



HERITAGE NEWSLETTER

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Volume III, Number 1

(c) 1975

May 1975

ROBERT BERNER, HERITAGE'S NEW
URBAN CONSERVATION OFFICER

Heritage has recently taken a crucial step toward a more active role in conserving San Francisco's architectural character. Through the forward-looking support of the San Francisco Foundation, Heritage has received a grant to establish the position of Urban Conservation Officer and to provide for secretarial support. The purpose of the grant is to establish priorities for architectural conservation, especially in the downtown area.

Robert Berner, formerly Vice President and Director of Finance for The Nature Conservancy, is Heritage's new Urban Conservation Officer. The Nature Conservancy is a national conservation organization whose purpose is to acquire and preserve ecologically significant land. Mr. Berner was with The Conservancy from 1971 to the present and was responsible for financial management and legal counsel. He holds a BA from DePauw University, a degree in law from Duke, and an MBA in finance from The Wharton School at the University of Pennsylvania.

As Urban Conservation Officer, Mr. Berner will direct the Heritage staff in a wide variety of conservation efforts. These will include being Heritage's spokesman in the environmental review process and in many other legal, administrative and legislative matters including life safety regulations, the parapet ordinance, taxation, landmarks designations and other legal and legislative questions as they affect urban conservation. He will also be in charge of developing and administering the Urban Conservation Fund, Heritage's revolving fund for the preservation of threatened buildings.

Candy Friesen recently joined Heritage to provide Mr. Berner with secretarial support. She has a B.A. from UC Berkeley and has a long-standing interest in architecture, landscape design, gardening, and art. She is a vital and welcome addition to the Heritage staff.

The Board of Directors, the staff, and many volunteers who have already worked with Mr. Berner are enormously pleased that he has joined us. Heritage's essential resource is people and Bob Berner has already shown his competence, dedication and enthusiasm. Heritage is grateful for the timely support of the San Francisco Foundation.

FOR SALE

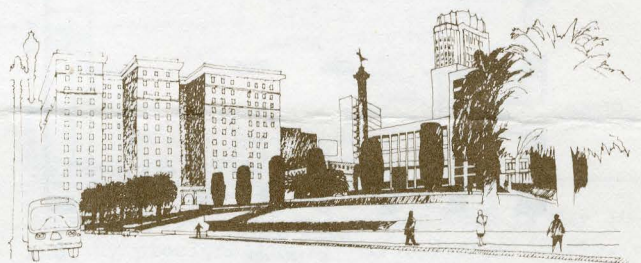
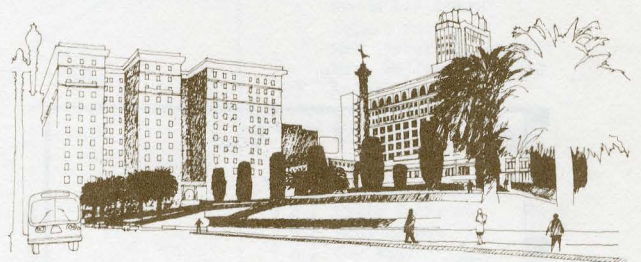
Four Western Addition Victorians that are located in the Beideman Place Historic Area are available: a one-unit stick style Victorian, two two-unit Victorians and a three-unit Victorian. Costs range between \$72 - 100,000 including projected rehabilitation. These special buildings are all on the National Register of Historic Places and are part of the Heritage SF Redevelopment Agency project. Call Heritage for up-to-date information.

THE FITZHUGH BUILDING

San Francisco's Planning Department is currently reviewing a proposal from Saks 5th Avenue which calls for the demolition of the Fitzhugh Building and the construction of an almost windowless 5-story building in its place.

Appalled at the possible loss of a San Francisco building which is not only beautiful in its own right but is also an integral element of the architectural character, scale, texture and quality of Union Square, Heritage has developed a detailed alternative to Saks' proposed demolition. This proposal was presented to Saks Fifth Avenue representatives at a meeting on May 6.

