



# CALIFORNIANS FOR PRESERVATION ACTION NEWSLETTER

Volume III, Number 3  
July, 1978

## CPA Joins Suit

The Los Angeles Railway Plaza Substation, sometimes referred to as the MTA (Metropolitan Transit Authority) Building, has been saved from demolition...at least until a hearing to determine whether the City of Los Angeles and the State of California should prepare an environmental impact report on the building. Quick court action by co-plaintiffs James Prager, a Los Angeles attorney, and CPA halted demolition of the circa 1905 building, located in El Pueblo de Los Angeles State Historic Park.

Controversy over the Plaza Substation came to a head in February when the Los Angeles Department of Recreation and Parks, administrators of the Park, proposed demolition of the upper two floors of the three-story, unreinforced brick building. The plan called for using the basement, the first floor and new upper floor as a "Mexican Mercado" or Mexican marketplace, a "theme" alteration destroying the building's architectural integrity, particularly the delicate trusses and interesting windows.

The State of California, through Russell Cahill, Director of the Department of Parks and Recreation, proposed restoration of the Plaza Substation. State Historic Preservation Officer Dr. Knox Mellon and Architect Frank Sturgeon from the State Department of Parks and Recreation, had declared the building historically and architecturally significant. Funding was to be made available by the State for the much needed renovation and restoration. The State, with final authority over all plans for the State Historic Park, was preparing a resource management plan.

CPA members, railroad history buffs and others testified before the Los Angeles Recreation and Parks Commission hearings on the Plaza Substation but the demolition plans were not changed. Late in April, word came that Russell Cahill had backed down, reportedly because of political pressure, according to the Los Angeles Times, and would not oppose the demolition.

Meanwhile, the Los Angeles Recreation and Parks Commission was informed by the Los Angeles City Attorney's office that the City probably had not complied with CEQA and could lose a court case requiring an EIR. The City then indicated it would prepare a Preliminary Statement to determine if an EIR was necessary and demolition was delayed "for about six months" according to Park Director Jerry Smart. Only a few days later, however, the City reversed itself and scheduled demolition for May 17, 1978. This decision was reached even though:

- (1) the State Parks and Recreation Commission adopted a resolution requesting the City to withhold any demolition pending the State Commission's approval of a general plan for the Park;
- (2) the State Historic Resources Commission unanimously passed a resolution calling for the preservation and restoration of the Plaza Substation;

- (3) nomination of the Plaza Substation to the National Register was to be acted upon at the next State Historic Resources Commission hearing in July, 1978;
- (4) a citizens group, Keep Old Los Angeles, demonstrated against demolition.



Photo courtesy of Bruce Boehner.

Only one week before the scheduled demolition and only several days after the City's demolition plans were announced, CPA's Board of Directors, in a special Board meeting held during the Historic Preservation Conference in San Jose, voted to become co-plaintiffs with James Prager in a lawsuit which succeeded in obtaining a temporary restraining order until a court hearing on June 22, 1978, to determine if the City and State will have to prepare an EIR. CPA members and friends are gathering back-up information and are distributing petitions to save the Plaza Substation to help Attorney Prager prepare for the court hearing. Letters of support for saving the Plaza Substation are needed; send to Bill Burkhart, 475 El Medio Avenue, Pacific Palisades 90272.

## OTHER CLIFF HANGERS

In related action, neighbors fighting to preserve St. Anne's in San Francisco (see last newsletter) are suing SHPO Knox Mellon for his action of holding the National Register nomination instead of forwarding it to Washington, D.C. CPA is filing an amicus curiae brief.

A similar problem has arisen with L.A.'s Pan Pacific; this time Dr. William Murtagh, Keeper of the National Register, is having difficulty approving a solid gold nomination because of political pressure. Lowered expectations seem to have reached Washington. We expected better.

## Legislative Report

CPA is nearing the end of its first year of active lobbying with a creditable, yet not perfect record. The emphasis of our legislative program has been to stress our position as defenders of the built environment, rather than concentrating on legislation relating to particular historic structures. This approach has gained CPA recognition as an environmental organization, defending the environment most of us live in, the towns and cities.

