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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.

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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.

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LEARNING FROM, LOOKING BEYOND ARTICLES 10 AND 11

With the recent passage of comprehensive amendments to Articles 10 and 11 of the Planning Code, it is a good time to reflect on what the protracted effort to implement Proposition J says about historic preservation in San Francisco. The process leading up to the final vote at the Board of Supervisors on May 8 demonstrated the balance and professionalism of the Historic Preservation Commission and the wherewithal of the preservation community to rally—time and again—in defense of strong protections for the city’s historic resources.

But it also exposed some troubling perceptions about the role of historic preservation in the city’s growth. There were persistent claims, in the media and among elected officials, that historic regulations freeze buildings in time, gentrify low-income neighborhoods, and undermine the development of affordable housing. Even though historic districts occupy less than two percent of San Francisco, fears abounded about grand designs to declare the entire city historic. Over the course of more than 25 hearings, Heritage countered misleading claims in testimony, written comments, and guest opinions.

If the passage of Proposition J was a huge victory for historic preservation—and it surely was—the four-year struggle to implement its mandate was all too often an exercise in damage control. Rather than showcase the undeniable cultural and economic benefits of strong preservation protections, the legislative process was (inevitably) dominated by esoteric and technical policy arguments. This attention to detail was essential to successfully fending off proposed amendments that would have weakened protections or singled historic preservation initiatives for disparate treatment.

While advocacy will remain at the core of Heritage’s mission, the controversy surrounding Articles 10 and 11 underscores the need for proactive community outreach and engagement. If San Franciscans do not see the value in what we do and do not feel that we all have a stake in protecting our past, the preservation community will become increasingly marginalized. To be effective advocates of historic and cultural resources for all of San Francisco, we will need a broad and diverse constituency to influence decision makers. With a grant from the National Trust for Historic Preservation, Heritage has just completed a detailed community outreach strategy to guide our work in previously underserved parts of the city, such as the Mission, Japantown, and Bayview Hunters Point. Preservation Project Manager Desiree Smith will present this work plan at the Annual Meeting on June 9, which will culminate with a tour of Filipino landmarks in SoMa.

Speaking of success stories, a timely example of the catalytic impact of historic preservation is the transformation of the Art Deco Western Merchandise Mart into the new home of Twitter and tech firms. Its cavernous interior provided a spectacular backdrop for Soirée 2012, which celebrated the rich history of the Central Market neighborhood and its remarkable resurgence. A special thanks to Operations Manager Barbara Roldan, the Heritage staff and board, and to all who supported the event—whether as an underwriter, volunteer, auction donor, or bidder. We are especially grateful to our host, Shorenstein Properties, for fitting a black tie dinner for 450 into their construction schedule!

Mike Buhler
Executive Director
HERITAGE NEWS

2012 ANNUAL MEETING

Heritage’s 2012 Annual Membership Meeting will be held on Saturday, June 9 from 9 - 11 a.m. at the Mendelsohn House, located in the heart of SoMa’s Filipino community at 737 Folsom Street. Executive Director Mike Buhler will give an update on Heritage’s advocacy and programming activities since its January meeting and Preservation Project Manager Desiree Smith will discuss her work plan to engage San Francisco’s underserved communities and youth. MC Canlas of the Bayanihan Community Center will give a tour of significant Filipino sites, including the “Ang Lipi Ni Lapu Lapu” mural (Johanna Poethig, 1984) neighboring the Mendelsohn House.

As a special treat, former Heritage staff member, architectural historian, and author Eric Sandweiss will share rediscovered images of San Francisco in the postwar era by amateur photographer Charles Cushman. Sandweiss’ new book, *The Day in Its Color: Charles Cushman’s Journey through a Vanishing America* (Oxford University Press, 2012) offers a time capsule filled with small towns, factories, and urban neighborhoods in digitized Kodachrome. In his talk, Sandweiss uncovers the secrets of Cushman’s obsessive photographic journey, spanning 1938 to 1968, and examines the changes endured by the city where it began and ended: San Francisco. A book signing will follow the talk.

