Citywide LGBTQ Cultural Heritage Strategy

A citywide LGBTQ Cultural Heritage Strategy, the first of its kind, is currently in development. The significance of San Francisco’s LGBTQ culture, in its many expressions, cannot be overstated. Its rich history is told through neighborhood businesses, parades, memorials, books, films, marches, celebrations, and nightlife across the city. **STORY ON PAGE 6**
In his recent column on Ingleside Presbyterian Church and The Great Cloud of Witnesses collage mural, Carl Nolte aptly observes, “The heritage of San Francisco comes in a thousand pieces, like a collage of many colors, a wall full of pictures of one of the city’s extended families.” (“Ingleside Church A Portrait of SF’s Black Heritage,” San Francisco Chronicle, June 4, 2017.) Whether it be the hundreds of thousands of images in Reverend Roland Gordon’s awesome paean to African American leaders, artists, and role models, or the rainbow-striped flag that has become an international symbol of gay pride, the city’s cultural heritage is indeed a wonderfully vibrant kaleidoscope.

This issue’s cover story on the nascent effort to develop a Citywide LGBTQ Cultural Heritage Strategy demonstrates San Francisco’s continuing leadership and innovation in the field of heritage conservation. The comprehensive strategy aims to transcend traditional planning efforts that focus on geography and physical fabric by developing tools that also promote the full spectrum of places, traditions, and practices that are important to the community.

This summer Heritage is proud to launch the LANDMARK FUND, a new long-term initiative to ensure that the city’s official inventories of historic places reflect the diversity of its residents. To celebrate Heritage’s 50th anniversary in 2021, the Fund will nominate 50 buildings, businesses, and nonprofits for City Landmark, Legacy Business Registry, or other type of historic designation over the next five years.

The first four historic places to be nominated for historic designation through the LANDMARK FUND are as rich and diverse as San Francisco itself. They include: Britex Fabrics, Haight Ashbury Free Clinic, Sam’s Grill, and Ingleside Presbyterian Church/The Great Cloud of Witnesses. This inaugural class of nominees, and the people that give them life, are profiled in a new video narrated by Roman Mars, creator and host of the podcast 99% Invisible. Please take five minutes to watch the video at sfheritage.org/landmarkfund.

Finally, on behalf of the entire Heritage board and staff, thank you to all those who supported and attended Soirée 2017, a psychedelic celebration the 50th anniversary of the Summer of Love. It was definitely a fun and worthy trip for Heritage: the sold-out event exceeded our underwriting goal and raised over $150,000 in net revenue to support the LANDMARK FUND and other Heritage programs. Extra special thanks to the irrepressibly enthusiastic Nancy Gille, planning committee co-chair and visionary behind one of Heritage’s “best-ever” Soirées!
Heritage Awards Grant to Nominate Brutalist BART Station

The Glen Park Association (GPA) has been awarded a $5,750 grant from the Alice Ross Carey Preservation Grant Fund to nominate the Glen Park BART Station for designation as an important local, state, or national architectural landmark. To be prepared by VerPlanck Historic Preservation Consulting, the nomination is intended to ensure protection of the original 1973 BART Station and portions of its plaza.

Located at the corner of Bosworth and Diamond streets, the Glen Park BART Station opened on Monday, November 5th, 1973 as the penultimate station in the San Francisco line of BART that ran initially between Montgomery and Balboa Stations. The station design by the firm Corlett & Spakman (in association with Ernest Born) is situated in direct opposition to the existing street grid, thus creating a dynamic focal point for the neighborhood. With a monumental exterior of exposed poured-in-place concrete, the Glen Park BART Station is considered one of the finest examples of Brutalist architecture in the Bay Area, as well as one of the best-designed stations in the BART system. Born’s font designs and signage for the system remain iconic of the Bay Area’s main transit authority.

Historic designation will help ensure that future rehabilitation and necessary BART update work adheres to historic preservation standards. The GPA will annually monitor BART’s maintenance and capital improvement plans to ensure they respect and retain character-defining features identified in the nomination.