The taxpayers' revolt that culminated in passage of Proposition 13 may have accomplished some of CPA's objectives by attacking punitive taxation for rehabilitation; nonetheless, Prop. 10 was lost in the battle and may have to reappear in another form in November. A major negative aspect of Prop. 13 is the effect on existing or proposed preservation programs in communities across California; staffing of Preservation Boards, Architectural Review Boards, surveys and other positive programs hard earned over the last few years appear to be victims of the upcoming budget cuts. In other action:

AB 2979 (Roos), discussed at length in the last issue, was opposed by CPA and numerous other organizations in committee; our stress on the negative impact the bill would have on existing values within the built environment was another telling argument. AB 2979 was sent to interim study and may not surface again.

CPA supported both AB 2703 (Levine) and AB 3207 (Agnos), bills imposing speculator taxes designed to halt inflationary increases in housing costs, but, unfortunately, both bills were killed in Assembly Revenue and Taxation Committee.

CPA supported SB 1782 and SCA 61, property tax exemptions for the value of rehab work done on commercial structures. These measures passed the Senate and are now in the Assembly Revenue and Taxation Committee.

SB 1518, Sacramento Historic Park, passed the Senate and is now in Assembly Water, Parks and Wildlife Committee.

SB 1817, exempting traditional Native American structures from building codes, passed the Senate and rests in Assembly Governmental Organization Committee.

AB 2881, an anti-displacement measure, passed the Assembly and is in the Senate Organization Committee.

AB 3717, an Administration bill to suspend CEQA in certain cases in highly urbanized areas was strongly opposed by CPA. Our testimony was convincing that more study of this question is needed. The Assembly Committee has placed this bill in "interim study". The Administration forces, by the careful exclusion of other issues and possible conflicts - such as those which beset the Roos Bill - attempted to isolate built environment supporters from other environmentalists. The ploy apparently worked as both the Sierra Club and PCL hesitated to step forward; CPA is indebted to Friends of the Earth who did not succumb to the tactic but joined us in

opposition. CPA needs to convince the Sierra Club and similar organizations that environment does not stop at the city limits. Indications are that the Administration in this election year is committed to proceed with the idea of a CEQA exemption; CPA intends to watch carefully to prevent this language from being slipped into another bill.

As a final comment, it should be noted that a lobbying organization such as CPA is only as good as the support it receives from members. The Legislative Alert mailed in May was intended to inform you and get you to write letters or call legislators. Far too few responded.

Candidates' nights, debates and forums will be scheduled from late Summer right up to election day. Attend as many as possible and question the protagonists about their stands on preservation. 90% of us live in cities - the built environment - and we're at least as important as three-toed salamanders and snail darters. Plus, we vote - for sympathetic politicians or against insensitive ones. Write to editors, praise or condemn candidates' responses to your questions; after hearing some of their responses your letters may ring with deathless prose at the insensitivity you hear. But do it!

## Preservation for Everyone

### C.O.O.P. ASSISTANCE FOR LOW INCOME RESIDENTS

Ownership and control are keys to the survival of low and moderate income residents caught in the tide of urban reinvestment. The non-profit Community Ownership Organizing Project of Oakland provides economic analysis and financial feasibility studies for a broad range of community-based development projects in California.

C.O.O.P. began in 1973, responding to the need for technical assistance expressed by community groups trying to control some portion of their local economy (through cooperatively owned housing projects, rural development and land reform, consumer cooperatives, publicly owned utilities and alternate investment of public funds). According to their 1977 Annual Report, "C.O.O.P. emphasizes local economic control not only because it helps people regain a sense of their own power, but also because it often makes very sound economic sense.

Among those projects listed in the 1977 Report were economic and financial planning for cooperative housing in Berkeley, Santa Barbara, San Francisco and Davis; community development strategies for the Lower East Side of Manhattan; economic analysis of land reform proposals in the San Joaquin Valley and technical assistance to Senators Dunlap and Petris, the Department of Housing and Community Development, the California Office of Planning and Research and the Governor's Small Farm Viability Task Force.