Space is limited and reservations are required. For more information, a photo slide show of Cushman’s images, and to register, visit sfheritage.org.

A BUNDLE OF BUHLER JOY

Please join us in welcoming Violet Beatriz Buhler into the Heritage family! Executive Director Mike Buhler and his wife, Erin Garcia, adopted Violet from a loving family in Tennessee in April. Their lucky leap-year baby girl was born on February 29 and is the newest member of Heritage Young Preservationists!

Supervisor Wiener Introduces Mills Act Legislation

On May 15, Supervisor Scott Wiener introduced legislation to expand access to property tax relief under the city’s Mills Act program. The state legislation, enacted in 1972, is the single most important economic incentive in California to encourage the maintenance and rehabilitation of historic buildings. Property taxes are reduced in exchange for a ten-year commitment by the owner to make specific improvements to their historic building. By adjusting the property tax to reflect the actual use of the site, the alternative Mills Act calculation can result in tax savings of 50 percent or more for newly improved or recently purchased properties. Under the proposed legislation—which was crafted in collaboration with the Planning Department and Heritage—eligible properties include local Landmarks, buildings listed in the state or national registers, and contributing buildings in local, state, or national historic districts.

Although the Mills Act program is tremendously popular throughout the state, its benefits have proven elusive to historic property owners in San Francisco. Heritage has long advocated for increasing access to the Mills Act to help owners better maintain their historic buildings, while promoting broader neighborhood reinvestment.

The summer 2011 issue of *Heritage News* identified Mills Act reform as a top priority: “Where San Francisco has only a handful of Mills Act contracts in place, Los Angeles and San Diego each have several hundred, motivating homeowners and developers to voluntarily seek designation.”

Supervisor Wiener’s legislation would streamline the process for Mills Act contracts, reduce the fees for applications, and focus the program on smaller buildings, including single family homes and apartment buildings. The legislation also imposes time lines on City departments to ensure that the applications are processed in a timely manner. The Board of Supervisors will continue to have final approval authority over all contracts.

Hearings before the HPC, Planning Commission, and Land Use Committee are expected to be scheduled in June and July.
**Preservation Notes**

By Mike Buhler and Desiree Smith

**Chinese Hospital Replacement Project**

The Planning Department published the Draft Environmental Impact Report (DEIR) for the Chinese Hospital Replacement Project on April 16, 2012. Heritage’s Issues Committee reviewed the report at its May 1 meeting and agrees with the Planning Department that the proposed project will result in significant adverse impacts on historic resources. As proposed, the project includes: demolition of the 1924 Medical Administration Building (MAB) and a 41-space parking garage, construction of a new Replacement Hospital Building, renovation of the onsite 1979 Chinese Hospital Building at 845 Jackson Street, and the creation of a Special Use District to support expansion of medical services on the project site.

The MAB at 835 Jackson Street was built in 1924 and is considered an historical resource for the purposes of the California Environmental Quality Act (CEQA). In 1923, when other San Francisco healthcare providers denied access to the local Chinese community, 15 community organizations created the Chinese Hospital Association and raised funds to construct the facility. When the building opened in 1925, it was the first and only Chinese hospital in the country. The DEIR identifies the building as a potential contributor to the state and national register-eligible Chinatown historic district.

While Heritage acknowledges the need for improved and expanded medical services in the Chinatown neighborhood, demolition of the MAB would be a tremendous loss to the historic fabric of Chinatown. In addition to advocating for preservation alternatives, Heritage joins the Historic Preservation Commission (HPC) in urging the City to include a mitigation measure to, at minimum, initiate a historic district nomination for Chinatown. To read Heritage’s and the HPC’s comments on the DEIR, visit the advocacy section of sfheritage.org.

