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HERITAGE NEWS
For Members of San Francisco Architectural Heritage

IN THIS ISSUE

2 Comments from the President
3 Preservation Notes: Concert Series, National Register Listings, Plaques
5 Neighborhood Notes: North Beach
7 Project Notes: Bluepeter, Beach Chalet Soccer Fields, Sunnyside Conservancy
9 “The Greenest Building is the One Already Built”: Alcatraz Ferry Terminal
11 The Oceanside Survey
15 From the Archives: Rating Post-War Modern High Rises
17 From the Bay Window: Volunteer Steering Committee
19 Events: Soiree 2010
20 Calendar
Comments from the President

As we move ever closer to what promises to be an extremely successful Heritage Soiree on April 24 at the Palace Hotel, writing this President’s Column is a bittersweet experience as a result of Jack Gold’s decision to return to the East Coast. As President of the Board of Directors during Jack’s tenure as Executive Director at Heritage, I deeply appreciate and value Jack’s two-plus years of service. Jack joined Heritage during a period of significant transition and helped stabilize and strengthen the organization. We wish him well in his future endeavors, and we look forward to continuing to work with Jack in the future as part of a national network of preservation professionals.

In response to Jack’s departure, we have already formed a search committee made up of current and former Heritage Board members and other stakeholders in the preservation community to review candidates for Executive Director. I expect this process to move forward expeditiously and believe that Heritage will welcome a new Executive Director by no later than June 2010. In the interim, the Board of Directors will do everything possible to support the Heritage staff and volunteers to ensure the smooth operation of the organization and programs until we have a new Executive Director in place.

Much of the energy of the staff, volunteers, Board members and other supporters of Heritage during the next month will be devoted to planning and holding Soiree on April 24. It promises to be a wonderful evening as Heritage supporters fill the Garden Court to celebrate the 100th anniversary of the Palace Hotel. We look forward to seeing many of our members at the event.

As Jack mentions below, the Port City book project is well on its way to a late 2010 / early 2011 publication date. The Board of Directors approved its easement business plan in late 2009 and is actively seeking preservation easements on National Register properties or contributing structures in National Register districts in San Francisco. Please contact Heritage if you know of property owners who would be interested in hearing more about our easement program. We are also in the early stages of embarking upon an ambitious capital campaign.

Lastly, it has always been a goal of the Heritage House Committee to use the Haas-Lilienthal House on a more regular basis and expose more visitors to the beauty and rich tradition of the house. To that end, Heritage will be sponsoring a concert series at the house beginning in May or June, featuring pianist Allison Lovejoy and other local musicians. Please see the article in this newsletter and check the Heritage website for more information as this program nears.

Jack A. Gold

Charles Olson
Board President

It has been an honor to serve as your Executive Director for these past two-plus years. That said, I am also eager to return home to Rhode Island later this spring, to join my partner and family in New England.

San Francisco is a wonderful, vibrant city, and Heritage has worked hard since its inception to protect and enhance this city’s rich architectural and cultural identity. We have witnessed important progress during these past two years, most significantly the passage of Prop J and establishment of the new Historic Preservation Commission, putting San Francisco in line with almost every major city in the nation.

I’m also particularly proud of our growing Listserv of young preservationists, Heritage YP; these are our future leaders, and Heritage will continue to nurture and support this vital network.

I’m also delighted to report that under the leadership of Book Committee Chair Scott Haskins, we’ve completed fundraising on the Port City book project! The book, authored by Michael Corbett, is advancing quickly toward a late 2010/early 2011 publication date, and will include a program of education and outreach.

The organization has also advanced a much stronger Board governance model, with several new working committees now in place.

As Heritage moves forward with major access and fire safety improvements at the Haas-Lilienthal House, stay tuned as we gear up for our 40th Anniversary with a capital and endowment campaign to fund house improvements and also ensure the organization’s sustainability into the future.

Jack A. Gold
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Preservation Notes

Heritage Concert Series to Start in Spring

Heritage is pleased to announce the kickoff of a Spring Concert Series, featuring pianist Allison Lovejoy.

Allison Lovejoy has performed internationally as a soloist, chamber musician, and accompanist. She has performed the Beethoven “Emperor” Concerto with the Orchestra of the International Festival of Music in Nicaragua under the baton of Maestro Urs Leonhart Steiner, and has also appeared as soloist in Rachmaninov’s “Rhapsody on a Theme of Paganini”, Gershwin’s “Rhapsody in Blue” and the Prokofiev Concerto No. 3.

Miss Lovejoy received her M.M. from the San Francisco Conservatory of Music, her B.M. from the University of the Pacific and the Royal Academy of Music in London. She has recorded a CD of solo works, and is releasing “Nocturnes” for piano, as well as an album of her original cabaret compositions, this year. Miss Lovejoy is a faculty member at the Academy of Art University and the Community Music Center, and has held positions at the College of Notre Dame and Foothill College.

Her debut recording and “Piano Nocturnes” can be found at AllisonLovejoy.com.

The Heritage Spring Concert Series will feature Ms. Lovejoy and guests performing in the Front Parlor of the Haas-Lilienthal House. One of the first concerts will feature Ms. Lovejoy with classically trained vocalists Indre Viskontas and Zoli Lundy. This “Classical Cabaret” will be a collection of art song, theatre, Neapolitan arias, tango and new cabaret compositions.

