

# HERITAGE NEWSLETTER

THE FOUNDATION FOR SAN FRANCISCO'S ARCHITECTURAL HERITAGE

VOLUME XV, NO. 2

JULY 1987

## HAIGHT WALK AND RECEPTION

Heritage's special event focusing on the Haight district, its past, present and preservation was so enthusiastically received that a second tour was scheduled for June 27 for those who could not be accommodated on June 6.

The afternoon program began with a review of the Haight's history, builders and current community design issues held at All Saints Church on Waller Street. This was followed by walking tours of the neighborhood emphasizing the architecture and history of this almost entirely intact turn-of-the-century streetcar suburb. Just as the fog began rolling in, participants arrived at the beautifully restored Stanyan Park Hotel for a warm reception and further discussion.

Our thanks to Paul Finwall and Marge Yasueda of the Buena Vista Neighborhood Association, and Norm Larsen of the Haight-Ashbury Improvement Association for participating in the panel discussion. Thanks also to Gary Goss,

*please see WALKS, page 6*

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278-96 Second Avenue in the Richmond, see the special feature on the Inner Richmond, pages I-VIII.

## New Preservation Planning Underway

Important progress is being made in San Francisco on numerous issues involving architectural conservation. The City appears once again to be in an exciting period of growing recognition of the need for additional action. Following is a brief review of the highlights of current preservation planning issues.

### The Preservation Element.

Work by the City Planning Department continues on a draft Preservation Element of the General Plan. An effective element will provide planning guidelines which can be used to encourage conservation of important architectural buildings and other elements throughout the city. Heritage, the Western Regional Office of the National Trust, the City's Landmarks Preservation Advisory Board and others have taken an active role in reviewing and recommending changes to the proposed draft. The Department expects to release a draft to the general public in late summer.

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### A Citywide Survey.

In conjunction with its efforts to produce a Preservation Element, the Department believes that the completion of a citywide survey to identify architecturally significant buildings is a high priority. Currently, the Planning staff is discussing with knowledgeable persons in the field, the appropriate rating methodology for a survey involving neighborhood architecture. This survey technique will go beyond the very general approach taken in the 1976 visual survey and will use a procedure similar to that employed by Heritage in the downtown area surveys. Heritage and others re-

*please see PRESERVATION NOTES, page 3*



# HERITAGE

THE FOUNDATION  
FOR SAN FRANCISCO'S  
ARCHITECTURAL HERITAGE

The **HERITAGE NEWSLETTER** is published quarterly by the Foundation for San Francisco's Architectural Heritage. Unsolicited articles and other copy are welcome and will be considered for publication. Call or write the Newsletter Editor for deadline dates.

San Francisco Heritage is a non-profit member supported organization dedicated to the conservation of important architectural and historical elements and diverse neighborhoods of the City through planning, education, advocacy and technical assistance.

Heritage is located at 2007 Franklin Street, San Francisco, 94109. (415) 441-3000.

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## NEW HERITAGE MEMBERS Mid-January through May 1987

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### INDIVIDUALS:

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Janet Huston  
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Diane Merzenich  
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Carole Muechterlein  
Craig & Darlene Olson  
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Suzanne Paul  
Karen Pohle  
Ms. Janet Portman  
Olive Quilter  
Will Rigney  
Harriett Root

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Ray & Zappala Russell  
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## PRESERVATION NOTES

*continued from page 1*

cently began discussions about the survey system with Planning Department leadership and staff.

### Landmark Legislation.

Supervisor John Molinari recently initiated the drafting of legislation to strengthen the existing San Francisco law which governs the City's Landmarks Board and the designation of official landmarks. The legislation would extend the same protections to official City landmarks as now exist for non-landmark buildings protected under the Downtown Plan, thereby prohibiting the demolition of landmarks except under very limited circumstances. The proposal also calls for giving the Landmarks Board greater authority to approve or disapprove changes to existing landmarks. Presently, these decisions are made by the Planning Commission after receiving a recommendation from the Board.

Heritage will continue to be actively involved in the evolution of this legislation which represents part of a much-needed strengthening of San Francisco's twenty-year-old ordinance. Other changes sought by Heritage include additional staffing for the Landmarks Board as well as the authority to protect significant building interiors when appropriate.

### Polytechnic High School.

By the time this Newsletter is received, a demolition permit is expected to have been issued for the academic, auditorium and shop buildings. Heritage's ongoing advocacy efforts during the past several years seeking reuse, rather than demolition, of the structure, were not ultimately persuasive.

Poly High is the first major structure of clearly established architectural significance for which demolition has been proposed by the City itself since the passage of Proposition M. The official findings made by the Planning Commission in their decision on the request for

demolition could have had a precedent-setting impact. For this reason, Heritage took a very strong position that the scope of the language speak narrowly to the specifics of the project in order to prevent establishment of a standard in making Prop M findings which might place inadequate weight on Policy 7 ("That landmarks and historic buildings be preserved"). The wording adopted by the Commission ultimately reflected all of Heritage's recommendations.

### Richmond District Demolitions.

After the passage of Proposition M, early efforts to utilize its Priority Policy 7 took the form of appeals of demolition permits granted by the City for turn-of-the-century buildings in the Inner Richmond. The appeals, usually made by individual Richmond residents, and often supported by Heritage, found little support from the Board of Permit Appeals, which hears such requests. Gradually, however, the Board did come to more seriously consider the relevance of architectural significance in their deliberations.

Recently, the Planning Association for the Richmond (PAR) has begun systematically appealing new residential projects to the Planning Commission for special review. PAR is concerned about many aspects of these projects—parking problems, illegal units, architectural design, and height and bulk as well as the architectural significance of the existing structures which are demolished to make way for new construction. The Commission has now adopted temporary controls in the Richmond and Sunset Districts to begin to address these concerns. Controversial with builders' groups, these controls are presently under review and may be modified.

Heritage will be working more closely with all interested Richmond organizations in the coming months to assist them when architecturally significant structures and questions of compatible new design are involved. There is now strong interest both within the Planning Department and the community for greater protections for valuable architectural characteristics of the Richmond. Work-

ing together with them by identifying significant structures, helping to develop appropriate protections and lobbying for their enactment, Heritage believes substantial progress will be made this year.

## EXTERIOR RESTORATION WORKSHOP

Heritage's Preservation Loan and Technical Assistance program is sponsoring a 4-hour workshop reviewing solutions to the problems encountered in treating wood exposed to the weather. The workshop will be led by JIM MANNIX of San Francisco Restorations and ROBERT DuFORT of Magic Brush, two of the City's leading restoration specialists.

This workshop will be of great value not only to architects in developing practical architectural specifications, but also homeowners in developing rehabilitation and restoration strategies related to weather sealing and repair of older wood frame structures. The program will consist of a lecture and discussion on common problems, an examination of typical conditions as exhibited by the Haas-Lilienthal House itself, and a demonstration of actual wood consolidation techniques. Space is limited. RSVP with pre-payment.