**Oceanside Survey Adopted**

In 2004, the Sunset Parkside Education and Action Committee (SPEAK) founded a preservation committee with the goal of bringing greater attention to historic resources in the Sunset. Members of SPEAK felt strongly about surveying and documenting historic buildings and making property owners, builders, and the larger community aware of the neighborhood’s significance. The humble Oceanside cottages are a unique building type rarely found in other parts of San Francisco and are worth preserving.

In 2007, the former Landmarks Preservation Advisory Board endorsed Part 1 of the Oceanside Survey and the Oceanside Historic Context Statement prepared by William Kostura. In Part 2, architectural historian Chris VerPlanck surveyed and documented 511 properties built before 1925 and selected about 100 for further in-depth study. The resulting reports and an updated Context Statement were submitted to the Planning Department in February 2010. The preservation planners and Survey Advisors Group (including Heritage) completed their review in February 2012.

After community meetings organized by SPEAK in March 2010 and March 2012, the Historic Preservation Commission held a hearing and adopted the Oceanside Survey on May 2, 2012. The survey is available at http://www.sf-planning.org/index.aspx?page=3071. The Planning Department will transmit the eligible properties to the State of California for inclusion in the California Register of Historical Resources. Survey data will also be entered into the department’s Property Information Map/Parcel Information Database.

The Survey was made possible with generous grants from the Gerbode Foundation, the Historic Preservation Fund Committee, and San Francisco Beautiful.

THE WOMEN’S BUILDING TO RESTORE MAESTROPEACE MURAL

The Women's Building (TWB) at 3543 18th Street in the Mission District is a landmark internationally recognized for its mural, MaestraPeace (1994). TWB, formerly known as Dovre Hall, dates from 1910 and tells the story of San Francisco's rich cultural layers. It was a German gym and Norwegian hall before becoming the first women-owned and operated community center in the country in 1979.

According to the authors of Street Art San Francisco: Mission Murals, the MaestraPeace mural was “fuelled by a community mandate to express the historic significance of The San Francisco Women’s Building.” Even so, the former San Francisco Landmarks Preservation Advisory Board (LPAB) initially opposed plans to cover the City Landmark with large-scale murals during the early phases of the project. Concerned about the historic façade, the LPAB threatened to block municipal funding of the mural. Making little progress at City Hall, mural supporters took their cause to the press and eventually received approval to move forward.

Seven lead muralists and over 70 volunteers worked together for over a year to paint MaestraPeace. The mural honors women's contributions around the world and includes images of significant women in history, like Rigoberta Menchu, Audre Lorde, and Georgia O'Keefe, as well as spiritual female icons like Coyoxauqui, Quan Yin, and Yemeyah. According to TWB development director, Tatjana Loh, MaestraPeace is “a way for The Women’s Building to be much more overt about what goes on at the building—by putting these large murals on the outside of the building, it’s not hiding what we stand for.”

Now over 17 years old, the mural is in need of some TLC. Parts of the mural suffer from deterioration and other sections are chipping off of the wall. Moreover, only three of the seven original MaestraPeace muralists are able to restore the mural. TWB has responded by launching a capital campaign to raise $130,000 for mural restoration (visit http://womensbuilding.org/muralrestoration to learn more about the campaign).

While TWB provides an exemplary model of mural stewardship, other murals in San Francisco (and throughout the country) are much more vulnerable. Many are artistically, culturally, and historically significant—and worthy of preservation. Heritage and TWB will explore this topic during our 2012 Lecture Series as we co-present, “Preserving San Francisco’s Murals: Lessons from SoCal,” a panel discussion with Juana Alicia, Judy Baca, and Josie Talamantez. See page 8 for details.

MISSION NEIGHBORHOOD CENTERS

The headquarters for Mission Neighborhood Centers, Inc. (the Center) at 362 Capp Street is more energy efficient by retaining and repairing—instead of replacing—its historic windows. Built in 1911, the former Girls Club is listed in the National Register of Historic Places for its significance as a cultural gathering place for girls. Last year, the Center received a $129,567 Community Development Block Grant from the Mayor's Office of Housing and Community Development to fund a project to replace 106 wooden windows. The Center consulted with a team of preservation experts to identify an alternative scope of work to achieve energy efficiency while maintaining the building’s character-defining features.