Another concert will feature Karlsten Windt, violin, with Allison Lovejoy. A native of Berlin, Windt plays varied styles of music, including Classical and Tango. This concert will include French, Argentinian and Spanish music by Debussy, Piazzolla and DeFalla.

The Series will commence in May or June - check the Heritage website in the coming weeks for exact dates and times.

OHP seeking nominations for 2010 Governor’s Awards

Established in 1986, the Governor’s Historic Preservation Awards are presented annually under the sponsorship of the State Office of Historic Preservation (OHP) and California State Parks to recognize meaningful achievements in historic preservation and to increase public awareness, appreciation, and support for historic preservation efforts throughout the state.

You are invited to participate in celebrating the preservation of California’s heritage by bringing attention to and offering recognition for those who have done so much to help preserve the historic and prehistoric resources of our state. As in past years, organizations, firms, or agencies are eligible to be nominated — and, for the first time this year, individuals who have made a significant contribution over time in historic preservation endeavors.

The deadline for nominations this year is Monday, May 24, 2010. For more information and to download the nomination forms, please visit the OHP website.

Recipients of this year’s awards will be announced at the State Historical Resources Commission’s meeting on October 29, 2010. Presentation of the awards will take place in Sacramento in mid-November.
Bay Area Locales Join National Register Of Historic Places

Via SF Appeal

Four Bay Area sites joined the National Register of Historic Places this January, including a former cotton mill in Oakland, two former railway facilities and a San Francisco synagogue.

The California State Historic Resources Commission approved the four applications for locations in San Francisco, Oakland and Brisbane at its meeting in Sacramento January 29 as part of its consent calendar.

Two of the newly approved sites relate to the region’s railway history. The Southern Pacific Railroad Bayshore Roundhouse in Brisbane, a 1910 semi-circular brick building and one-time rail car turntable, once serviced and repaired steam-powered locomotives. The roundhouse, now vacant and dilapidated, is the state’s last surviving brick roundhouse, according to the commission.

In San Francisco, a power facility and adjacent office building located in a San Francisco Municipal Railway maintenance yard were also approved for the register.

The Geneva Power House was built in 1903 to generate electricity for the city’s new streetcar system. The power house and an adjacent 1901 office building were deemed significant to the city’s early years of public transit, and have a design that pre-dates the 1906 earthquake. The structures at San Jose and Geneva Avenues are the last two that remain from a once-extensive complex of brick buildings, and have been empty since the 1989 Loma Prieta earthquake.

The office building was also the site of the 1917 carmen’s strike, according to the commission.

The architectural beauty of another San Francisco site, the Temple Sherith Israel at 2266 California Street, earned it a place on the register. From its vantage point atop a small hill, the synagogue boasts a large dome, a mix of Beaux Arts-influenced Byzantine and Romanesque flourishes, and a high level of craftsmanship, according to the commission report.

Oakland’s newest historical site, the California Cotton Mill building, sits in the shadow of the Nimitz Freeway and houses a self-storage company. The large structure was once part of a large complex for the cotton manufacturing enterprise. The four-story 1917 brick warehouse harkens back to the days when both Oakland and California were transitioning from a mining economy to agriculture and eventually manufacturing, according to the commission’s report.

The mill closed in 1954, one year after the completion of the freeway, which bisected the property.

One additional site, Sacred Heart Church, at Fillmore and Fell Streets was slated for discussion, but the owner declined to list it on the register.

Financial District Walking Tour

Jerome L. Dodson, longtime Heritage member, will be giving a walking tour of San Francisco’s financial district on Saturday, May 22nd from 10:00 am to 12:30 pm. Tour will cover the financial and architectural history of the area. Meet in front of the Ferry Building at 10:00 am.

Historic Plaque Program in Uptown Tenderloin

New historic bronze plaques will appear on 73 buildings in the Uptown Tenderloin Historic District during the coming weeks. With a 2009 National Register of Historic Places designation, non-profits Uptown Tenderloin Inc. and North of Market/Tenderloin Community Benefit District combined forces to secure funding from San Francisco Mayor’s Office of Economic and Workforce Development to launch a plaque project with Uptown TL buildings owners. The project has proven to be highly successful with active community participation and renewed dedication to the unique historic character of this San Francisco neighborhood. For further information, contact Randy Shaw at randy@thclinic.org or 415-771-9850.
Fortunately, and not accidentally, North Beach and Telegraph Hill’s little boxes aren’t all the same—with a Mediterranean-scale, urban uniqueness and neighborhood character that are world-renowned. In sync with its topography and natural beauty, this manmade milieu is shaped by civic pride, neighborhood activism, urban design principles and historic preservation standards.

In urbanologist Jane Jacob’s seminal book, “The Death and Life of Great American Cities”, the chapter titled “The Need for Old Buildings” argues that, apart from any architectural considerations, every neighborhood needs a mixture of newer and older buildings in order to allow for a variety of uses, income levels, and even ideas.

Closer to home, the Urban Design Element of the San Francisco General Plan states: “Historic buildings, and in fact nearly all older buildings regardless of their historic affiliations, provide a richness of character, texture and human scale that is unlikely to be repeated often in new development. They help characterize many neighborhoods of the city, and establish landmarks and focal points that contribute to the city pattern.”

