-mail at broldan@sfheritage.org.

You can also visit sfheritage.org for more information.