After the project team learned that staff suffered from chronic temperature discomfort, the project scope widened to include an evaluation of the building’s heating, ventilation, and plumbing systems. Serious problems were identified and the Center considered low-cost solutions, such as replacing window awnings and ceiling fans, and high-tech options, including installing solar panels and dimmable ballasts.

A window survey found that only three of the Center’s 106 windows needed replacement. Better yet, it was determined that the original 100-year-old windows could last another 50 years if restored while new wooden windows would only last 20 to 30 years.

By restoring the existing windows, the Center saved money and preserved the integrity of their headquarters. This project demonstrates that preservation alternatives can be less costly than replacement—with the right project team. Lerner + Associates Architects managed the project, the San Francisco Department of Environment and Wooden Window Inc. served as consultants, and Avalon Construction restored the windows.
With the passage of Proposition J in November 2008, San Franciscans overwhelmingly expressed their desire to elevate the role of historic preservation in the city’s planning processes. Nearly four years later, the Board of Supervisors (BOS) has finally approved comprehensive amendments to Articles 10 and 11 of the Planning Code to implement Proposition J. The vote is a major milestone for historic preservation in San Francisco, despite some uncertainty about the long-term impacts on historic resources.

The first step in implementing Proposition J came with the appointment of a seven-member Historic Preservation Commission (HPC) to replace the former Landmarks Preservation Advisory Board. But updating Articles 10 and 11 to reflect the HPC’s newfound authority proved elusive as early proposals to strengthen the city’s preservation protections became mired in controversy.

Starting in July 2010, the HPC led a deliberate, collaborative process to craft recommendations for updating Articles 10 and 11—reviewing the ordinance language section-by-section, line-by-line. Heritage became a regular presence at over 25 HPC, Planning Commission, and BOS hearings providing testimony and written comments on revisions, seeking to build consensus among stakeholders within the preservation, business, and development communities and Planning Department.

In September 2011—at the tail end of the HPC process—Supervisor Scott Wiener started floating ideas for additional changes to Articles 10 and 11, including proposals to require owner consent to conduct a historic resource survey and to replace the Secretary of the Interior’s Standards with optional, “San Francisco Standards”.

Over the next six months, the HPC and the Planning Commission held separate public hearings to consider Supervisor Wiener’s amendments. The preservation community mobilized to oppose changes that would weaken existing protections, single out historic preservation for disparate treatment, and make it more difficult to nominate landmarks and historic districts.

On February 2, 2012, the Planning Commission unanimously adopted a compromise resolution for Articles 10 and 11 similar to the HPC version approved the day before, but for a few key differences. Although many of Supervisor Wiener’s proposals remained, nearly all of the most objectionable provisions had been abandoned or significantly modified. On March 27, 2012, Supervisor Wiener introduced legislation at the BOS based on the version endorsed by the Planning Commission.

On May 8, 2012, the BOS voted 8-3 to pass comprehensive amendments to Articles 10 and 11. The final vote incorporated a series of new amendments that addressed concerns raised by Heritage and the preservation community. To help navigate this complex legislation, Heritage developed the chart below summarizing the evolution of Supervisor Wiener’s original proposed revisions to Articles 10 and 11 and the final version approved by the BOS, including Heritage’s current position.