As San Francisco’s tourist-magnet, the compact northeast quadrant has a wealth of historical realms that date back to the Gold Rush and the city’s formative decades: Telegraph Hill Historic District, Jackson Square Historic District, Northeast Waterfront Historic District, Central Embarcadero Piers Historic District and the potential Chinatown Historic District. Incrementally, buildings, ships and sites have been added to the National Register of Historic Places and the California Register of Historical Resources. And North Beach’s city-designated landmarks enrich the feel of the urban composition.
Neighborhood Notes

In Condé Nast Traveler’s 2009 Readers’ Awards, San Francisco was voted as the best city in the U.S.—for the eighth year in a row. From the Lombard “Crookedest” Street, tourists marvel at Telegraph Hill and North Beach, a poetic composition of variety, maturation and historicism. From every period of time, historically-significant sites and high-quality architecture should be professionally evaluated and the best preserved.

As enchanting as are individual historic landmarks, even grander are historic compositions from strategic vantage points. Particularly along the Columbus Avenue diagonal axis, street spaces expand into larger open spaces with simultaneous public vistas to historical sites—at the Language of the Birds Plaza (at Broadway), Washington Square/ Marini Plaza (at Union St.), Triangle Park (at Lombard St.) and Joseph Conrad Square (at Beach St.).

Incrementally over time, historically and architecturally significant buildings create the urban texture and soul that define a great city. San Francisco’s essence includes venerable historic resources, which need to be honored and their value protected for visitors, residents, families, children and future generations.
BLUEPETER BUILDING UPDATE

By Janet Carpinelli, President, Dogpatch Neighborhood Association

The Friends of Bluepeter, working towards saving, rehabilitating and creatively re-using the WW2 era “industrial modern” building, have reached a couple of milestones in the last few months, since our last story.

The two-story Bluepeter, constructed in 1943 for contract ship repair on the southern edge of the remains of the water of Mission Bay, is now surrounded by landfill and Terry Francois Blvd., in what is soon to become park P24 in the southern tip of the Mission Bay Redevelopment Project area.

The past year has seen a proposed agreement evolve between the Redevelopment Agency and SF Port staffs and the Friends, to give the Friends until March 1, 2011 to secure funding for the stabilization of the building (approximately $300,000) and to find a suitable development partner who would need to complete stabilization by March 1, 2012 and would need to commence the final physical reconstruction by March 1, 2016.

In the form of resolutions passed unanimously by the Mission Bay Citizens Advisory Committee, the SF Redevelopment Agency Commission, and, hopefully on March 9, by the SF Port Commission, the agreement will provide time for the grass-roots neighborhood group to secure a future for this last vestige of the once thriving maritime working waterfront of Mission Bay.

Heritage Requests Full Environmental Review of Beach Chalet Soccer Fields

Heritage has joined forces with the Golden Gate Park Preservation Alliance, SFOceanEdge, California Preservation Foundation, Historic American Landscape Survey, Audubon Society and more to request full environmental review be undertaken on the proposed project at the Beach Chalet Soccer Fields in Golden Gate Park.

The project, sponsored by the Recreation and Parks Department, aims to develop the soccer fields in the western part of Golden Gate Park into a sports complex with artificial turf, sportsfield lighting, bleachers and additional parking.

Golden Gate Park is listed in the National Register of Historic Places. Designed in 1871 by William Hammond Hall, Golden Gate Park is listed as an important historic landscape under Criterion C (Design) at the national level of significance in the area of landscape architecture, and under Criterion A (Event) at the regional level of significance in the area of recreation and social history. Intended as a retreat from urban life with pastoral views, little has changed over the past century.

As such, it is Heritage’s position that the athletic field project contradicts both the original design intent of the park and the vision of Golden Gate Park. The project will introduce an element to the western end of Golden Gate Park that is out of scale and purpose from the original grassy athletic fields, the historic windmills and Millswright Cottage, and the carefully established plantings that serve as windbreak and screening.

The project is currently under Planning Department review. If you would like to comment on the project or support full environmental review, contact Major Environmental Analysis at the Planning Department. For more information on the project and opponent efforts, visit SFOceanEdge.com.
Holiday cheer came early to the Glen Park neighborhood with the gift of the beautifully restored and revitalized Sunnyside Conservatory on December 5, 2009, with a ribbon-cutting ceremony attended by San Francisco Mayor Gavin Newsom. City Landmark No. 78 had become a neglected historic structure, but with the completed renovation, it now serves as a new community center.

Built in 1898, the conservatory is two stories high, with an octagon-shaped main dome, and contiguous west and north wing. The original design of the interiors features exposed wood and natural finishes, two arched vertical wood trusses in the dome, and skylights in the ceiling. The Conservatory and its surrounding site were originally part of a larger private estate constructed at the turn of the 20th-century.

Over the years, the structure has changed ownership several times, and undergone only minor upgrades to its façade. The Recreation and Parks Department purchased the conservatory in 1980. Twenty years later, the Department and the Friends of Sunnyside Conservatory initiated a study to extensively renovate and upgrade this century-old San Francisco Landmark.

Over the years, the Conservatory had become a makeshift site for weekend art workshops and other community events, though it lacked space and accommodations. BCCI was awarded the City's contract for the renovation of Sunnyside Conservatory. Major upgrades included improving security, ADA accessibility, as well as functional upgrades such as irrigation systems and controls. BCCI combined old and new elements by incorporating reclaimed wood within the structural framing and panels, and hanging a new custom-made chandelier from the dome ceiling.