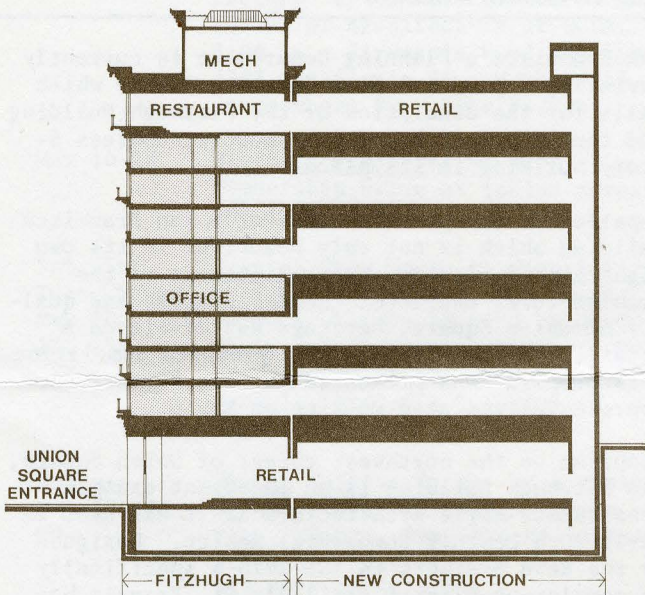
Standing on the northwest corner of Union Square, the Fitzhugh Building is an important example of Renaissance-style architecture as it was used in early 20th century commercial design. Designed by the Reid Brothers in the 1920's specifically to complement Bliss & Faville's St. Francis Hotel to its right, the Fitzhugh serves as the visual anchor for the northern and western sides of Union Square. Application has been made by Heritage to list the building on the National Register of Historic Places.



Heritage's alternative plan meets Saks' retailing needs without the demolition of the Fitzhugh Building. The plan, developed by a joint committee of AIA members and Heritage personnel, involves the renovation of the present building and the construction of a new six-story structure directly behind it, on land Saks already owns. Each floor of the new structure would be aligned with every other floor of the existing building. The two buildings would be structurally independent, a fact which considerably affects code and cost factors. However, openings between the new structure and aligned floors of the old building allow easy access between the two structures.

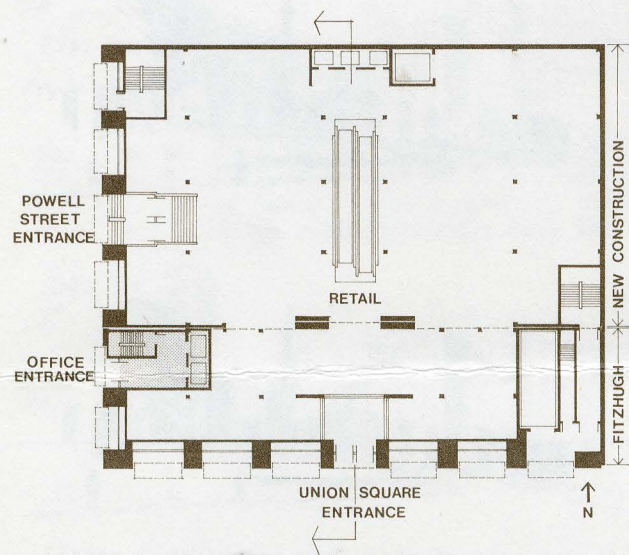
(continued on page 2)

The entire street level of the Fitzhugh Building would be open to the new structure so that the Post Street entrance of the Fitzhugh Building can be used as the main entrance to the store. The top floor of the Fitzhugh, which overlooks the Square, could be used for a lunchroom and administrative offices. Space on floors two through eight on the Post Street side of the Fitzhugh would be leased office space. Interior space on non-aligned Fitzhugh floors could be used as service areas or adapted for use as more rental space.



Jacob van der Ploeg/Reed Rubey

The plan provides total floor space approximately equal to that in Saks' proposal for a completely new building. The display windows on the street floor of the Fitzhugh Building would be Saks', and the facade at street level would be rehabilitated to provide uniform and attractive display windows.



Jacob van der Ploeg/Reed Rubey

Cost estimates prepared by architect Herbert McLaughlin, a Heritage Board member, indicate that the Heritage proposal, including the cost of bringing the Fitzhugh up to code, would cost substantially less than an all new structure. Heritage believes that its proposal is entirely feasible and competitive economically with Saks' proposed new structure. It provides Saks with a facade reminiscent of New York's Fifth Avenue while preserving a streetscape important to San Franciscans.

Since the viability of the downtown shopping area is so dependent on its special character, it makes sense for retailers to work within the architectural uniqueness of the area. Saks' move to Union Square would be good for the Square. Heritage believes that Union Square can gain a Saks and still retain the Fitzhugh. The demolition of the Fitzhugh would serve only to erode further the character of the Square to the detriment of both Saks and the City.