C.O.O.P. also publishes an excellent quarterly newsletter, The Public Works, describing projects they are directly involved in and similar projects throughout the country. Subscriptions to the newsletter are \$5 a year. Write C.O.O.P., 6529 Telegraph Avenue, Oakland 94609. Their publications list is free.

## Success At Last in Pasadena

While Pasadena has been the object of recent ravaging by the wrecking balls of the Pasadena Redevelopment Agency, there appears to be hope for the revitalization of Old Pasadena, a 10-block area built in the late 1880's and early 1890's which was the center of town for nearly four decades. The only major change which occurred within the area was a street widening in 1928-1929 which left the buildings intact, but removed 15 feet from the fronts and replaced the facades with handsome ornamentation designed by the leading architects of the time.

Pasadena Heritage capitalized on community concern and alarm about the continued waste of valuable architectural resources by sponsoring walking tours, bus tours and slide presentations in and about this area. There was a close interplay between such diverse organizations as the Junior League, the Chamber of Commerce, the local businessmen's association and the city's Cultural Heritage Commission to establish a preservation persuasion, using financial and architectural reasoning. There was a great deal of actual "infiltration" by Pasadena Heritage members onto the governing boards of the various community organizations, plus direct advocacy with the Board of City Directors and other departments. Our skills as organizers and responsible leaders helped to dispel the "crazy preservationist" myth that had pervaded our community for several years.

We were fortunate to have a reasonably sensitive local group of city planners, the Arroyo Group, draw up a plan for the revitalization of the Old Pasadena area. While we were not in agreement with every aspect of the report, we worked closely with that group as the plan was created and hope that ultimately some of the less desirable aspects will not come into being because the residents of the area will fight for the survival of their buildings. The City Board has approved the plan and has committed CDBG monies to implement the program.

Simultaneously, a group of concerned citizens formed a Local Development Corporation which has the ability to leverage loans on a 40-1 ratio if the area becomes a designated revitalization area by the Small Business Administration. The following elements will aid in that designation:

- (1) A clearly defined area of commercial buildings;
- (2) A study of economics of the area, initially paid for by the local businessmen's association, and updated for the Arroyo Group's study;
- (3) A plan for the revitalization of the area which has city funding and the support of the community, particularly those in the immediate area;
- (4) The formation of a local development corporation which can help administer loan applications (with Junior League receiving training to help implement this aspect of the plan);
- (5) The hiring of a coordinator for program implementation, the City subcontracting with the local businessmen's association to use HUD monies for this position;
- (6) A promotional program which draws the businessmen in the area together.

In the future funds will be available for fa-

cade improvements on a five to one matching basis while the City is providing a three to one match for seismic improvements using the alternate building codes in effect in San Diego.



Removing unsightly signs in Pasadena

Pasadena Heritage has helped with each of the above-mentioned areas and has arranged monthly speakers for the local businessmen's association to give them the opportunity to hear from other California cities about the problems and opportunities inherent in revitalization of an older commercial district. A recent Street Party was organized to bring people and their families back to the area and to let businessmen and those living in the area know that there was strong community support for this effort.

We enlisted the support of the local businessmen's association to have all stores open and buildings on tour and to donate items for a drawing. All prizes were to be claimed at the stores, thereby encouraging a return to the area.

The Junior League, working with Pasadena Heritage members, did all the coordination, news releases and publicity and supplied volunteers to staff refreshment and information stands and to procure family entertainment.

Tours viewed architectural details, historic alleyways and artists' lofts to complete the first promotional event held in the area for over 50 years.

Information on Old Pasadena, the June 10 celebration, materials, the strategy and tactics of this successful effort are available from Pasadena Heritage, 54 West Colorado Blvd., Pasadena 91105, or call Katie Harp, (213) 793-4378.