“It was imperative that we preserve the historic fabric of the site,” said John McKernan, vice president of the Structures division for BCCI. “That was as critical as achieving the functionality goals.”

Work on the historic structure included:
- Custom work and finishes
- Matching materials and color to maintain the aesthetic appearance of the original building.
- Installation of custom-made chandeliers for the entrance and main octagon area.
- Demolition of structural parts, including the entire old west wing.
- Reinforcing the roof structure on the north wing.
- Reinforcing the structural system and replacing old wood and steel.
- Rough framing on the exterior, painting, and façade work.

During renovation, BCCI worked simultaneously with architect Andrew Maloney, Project Architect for the Bureau of Architecture, Department of Public Works, and a local palm specialist and arborist. The challenges for this project included moving the existing palm trees dating back to the early 1900's to a more appropriate area within the same parameter. The current landscaping is an integral part of the historic and landmark status of the site, and the relocation benefited the palm trees and minimized impact to the grounds. New wrought iron gates and signage were installed, and new walkways and ramps were paved as part of the landscape redesign.

Sunnyside Conservatory is once again the pride of the neighborhood. The renovated site is vibrant and functional, supports the art workshops and community events, and is even available as a venue to be rented for private events.
The new Alcatraz Landing Ferry terminal is located in the Central Embarcadero Piers Historic District at Pier 33. A five minute walk from the previous location, the new terminal extracts tourists from the carnival atmosphere of Fisherman’s Wharf and allows them to experience the historic urban fabric of San Francisco’s waterfront.

The tour operator for Alcatraz Landing is Alcatraz Cruises. Their mission is to “Respect our Planet” and they are “dedicated to environmental stewardship and promoting the value of our environment…” Their dedication is evident in their plan for the Alcatraz Landing Ferry Terminal renovation. A component of the plan calls for the restoration of the Pier 33 Bulkhead Building. Once completed, the building will house ticketing and concession services, a book store, cafe, public restrooms and an interpretive center that will provide educational displays of the natural and cultural history of the island.

As a pier located in a National Register Historic District, the restoration of the Pier 33 Bulkhead Building requires the use of The Secretary of Interior’s Standards for Historic Rehabilitation (The Standards) and the Port of San Francisco’s historic design guidelines. In addition, Alcatraz Cruises is in the process of preparing a LEED Certification through the U.S. Green Building Council for the Bulkhead Building restoration.

The Standards were developed to provide a framework for the rehabilitation of historic properties. The Port of San Francisco, the governing agency for the Embarcadero, developed a set of guidelines consistent with The Standards to meet the specific needs of pier restoration projects.
"The Greenest Building is One Already Built"

These guidelines are used to direct and review the projects as they make their way through the Port of San Francisco’s permitting process.

The U. S. Green Building Council is a non-profit organization, which created a set of strategies using a LEED Rating System. The goal of the rating system is to improve a building’s performance in terms of energy, water, and green material usage, CO2 emissions reduction, indoor air quality and building impact.

The LEED Rating System is voluntary and has established a national standard for green construction.

The use of the LEED Rating system creates another layer of oversight for the team working on the Pier 33 Bulkhead Building restoration. The process is still ongoing, but the project team decided to proceed with the LEED Certification to be consistent with their mission to “Respect Our Planet.”

Overall, the team working on the Bulkhead Building renovation found that The Standards, SF Port’s historic guidelines, and LEED Rating System to be compatible. They strongly suggest starting the process early in case problems arise so they can be addressed and resolved before construction.

The LEED Certification process is still ongoing but the design team anticipates the most difficult areas will be obtaining High Energy points under LEED because historic preservation codes do not permit major modifications to the building facade and older buildings are not usually tightly sealed.

At the end of this process, the use of historic restoration guidelines and the LEED Rating System will protect the exterior architectural features of the Bulkhead Building and improve the building’s overall performance. What is so impressive about the Pier 33 Bulkhead Building restoration is that it demonstrates how Green Preservation can allow Cities to protect their architectural and cultural identity while adapting contemporary green building standards.

Thank you to Joe Wyman, Manager and Planner for Alcatraz Cruises.

Leiasa Beekham is a USGBC LEED AP. She is also the owner and project manager for Dunham Properties LLC, specializing in historic residential property. She holds a BS and an MS in Urban Studies and Planning from CUNY and MIT with a concentration in Downtown and Neighborhood Redevelopment Strategies. She has recently joined the Heritage staff as grant writer.
The Oceanside Survey
The History of a Community-based Survey with Pointers for Groups who Consider Undertaking a Survey

By Inge S. Horton, with assistance of Mary Anne Miller and Lorri Ungaretti. Photos by Inge S. Horton except where noted

Oceanide is the name of a long-forgotten, Outer Sunset neighborhood, which has been rediscovered due to efforts by a local community organization, the Sunset Parkside Education and Action Committee (SPEAK). Woody LaBounty’s book “Carville-by-the-Sea” describes the predecessor of the Oceanside. Readers might remember having read the name “Oceanside” in an earlier article, “City’s Oceanside Revisited”, in the Heritage News XXXVI vol. 1 in Winter 2008.

In the early 1990s, SPEAK members became interested in the antecedents of their neighborhood as they saw its historic traces repeatedly threatened by demolition and inappropriate alterations. Demolition was already rampant across the city and especially in the western neighborhoods. The prevailing action was to “scrape” it and build up the newly vacant land with three or four stories of predictable merchant-builder product - the same for all neighborhoods, regardless of the context. Readers might remember the term “Richmond Specials” for the replacement buildings. The fear was that soon there would be no extant context of an older period of construction in the western part of the city.