The mission of the GPA is to promote the collective interests of Glen Park by lobbying for improvement funds, publicizing neighborhood concerns, and striving to speak as one voice on neighborhood and city issues. The GPA was instrumental in the development of the Glen Park Community Plan.

Established by Heritage in 2014, the Alice Ross Carey Preservation Grant Fund continues to be an important funding source for community organizations to document, preserve, and celebrate the diverse historic places and cultural assets that define San Francisco.

Alice Ross Carey Preservation Grant Fund

Heritage is now accepting applications for the Alice Ross Carey Preservation Fund, a grant program to help document, preserve, and celebrate the diverse historic places and cultural assets that define San Francisco. Heritage awards grants of typically up to $5,000 for planning, outreach, capital improvements, and interpretive programs or projects.

The next application deadline is August 1st.

To learn more about the Alice Ross Carey Preservation Grant Fund and grant guidelines, please visit sfheritage.org/alice-ross-carey-preservation-fund.
Introducing the LANDMARK FUND

Launched at Soirée 2017, the LANDMARK FUND is a new Heritage program that aims to ensure that the city’s official inventories of historic landmarks and legacy businesses reflect the diversity of its people and places. To celebrate Heritage’s Golden Anniversary in 2021, the Fund will nominate 50 buildings, districts, businesses, and nonprofits for City Landmark, Legacy Business Registry, or other type of special historic designation over the next five years.

50 Landmarks To Celebrate 50 Years

The LANDMARK FUND is a direct outgrowth of Heritage’s five-year strategic plan adopted last year. The plan reaffirms and expands the organization’s commitment to promoting architectural and cultural diversity by advocating for official recognition of the San Francisco’s most underrepresented and vulnerable historic places. Historic designation is the most effective and proactive way to safeguard important places from demolition, destruction, and displacement. Through the LANDMARK FUND, Heritage will partner with communities to identify the places that matter most to them, confirm their eligibility, and then author, fund, and/or advocate historic designation to ensure those places are protected.

A Story Half Told

San Francisco is celebrated for its progressive history, distinctive architecture, and thriving neighborhood commercial districts. It also is a city with a rich cultural history, home to waves of immigrants, a beacon for the gay rights movement, and birthplace of the counterculture movement of the 1960s. Yet barely two percent of the city’s 152,880 parcels are currently protected as landmarks or as part of a historic district.

Among this elite group, San Francisco’s official inventory of historic landmarks does not currently reflect the diversity of its residents. The list heavily favors master architects and downtown edifices, leaving...
HERITAGE NOTES

159,880
buildings in SF

71.2%
built before 1945

2.2%
protected landmarks

Two percent of the city’s
159,880 parcels are
protected as landmarks
or as part of a historic
district.

large swaths of the city and
etire ethnic groups largely
unrepresented. The southern
third of San Francisco, for
example, has fewer than a
dozen City Landmarks. Only
a handful of landmarks and
legacy businesses honor the
contributions of the city’s Asian-
Pacific Islander communities.
The Mission District’s murals
are widely celebrated but
few are protected from being
painted over.

At Soirée 2017, Heritage
debuted the LANDMARK FUND
and the first in a series of videos
depicting the buildings, businesses, and nonprofits to be nominated
for historic designation. Narrated by Roman Mars, creator and host of
the podcast 99% Invisible, the five-minute video includes interviews
with the people behind the first four LANDMARK FUND nominees,
including Sharman Spector, owner of Britex Fabrics (Legacy Business
Registry, 2016), Dr. David Smith, founder of the Haight Ashbury
Free Clinic (Legacy Business Registry, pending), Peter Quartaroli,
managing owner of Sam’s Grill (Legacy Business Registry, 2016),
and Reverend Roland Gordon, creator of The Great Cloud of Witnesses
collage mural at Ingleside Presbyterian Church (City Landmark
#273, 2016).