Have you ever wondered what your house will look like fifty years from now? If you're concerned about saving San Francisco's unique architectural character, start with your own house by looking into Heritage's facade easements.

The facade easement is a written agreement which gives Heritage a limited right to exercise control over changes in the exterior. It is recorded with the County Recorder and lasts in perpetuity, binding all successive owners and users of the building, thus ensuring the preservation of the structure.

The concept of the facade easement is relatively new. So far the experience of Heritage is limited to two easement agreements, with several others in process. One is with Bill Dodge on his 1885 elegant Queen Anne style Victorian house at 1083 Dolores Street. It was signed in 1973. The second easement agreement has just been received from Jo Hanson on her landmark house at 201 Buchanan Street, known as the Nightingale Cottage. It was built in 1882 for John Nightingale by an unknown architect and is a masterpiece of the Eastlake style of Victorian architecture. The dramatic Mansard roofed central tower, the prominent ornately carved gables and the steeply pitched roof make a rhythmical contrast to the generally horizontal building. Nightingale came to California as a forty-niner, was President of the Society of California Pioneers and a well-known San Franciscan, involved in real estate.



William Beckman

Jo Hanson, an artist, has both her home and her studio in this historic house. In describing her motivation to protect the building through a facade easement with Heritage she says, "I think every person must accept responsibility for the effect his actions have on the general welfare. My action means that I attach importance to the quality of life in San Francisco, and I think it is no longer acceptable to exploit resources for personal gain at the expense of the common good." Thomas H. Crawford, attorney, assisted Jo Hanson with this agreement.

For information on facade easements, call Linda Jo Fitz at 441-3000.

BANK OF AMERICA HELPS

The Bank of America has been most sensitive to Heritage's efforts in San Francisco to preserve older properties. Last spring we received a loan for the improvements to the 1929 addition to the Haas-Lilienthal house, which enabled us to rent the resulting three bedroom apartment. More recently the Bank put together a very attractive package for financing the rehabilitation of the Western Addition project properties for the buyers. We appreciate this assistance from the Bank and for generally helping Heritage to prove the economic feasibility of property conservation in San Francisco.

BUILDING UPDATE

Atherton House (1990 California at Octavia)

The Atherton House, built in the 1880's, finally achieved Landmark status by virtue of Heritage's appeal to the Board of Supervisors in January. Heritage appealed the decision of the Planning Commission, which had reversed the Landmarks Board's recommendation for designation. The unique Victorian house was sold in a probate sale to Spencer Andrew, whose plans for the property have not been announced.



Charles Hall Page

Alaska Commercial Building (Sansome at California)

The Bank of Tokyo's plan to demolish the Alaska Commercial Building and replace it with a 23 story structure was reviewed in relation to the environment at the February 27, 1975 Planning Commission meeting, where the Commission accepted the Environmental Impact Report (EIR).

At the February 27th Planning Commission hearing and the March 24th Board of Permit Appeals hearing, Heritage presented the point of view that the EIR had not given enough consideration to the retention of the building or to its integration into new structures which could be built on the adjacent site to tie into the ACB. The decisions in these hearings clear the way for the Bank of Tokyo project to begin.

Jessie Street PG&E Substation (Yerba Buena Center)

Heritage continues to meet with the S.F. Redevelopment Agency regarding the incorporation of the substation into the YBC Plan. It is now the Agency's responsibility to show that Jessie Street cannot be used, and that there is no feasible alternative to demolishing, a finding which, we believe, will be hard to make. Heritage applied for and received a consultant services grant from the National Trust for Historic Preservation. This grant would cover half the cost of the much needed SFRA feasibility study.

Heritage is convinced that Willis Polk's substation with its elegant facade and soaring interior space could be adapted to an exciting galleria that would link Market Street to whatever is eventually built in YBC.

City of Paris (corner of Geary and Stockton)

Placed on the National Register of Historic Places as a building of national significance, and also made a California State Landmark, in January 1975, the City of Paris stands unoccupied, a beautiful shell which Neiman-Marcus intends to demolish. The Citizens Committee to Save the City of Paris continues to raise money in hopes of fighting for the building in the courts. On page 6, two fundraising events are described. An EIR may be required by the Planning Department if the initial Environmental Evaluation shows that the plans will have a substantial adverse effect on the environment.