### VICTORIAN SAMPLER FROM HERITAGE

The Foundation for San Francisco's Architectural Heritage, Inc. has recently published a new book by their urban historian, Randolph Delehanty. Victorian Sampler: A Walk in Pacific Heights contains many maps, sketches and photographs, in addition to Delehanty's witty and pungent commentary on the history, architecture and landscaping of one of the City's most interesting neighborhoods. For a copy, send \$5.80, which includes tax, postage and handling, to Victorian Sampler, Heritage, 2007 Franklin Street, San Francisco 94109.

## Need Help? The CCC Has It

The California Conservation Corps has gone from planting trees in the forest to watering the seeds of urban revitalization. The San Diego Historical Society recently highlighted CCC efforts in restoring the historic Montezuma House. Robert Conrich, Project Coordinator, adds more on this expansion of CCC activities: "Shop projects recently negotiated in the area of historic preservation include stripping and refinishing interior wood panels for the Calaveras County Museum and a welding job in which we will be converting antique jail bars into a fence for the Kelly-Griggs House in Red Bluff."

Does your non-profit preservation project need manpower? The CCC works free of charge, provides transportation and supervision, but materials, orientation, technical assistance and any special equipment must be supplied.

CPA is delighted to make this announcement and urges you to make use of this offer. John Oubre, one of 16 CCC regional directors attending the Historic Preservation Conference in San Jose, was mobbed by interested preservationists who wanted to know more.

Persons with potential projects north of Santa Barbara should contact Carl Wilcox or Roger Willmarth, 1530 Capitol Avenue, Sacramento 95814, (916) 322-6790. In Southern California contact Bob Conrich, California Conservation Corps, P.O. Box 5348, San Pedro 90733, (213) 831-0185.

## News from around the State

Santa Barbara's famed railroad roundhouse, modeled after a bullring in Seville, Spain, is threatened with demolition as a result of a 500-room hotel-conference center and 200-unit condominium project planned by actor-developer Fess Parker. The beachfront roundhouse, built in 1926 and not used by Southern Pacific for many years, is the object of nostalgic affection of local residents and visitors alike. Noted preservationist Pearl Chase is credited with helping convince the railroad to design the roundhouse in a Spanish motif when the earlier building was destroyed in the 1925 earthquake.

Earlier hotel plans for the S.P.-owned site retained the structure for adaptive use. An environmental impact report on the hotel-condominium project has been ordered by the city's hearing board.

Irving Gill's Scripps Building may have a future yet. The University is now willing to approve and financially assist restoration, but a goal of \$200,000 in private pledges or donations has been set for phase I. Your checks or pledges should be made out to: Old Scripps Restoration Fund and mailed to UCSD Foundation, Q-011, La Jolla 92093.

Citizens of Hanford are pressing their desires to preserve and reuse the county courthouse and other buildings around the city's historic Courthouse Square. A busload of people from Hanford -- officials and citizens -- visited Santa Cruz, Los Gatos and Sacramento to see and hear about alternatives to the waste of their downtown center now that the county offices have

been relocated. In a letter to the Board of Supervisors, Dan Humason reviews statewide revitalization efforts, the value of preserving the integrity of the town's identity physically, psychically and financially. What he and the other 3600 signers of a petition to save the courthouse want is county support for city efforts to maintain its character. We are impressed first by Hanford's successful fight to save the courthouse and now by their growing perception of the need -- and opportunity -- to work toward a total community approach.

### LA CONSERVANCY HOLDS FORMATION GALA

The Los Angeles Conservancy held its first major membership event June 11 with 150 in attendance. Dedicated to the conservation of LA's unique urban environment, new members were presented with a series of policy statements which, we add, CPA fully supports:

Los Angeles Public Library - to support renovation and expansion only if design integrity of the structure remains.

Pan Pacific Auditorium - to retain the entire structure or, at minimum, incorporate the image-giving West Section into the proposed park;

Hollywood Sign - to encourage efforts of the Hollywood Chamber of Commerce in raising funds to rebuild the sign;

Watts Towers - to urge the inclusion of restoration experts and art, architecture, and engineering professionals in restoring the towers;

MTA Building - to use the Environmental Impact Statement to reinforce the historic significance of the Plaza Substation;

National Register designation for Broadway and Spring Streets - to support listing of portions of these important downtown streets.