Fee Donation: \$20 (general public)  
\$75 (contractors)

Location: Haas-Lilienthal House, 2007 Franklin Street.

Date: September 19, 1987, 10 A.M.-2 P.M.

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# PRESERVATION PEOPLE

## PRESERVATION PIONEERS HONORED

At the end of March, Heritage honored several "landmarks" of its own at a cocktail party generously hosted by Board member David Hartley and his wife Jane. Heritage founders Charles Hall Page and Harry Miller and long-time supporters Jane Ophuls and Betty Kendrick were presented with "Registered Landmark" certificates signed by Mayor Feinstein.

The jovial evening was enjoyed by approximately seventy people, including a congenial mix of new and veteran members, Heritage staff, and Board members. They joined in an expression of gratitude well earned by these pioneers of preservation in San Francisco. Thank you Betty Kendrick, Jane Ophuls, Charles Page, and Harry Miller from everyone concerned with Heritage's work.



Mrs. Jane Ophuls as a child on Franklin Street with the Haas-Lilienthal House in the background.

## HERITAGE HIKES POSTER CONTEST

Heritage's Landmarks of Democracy poster contest celebrating Historic Preservation Week, May 11 to May 15, was open to San Francisco school children grades 3-8 and was a great success. Judges Gerald Adams, Paul Ehrlich, and David Robinson admitted it was difficult to choose the top six from the 114 entries. Fortunate winners were presented with their awards by Supervisor Nancy

Walker in the Supervisors' chambers at City Hall, a beautiful and impressive setting for the ceremony. Prizes were generously donated by ARCH, a supply store for architects and artists.

### Winners, Elementary School:

#### 1st Prize

Vikien Lu  
Redding School, grade 5  
Teacher: Mrs. Patricia Crowley

#### 2nd Prize

Scott Luong  
Redding School, grade 5  
Teacher: Mrs. Patricia Crowley

#### 3rd Prize

Jennifer Quinn  
George Peabody School, grade 5  
Teacher: Mr. Earlenbaugh

### Winners, Middle School

#### 1st Prize

Leland Woo  
Presidio Middle School, grade 8  
Teacher: Mrs. Kendra Langer

#### 2nd Prize

Chong Won Yom  
Presidio Middle School, grade 8  
Teacher: Mrs. Kendra Langer

#### 3rd Prize

Elizabet Martinovich  
Our Lady of the Visitation, grade 6  
Teacher: Sister Margaret Mary



Leland Woo of Presidio Middle School being presented his award by Supervisor Nancy Walker.

**Heritage Hikes**, Heritage's school program, takes place each Tuesday morning during the school year. Students are taken on a mini-Pacific Heights walk and then tour the Haas-Lilienthal House to see how a child would have lived in a Victorian house at the turn-of-the-century. If you are interested in this program, please call 441-3000 for more information.

## 1987 Docent Graduates

The 1987 Heritage training class for Haas-Lilienthal House docents, Heritage Hikes docents and Pacific Heights walks guides completed its seven-week course this spring with a graduation reception on April 22. Heritage continues to attract a remarkable roster of volunteers who come from all professions and who bring varied skills and interests to their tours.

Heritage welcomes its new "grads":

Paul G. Anders	Alberta Furnoy
Beverly Bender	Barbara Ghiselin
Rachelle Canter	Diane Merzenich
Valerie Clements	Carole Nuechterlein
Chuck Corder	Ann Saltzman
Doug Jacobs	Peter Sichel
John Di Nicola	Jennifer Tate
Claudia Fenwick	Carol Whelan
Lisa Patterson Foster	Kate Zimmer

## PARTY HONORS VOLUNTEERS

Once again this spring Jane and David Hartley opened their Presidio Heights home to Heritage, this time to honor the Foundation's many volunteers. It was a lovely May evening, and more than 75 guests enjoyed the Albert Farr-designed house and newly designed terrace overlooking the garden. As Heritage President Rob Vanneman said in his opening remarks, organizations such as Heritage depend heavily on volunteers. The Foundation is particularly favored by more than 130 men and women who are most generous in the giving of their time and talent. Without them, the work of

please see VOLUNTEERS, page 7

# THE INNER RICHMOND



A typical turn-of-the-century Richmond landscape. In the foreground is a dairy farm surrounded by residential development on the standard 25-foot lot. In the background are the sand dunes of the area before it was developed. (Photo courtesy of the California Historical Society.)

The Richmond District stretches from Arguello Boulevard to the ocean between the Presidio to the north and Golden Gate Park to the south. This special feature will focus on the area between Arguello (originally First Avenue) and Funston Avenue (originally Thirteenth Avenue), the oldest part of the district.

Although the Richmond was first settled over a century ago, it was not until the 1890s that any significant large-scale development occurred. By World War I it was a distinct neighborhood, almost entirely built up with an excellent transportation network. The development of the Richmond followed the Western Addition by about two decades, and the Haight area south of the Panhandle by about ten years. While large portions of the Richmond remain intact, a great deal of demolition has occurred.

This area, like most of western San Francisco, consisted of sand dunes until the late nineteenth century. Over thousands of years these dunes were created by sand blown from Ocean Beach by the prevailing westerly winds. There was virtually no vegetation and little water, except for Mountain Lake on the southern edge of the Presidio, and subsurface wells scattered amid the hills and dunes. The area, with the Sunset and the future site of Golden Gate Park, could be considered San Francisco's Sahara—wind-blown, arid and almost entirely uninhabited.

Until approximately 1870, this land was divided into large and irregular blocks reflecting the homestead ownership pattern of much of the City's "Outside Lands." Traces of this first haphazard subdivision still exist in minor irregularities in some property lines. The land could not be further developed until transportation was provided. The first

transit line, established in 1863 from Portsmouth Plaza to the Cliff House, ran along a former rabbit hunter's trail renamed Point Lobos Road, now Geary Boulevard. Erratic and unpredictable, it contributed little to the development of the area.

The earliest known real estate advertisement for the Richmond was listed in the newspaper in 1871, although it was not until 1877 that plans were initiated by local landowners to construct a transit line from Market Street to the newly established Golden Gate Park and Ocean Beach beyond. The first real estate auction immediately followed in 1878 when J.J. O'Brien, an early settler, auctioned the block bounded by Point Lobos Road (now Geary Boulevard), A Street (now Anza), and Seventh and Eighth Avenues.

The inner Richmond also had to compete with other neighborhoods then being



developed, particularly the Mission District (served by the Valencia Street Cable line), and the inner Haight (served by the Haight and Page Street lines). These areas were not only more conveniently served by cable car and other lines but also benefited by more temperate climates. Geography presented an additional obstacle in the form of Lone Mountain, located south of Geary and east of Arguello. Also retarding growth were the four cemeteries near Lone Mountain—Calvary, Laurel Hill, Odd Fellows and Masonic—and the city pound located near the terminus of the California Street line.