Western Addition

The Heritage-S.F. Redevelopment Agency (SFRA) project in A-2 progresses slowly. Now that the buildings have been moved, they can be turned over to the new buyers who will do the rehabilitation according to SFRA standards. Heritage continues to help the buyers and will monitor the exterior work, along with the Landmarks Board and the SFRA, during construction.

At this writing, four houses in the Beideman Place Historic Area are available to the public. To purchase and bring them up to SFRA standards, estimated costs range from \$72 - 100,000. Please call Heritage for information.

Other Western Addition news includes the termination of David Kirshhoff's plan to move the facades of Western Addition Victorians to the port for his Victorian Village project. Since the SFRA again controls these buildings, Heritage, the Landmarks Board and WAPAC are urging the SFRA to preserve these buildings within the Western Addition.

Goodman Building (1117 Geary)

The Board of Supervisors unanimously designated the Goodman Building as a San Francisco Landmark on January 20, 1975 in an appeal hearing which overruled the Planning Commission and upheld the Landmarks Board vote. The Goodman Group, resident-artists, hopes to purchase the building from the S.F. Redevelopment Agency for use as a community arts center. Application has been made by the Goodman Group to have the building included in the National Register of Historic Places. To help, raise money call Martha Senger at 771-8970.

Bransten Property (corner of California & Franklin)

1701 Franklin, a Landmark, was purchased in December 1974, by aviation lawyers, Kutsko, Moran and Mullin, after the parcel was rezoned to allow office use. The exterior restoration has been completed with the blessing of the Landmarks Board.



Charles Hall Page

This beautiful Queen Anne was built in 1895 and has been strikingly, yet tastefully restored. The exterior colors bring out the rich ornamentation quite beautifully. The interior is being fittingly restored.

1818-20 California, also a Landmark, is being sold by Malcolm Watts, who has recently completed its exterior restoration.

Both buildings, and 1735 Franklin, adjacent, were originally for sale with the idea of demolition and replacement by apartments. Heritage had suggested to the owners and their representatives that the property be sold for retention and reuse of the existing buildings. With the assistance of Landmark designations, neighborhood rezoning, and the economy, our argument turned out to be successful.

Over the past year Heritage has greatly expanded its efforts to help preserve our City's unique and irreplaceable architectural resources. Our increasing effectiveness has resulted from your participation. With your support we can do even more.

In the past year (May 1974-May 1975) our membership doubled. There are now over 1000 of us. Our corps of volunteers enlarged, we created the Heritage-AIA (American Institute of Architects) Consulting Committee, welcomed several new members to the Board of Directors, and created an Advisory Council. Through a substantial grant from the San Francisco Foundation, we added a full-time Urban Conservation Officer to direct our property conservation program. We established the Heritage Charter Society to give special recognition to those who assist Heritage through substantial contributions.

We put a fresh coat of paint on the Haas-Lilienthal house, added Saturday tour hours, trained new docents, restored the toy train, installed a permanent exhibit on the Victorian era in the ballroom and shared this fine house with over 18,000 visitors.

Heritage began monthly programs, open to the public, gave two successful and informative lecture series, added ten new Sunday walking tours, and presented many slide shows and lectures to community groups. We also launched the Urban Conservation Fund with a benefit at the de Young Museum.

Heritage placed the Jessie Street PG&E Substation on the National Register of Historic Places, expanded our facade easement program, prepared a study of the economic and design feasibility of retaining the Orpheum Theater, and worked with architects, owners and city agencies to find ways of retaining the Alaska Commercial Building, the Bransten Property, the Fitzhugh Building, the City of Paris and the Jessie Street PG&E Substation.



Craig Buchanan

Our most publicized project was the moving of twelve Victorian houses out of the path of the bulldozers and into the hands of new owners who are committed to restoring them. Done in cooperation with the San Francisco Redevelopment Agency and the Landmarks Board, this move was the result of negotiations and plans that began in 1971 when Heritage was founded.

The growth of Heritage depends upon membership participation. Talk with your friends about Heritage. We need your support to keep this a livable city.

MONTHLY PROGRAMS

The third Tuesday of each month at 7:45, Heritage has a program in the Haas-Lilienthal ballroom. Free for members and \$1 for non-members, these programs are on subjects which relate to urban conservation and historic buildings. Come and bring a friend; your membership admits two people. (See coming events calendar on Page 6.)

The parapet ordinance, explained in our last Newsletter, remains a threat to the City's architectural character. The City has hired Frank Lew, a structural engineer, as the enforcement officer. He is setting up testing criteria and is choosing a target area, which will most likely be centered around Union Square.