#1: If you want to engage in a community-based survey, you need a rallying issue that is backed by your organization and the group who will work on it.

At that time, SPEAK was not well educated in preservation tools and the State of California’s DPR process. SPEAK members designed their own survey form, tried video to record their finds in the field with a voice overlay, and settled on digital camera shots taken with SPEAK’s new digital camera. Three members of the SPEAK board walked around and found houses that were the most threatened: small informal vernacular buildings, sometimes in need of repair and often not up to current Code (bottom left and right).

#2: The group should be willing to experiment and learn.

SPEAK began requesting copies of plans for construction of new buildings and major alterations in the Sunset and began to track the permit review process through the Planning Department. But the bulldozers continued to scrape away and the lawyers for the builders talked about what a demolition really meant. What if only one wall were left standing? That wouldn’t be a demolition, would it? SPEAK wondered if photographic representation of lost treasures might be all that we would ever have. The leaders of the builders touted that the new buildings would be affordable, but affordable to whom? Certainly not to the people who had occupied the demolished cottages.

Then in 2004, SPEAK organized a workshop on affordable housing and invited experts with different backgrounds. Among them was Joe Butler of the Little House Committee, an advocate of retaining small houses throughout the City as a source of affordable housing, often in historic buildings. As a follow-up, SPEAK formed a subcommittee, the Sunset Architectural and Historical Resources Inventory Committee (SAHRIC), composed of people interested in saving small houses and cottages, Sunset history buffs, architectural historians, and city planners. Many of them had roots in the Sunset. SAHRIC met over dinner, had fun, developed their...
goals, discussed approaches, and acquired preservation tools by being advised by preservation planners of the Planning Department.

#3: Focus and commitment are important tools, but do not forget having fun. SAHRIC was fortunate to be composed of professionals with a variety of skills and a leader who was able to keep the group focused.

First of all, SAHRIC had to convince City officials and potential funding sources that there were indeed historic resources in the Sunset worth saving. After some choices were discussed, a booklet “Sixteen Notable Buildings” was designed and self-published. The examples ranged from houses from the 1890s in the Inner Sunset (bottom right) to the Ocean Park Motel near the Zoo designed in the Art Deco style (top right).

#4: Publicity is important for obtaining funding.

SAHRIC members decided to focus on the Oceanside area west of 40th Avenue (later extended to include the 1200 block of 37th Avenue off Lincoln Way) between Golden Gate Park and Sloat Boulevard and study this area in depth. It is one of the oldest areas in the Sunset and started out as Carville, a place where obsolete horse-drawn cable cars and streetcars were dumped and used as recreational clubhouses and weekend dwellings, starting in the late 1800s. Especially after the earthquake of 1906 and with improved street conditions of H Street (now Lincoln Way), people were attracted to the outer Sunset and built little houses in the dunes. The Oceanside period ended in the late 1920s and gave way to block-by-block development by commercial builders.

SAHRIC solicited grants and gratefully received a grant from the Wallace Alexander Gerbode Foundation. Architectural historian Bill Kostura was hired to survey the area and identify buildings that appeared to be worth further study. From Kostura’s list, about 30 buildings were identified that did not exceed 1,800 sf in usable floor area. This was in keeping with the concern about retaining small houses. Within the financial constraints, Kostura studied and researched 21 buildings and documented his findings on forms recommended by the State of California Department of Parks and Recreation, the DPR523 forms A and B.

Kostura drafted the Historic Context Statement which is necessary to set the framework for a survey. The Oceanside Context Statement is a “living” document and has since been amended and was just reprinted. The Oceanside Historic Context Statement and 19 eligible DPR 523 A and B forms were endorsed by the Landmarks Preservation Advisory Board on August 1, 2007. The 19 eligible forms were then forwarded by the Planning Department to the State of California for inclusion in the Historic Resource Inventory. In addition to the Context Statement, SAHRIC published a booklet on the Oceanside Neighborhood summarizing the Context Statement and showing photos of some of the houses that were surveyed and the houses that still needed to be studied. With having a Context Statement and a track record of 21 completed DPR forms, SPEAK/SAHRIC was generously funded for the second part of Oceanside Survey by the Historic Preservation Fund Committee and San Francisco Beautiful.

#5: Developing a work program with a timeline and cost estimates, negotiating with a consultant, and finding a fiscal agent for your grant are necessary tools for starting the project.

#6: Establish your credentials through excellent and thorough work and its documentation.

SAHRIC hired Kelley and VerPlanck (KVP) for the second part of the survey on account of their impressive experience and savvy of computer-based technology, which made surveying a large number of properties efficient and feasible. For the field work (“reconnaissance survey”), Tim Kelley had developed a GIS database con-
taining the data of the City’s Assessor’s Office to select properties developed prior to 1925, coinciding with the period of significance established for the Oceanside. KVP loaded the data onto a hand-held computer that contained aerial photographs and maps and entered notes about each property. Photos of the surveyed houses were linked to the database. KVP surveyed more than 500 properties and transferred the data directly into the forms required to document each property (DPR 523 A forms).

#7: SAHRIC liked the technology, but a technological approach is not necessary to conduct a reconnaissance survey.