<table>
<thead>
<tr>
<th>Section(s)</th>
<th>Original Proposed Amendment</th>
<th>Final Legislation Approved by BOS</th>
<th>Heritage Position</th>
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<tbody>
<tr>
<td>1002(a)(8)</td>
<td>Historic resource surveys: Would have required majority property owner consent or a 2/3 vote by the BOS to initiate a historic survey.</td>
<td>Heritage opposed this amendment and it was not included in the final legislation.</td>
<td></td>
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<tr>
<td>1004.1</td>
<td>Historic district nominations: Sup. Wiener originally reinserted language deleted by the HPC requiring 66% owner support for any community-sponsored historic district nomination.</td>
<td>At the urging of Heritage, the language approved by the HPC and Planning Commission was clarified to require the HPC to consider any historic district nomination supported by a majority of property owners; there is no minimum owner consent requirement for the HPC to nominate a historic district. On May 8, Sup. Wiener introduced a further amendment to explicitly allow members of the public to nominate landmarks and historic districts.</td>
<td>Heritage supports language in the final legislation.</td>
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<tr>
<td>1004.2</td>
<td>Planning Commission review of historic districts: Would have required the Planning Department to comment on the consistency of proposed landmarks and historic districts with General Plan priority policies.</td>
<td>The language approved by the BOS requires the Planning Commission to comment on the consistency of any proposed historic district with “the provision of housing to meet the City’s Regional Housing Needs Allocation,” “the provision of housing near transit corridors,” and “the Sustainable Communities Strategy for the Bay Area.”</td>
<td>Heritage opposes this provision because it singles out historic districts for disparate treatment, as no other zoning changes are subject to review against these regional planning goals. (NOTE: Legislation is currently pending that would extend this requirement to other planning decisions.)</td>
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<tr>
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<td>1004.3, 1004.4, 1107</td>
<td>Majority owner support for historic districts: Would have required majority owner consent by written vote before the BOS could designate by majority vote. Absent majority owner consent, designation would have required approval by a 2/3 vote of all BOS members.</td>
<td>At the urging of Heritage, the majority owner support threshold and super-majority BOS voting requirement were eliminated. On May 8, Sup. Campos introduced an amendment (passed 6-5) to eliminate the mandatory written vote requirement for proposed historic districts, substituting more flexible language recommended by the HPC.</td>
<td>Heritage supports language in the final legislation.</td>
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<td>1004.3, 1004.4, 1107</td>
<td></td>
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<tr>
<td>1005(e)(4)</td>
<td>Exempting streets and sidewalks from protection: Would exempt all sidewalks and streets in historic districts from protection, unless called out as character-defining features in the designating ordinance.</td>
<td>Same.</td>
<td>Heritage opposes the exemption for streets and sidewalks from protection in existing historic districts without first analyzing the potential adverse impacts on district integrity and eligibility.</td>
</tr>
<tr>
<td>1006.1</td>
<td>Permit and application fee waivers: Allows the City to waive applicant fees in cases of economic hardship.</td>
<td>Same.</td>
<td>Heritage supports language in the final legislation.</td>
</tr>
<tr>
<td>1006.6(g), 1006.6(h)</td>
<td>Economic hardship/affordable housing exemption: Sup. Wiener proposed an “economic hardship opt-out” provision that would relax Certificate of Appropriateness requirements for low-income owners and for residential projects in historic districts “where 80% or more of the units are designated for households with an income of 150% or less than the area median income.”</td>
<td>The final legislation inserts new language divided into two stand-alone sections: (1) Section 1006.6(g), which is a typical economic hardship exemption for low-income owners; and (2) Section 1006.6(h), exempting “residential projects within historic districts receiving a direct financial contribution for funding from local, state, or federal sources for the purpose of providing a subsidized for-sale or rental housing.” On May 8, Sup. Wiener introduced an amendment to require at least 80% of units be subsidized; Sup. Avalos offered a further amendment (passed 6-5) to define qualifying rental units and ownership units as up to 100% AMI and 120% AMI, respectively.</td>
<td>Heritage supports the final economic hardship language in Section 1006.6(g). Heritage supports the May 8 amendments to Section 1006.6(h) because they limit the types of projects that would qualify for an affordable housing exemption, helping to safeguard against potential abuse.</td>
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<td>1006.6(b), 1111.6 (b)</td>
<td>Optional compliance with Secretary of the Interior’s Standards: “San Francisco Standards”: Would have required the development of “San Francisco Standards” and eliminated mandatory treatment standards for historic buildings. A subsequent proposal would have limited mandatory compliance with the Secretary’s Standards to individual Landmarks only.</td>
<td>At the urging of Heritage, the language approved by the HPC and Planning Commission mandates compliance with the Secretary’s Standards “as well as any applicable guidelines, local interpretations, bulletins, or other policies.” The current legislation would require both the HPC and the Planning Commission to approve local interpretations of the Standards.</td>
<td>Heritage opposes language in the final legislation. Although improved, it usurps the HPC’s independent authority to interpret the Secretary’s Standards. The Planning Commission should be able to comment on, but not veto, local interpretations of the Standards approved by the HPC.</td>
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<tr>
<td>1014</td>
<td>Excluding non-visible features from protection: Would have excluded all character-defining features not visible or accessible from the public right of way or public space from protection under Article 10.</td>
<td>Heritage opposed this amendment and it was not included in the final legislation.</td>
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<tr>
<td>1107(e)</td>
<td>Majority owner support for conservation districts: The original proposed amendment to Section 1107 would have required majority owner consent before the BOS could designate or modify by a simple majority vote. Absent majority owner consent, designation would require approval by a two-thirds vote of all BOS members.</td>
<td>At the urging of Heritage, the majority owner support threshold and super-majority BOS voting requirement were eliminated. On May 8, Sup. Campos introduced an amendment (passed 6-5) to eliminate the mandatory written vote requirement for proposed conservation districts, substituting more language recommended by the HPC.</td>
<td>Heritage supports language in the final legislation.</td>
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2012 Lecture Series: Engaging Preservation Changemakers