The Heritage-AIA Committee is assisting the Planning Department and its new parapet investigation team in the task of analyzing the effects of the ordinance. The Department's concern about the visual effect of the ordinance is commendable. However, at present, the ordinance's stringent safety standards (based on those for new construction) seem to make the saving of the parapets the most expensive way to comply with the law. It is hoped that owners will follow the lead of those who have voluntarily reinforced their parapets, as was done on the Flood Building at the corner of Powell and Market.

SPRING LECTURE SERIES - A SUCCESS

The Heritage 1975 Spring Lecture Series, "The San Francisco Bay Region Style in Domestic Architecture since 1939," brought together some of the most eminent architects and architectural critics involved in contemporary design. It has been a great contribution to understanding some of our best modern architecture.

The slide lectures were given by Sally Woodbridge, a co-author of *A Guide to Architecture in San Francisco and Northern California*; Professor Richard C. Peters of U.C. Berkeley and of Peters, Clayberg and Caufield; Joseph Esherick, of Esherick, Homsey, Dodge and Davis, architects of the Cannery and the Ice House; Roger Montgomery, Professor of Urban Design at U.C. Berkeley; Charles W. Moore, with Moore-Turnbull Associates and architect for Sea Ranch as well as professor at Yale and visiting professor at UCLA; and Allan Temko, architectural critic for the *SF Chronicle*.

Our thanks go to the speakers, to Fireman's Fund, to Gay Kunz, coordinator of the series, and to the many volunteers for the success of the series.

VOLUNTEERS CONTINUE TO PROVIDE ESSENTIAL HELP

New volunteers include twenty-one new docents, Paul Bailey-Gates, Peggy Cling, Temia Demakopoulos, Alice Gosak, Thomas Greene, Thomasine Griggs, Lawrence and Margaret Hauben, Suzanne Joseph, Joan Libman, Fritzie Kopetzke, Virginia Montfort, Mary Morrow, Richard Rothman, Dianne Salvador, Lydia Stack, Joan Steils, Rosanne Talcott, Stephanie Turkington, Cynthia Thom and Lisa Wentz.

New persons giving invaluable help include Lori Croskey, Suzanne Bartels, Debbie Hamilton, Robin Jackson, Mike Johnstone, Jane Nibley, Cesca Taylor, David Powers, Katie Russell and Lorna Strotz. It is Heritage's good fortune to have well over 100 active volunteers and many more supporters who lend an occasional hand.

VOLUNTEER! IT'S GOOD FOR YOUR HEALTH!

Autumn weekday training for H-L docents; toy train operators; monthly program committee members; helpers for one shot events (ie. fall house tour); cashiers for docent tours and bookshop; general office helpers. Call Heritage and leave a message for Teta Collins, volunteer coordinator.

HAAS-LILIENTHAL THANK-YOUS

The Haas-Lilienthal side garden, lovingly tended by Heritage's Marie Hollinger, now has a camellia bush donated by the Clement Nursery and a large bed of tulips and daffodils donated by Tom Dunlap of Modesto. The back garden is being prepared by the S.F. Garden Club. A coffee machine for the office was provided by the American Coffee Service.

HERITAGE RECEIVED THE FOLLOWING NEW MEMBERSHIPS BETWEEN SEPTEMBER 14, 1974 AND APRIL 15, 1975

HERITAGE CHARTER SOCIETY

The Wallace Alexander
Gerbode Foundation
Mrs. Charles B. Kuhn
Mrs. Richard S. Shore

CONTRIBUTING

James G. Gerstley
Antoinette Keyston Grau

SUPPORTING

Arne Werchick

SUSTAINING

North Baker
Robert Berner
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Mrs. Beatrice M. Stern
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Linda L. Castiglioni
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Mrs. Frank T. Culp, Jr.
Kenneth Day
Wm. Deaver
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Ivan Diamond
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Mr. & Mrs. William F. Drum, Jr.
M. P. Erceg
Elliot Evans
Adrienne Feliciano
Randall Fleming