For more information on the Los Angeles Conservancy, contact Margaret Bach, 140 Hollister Ave. Santa Monica 90405.

"Friends of the Schindler House" held their first major fundraising event June 25. Kathryn Smith writes, "We feel our project is unique in creating more than a house museum. The program includes plans for the house and gardens to be actively used as an architectural center, its location and refreshing landscaped setting in a densely-populated area being especially attractive."

Membership information: A \$400,000 fund-raising campaign is necessary. Inquiries should be directed to Friends of the Schindler House, 833 North Kings Road, Los Angeles 90069.

### AMERICAN PRESERVATION

Once again we recommend American Preservation, the magazine for historic and neighborhood preservation which maintains its high quality, broad coverage and more than fair share of California news: A special on Greene and Greene last issue, good articles on Hanford and the St. Anne's controversy in this issue. Subscribe to American Preservation (\$12 per year, six issues), the Bracy House, P.O. Box 2451, Little Rock, Arkansas 72203.

## Still Another Threatened Gill

Save Our Heritage Organization of San Diego has received a \$1,000 grant from the National Trust for Historic Preservation. The grant was requested for the development of an economic feasibility study for the proposed purchase, restoration and re-use of the Melville Klauber house, one of San Diego's most important historical residential structures, now threatened with demolition.

The Klauber house, located at 3060 Sixth Avenue, is generally considered the best remaining example of the work of Irving J. Gill. Its extensive yard was designed by Kate Sessions, San Diego's pioneer civic beautification exponent. The property has received the highest citations for historic and architectural importance. It has been nominated to the National Register of Historic Places, the California Historic American Building Survey, and as a San Diego Historical Site.

The property, owned now by Imperial Contracting Co., Inc., was slated for demolition to make way for a high rise apartment building. The San Diego Historic Sites Board has been contesting the company's application for a demolition permit. This has given SOHO the chance to try to save the building on site. Richard Crissman, a leading expert on financing historic preservation projects, has agreed to work with SOHO on a financing package for purchase of the property. By combining possible government grants, private contributions and financing, the study intends to prove that the building could be purchased, restored and re-used for high quality professional offices. Money accruing from the leasing of the restored building would go into a revolving loan fund which SOHO could then use for other preservation projects.

No financial commitment is to be made by SOHO at this time. Additional support for the economic feasibility study will come from "in kind" contributions of SOHO members' time and expertise, primarily from CPA Vice President and SOHO Board member Richard Reed, who has had extensive experience in financing historic preservation.



The attempt to save the Klauber house is part of a growing awareness of SOHO members that the best preservation is on site preservation in an attempt to save a sense of community as well as a structure. Demolition has only been fore-stalled and the future of this Gill masterpiece may be short indeed. Gill fanatics are urged to get involved immediately by contacting Richard Reed, (714) 270-7497.

## Events

### San Francisco Heritage Summer Lecture Series

July 13 "Victorian Domestic Architecture in San Francisco—the Row House" by Randolph Delehanty; July 20 "Face to the Street, Back to the World: Victorian House & Family" by Liz Cohen; July 27 "Victorian Interiors" by Charles Fracchia; August 3 "San Francisco's Victorian Revival" by Judith Waldhorn; August 10 "Derivation of Victorian Architectural Ornament" by Patricia Patrick.

All lectures at the Fireman's Fund Forum, 3333 California St., San Francisco, 8pm. Individual tickets \$4.50, series \$20 from Heritage, 2007 Franklin, San Francisco 94109, (415) 441-3000.

Oakland's Camron-Stanford House (CPA Newsletter, Vol. II, No. 4) is now open to the public Wednesdays, Saturdays and Sundays. For information or special group reservations, call (415) 836-1976.

"Building Community Support for Urban and Small Town Conservation", a National Trust Public Relations Conference, will be held July 20-22 in San Francisco. The subject of this intensive conference is getting to the media, communicating with City Hall, publications, etc., proven devices and strategies as explained by successful practitioners from Denver, Seattle, Dallas and San Francisco. Registration is \$70. For more information contact the San Francisco Office of the National Trust, (415) 543-0325.