Heritage’s 2012 Lecture Series steps outside the boundaries of traditional preservation discussions to explore murals, Modernism, forgotten neighborhoods, and culturally significant resources. Engaging Preservation Changemakers includes a diverse lineup of topics, speakers, venues, and co-sponsors. This is by far the widest range of themes covered as part of Heritage’s Annual Lecture Series.

Tickets for all five lectures are $35 for Heritage members and $50 for the general public. Individual tickets are $8 for members and $12 for the general public. Lectures are held in different venues and start at 6 p.m. with doors opening at 5:30 p.m. For tickets and sponsorship opportunities, please visit sfheritage.org or contact Barbara Roldan at 415-441-3000 x14. Buy your tickets early as there is limited seating for some venues.

JULY 12 | Old Buildings, New Designs: The Secretary’s Standards Revisited

Speakers: Charles Bloszies, AIA, Mike Buhler (moderator) with preservation, design, and development panelists.
Venue: One Kearny
Description: Charles Bloszies, author of Old Buildings, New Designs, will introduce a panel discussion on the role of preservation in increasingly dense urban environments. Bloszies will look at the juxtaposition of old and new and the challenges facing designers in balancing stakeholder needs with preservation standards. One Kearny is a fitting venue with its combination of three distinct building types.

AUGUST 16 | These Walls Can Speak: Telling the Stories of Queer Places

Speakers: Carson Anderson (moderator), Gerard Koskovich, Alan Martinez, Gerry Takano, and Shayne Watson
Venue: GLBT History Museum
Co-Sponsors: GLBT Historical Society and HeritageYP
Description: A discussion of the spaces and places that illuminate the rich history of gay, lesbian, bisexual, and transgender life in California. Speakers will demonstrate how queer historical sites are being preserved, documented, and interpreted—and highlight innovations needed to ensure that significant sites are recognized and protected.

SEPTEMBER 13 | Preserving San Francisco’s Murals: Lessons From SoCal

Speakers: Juana Alicia, Judy Baca, Desiree Smith (moderator), and Josie Talamantez
Venue and Co-Sponsor: The San Francisco Women’s Building
Description: What is needed to protect and maintain the city’s murals? What unique challenges face mural preservation compared to other historic resource types? Must we look beyond traditional conservation standards? What models do we follow? Three powerhouse female muralism experts will explore these questions. Heritage will also discuss our current efforts to protect and treasure San Francisco murals.