Beyond Lone Mountain, an *Examiner* article of 1889 noted "there were sand and lupin, lupin and sand, more sand and lupin, and nothing else until the cliffs overhanging the ocean." In this wasteland, identified as Seal Rock Rancho on the 1861 Official City Map and simply as the Outside Lands in 1879 (referring to the lands outside the City boundaries of the early 1850s), a few pioneers settled. The first of these was Charles Suanet in 1865, who lived on Point Lobos Road between Seventh and Eighth, on the site of the future Richmond Congregational Church. He was joined by Dr. Isaac Rowell and John J. Kenney in 1867. The Kenney family was typical of the early Richmond settlers in being Irish and owning a little dairy farm at Fourth Avenue and Geary. John Kenney also worked as a contractor, building Lake Street from Arguello to Twenty-Sixth and grading the roadbed for the transit line on California Street.

The houses these settlers built were generally one-story cottages or farmhouses, sometimes in an Italianate style such as C.T. Harkins' house at 1714 Anza Street. Others were more elaborate Queen Anne dwellings such as the George Turner Marsh residence at the southeast corner of Twelfth and Clement, and the Graham residence at the northwest corner of Eleventh and Geary. These buildings varied from the later residential development by being located on fifty-foot lots rather than the more common twenty-five-foot wide

lots. Because of this, none of these early settlers' houses has apparently survived, although some may have been moved and could exist undiscovered and undocumented.



315-317 Second Avenue.

The district in those days was described as follows by Angus MacKillop, one of the early pioneers:

*"We then had really no street railroad service (except down Geary), no water and no gas. The road at night was as dark as the Black Hole of Calcutta, school facilities were primitive and inadequate and, in fact, we were as lacking in the*



302-306 Second Avenue near Clement Street.

*benefits of civilization as if we were a settlement staked out in the plains."*

An early booster of the Richmond, and the person evidently responsible for naming it was George Marsh, the designer of the Japanese Tea Garden in nearby Golden Gate Park. His large Victorian house was called the Richmond House, after his birthplace, Richmond, Australia. (Another source states that the name of the district came from King Henry VII's palace called Richmond.) Whatever the source, the

Board of Supervisors officially recognized the name of the new district in 1890.

The chief booster of the Richmond was Adolph Sutro, owner of the Cliff House and much of western San Francisco. Called the Grand Old Man of the Richmond, he was responsible for grading and improving the Point Lobos Road (now Geary Boulevard), to increase the accessibility of the Cliff House and the "Outside Lands" of the Richmond, which lay between it and the Western Addition.

Residential development proceeded slowly, and the largely vacant area was used primarily for recreational purposes. The Bay District Race Track was located at what is now Arguello, Fulton, Fifth Avenue and Geary Boulevard. At its height in the early 1890s, it was said to attract crowds of 15,000, few of which were residents of the area. It closed in 1896, after the Ingleside Race Track

opened. Another recreational facility was the "Chutes," originally located in the Haight, but moved to Fulton between Tenth and Eleventh and opened May 1, 1902. (The Chutes moved a second time to Fillmore between Eddy and Turk in 1909.) The Richmond also hosted the twelfth and thirteenth Big Games between the University of California and Stanford University in 1902 and 1903 on the block bounded by California, Lake, Seventh and Eighth Avenues.

These recreational facilities, which re-

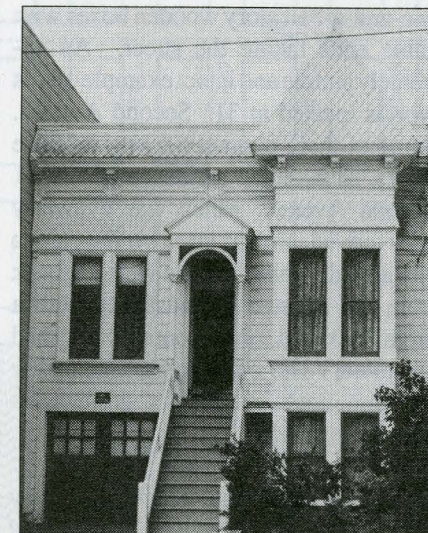
quired large areas of vacant and inexpensive land, were an interim land use between the platting of the area, which occurred in the 1870s, and its residential development, which began primarily in the 1890s.

The blocks in the Richmond differed from those in the older eastern part of the City in two important respects. They were oriented in a more truly north-south direction (thus the slight angle where California Street enters the Richmond at Arguello), and they were longer and more narrow. The standard size was 500 feet by 240 feet rather than the smaller and squarer 50-vara blocks downtown and in most of the Western Addition derived from the original Spanish and Mexican land surveys. Point Lobos (Geary) was the widest road at 125 feet, followed by California and the other east-west streets at 80 feet, and the north-south avenues at 70 feet across. The result of this particular platting was that residential development, when it occurred, was concentrated on the north-south avenues, and commerce on the east-west streets, particularly California, Clement, Geary and Fulton. The commercial streets were well-served by public transit, while the long north-south frontages tended to be less heavily traveled and thus more conducive to residences.

Residential development followed the usual pattern common to most San Francisco neighborhoods. The Point Lobos Improvement Association was formed in 1882, and the Richmond Neighborhood Improvement Club in 1885 (of which both Sutro and MacKillop were members). Their goal was to encourage city officials and private developers to construct the necessary infrastructure to support widespread residential development. To further the aims of the improvement clubs and publicize the area, a neighborhood newspaper, the *Richmond Banner*, began publication in 1893.

A turning point in the development of the district occurred when the Jackson Street line was completed from downtown and extended to Golden Gate Park

via Fifth and Sixth Avenues. This not only brought pleasure-seekers from downtown and Pacific Heights to the Park, but also provided an attractive and convenient commute to residents of the Richmond. Once the three rail lines were established, the adjacent streets



215 Third Avenue.

needed to be improved with paving, sidewalks and water mains. This was accomplished in what was then considered a somewhat novel manner. Property owners applied to the Street Committee of the Board of Supervisors for permission to grade the avenues at their own expense. The result was that "men and teams without number were immediately put to work. Hillocks were leveled, hollows filled in. Countless loads of gravel and broken rock were strewn along the streets selected for improvement, and the sandy sloughs disappeared for good" (*Examiner*, 11/3/1889). By 1890, graded streets included Clement from First (Arguello) to Twelfth, Tenth, Eleventh and Twelfth, as well as A (Anza) Street. With this basic infrastructure in place, development proceeded apace until by the turn-of-the-century, a distinct and largely self-sufficient district had been created out of the earlier sand dunes.

Most of the nineteenth century buildings were located north of Geary Street, with commercial buildings on Clement between Second and Sixth and important rowhouse developments on the west side

of Third Avenue between Cornwall and Clement. There is also a marvelous Queen Anne row on the west side of Sixth Avenue between Lake and California. While the Sixth Avenue row is still almost entirely intact, the earlier Third Avenue development has suffered some demolitions.