SAHRIC did not have sufficient funds to study in depth over 500 properties. Also, some of the buildings had not retained their integrity and thus did not warrant further research. A limited number of properties were selected with the help of six criteria which were developed jointly by KVP and SAHRIC. Each criterion was assigned a numerical value and the highest ranking properties were chosen for research and documentation on DPR 523 B forms. Chris VerPlanck evaluated and documented sixty properties, of which 42 appear to be eligible under the four California Register criteria. He also documented five small potential historical districts of clusters of similar houses on DPR 523 D (District) forms. Three of them seem to be eligible for listing in the California Register. They are the Lincoln U. Grant 37th Avenue Row Houses (top right), the Alonzo Harrington 42nd Avenue Row Houses (middle right), and the J. W. Rapple 43rd Avenue Row Houses (bottom right). Unfortunately, the Heyman Brothers Row Houses on 46th Avenue between Kirkham and Lawton Streets with eight modest rowhouses of 1923 appear to lack integrity and did not qualify for the California Register (next page, top right).
The discussion about integrity occupied a lot of time and attention of the team. The issues may be different in other neighborhoods.

The archival research was not easy, as there were no Sanborn maps for the Oceanside until 1915 and other sources had been destroyed in the 1906 earthquake and fire. In addition to sources such as water tap records, KVP found old newspaper articles about some of the development in the area. New insights led to revisions of the Oceanside Historic Context Statement, which as a “living” document changed with the progress of the survey.

In a friendly and lively community meeting in mid-March, affected property owners showed initially a lot of apprehension about having their property in the Oceanside Survey. SAHRIC explained that SPEAK and SAHRIC feel strongly about surveying and documenting historic buildings and making the property owners, developers, builders, and the community at large aware of the historic resources in our community. This will level the playing field and let the community know that there are buildings which are valued as artifacts of old times, of our history.

By identifying these buildings, SPEAK or the City do not infringe on the property rights of the owners of these buildings. Tina Tam, Preservation Coordinator of the Planning Department, was instrumental in explaining to property owners the implications of being part of the Survey. The buildings are potential historic resources whether they are in the Survey or not. The owners can still do as they please and as the law allows, however, it will be more difficult to convince Planning Department staff of permitting demolitions and inappropriate exterior alterations. Actually, by preparing the DPR reports, SAHRIC will save the property owners expenses for an historic evaluation report which is required for most exterior alterations of houses that are visible from the public right-of-way.

SPEAK and SAHRIC are proud of their achievement of completing the Oceanside Survey and gratefully acknowledge the funding sources that made it possible: the Wallace Alexander Gerbode Foundation, the Historic Preservation Fund Committee of the City and County of San Francisco, San Francisco Beautiful, and a private donor, Kathy Smalley. SPEAK and SAHRIC also want to express their sincere appreciation to William Kostura, Christopher Ver-Planck and Tim Kelley, our outstanding consultants. We are looking forward to the adoption of the second part of Oceanside Survey by the San Francisco Historic Preservation Commission (after the preservation team of the Planning Department will have reviewed the documents) and the inclusion in the State of California’s Historic Resource Inventory. We sincerely hope that the extant witnesses of former times in the Oceanside neighborhood will be retained, lovingly maintained and cherished by their owners and the community.

For more information, please contact SPEAK-SANFRANCISCO@yahoo.com

Heyman Brothers Row houses, 1558-1586 46th Avenue

1284 42nd Avenue is another example of the small vernacular resources in Oceanside
We are in an era when many downtown high-rise buildings are or soon will be landmark age. The post-war modern buildings built between 1946 and 1982 become candidates for landmarking on their fiftieth birthdays. Do we need to research, evaluate and rate these buildings?

There may be a contradiction between landmarking and modernism. Landmarking implies permanence, and permanence was anathema to modernism. A nineteenth century building was built to last forever, just like the institution housed in it. Those buildings had the look of solidity and permanence. Reference to classical orders lent a timeless air of authenticity.

Modernism rejected all of this. The primary value in a modern building was supposed to be “integrity.” A building was said to have integrity if it was the most direct and simple solution to the requirements of the site and the program. There had to be an honest expression of its structure. It had to have all the latest state-of-the-art systems. Above all, it had to be efficient in its use of space, materials and systems. It had to get the most from the least.

The buildings of this period were expected to have a useful life of 40 to 80 years. This spread of time was based on when certain features were expected to become obsolete. It was expected that a bigger and more modern building would take its place within the designer’s lifetime. Flexibility derived from the open plan and a modular façade allowed the building to adapt for a while, but modernism meant innovation and innovation meant change.

Where does that leave landmarking? If a building is listed on the National Register, it may qualify for rehabilitation tax credits. The owners of a modern high-rise may get some relief if they choose to rescue a building from obsolescence. Rehabilitation will trigger other requirements to upgrade seismic, handicap and life safety systems. The pressures to alter or replace these buildings may be at hand. It would be helpful if we have evaluated them in advance.

The modern high-rise buildings were too young to be evaluated and rated thirty years ago when Heritage conducted its downtown survey. We used the Kalman methodology, which considered thirteen criteria regarding architecture, history and environment for each building. Each criterion earned a value, and the sum determined whether the building would be rated A, B, C, or D. An A or B would be considered worthy of landmark status.