Jim Fong
John Fortunio
Joyce Frankenberg
Aaron A. Gallup
Robert K. Gardner
Patricia Goodman
Grier R. Graff
Richard C. Grefe
Casey Grenier
Kit Haener
Margot Hambly
Candida V. Hamilton
Ms. Roberta B. Hann
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Barbara Harvie
Mr. & Mrs. Lawrence Hauben
Evelyn Hawkes
Geoffrey H. & Harriet Heathcock
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Ward Hill
Margaret Foley Hillery
Valentina Hoffman
Karen Hollinger
Lori Horne
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Mrs. Rebul Lampman
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Andrea Lira
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Candace Wray Livingston
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Alan and Kerstin F. Magary

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Gloria S. McGregor
Janet McNerny
Gertrude Meade
Jill Sapsinsley Mooney
Lamberto Moris
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Thomas E. Whitesides
Dorothy L. Whitnah
Isabel Wief
Carol Wolfe
Michael Zucker

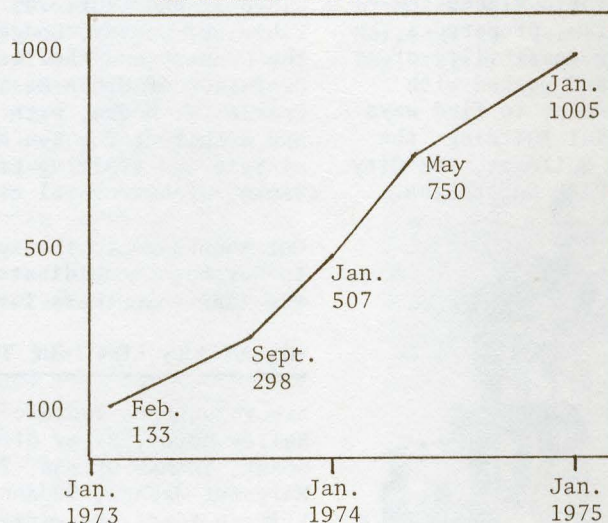
STUDENT/SENIOR CITIZEN

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Peter Belsley
George Bennett
Mary Butler
Frank Cardinali
Gregg Christie
John H. Cummings, Jr.
Gary and Gwen Dean
Joan Draper
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Mark Fingert
Stephanie French
Donald B. Gibson
Philip Goodman
Lee H. Grayson
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Mrs. Donald Guthrie
Robin Hollinger
Karen Anne Halvorsen
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Raymond S. Kimbell
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Susan Robertson
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Robert LaVerne
Allan Levy
Linda Marks
Andrew McKinney
Judith Patt
Cesca Taylor
Marjorie Wilkinson
Ken Wood

MEMBERSHIP GROWTH 1973-1975.



PAINT FUND NEEDS MONEY

\$7,329 is still needed to pay for the Haas-Lilienthal paint. This represents about half of the original bill of \$14,492 which we have been gradually whittling down. We are grateful to the following people who donated to the paint fund between October 1974 and April 1975: Harriet A. Ames, Stone Douglass Coxhead, Joan E. Draper, Lloyd B. Egenes, M/M James M. Flack II, Foundation for the Preservation of Mother Lode Architecture, James C. Gerstley, Betsy Haas, M/M W.A. Haas, M/M Lawrence A. Hauben, H.A. Landels, M/M Morgan Sinclair, Suzanne Snedden, Mrs. Robert Spencer, Peter Trendell, Elise Tuininga, James J. Vogt.

Contributions are still needed. Please help!

BOOKSHOP

Haas-Lilienthal House - an assortment of matted sketches, packaged and single note paper, postcards and posters ranging from 15¢ to \$3.00.

Books - A careful selection of San Francisco and regional architectural and historical paperbacks and hardcover books, as well as classic general books on urban development ranging from \$1 to \$17.95.

PRESERVATION WEEK ACTIVITIES

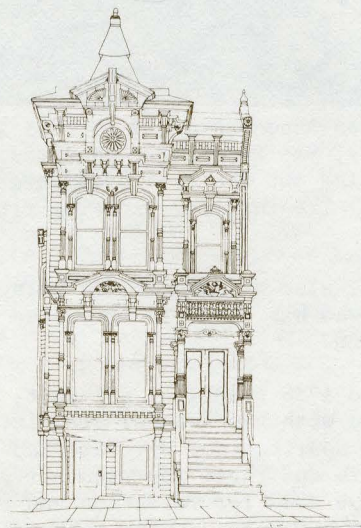
National Historic Preservation Week is May 10-18 and, by proclamation of Mayor Joseph Alioto, it is also San Francisco Historic Preservation Week. Heritage is celebrating with an evening open house at the Haas-Lilienthal house 6-9 pm May 10, 11, 13 and 15. Bring your friends to wander leisurely through the house and chat over coffee with other people interested in San Francisco's history. The Standard Gauge toy train, restored and relocated by Heritage volunteers, will be in operation. Built in the 1920's by the William Haas family chauffeur, the layout contains 200 feet of track and remarkable bridges. Free parking is available in the church lot at Franklin and California Streets. Open House donation \$1. Students and senior citizens 50¢, members free.