The major institution in the area was the French Hospital on the block bounded by Geary, Anza, Fifth and Sixth. Until the early 1890s, the French Hospital was located on Bryant Street between Fifth and Sixth (*Chronicle*, 9/20/1889). When that location became unsatisfactory due to the increased industrial development in the area, a more "salubrious" site was selected in the Richmond. A design competition was held and William Mooser and his French associate M.G. Morin-Goustiaux were selected as architects for the large hospital complex which included an administration building, wards, morgue, stables and engine house. The building, completed in 1894, was among the first large hospitals to be constructed according to modern methods based on Louis Pasteur's germ the-



St. James Episcopal Church, 4620 California St.

ory and the concept of isolation wards for different diseases (*Chronicle*, 12/22/1894). Only a small portion of the original building remains on the north side of Anza between Fifth and Sixth Avenues.

Other important local institutions included the Catholic Church of Mary Star of the Sea, the Episcopal St. James' Guild Hall, a Methodist Episcopal Church at 351 Fourth Avenue, the Richmond Congregational Church at Clement and Seventh (later moved to the northwest corner of Seventh and Geary),



and the Maria Kip Orphanage at Seventh and Lake. The major industrial structure was the Park and Ocean Railroad Company's Geary Street Car House built in 1892 and still extant at the northwest corner of Arguello and Geary. Cyclery shops and stables serving the visitors to Golden Gate Park were located on Fulton between Fifth and Eighth Avenues. A small primary school was at 655 Sixth Avenue, the Sutro School at 250 Thirteenth Avenue and a post office was located at the northwest corner of Clement and Sixth.

The churches are particularly interesting both architecturally and historically. They were constructed as relatively small halls and later moved and enlarged as their congregations grew and the area developed. The Episcopal church, for example, originally worshipped in a store, then moved to a building on Clement near Sixth. Since this structure not only served as a church, school, social hall and meeting place but also was intended to be moved, it was, in the words of a contemporary account, "somewhat oddly constructed" (*Chronicle*, 10/20/1893). The altar and chancel were at one end and a stage at the other, so that the audience faced one way when worshipping and in the opposite direction when the building was used for entertainments. Other important early churches were the Gothic Revival Star of the Sea designed by Charles J. I. Devlin and dedicated February 26, 1888, and the

Richmond Congregational Church dedicated on January 21, 1900.

With the exception of the grander residences such as Marsh's, the first generation of houses in the Richmond were generally as modest and functional as the churches. Like them, they were usually one-and-a-half story wooden boxes with gable ends facing the street. An extremely simple and intact example of this type is located at 315 Second Avenue. Some of these pioneer houses had false fronts, such as the residence at 129-31 Second Avenue, which was evidently later moved, altered into two flats and a bay added. These houses were set back from the street and landscaped with a large backyard, often containing a shed or stable. The owners were generally working class—carpenters, grocers, laborers and clerks.

Beginning in the late 1880s, and early 1890s, rows of houses were constructed by owner-builders. Evidently the earliest and most extensive row of nineteenth century houses was constructed about 1893 on the west side of Third Avenue between Cornwall (originally South California Street) and Clement Streets. These were wood frame, one-and-a-half story with basement residences uniformly set back about ten feet from the sidewalk. A straight flight of stairs led to the recessed off-center entrance with an adjacent bay window occupying most of the facade. The gable end of the attic

faced the street, contained a window, and was often decorated with fishscale or diamond-patterned shingles. Like most nineteenth century San Francisco residences, they had a "slot" or opening on one or both sides, which allowed light to reach the middle parlor or dining room.

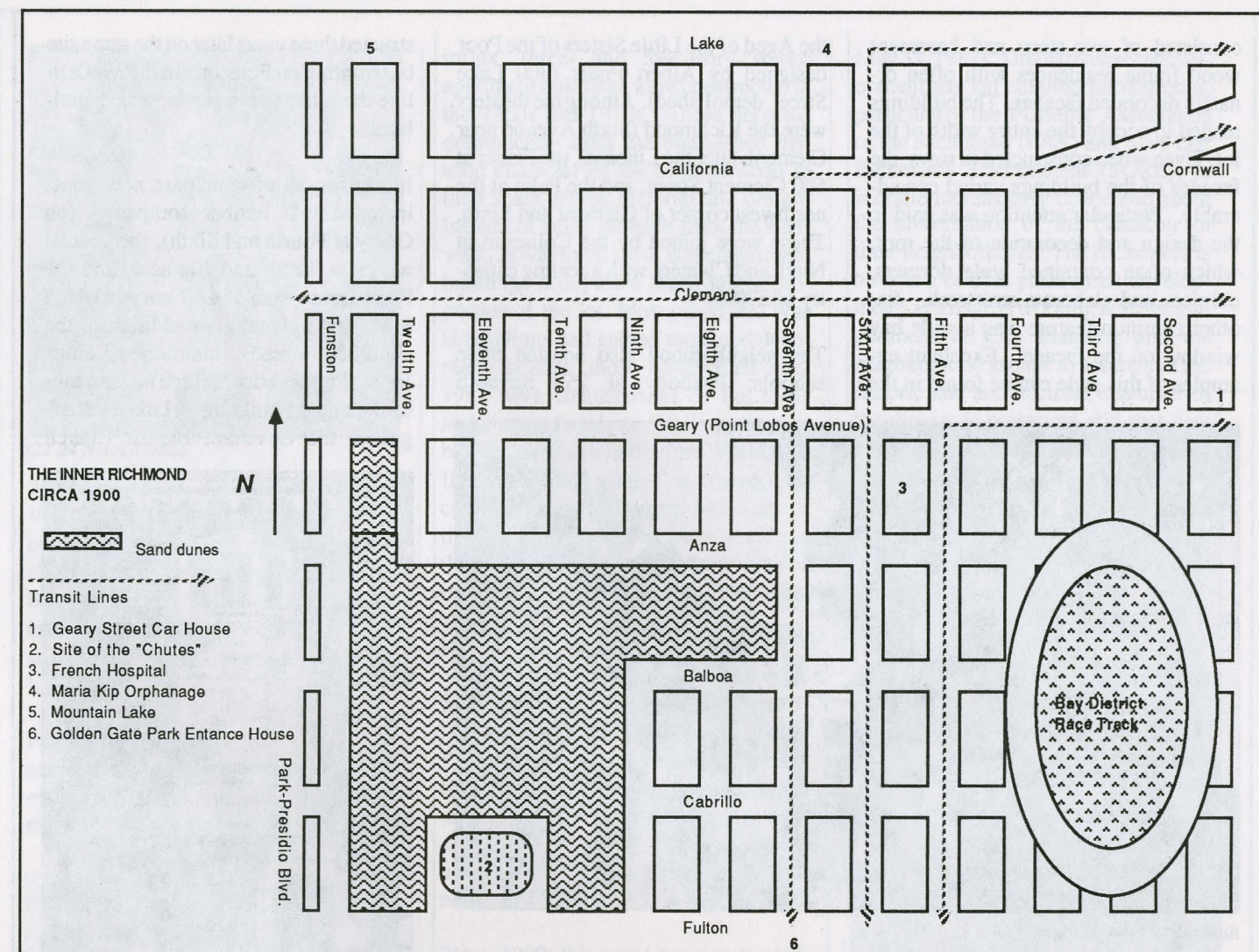
After 1896, development intensified and spread to blocks previously unoccupied. This was due to the completion of the sewer outlet serving the Richmond. As a contemporary account noted, "As soon as the outlet in Point Lobos avenue was completed, Richmond was the scene of wonderful activity. It became the