The LANDMARK FUND program aims to ensure that the diversity
of the city’s architectural and cultural inheritance is more fully
recognized, remembered, and preserved. We need your help to save
these community anchors, and to maintain San Francisco’s 150-year
old legacy as a diverse, welcoming place. For more information,
and to watch the LANDMARK FUND video, please visit sfheritage.org/
landmarkfund.

(TOP-BOTTOM) PHOTO BY SKIP MOORE, LOLA CHAVEZ, GRAY BRECHIN, AND HERITAGE STAFF

(Top-bottom): Roosevelt Middle School, Mission Cultural Center for Latino
Arts (muralist Carlos Loarca, pictured), the former Sunshine School
for Crippled Children, and the Casa Sanchez Building are slated to be
nominated for future historic designation through the LANDMARK FUND
Over the last 50 years the field of preservation has focused primarily on the built environment, defending its social and economic benefits. The preservation movement, however, is shifting its focus to a people-centered approach that values the intangible as much as the tangible features that contribute to our environment. As reflected in the National Trust publication, *Preservation for People* (May 2017), this approach opens the field of historic preservation to a variety of disciplines and helps reframe the discussion of what is worth preserving in our communities and how we protect it. The City of San Francisco is actively working with the public as well as various organizations, decision-makers, and stakeholders to address these questions.

The development of cultural heritage strategies is a direct result of these conversations. Simply put, the broad goal of a cultural heritage strategy is to provide a specially-tailored toolkit for decision-makers, planning professionals, and the public to serve the needs of that community. Where this type of strategy differs from other planning efforts is that it does not need to be tied to a geographic area, such as long-range planning endeavors that focus on a particular neighborhood or zoning classification; its tools are designed to promote and protect the places, traditions, and practices that are important to the community. To date, the San Francisco Planning Department, with other city agencies, has partnered on several cultural heritage strategies, including the Japantown Cultural Heritage Economic Sustainability Strategy (JCHESS), SoMa Pilipinas in the South of Market neighborhood, and Calle 24 in the Mission.

A citywide LGBTQ Cultural Heritage Strategy, the first of its kind, is currently in development. The significance of San Francisco’s LGBTQ culture, in its many expressions, cannot be overstated. Its rich history is told through neighborhood businesses, parades, memorials, books, films, marches, celebrations, and nightlife across the city. These places, objects, and rituals provide a sense of familiarity, unity, and belonging within the community, and help better understand the history from which it came. Now more than ever, it is important to acknowledge and protect the LGBTQ community’s tangible and intangible contributions to the history of San Francisco; not just the fight to achieve equality, but the wealth of culture and tradition it has bestowed upon today’s and tomorrow’s residents.

Shortly after the Historic Preservation Commission’s adoption of the LGBTQ Citywide Historic Context Statement in 2016, then-Supervisor Scott Wiener sponsored a resolution to implement a Citywide LGBTQ Cultural Heritage Strategy. Passed unanimously by
the Board of Supervisors in October 2016, the resolution called for the establishment of a working group tasked with developing and drafting a plan to implement a Citywide LGBTQ Cultural Heritage Strategy to protect, preserve, and expand LGBTQ nightlife and cultural heritage through a series of identified projects, policies, programs, and/or techniques.

The San Francisco Planning Department is leading this effort in coordination with the Mayor’s Office of Economic and Workforce Development and the San Francisco Entertainment Commission. Through its previous work in developing area plans for Central SoMa and Western SoMa, the Planning Department had already identified the need for a citywide strategy to protect LGBTQ heritage. Now, with the support of the Board of Supervisors, the Department has the resources necessary to identify new ways of preserving recognized LGBTQ spaces and their history — and those with stories that have yet to be told.