OCTOBER 18 | The Modern Work of Gardner Dailey

Speakers: Paul Adamson, FAIA
Venue: Pier 1, Bayside Conference Room
Co-Sponsor: DOCOMOMO-NOCA
Description: Paul Adamson, FAIA, will explore the work of Gardner Dailey, one of the Bay Area’s leading architects from the late 1920s into the 1960s. Alongside William Wurster, Dailey was a leader in developing the Second Bay Tradition style. Despite having no formal architectural training, he created an extensive and influential body of work, and his office launched the careers of other San Francisco architects, including Joseph Esherick.

NOVEMBER 15 | Then and Now: Preservation in the Tenderloin

Speakers: Mara Blitzer, Kathy Looper (moderator), Brad Paul, and Randy Shaw
Venue: Kelly Cullen Community (YMCA)
Description: Panelists will investigate how Tenderloin residents and community leaders have used preservation tools to prevent displacement and cultivate neighborhood pride. Brad Paul will provide a historic context for the Tenderloin focusing on the SRO preservation movement during the 1970s and 1980s. Randy Shaw will present recent preservation efforts and Mara Blitzer will discuss rehabilitation of the historic Shih Yu-Lang Central YMCA building for use as affordable housing.
ALL HALLows CHURCH: SERVING THE BAYview SINCE 1886

By Bill B.

When the book Sacred Places was published in 1987, there were no religious buildings listed for all of the southeast section of San Francisco. All Hallows Church in the Bayview district must have escaped the author’s notice. This wood Gothic gem at 1440 Newhall Street was designed by John J. Clark in 1886 for the new parish in then-South San Francisco, known as “Butchertown.” Clark was a prolific architect working in San Francisco from 1884 until 1899.

In 1886, the Bayview was largely farmland and the new parish served mostly Irish, French, and Italian immigrants. Drawn by war-time industries, many African Americans moved to the Bay Area from the South during World War II, and workers at the Hunters Point Shipyard settled in the Bayview. Among them were Catholics from Louisiana who flocked to All Hallows. They brought their French Creole culture and their distinctive music called Zydeco. All Hallows became one of three Bay Area centers for this vibrant musical culture.

The late Willa Sims was a Heritage member and docent who was a member of the All Hallows board of directors. She sought Heritage’s advice on the continuing maintenance of the church and she shared their proud centennial celebration in 1986 with completed interior and exterior restoration and painting. The congregation came to Heritage again in 1994 when the archdiocese closed and locked All Hallows, along with 20 percent of San Francisco’s parishes. Their petitions and prayers were answered in 1996 when the new archbishop announced the reopening of All Hallows, along with a few others. Months of restoration were needed after two years of neglect.

All Hallows parish has been a center for community life and service since its founding with a beautiful place of worship, school, housing development, and apartment building. The parish partnered with HUD in planning housing projects in the Bayview. After the parish hall was destroyed by fire, the land was sold, the parish debt was paid off, and the parish entered into a joint venture to construct a 45-unit apartment building for seniors and the disabled. There has been a special effort, in Willa Sims’ words, “to help young people deal with the difficult teenage years.”

The church is now home to All Hallows and Our Lady of Lourdes Chapel. They serve a diverse population with three choirs—Gospel, Latina/o, and Samoan—which all participate in the liturgy. The parish is now predominantly African American, Samoan, and increasingly Latina/o, with several Filipino and Vietnamese families as well. We could do no better to close this belated 125-year-anniversary encomium than to quote current pastor Father Daniel Carter: “We are still striving to make our area a place of peace and love and where all people can live in harmony, to make it a place for people of all backgrounds to live as a community and work together.”