313 Fourth Avenue.

contractor's paradise." An example of this development activity occurred in 1896 when the firm of Warren & Malley graded the twenty-four blocks bounded by Geary, Fulton, Eighth and Fourteenth, and used the resulting sand to fill the recently closed Bay District Race Track a few blocks to the east. Another boon to the area occurred at the turn-of-the-century when Mayor Phelan announced the closing of the cemeteries to further burials. "The cemeteries," he declared, "constitute a death line, cutting off the beautiful district of Richmond from the thickly settled portion of the City, and thus arrests our City's growth" (*Municipal Reports, 1899-1900*, appendix, page 289). With the cemeteries closed to further burials, it was only a matter of time before they were removed from the neighborhood. This ultimately occurred in the late 1930s.

Development between 1900 and 1914 generally differed in style from the nineteenth century pattern, although there were several architects who continued



building in the older styles. Foremost among these was Fernando Nelson who constructed Victorian-style cottages in the neighborhood as late as 1903 (east side Second Avenue north of Cabrillo).

A reaction against this occurred about 1909 when Newton Tharp, the City Architect, condemned the practice in an article in the *Overland Monthly* entitled "What Bad There is and What Good

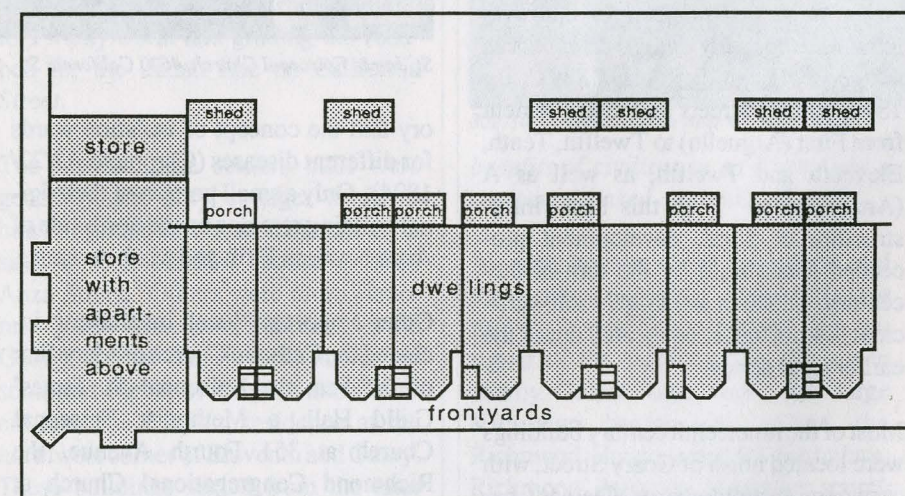
*There Might be in Inexpensive Architecture.*" He illustrated his argument condemning the picturesque Queen Anne houses with photographs of rows of them seemingly shipwrecked in the still largely sandy Richmond. The brunt of his criticism was focused on the Queen Anne row on Sixth Street mentioned earlier.

In response to this type of criticism, architects increasingly designed buildings in the more modern Edwardian and Craftsman styles. Deviation from the rigidity of the standard twenty-five-foot lot size also occurred, particularly on Tenth Avenue between Anza and Balboa. A greater emphasis was placed on landscaping as a way of softening the streetscape and imparting suburban ambience to the area.

The typical development of this period



225-233 Third Avenue row.



Schematic drawing of a typical Richmond streetscape at the turn-of-the-century. The corner lot is occupied by a two-story commercial building with apartments on the second floor. The dwellings are set back from the street with a "slot" admitting light to the middle of the building. Rear yards contain a porch or lean-to and sheds.



consisted of two-story and basement wood frame residences with often ornately decorated facades. The buildings tended to occupy the entire width of the lot. Even when constructed in rows, the facades of the buildings varied considerably. Particular attention was paid to the design and decoration of the roof, which often contained wide dormers, cornices and elaborate strutwork. Another common feature was a wide bay window on the facade. Excellent examples of this style can be found in the



East side of Funston south of Anza.

northern portions of the Richmond, particularly Eleventh Avenue between California and Lake. Idiosyncratic variations on this Edwardian Craftsman theme include the unusual paired bungalows with low gabled roofs and wide eaves at 1825-31 and 1925-31 Anza. Particularly important to the character of the area are the setbacks and landscaping, the use of a variety of exterior sheathing materials (shingles, stucco, clapboard, and face brick), and the varied roof treatments.

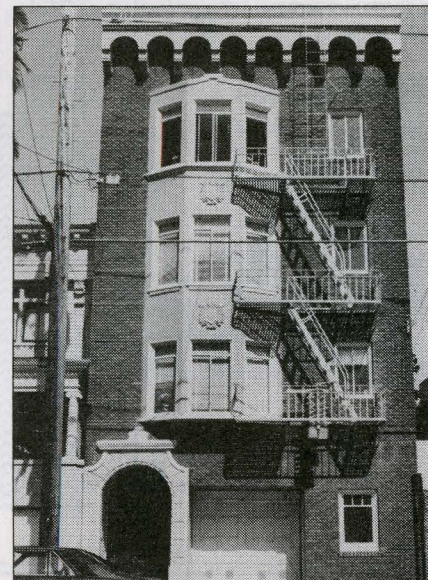
By the time the Municipal Railway line on Geary Street was opened in 1912, the Richmond was a largely completed neighborhood. In addition to the French Hospital, it contained several other important philanthropic institutions including the Maria Kip Orphanage at the northeast corner of Seventh and Lake (damaged in the earthquake and subsequently demolished), and the Home for

the Aged of the Little Sisters of the Poor designed by Albert Pissis (300 Lake Street, demolished). Among the theaters were the Richmond (Sixth Avenue near Clement, later the Lincoln), the Fisher at 600 Clement Street, and the Palm at the northwest corner of Clement and Sixth. These were joined by the Coliseum at Ninth and Clement with a seating capacity of 2700.

The neighborhood also boasted three schools: Peabody at 250 Seventh

structed three years later on the same site but fronting on Funston. In the 1960s, it like the other two schools, was demolished.