During Preservation Week, Heritage members will be at card tables on San Francisco streets, eagerly distributing information on historic preservation and Heritage. Tell your friends about Heritage and do your part for historic preservation by recruiting new members!

For other activities during Preservation Week, see the Coming Events calendar.

COMING EVENTS

- Every Sunday Walking Tours of various areas of San Francisco 12:30-2:30. Members \$1.50; Non-members \$2.50; Call 441-3000 for schedules. Reservations by mail only.
- Every Wed., Sat. & Sun. Haas-Lilienthal house guided tours 1-3:30 Wed., 12:30-4:30 Sat. & Sun; \$1; 50¢ students and senior citizens; Heritage members free. 2007 Franklin.
- Wed. May 7 Lecture on Late Bay Region Architecture by Charles W. Moore, Professor of Architecture at UCLA. 8:00 pm. Fireman's Fund Auditorium, 3333 California St. Members \$3, non-members \$4. Free Parking.
- May 10-18 Historic Preservation Week Membership Drive at tables across the city.
- Sat, Sun, Tues, Thurs, May 10, 11, 13, 15 Evening Open House at Haas-Lilienthal house, 6-9 pm. Staff and docents will be on hand to discuss Heritage's current projects; Membership admits two, free. Non-members \$1; students & senior citizens 50¢.
- Sundays May 11, 18, 29 Spring Walking Tours by Berkeley Architectural Heritage. Ocean View, Campus, Benvenue-Hillegass. \$2 each. Reservations only. 652-0975 or 652-2255.
- Wed. May 14 Lecture: "Preservation vs. Innovation" by Allan Temko, Architectural Critic for the SF Chronicle. This is the final slide lecture of the Heritage Spring Lecture Series. 8:00 pm. Fireman's Fund Auditorium, 3333 California St. Members \$3, non-members \$4. Free parking.
- Fri. May 16 Panel discussion on the Fitzhugh Building and the City of Paris. KQED, Channel 9, 6:30 pm.
- Sun. May 18 Oriental Rug Seminar - Benefit for Citizens Committee to Save the City of Paris. Palace Hotel; 2 parts: 10 am Village/Nomadic Rugs and 2 pm Court/Imperial Rugs. \$10 each or \$15 for both (\$15 ticket includes free analysis of small rugs); for information and reservations, call 563-5006 after 5 pm or weekends.
- Tues. May 20 Monthly Program - San Francisco Community Development Program. Discussion led by Dean Macris, SF Director of Planning, on the program's implications for preservation and urban conservation. 7:45 pm Haas-Lilienthal ballroom, 2007 Franklin. Membership admits two, free. Non-members, \$1.00.
- Wed. May 21 Meeting: Citizens Committee to Save the City of Paris. Preservation discussion by Mrs. G. Bland Platt, President of the Landmarks Board. 7:30. Haas-Lilienthal ballroom. Free.
- Sun. June 1 House Tour of Mint Hill (upper Market area) to benefit the City of Paris legal fund. Five Victorian houses including Nightingale House at 201 Buchanan. Meet 1-5 at 257 Page (between Laguna & Octavia). \$5/person; \$7.50/couple. Wine. For information call 824-6834 or 824-2666.
- Tues. July 15 Monthly Program - Picturing Man's Buildings. Photographic exhibit by Johnnie Del Robinson of downtown San Francisco over the past ten years. Craig Buchanan, a free-lance photographer, will give a slide lecture on architectural photography. 7:45 pm Haas-Lilienthal ballroom, 2007 Franklin. Membership admits two, free. Non-members, \$1.00.
- Tues. June 17 Monthly Program - The Portable Victorians: Heritage's Western Addition Project. For those not up at 3 am to watch a dozen 100-year old Victorian houses moved from the path of bulldozers, a slide show by Randolph Delehanty. 7:45 pm Haas-Lilienthal ballroom, 2007 Franklin. Membership admits two, free. Non-members, \$1.00.



Golden Gate Library
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San Francisco, 94123

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