Formed in January 2017, the LGBTQ Cultural Heritage Strategy Working Group was organized into five chaired committees: Arts and Culture, Business and Economic Development, Community Services and Education, Heritage and Historic Preservation, and Land Use and Urban Design. Each committee has identified, through internal conversation, counsel from community organizations, and community-led workshops, a comprehensive list of concerns and potential solutions within their respective subjects. This is the first step in providing a foundation for the goals and objectives of the strategy, to be further defined through extensive community outreach and contribution.

Among the wide range of issues raised, those that have emerged as primary concerns include business displacement, lack of support for artists, a more thorough representation of the LGBTQ community and its history throughout the city, protecting LGBTQ youth from discrimination, lack of representation of people of color in the LGBTQ community, and providing LGBTQ senior housing.

The five committees are now in the process of engaging the broader community through a variety of discussions and surveys intended to identify issues not previously documented, as well as to further define those that already have. Another priority is to learn more about the documented history of San Francisco’s LGBTQ community, but it is equally important to discover the names of those who aren’t memorialized in books or statues, and the places in which they lived. While Harvey Milk is widely acknowledged and the Castro is most often associated with the LGBTQ community, many other notable members and neighborhoods within the LGBTQ community have been overlooked, or even forgotten. Learning their stories will help us broaden the history of the community and provide a better understanding of the role it plays in its future.

The completed strategy, expected in spring 2018, will prioritize short and long term goals and objectives reflective of what is heard from the community, and will be accompanied by an implementation plan with a comprehensive list of specific strategies accompanied by timelines, project leads, and budgets. As they say, “As goes San Francisco, so goes the nation.” Safeguarding LGBTQ cultural heritage is in keeping with the city’s longstanding commitment to celebrating diversity and welcoming marginalized communities. This effort, however, is groundbreaking in its breadth and significance, both locally and nationally, placing San Francisco once again at the forefront of progress.

The Planning Department will present a progress report on the LGBTQ Cultural Heritage Strategy to the San Francisco Board of Supervisors this summer. Learn more about this project and how to participate at sf-planning.org/LGBTQStrategy.
2017 Lecture Series

Each year, Heritage’s Lecture Series explores the breadth of San Francisco’s cultural inheritance in historic settings throughout the city. Lectures are held on Thursday evenings at 6:00 p.m., with doors opening at 5:30 p.m. Series passes are available for $40 for Heritage members, and $60 for the general public. Individual lecture tickets are $10 for members and students and $15 for the public. The October lecture includes an optional fixed-price three-course dinner for $65. For more information or to purchase tickets, visit sfheritage.org/lecture-series or contact Terri Le at tle@sfheritage.org or call (415) 441-3000, ext. 22. Special thanks to our presenting sponsor, Hobart Preservation Foundation, and to the following series sponsors: ARG, Bently Reserve, Cody Anderson Wasney, Evergreene Architectural Arts, Holmes Structures, Page & Turnbull, and Sierra Maestra.

Greg Castillo, Associate Professor at UC Berkeley discusses how countercultural design in the 1960s throughout the Bay Area enacted a new geography of “liberated territories” that converted social critique into lived practice.

Wayne M. Collins, Jr. discusses the socio-political impacts of Executive Order 9066. His father Wayne M. Collins advocated for the rights of many internees at Tule Lake during WWII. In partnership with the National Japanese American Historical Society.

Learn how the Historic Preservation Fund Committee (HPFC) was created in 2005 through the efforts of a small band of preservationists. Planning Commission President Rich Hillis will examine the origins, legacy, and future of the HPFC.

Historian and author Fred Rosenbaum shares his research about the three generations of German-Jewish immigrants who built and lived in the Haas-Lilienthal House, and how they helped transform the city into a world-class metropolis.