Industries, all of which are now gone, included two lumber companies (on Geary at Fourth and Sixth), sheet metal works at Tenth and Clement, and the Point Lobos stables on Geary between Sixth and Seventh. In addition to the churches already mentioned, Saint John's Presbyterian Church built a beautiful shingled building at Lake and Arguello, the Covenant Baptist Church



180 Eleventh Street.

was at 351 Fourth Avenue, the Evangelical Lutheran Zion Church was located at Ninth and Anza, and the Asbury Methodist Episcopal Church was at 407 Seventh Avenue.

While several elegant residences, flats and apartment buildings were constructed near the Presidio, the general



Eighth Avenue and Geary Street, looking south toward Golden Gate Park, circa 1920. (Photo courtesy of the California Historical Society.)



122-24 Ninth Avenue.

development of the Richmond after World War I followed the earlier pattern of rows of single family residences and flats. While the few remaining empty blocks were filled with residences, infill apartment buildings were also constructed on corner or vacant mid-block lots.

Fully developed by the Depression, with excellent streetcar service and commercial, recreational and public facilities, the Richmond was considered an ideal



Southeast Clement Street and Sixth Avenue.

environment for young families. In fact, a *San Francisco Bulletin* article of 1924 wrote glowingly of the area as "a place of contented, uncrowded homes, and the birthplace and cradle of beautiful, strong children" (August 21, 1924). To reinforce this idyllic image, there was even an attempt to rename the area the Park-Presidio District thereby emphasizing the two great forested areas to the north and south.

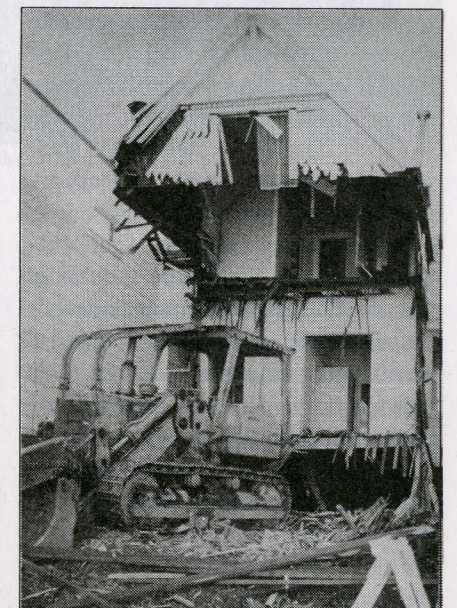
While the population of the City as a whole declined after 1950 due to a general movement to the suburbs, the Richmond attracted increasing numbers of Asian settlers. To accommodate this

influx, three- and four-story stucco apartment buildings were constructed in the 1960s and 1970s. These departed dramatically from the established historic character of the neighborhood in their scale, siting, material and design. Instead of being set back from the sidewalk, as was traditional, these apartment buildings occupied a much larger proportion of the lot. Most pre-World War II buildings had gabled roofs and decorated facades; those constructed after 1945 were characterized by flat roofs and barren facades. While apartment buildings constructed before World War II were located almost exclusively on corner lots, the apartment buildings of the 1950s and 1960s were scattered throughout the area and made no distinction between corner and mid-block sites.

By 1980, few blocks of the Richmond had escaped demolition and inappropriate new construction. Some streets, particularly Arguello, had been almost entirely redeveloped. Since older buildings tended to be more vulnerable due to their small size and single family residence use, many of the Richmond's nineteenth century buildings were lost to new construction.

Since 1980, this trend has accelerated, with a total of 264 housing units demolished in the Richmond between 1980 and 1986 (*San Francisco Examiner*,

May 31, 1987). This extensive redevelopment has led neighborhood groups, particularly the Planning Association of the Richmond (PAR) and Save Our Richmond Environment (SORE), to become increasingly concerned about the preservation of the character of their neighborhood. The Richmond is now at a critical point in its development. Heritage is working with the Department of City Planning and the neighborhood groups to assure that the historic and architectural character of the district is preserved and that new development is appropriate to that character.



Second Avenue, east side, south of Clement



## IMPORTANT ROWS IN THE INNER RICHMOND

Beginning as early as 1885, row house development characterized large parts of the Richmond. The earliest rows, such as those on the east side of Second Avenue just north and south of Clement Street, consisted of three or four dwellings with identical plans but slight variations in the facade decoration. By 1900, longer rows had been constructed, notably on the west side of Third Avenue between Cornwall and Clement, and the extensive and varied Queen Anne row on the west side of Sixth Avenue between Lake and California designed by Marcuse and Remmels between 1898 and 1900. Rows of significant and largely intact early twentieth century two-story flats are located on the south side of California between Seventh and Eighth Avenues, and the west side of Seventh between Lake and California. Although these flats share a common plan and building form, facade decoration, entrances and roofs are varied to provide individuality and interest to the streetscape. An article in the *California Architect and Building News* of March 1891 noted that the earlier practice of designing all buildings identically resulted in "confusion and trouble to the dwellers therein."

The two most important builders of the Inner Richmond were Fernando Nelson and Joseph A. Leonard. Leonard was a prominent East Bay architect who developed many Queen Anne tracts in Alameda beginning in the 1880s. Like several owner-builders, he offered complete architectural and construction services, in addition to buying and developing his own rows. His work in the Richmond is characteristic of the Craftsman era.

Fernando Nelson was one of San Francisco's most important developers of the late nineteenth and early twentieth centuries. Over a long career, he built approximately four thousand houses, mainly in Noe Valley, the Inner Mission, Mint Hill, Duboce Triangle and Eureka Valley, where he lived at 701 Castro

Street. By the early twentieth century he had begun work in the Richmond and established his office at 30 Cabrillo Street and his residence at 684 Second Avenue. Nelson tended to rely on certain tried-and-true plans and elevations, which varied relatively little over the decades he practiced. Like other builders, Nelson incorporated certain unique decorative elements into his designs, including rows of joined circles called "buttons," long thin millwork on columns called "drips," and quarter-sunbursts on the arched entrances.

The extensive rows designed by Nelson, Leonard and others are an important component of the Richmond environment. Since they were built somewhat later than similar development in the Mission and Western Addition, most of them remain relatively intact and unaltered. Because they contribute so much to the character of the Richmond, these rows deserve special attention and protection.

### Joseph A. Leonard Rows:

Ninth Avenue, west side between Anza and Balboa, 1910-11.

Tenth Avenue, east side between Anza and Balboa, 1911.

Tenth Avenue, west side between Anza and Balboa, 1911.

Eleventh Avenue, west side between Anza and Balboa, 1910.

Anza Street, south side between Ninth and Eleventh, 1911.