GOLD DUST Lounge Update

On May 23, the Gold Dust Lounge announced plans to move from its Union Square location to an undisclosed site at Fisherman’s Wharf. Preliminary plans indicate that quintessential interior fixtures, including the ceiling, antique bar, and chandeliers will be relocated. In an interview with the Huffington Post, Gold Dust Lounge spokesman Lee Housekeeper called the plan a positive outcome, stating “It’s rare you get a new lease on life.” The Golden Dust Lounge officially closed on May 23 and is scheduled to open at its new address in the next four months.

At its April 4 hearing, the Historic Preservation Commission (HPC) did not find sufficient evidence of eligibility to support the initiation of City Landmark designation for the Gold Dust Lounge under Article 10 of the Planning Code. Recognizing the strong public interest in the fate of the Gold Dust and its significance to the city’s history and culture, the HPC and Planning Department staff expressed interest in exploring alternative approaches to recognize and protect intangible, but significant cultural uses.

Heritage also expressed doubts about whether Landmark designation—and the limited protection it would confer on physical features—could achieve the goal of ensuring the continued operation of the Gold Dust Lounge as a business establishment. Given the unsuitability of traditional landmark criteria, it is clear that new tools need to be developed to recognize, protect, and promote places that embody intangible, yet significant cultural values.

Heritage strongly supports the exploration of other planning and zoning tools to recognize, promote, and sustain important businesses, nonprofit organizations, community centers, and other cultural uses that do not easily fit standard landmark designation criteria. Circumstances surrounding the Gold Dust Lounge underscore the need to broaden traditional notions of what is significant and tailor solutions that acknowledge competing social priorities.

To read Heritage’s comments to the HPC, visit the advocacy section of sfheritage.org.
Heritage celebrated the Central Market district with Soirée 2012 at the Western Merchandise Mart on Saturday, April 14. The unfinished building is currently being transformed into Market Square, new home of micro-blogging pioneer Twitter and a growing roster of high-tech tenants. Thank you to our host and lead sponsor Shorenstein Realty Services LP. The Fund-A-Need portion of the program was an overwhelming success with guests contributing $2,600 to the Summer Youth Program in Historic Preservation and $1,600 to Heritage Hikes. In addition to underwriting support, the silent and live auctions raised over $33,000, more than tripling last year’s net. We appreciate the support of all of our sponsors and volunteers who make Soirée such a spectacular event year after year!

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## AIA Design Awards: Preservation Winners

The American Institute of Architects, San Francisco held their Design Awards on April 26 in the Julia Morgan Ballroom. Heritage proudly co-presented the Historic Preservation category, with five awards announced by Heritage Executive Director Mike Buhler. Congratulations to the winners: Golden Gate Branch Library (Paulett Taggart + Tom Eliot Fisch), Easy Bay Center for the Performing Arts (Mark Cavagnero Associates), House of Air (Mark Horton / Architecture), Historic Old Administrative Building (ELS Architecture and Urban Design), and Jeannik Mequet Littlefield Concert Hall (EHDD Architecture).

## Become a Member of San Francisco Architectural Heritage!

Sign up for a one-year membership and support Heritage's mission to preserve and enhance San Francisco's unique architectural and cultural identity. Membership benefits include free access to the Haas-Lilienthal House, admission to special events, and the Heritage News quarterly newsletter. To join, mail this form and payment to 2007 Franklin Street, San Francisco, CA 94109 or visit sfheritage.org. Thank you for contributing to Heritage's education and advocacy initiatives!

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November 15  Then and Now: Preservation in the Tenderloin

See page 8 or visit sfheritage.org for more information.

2012 NATIONAL PRESERVATION CONFERENCE

October 31 - November 3
Spokane, WA

Looking at sustainability, diversity, public lands, and re-imagining historic sites.

Visit PreservationNation.org/conference and historicspokane.org/nthp.

HERITAGE TOURS

HAAS-LILENTHAL HOUSE TOURS
Wednesdays, Noon - 3 p.m.
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WALKING TOURS (meets at HLH)
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Tours are free for members, $8 for the general public, and $5 for seniors and children 12 and under. For group tours, call 415-441-3000 x24. For tour and event information, call 415-441-3011.

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