How the Sexual Revolution Remade SF Neighborhoods

JULY 20

Since the 1960s, San Francisco has been America’s capital of sexual libertinism and a potent symbol in its culture wars. In this talk, author Dr. Josh Sides explains how this happened, unearthing long-forgotten stories of the city’s sexual revolutionaries, as well as the legions of longtime San Franciscans who tried to protect their vision of a moral metropolis, and their vision of “proper” SF neighborhoods. In partnership with the GLBT Historical Society.
As summer begins, the Campaign for San Francisco Heritage/Haas-Lilienthal House is entering its final stretch, with the House temporarily closed through October 2017 for major construction and restoration work. Ongoing capital improvements include seismic, accessibility, electrical, landscape, and fire-life safety upgrades, in addition to restoration of historic finishes throughout the House.

With renewed support from the Evelyn & Walter Haas, Jr. Fund, John and Marcia Goldman Foundation, and Ray and Dagmar Dolby Family Fund, the campaign has now raised over $4.2 million, 97.9% of the $4.3 million goal. The final push to raise the last remaining $90,000 is especially urgent: if we are unable to reach the campaign goal, Heritage may need to postpone or cancel important projects in the campaign plan, including exhibits needed to tell the particular story of the Haas-Lilienthal House as well as that of historic preservation in San Francisco.

The Haas-Lilienthal House is one of a handful of house museums in America associated with Jewish heritage, providing an important opportunity to educate the public about the role of the Jewish community in the building and rebuilding of San Francisco. Evidence of its tremendous potential to relate the significant contributions of the Jewish American community in San Francisco to a national audience is verified in a new 40-page research paper authored by historian Fred Rosenbaum, entitled “Jewish Americans: Religion and Identity at 2007 Franklin Street.”

Funded by the Taube Foundation for Jewish Life + Culture, Rosenbaum’s fascinating narrative traces the Haas family’s migration from Bavaria, their Jewish heritage, and its expression from the 1860s to the present. Other themes explored include immigrant success and accomplishment, Jewish life and culture, the melding of cultures and new spiritual models, assimilation and identity, and civic, cultural, and philanthropic contributions. To download a copy of “Jewish Americans: Religion and Identity at 2007 Franklin Street,” visit sfheritage.org/haas-lilienthal-house. On Thursday, November 9 as part of the 2017 Annual Lecture Series, Heritage will celebrate the end of construction with a lecture by Fred Rosenbaum in the renovated ballroom (see details on p. 8).

Please consider making a one-time gift or multi-year pledge to help us close out the campaign. For more information, please visit sfheritage.org/campaign or contact Mike Buhler, President & CEO, at (415) 441-3000, ext. 15 or mbuhler@sfheritage.org.
Soirée 2017
A psychedelic celebration of the 50th anniversary of the Summer of Love

On Saturday, May 13, Soirée 2017 attracted 415 guests to The Ritz-Carlton dressed in black-tie-finery-meets-groovy-hippie-style, including a trippy mix of over-the-top wigs, tie-dye, bell bottoms, and fringe vests. A queue of history lovers formed at the face-painting station, while another line led to a vintage Volkswagen bus converted into a photo booth. The sold-out event exceeded Heritage’s underwriting goal and raised an additional $70,000 on the night of the event for the LANDMARK FUND, Heritage’s new initiative to nominate 50 buildings and legacy businesses for historic designation over the next five years.

The Haight-Ashbury neighborhood looms especially large in Heritage’s future: Ten years ago, longtime benefactor Norman Larson announced his planned gift to Heritage of the landmark Doolan-Larson Residence and Storefronts, perched above “the most famous intersection in the world” (SF Chronicle). In addition, as part of the new LANDMARK FUND program, Heritage is nominating the Haight Ashbury Free Clinic to the San Francisco Legacy Business Registry, and we will soon be documenting Haight-Ashbury’s counterculture past for a San Francisco Landmark District nomination being prepared in partnership with the City Planning Department.

Soirée Committee
Alicia Esterkamp Allbin • Mike Buhler
Leo Chow • Courtney Damkroger
Linda Jo Fitz, Co-Chair • Jeff Gherardini
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Thursday, November 9, 6 PM
Jewish Americans: Religion and Identity at the Haas-Lilienthal House
2007 Franklin Street