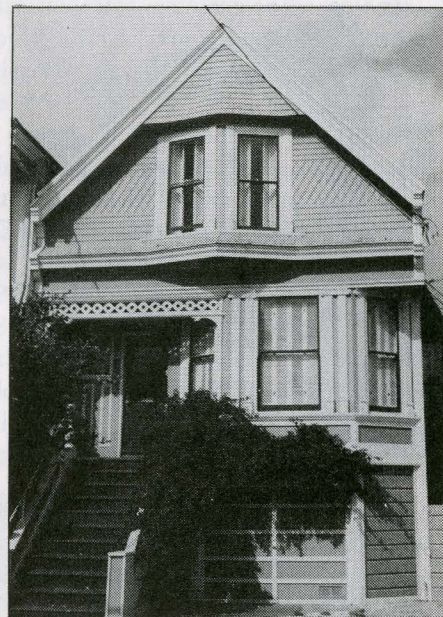
Balboa Street, north side between Ninth and Eleventh, 1910.

### Fernando Nelson Rows:

Second Avenue, east side between Balboa and Cabrillo, 1903.

Cabrillo Street, north side between Second and Third, 1904.

Fifth Avenue, east side between Balboa and Cabrillo, 1907.



449 Second Avenue, designed by Fernando Nelson in 1903.

Fourth Avenue, west side between Balboa and Cabrillo, 1907.

Ninth Avenue, east side between Anza and Balboa, 1909.

Anza Street, south side between Eighth and Ninth, 1909.

Balboa Street, north side between Eighth and Ninth, 1909.

Cabrillo Street, south side between Ninth and Eleventh, 1910.

Cabrillo Street, north side west of Tenth, 1910.

Fulton Street, north side between Ninth and Eleventh, 1910-11.

Tenth Avenue, east side between Cabrillo and Fulton, 1911-12.

Tenth Avenue, west side between Cabrillo and Fulton, 1911-13.

Eleventh Avenue, east side between Cabrillo and Fulton, 1910-13.

*This special feature on the Inner Richmond was researched and written by Christopher H. Nelson, with assistance from Gary A. Goss and Ray Siemers. Contemporary photographs by Gary A. Goss.*

## BOOK NOTES

### VICTORIAN CLASSICS OF SAN FRANCISCO, Windgate Press, 1987.

San Francisco's great pride in the architecture of the city a century ago is well illustrated in the "Artistic Homes" series published in the *San Francisco Newsletter* beginning in 1887. These photographs remain the single best pictorial source for High Victorian architecture and provide an invaluable insight into that self-confident and ornate age. Unfortunately, few original intact copies of the series have survived, and those that remain are valuable collectors' items.

Windgate Press has retrieved this important architectural and historical resource and republished it in a newly designed edition using the latest in printing and photographic technology. This enabled the editors to restore the original clarity and quality of the gravure prints, then called "Artotypes." Each photograph is also accompanied by a room-by-room description of the interiors. A new introduction has been added by Alex Brammer.

In addition to the well-known photograph of the Haas-Lilienthal House, the first "Artistic Homes" series also contained striking views of thirty-six other extraordinary Victorian residences in San Francisco, and seven in San Jose and six in Oakland. Prominent Nob Hill mansions illustrated included those of Charles Crocker, James Flood, Senator Leland Stanford, and Mrs. Mark Hopkins. Another cluster of elaborate residences was located on Van Ness, and included the Charles Holbrook and R. Porter Ashe mansions at Washington Street, the David N. Walter and James B. Stetson residences at Sacramento, and the Henry E. Bothin house at Jackson. There is a magnificent photograph of the John D. Spreckels mansion at 21st and Howard when that area was still considered a fashionable address.

The clarity of the photographs of these and other grand residences reveals the



John D. Spreckels Mansion, Howard and 21st Streets.

fine quality of Victorian design and details. Every bracket, pediment, pilaster and capital is visible on the Spreckels mansion, for example, as well as the pattern of the iron cresting on the roof and ornate fence enclosing the property. Since adjacent buildings and dependencies are often included in these views, some concept of Victorian neighborhood design and development is conveyed.

Almost as valuable as the photographs are the descriptions of the site and interiors. The description of the Haas-Lilienthal house, for example, is our only documented source for the original layout of the house before it was modified in the 1890s. Another example is the Second Empire house of William Dunphy located on Washington Street between Gough and Octavia and designed by C. MacDougall & Son. Its site is described as "plainly discernible from Golden Gate Park," and "has an unequalled view which nothing can ever abbreviate." The rear yard stretched down to Jackson Street, where a "tall wire fence keeps the deer within the deer park." The reader is then given an inside tour of the house, its frescoed ceilings and music room in an oriental style, its parlors carpeted with Gobelin tapestries, its octagonal library with Turkish rugs,

conservatory, ballroom, billiard room and two observatories in the tower.

With the publication of *Victorian Classics of San Francisco*, Windgate Press has made a very valuable contribution to the study of San Francisco architecture and history. This volume is similar in its high quality of design and craftsmanship to their earlier *Gabriel Moulin's San Francisco Peninsula*. It is hoped that Windgate Press will continue to republish and thus make available to a wider audience such San Francisco classics as the Moulin photographs and the Artistic Homes and Panorama series.

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## WALKS

CONTINUED FROM PAGE 1

Richard Norris, Gayle Reynolds and Dean Yabuki for leading the walking tours, and the Stanyan Park Hotel for hosting the reception.

## SUMMER WALKS SERIES CONTINUES

Heritage's special Summer Walks series will continue through September with three more neighborhood walks. On July 18, Judith Lynch will lead a tour of Liberty Hill, a marvelously intact Victorian neighborhood. Judith will not only describe the architecture of this historic district, but also the entire streetscape, including early curbs, fire hydrants and sidewalks.

The next tour on August 1 will offer an in-depth look into one of San Francisco's most cherished neighborhoods—Russian Hill. An "island" above the city, it contains virtually every major architectural style found in San Francisco. Interiors of seldom-seen private homes will be the highlight of this tour. These will include the earliest of the city's Octagon Houses, and an early home of famed architect Willis Polk designed in the unique "Bay Area" style. A reception with light refreshments will follow the walk. This event is organized in cooperation with the Russian Hill Neighbors Association.

A two-part program on the Richmond will conclude the summer series with a comprehensive look at this endangered neighborhood. A slide talk by noted lecturer Gray Brechin, together with a discussion of current community efforts to prevent further losses will begin the program on September 8. On September 10, Gray will lead a walking tour of the Inner Richmond explaining the architectural monuments, turn-of-the-century middle class dwellings and typical new construction in the area.

## MICHAEL GRAVES LECTURE

Heritage is delighted to announce plans for a lecture and reception featuring **Michael Graves**, noted architect and one of Post-Modernism's greatest proponents.

Mr. Graves will be here on September 24th to speak about the issues which arise when designing an addition to an older building or when designing for an area with a unique architectural character. Within the architectural, real estate development and local neighborhood groups around the country, this debate about "contextualism" has recently intensified. The projects Mr. Graves will speak about include New York's Whitney Museum of American Art; Clos Pegase, the recently completed Napa winery; and his proposed addition to the San Francisco Conservatory of Music (co-sponsor of the lecture).