There may be additional or other criteria to consider for evaluating modern high-rise buildings built from 1946 to 1982. Site utilization, structural and engineering innovation, parking, and pioneering systems could be considered. We may put more stress on the building’s impact on its setting – positive or negative. Can you imagine an architectural gem losing big points because it is forbidding at ground level?

I submit the following list of seventeen buildings in the financial district for your consideration. What if any value do we place on them? They are listed chronologically, with the last two modern buildings falling into a transitional category; their broken volumes, albeit curtain-wall-clad, are precursors of buildings to come.
Please feel free to make comments or additions to this list. It is a starter set. The author would like to surreptitiously slip an A rating onto Shaklee Terraces and the International Building. But he won't.
Spotlight on a Docent: CARLO CALDANA

What are your volunteer responsibilities with Heritage?
I do regular and special tours, and also Heritage Hikes.

How did you first learn about Heritage and decide to get involved?
I did some acting on and off, but I was growing a bit tired of it. So when I saw the Heritage post on Craigslist, I thought, wow! this sounds more fun than acting, and I get to write my own lines.

Are you a San Francisco native?
I'm a Swiss-born Italian. I came to San Francisco thirty years ago. That would make me a native if I were thirty years old.

What do you do when you're not volunteering with Heritage?
I like to write. I wrote a couple of screenplays in my filmmaking days. I also wrote a play that was staged at the Marin Fringe Festival. I'm writing a novel now, but there's nothing Victorian in it.

What's the most unexpected experience you've had as a Heritage volunteer?
When I started doing Heritage Hikes, one thing caught me totally by surprise. I was showing some homemade toys to the children, and they reacted like it was the funniest thing they had ever seen. In spite of TV and computer games, kids are still kids.

What's your best San Francisco secret?
If you go to the VA Hospital in Lincoln Park and climb to the top of the parking building, you'll get a perspective of the Richmond and Sunset Districts few people ever get to see. And while you're there, check the cafeteria. It offers a great view of the Golden Gate and the Marin Headlands. It beats Cliff House, and you won't find busloads of tourists.

If you could offer one piece of advice to your fellow volunteers, what would it be?
Try to stand on the porch with your hands on the banister and survey the street as if you owned it.

Do you volunteer with any other organizations?
I'm part of the Reading Partners program at the Sherman School. I read to kids, provided they stay awake.

What keeps you coming back to share your time with us every month?
I'm interested in other cultures, so I really enjoy meeting people from all over the world. I also like hearing children laugh and ask the silliest questions. And I like to chat with fellow volunteers and get to know them. I think this house is a happy house.

Tell us something your fellow volunteers would be surprised to learn about you.
Once I won a best actor award at a film festival in Italy, and I was invited to join Michael York and David Carradine for an acting workshop at the Wine Country Film Festival in Healdsburg. The festival also screened my movie, which is about this guy who stuffs envelopes. The day after the screening I was in San Francisco working at some temp job doing just that: stuffing envelopes. And this woman passes by my cubicle and looks at me in a funny way and says, "Didn't I see you at that film festival yesterday?"

Visitor Numbers
For the months of July 2009 through November 2009, the Heritage volunteers have helped accommodate:
- 1035 house tour visitors
- 42 walking tour participants
- 80 special tour visitors
- 483 on children's tours
Thanks to the docents for all their hard work!
Heritage Volunteers

Heritage Docent Bites into New Novel

Heritage docent Clare Willis does more than just talk about Victorian architecture while at the Haas-Lilienthal House — she also writes about it! December 1, 2009 marked the release of her first novel, Once Bitten. In the story, the protagonist is Angie McCaffrey, a San Francisco advertising executive with a new client—a cosmetics line for wannabe vampires. One of these wannabes is Eric Taylor. The two immediately feel sparks, but soon Angie’s boss Lucy is found dead— and Eric is the main suspect. Is Eric the murderer, and if so, is he a real vampire?

Clare’s knowledge of Victorian history and culture is highlighted in many scenes of the book, creating atmosphere and setting. In one, the protagonist Angie seeks out a vampire expert who lives in a classic Victorian (see excerpt below).

Printed with author's permission. For more information and to purchase a copy, visit www.clarewillis.com.

The address Nicolai had given me was a large apartment building on the corner of 16th and Guerrero, a gray three-story citadel with security gates on all the entryways and first-floor windows. I rang the bell on the middle door, and while the buzzer sounded I pushed open the metal gate. There were three flights of creaky wooden stairs before I reached flat number twelve.

A tall thin man answered my knock. A snarl of shoulder-length black hair framed a white face marked by black eyebrows and a black goatee. He wore black leather pants, black boots, and a frilly white pirate shirt. He looked to be in his mid-forties.

He shook my hand with a cold, moist palm. "I am Nicolai Blaloc. You must be Angela." He squinted at me as if his eyesight was bad. "Please come into the parlor."

I couldn't suppress a gasp when I entered his "parlor." Normally, Victorian apartments bear only the most vague resemblance to what they looked like when Queen V was alive, but Nicolai’s made me feel like I’d walked into a time machine. Every inch of wall and ceiling was draped or painted or covered in ornate floral patterns, one laid upon the other in dizzying profusion. A mansion’s worth of silk and gilt furniture packed the little room. He even had a baby grand piano with a piece of silky fabric tossed over it. Every table held a collection—crystal figurines, snuff boxes, and tiny pictures in silver frames. He also had an assortment of stuffed birds, some of them under glass bell jars, others mounted on the wall, a few in bamboo cages. The birds gave me the creeps; they all seemed to be staring at me with their glassy eyes. To complete the effect, the room was lit with flickering gas lamps. After giving me a few moments to take in the scenery, Nicolai directed me to sit in one of the high-backed chairs.