*Invitations will be sent out in August.*

## "BUILDING THE CITY"

Heritage will offer again this fall Gray Brechin's popular "Building the City" lecture series. Because last year's program was rapidly filled, advance registration is recommended.

This special program of seven lively illustrated talks and field trip with noted architectural historian, Gray Brechin, will trace the evolution of architectural styles in San Francisco and relate them to the physical growth of the city through the development of its various neighborhoods. Providing a comprehensive overview for the non-historian, this series offers a rare opportunity to share in the results of years of research, study and thought by numerous students of history and architecture presented here as a single cohesive and intriguing story.

See Calendar listing for specific dates and lecture subjects.

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## PRESERVATION LOAN PROGRAM

The Heritage Preservation Loan Program for low-income owners of vintage San Francisco buildings will be offering several small loans later this year. Our program can assist eligible owners with every stage of home improvement, from planning and financing to selecting contractors and coordinating construction. The program is open to low income San Francisco residents who own and occupy their building. The eligible income limits currently are: \$19,250 (1 person), \$22,000 (2-person family), \$24,750 (3-person family), \$27,500 (4-person family).

Qualified program applicants may obtain a home improvement loan at a reduced interest rate. Information on the program will be available this fall. Call Heritage if you would like to be put on the mailing list.

## MARK YOUR CALENDAR!

Preparations are under way for this year's Soiree. The date is November 14. The place is the Wells Fargo Bank at One Montgomery Street. The banking hall was designed in 1908 by famous San Francisco architect Willis Polk. Completed in less than ten months at a cost of \$1.35 million, the building served as headquarters for the First National Bank and later the Crocker Bank, and was recently acquired by Wells Fargo.

The bank's rotunda entrance, supported by granite Doric columns, opens into the great marble banking hall. Massive fluted columns support a gold-leafed coffered ceiling, whose design is taken from the Paris Opera.

Please join us in the grand setting of this splendid survivor for dinner, dancing, and gaming on November 14. It will be great fun and not to be missed. Watch for your invitation in the mail.

## VOLUNTEERS

continued from page 4

preservation in San Francisco would be far more difficult.

Sixteen men and women were designated Outstanding Volunteers for 1986-87, for contributions "above and beyond" usual duties. Their tasks for Heritage have been varied and include serving as walks guides, special tour guides, and house docents; assisting in office work; architectural assistance and research; training docents; and decorating the Haas-Lilienthal House for Christmas. The names of these Outstanding Volunteers will be listed on a plaque displayed in the Ballroom of the House.

William Beutner	Philip Partipilo
Patrick Cannon	Irene Sabes
Joseph DiNallo	Eleanor Sampson
Pat Farquar	Charlotte Schmiedel
Robert Flag	John Schmiedel
Marty Gordon	Peter Sichel
Gary Goss	Dan Warner

In addition, Joseph DiNallo, Philip Partipilo and Jean Micheli were honored as five-year volunteers. With a tenure of service longer than most Heritage Board Members and staff, those receiving ten-year awards were A.C. Griffing, Avo Sims, Cheryl Willis, and Jerry Samuels.

Many thanks are also due Bon Appetit, Bouquet Garni, Cow Hollow Catering, Melon's and Taste for generously donating the excellent refreshments served at the party.

Heritage is always looking for volunteers for a variety of tasks. If you are interested, call us at 441-3000.

## PARTY MANAGER POSITIONS AVAILABLE

Heritage is looking for people who are interested in serving as representatives at the Haas-Lilienthal House during rental events. In addition to the benefits of being able to attend and participate in receptions and dinners, these party managers will be paid \$5 an hour.

The managers are expected to interact with guests and give informal tours if necessary. In addition, the manager must oversee the catering, security, parking, as well as the opening and closing of the House.

All interested individuals should contact Ruth at 441-3011.

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# CALENDAR

## JULY

**JULY 18, Heritage Summer Walk: Liberty Hill** led by Judith Lynch. 10-12 noon, \$4 (\$6 non-members); with box lunch, \$10 (\$12 non-members).

## AUGUST

**AUGUST 1, Heritage Summer Walk: Russian Hill House Tour and Reception** led by Pat Farquar. 1:00 P.M., \$25 (\$35 non-members).

**AUGUST 5, "The Monumental Act of Revenge,"** lecture by Gray Brechin, sponsored by the San Francisco Architectural Club. Contact: Caroline Walker, 909-3717.

## SEPTEMBER

**SEPTEMBER 8, Heritage lecture on the Richmond** by Gray Brechin. 7:45 P.M.

**SEPTEMBER 12, Heritage Summer Walk: Tour of the Richmond** led by Gray Brechin. 10 A.M. and 1 P.M. \$10 members for both events (\$12 non-members).

**SEPTEMBER 19, Exterior Restoration Workshop** (see article for additional information)

**SEPTEMBER 24, Michael Graves lecture and reception.** (see article for additional information). 7:30, First Unitarian Church, 1187 Franklin Street.

**SEPTEMBER 27, Historic House Tour of Alamo Square** sponsored by the Victorian Alliance and the San Francisco Symphony. Contact: JoAnn Lucibello, 474-7500 or 771-1129.

**SEPTEMBER 27, Tenth Annual Oakland Preservation Fair.** Contact: The Camron-Stanford House Preservation Association, 836-1976.

## OCTOBER

**OCTOBER 7, "An Instant City and its Effect on the Land,"** Heritage's "Building the City" series with Gray Brechin.

**OCTOBER 14, "Delirium of the Woodcarver,"** Heritage's "Building the City" series with Gray Brechin.

**OCTOBER 25, "The City Beautiful,"** Heritage's "Building the City" series with Gray Brechin.

## NOVEMBER

**NOVEMBER 4, "Reconstruction, Graft Trails, and World's Fair,"** Heritage's "Building the

## WALKING TOURS

### San Francisco's Historic North Waterfront

**WHERE:** Meet at the Information Kiosk at the cablecar turntable in Victorian (Aquatic) Park, foot of Hyde Street.

**WHEN:** 10:30 A.M. to noon, Saturdays. \$3.00, members \$2.00.

### Victorian & Edwardian Pacific Heights

**WHERE:** The Haas-Lilienthal House Ballroom, 2007 Franklin Street, San Francisco.

**WHEN:** 12:30-2:20 P.M., Sundays. \$3.00, members \$2.00.

City" series with Gray Brechin.

**NOVEMBER 11, "Boom, Bust, and the Coming Storm,"** Heritage's "Building the City" series with Gray Brechin.

**NOVEMBER 14, Heritage's Annual Soiree,** Wells Fargo Bank, One Montgomery Street.

**NOVEMBER 18, "The Growing Dilemmas of Growth,"** Heritage's "Building the City" series with Gray Brechin.

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