"Angela, you look somewhat ill at ease. May I offer you a drink? A glass of wine, perhaps?"

"I'll have a glass of wine, sure."

He passed through a curtain-draped archway and returned a few minutes later with two glasses of red wine in tulip-shaped glasses. Nicolai arranged himself on the couch opposite from me. Somewhere in the apartment several grandfather clocks chimed.

Nicolai leaned back and stroked his goatee, as candlelight flickered on his face. He looked like Sigmund Freud in hell. "Tell me what you have been experiencing."

From the Haas-Lilienthal House Guestbook...

“Will never forget it - Thank you!” Tsukaba, Japan

“Made the history come alive! Many thanks!” Charlie, Cambridge MA

“What a treasure. Thank you for sharing it!” Charles and Angela Rickey, London UK

“Cool!” Carson B, Pasadena CA

“Just gorgeous!” Jan Cheetham, Sydney, Australia

“OUR ANNUAL VISIT, WE LOVE IT!! THANK YOU!” Rm. 303, Sherman School, Amy Lin Dobay

“Magnifique!” Charlotte Hasioet, Lille, France
Soirée 2010

Heritage’s black-tie fundraising event will take place on **Saturday, April 24** at the Palace Hotel. Guests will begin the evening at **6:30pm** for cocktails and the start of the silent auction in the Garden Court. At 8:00, guests will enjoy a seated dinner in the Grand Ballroom. Following dinner, return to the Garden Court for dancing to the Richard Olson Orchestra, casino gaming, and the conclusion of the silent auction. The gala ends at midnight. To receive an invitation, contact Barbara Roldan, 415.441.3000, ext. 14, or broldan@sfheritage.org.

2009 marked the historic Palace Hotel’s 100 year anniversary. On December 15, 1909 the Palace Hotel re-opened its doors, completely rebuilt after the devastation of the 1906 great quake of San Francisco.

**Pre-1909**

The Palace Hotel, built in 1875, envisioned by William Chapman Ralston and William Sharon, was reputedly the largest, most luxurious and costly hotel in the world. The Palace Hotel was designed as the American counterpart to the grand hotels of Europe. On October 2, 1875, the Palace Hotel officially opened.

Originally built by architect John P. Gaynor, the majestic building hailed 7,000 windows, 14-foot high ceilings and an unprecedented opulence. Today’s Garden Court was conceived of as the hotel’s carriage entrance. The hydraulic elevators – an engineering marvel for the time – were dubbed “rising rooms.” In each of the guest rooms, an electronic call button allowed guests to “ring” for anything they desired and mechanical ventilation was a standard feature.

**The 1906 Earthquake**

The Palace Hotel quickly gained prominence among the traveling elite. Famed tenor Enrico Caruso was a guest at the hotel on April 18, 1906 when a devastating earthquake hit. While the hotel survived the quake structurally, it was decimated in the ensuing fire that swept most of downtown. It took three years of rebuilding, under the supervision of New York firm Trowbridge & Livingston, before the Palace Hotel would re-open in 1909.

Among the creations of 1909 are The Garden Court, The Palace Gold Service and The Piel Piper of Hamelin mural, all enjoyed by a parade of famous guests.

Resuming its place among elite society, the new Palace Hotel attracted dignitaries, business moguls and celebrities alike. Presidents Harrison, McKinley, Grant, Theodore Roosevelt, Taft, Harding, Franklin Delano Roosevelt and Clinton all spent time here. John D. Rockefeller, J.P. Morgan and Oscar Wilde were guests, and actress Sarah Bernhardt caused a stir when she arrived with her pet baby tiger. The hotel hosted President Woodrow Wilson in support of the Versailles Treaty and in 1945, catered the banquet honoring the opening session of the United Nations.

**Recent Past**

On October 18, 1989, San Francisco and the Bay area experienced its first major seismic event since 1906. Although the Palace Hotel was not seriously structurally damaged, after eighty years of hard use its owners decided to take the opportunity to give the building a complete, long overdue renovation. When its doors reopened in 1991, the Palace had been restored to its 1909 glory.

History courtesy of The Palace Hotel
# Heritage News
## Spring 2010
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HERITAGE TOURS

HAAS-LILIENTHAL HOUSE TOURS
Wednesdays 12 noon to 3:00 pm
Saturdays 12 noon to 3:00 pm
Sundays 11:00 am to 4:00 pm.

WALKING TOURS
• Pacific Heights Sundays, 12:30pm
• A Walk Along Broadway Second Saturday monthly, 1:30pm
• Beyond Union Street: A Walk Through Cow Hollow
  Third Saturday monthly, 1:30pm
• Walk the Fire Line: Van Ness Avenue
  Fourth Saturday monthly, 1:30pm

Heritage tours are free to members and their guests, $8 for the general public/$5 for seniors and children 12 and under.

To arrange Group Tours call 415-441-3000 x24
Tour/Event Information
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A property of San Francisco Architectural Heritage, the historic Haas-Lilienthal House is a great venue for weddings, corporate, or personal events. The house is ideal for small parties or retreats, and can accommodate up to 150 guests.

For more information, call 415-441-3000, ext 14.