### HISTORIC PRESERVATION MAINTENANCE WORKSHOP

Little Rock, Arkansas, is the location of the fourth annual Historic Preservation Maintenance Workshop to be held September 25-29, 1978. The one-week workshop will be concerned with the variety of managerial and material problems and practices associated with historic preservation maintenance, including: environmental deterioration of building materials; daily maintenance surveying; the protection of furniture during maintenance and use; the cleaning of historic materials; cyclical maintenance such as painting; and cleaning theory and practice. Tuition is \$185. Contact Training Programs, Education Services Division, National Trust for Historic Preservation, 740-748 Jackson Place NW, Washington, D.C. 20006.

### FIREMEN'S MUSTER IN EUREKA

An effort to preserve and demonstrate the way fires were fought in the past is provided by the teams of the California Firemen's Muster Association (CFMA). At gatherings called "musters" they bring antique fire apparatus from all over the state. The handsomely-restored handpumps from the volunteer era and the shiny horse-drawn steam engines have many of the same embellishments as Victorian houses and are as much a delight to the eye.

The next CFMA muster is in Eureka August 5-6. There CPA members could combine watching the contests and fire-fighting techniques with viewing the Carson House and other splendid Victorians in downtown Eureka. For information write CFMA, 6080 Monterey Road, San Jose 95111.

## Publications

More and more communities are preparing excellent publications to assist in local volunteer survey efforts. The cities of Fullerton, Santa Barbara, Torrance and Alameda recently published style guides, while Torrance and Santa Barbara have both gone further with detailed research guides. Pasadena-- well into its survey-- has developed its second "Treasures on Your Block" brochure documenting survey findings with a fine graphic presentation. If you are planning a cultural resource survey, we suggest you write these communities for copies of their booklets.

Gary Drummond of Livermore ( see CPA News-letter, Vol. II, No. 3) has produced independently A Guide to the Architectural Styles in the Livermore-Amador Valley (1978, Mill Creek Press). As we recommended Gary's survey work earlier, we recommend this handy booklet. For copies contact Gary Drummond, 567 South L Street, Livermore 94550.

Expected soon from Peregrine Smith, The Craftsman, edited by Barry Sanders (\$9.95, paper): selections from articles and illustrations of Gustav Stickley's popular magazine of the Arts and Crafts movement. Stickley enthusiasts might wish to write the National Trust, Washington, D.C. Office, to encourage the Trust to move to save Stickley's "Craftsman Farm" in Morristown, New Jersey. The property is currently for sale and, unfortunately, lies in the path of development. (See Craftsman Magazine, November, 1911.)

Vintage San Francisco Firehouses by the St. Francis Hook and Ladder Society (1978) captures the history and romance of San Francisco's more than two dozen vintage firehouses; 21 pps., \$3 from the St. Francis Hook and Ladder Society, 260 Golden Gate Avenue, San Francisco 94102.

Tax Incentives for Rehabilitating Historic Buildings by the U.S. Dept. of the Interior (1978) briefly summarizes provisions of the Federal Tax Reform Act of 1976. Free from Heritage Conservation and Recreation Services, U.S. Dept. of the Interior, Washington, D.C.

Business and Preservation by Warner et al. (1978) describes the cost, financing, and community involvement experiences of 70 companies engaged in preservation projects across the Country; 308 pps., \$14 from INFORM, 25 Broad St., N.Y. 10004.

Preservation Litigation: A Sourcebook by the Advisory Council on Historic Preservation (March 1978) compiles and summarizes preservation litigation from 1969 through May 1977 which was based on the National Historic Preservation Act, the National Environmental Policy Act, or the Executive Order 11573; 42 pps, free from the Advisory Council on Historic Preservation, 1522 K Street, NW, Washington D.C. 20005.

Californians for Preservation Action Newsletter was brought to you by Margaret Bach, Bill Burkhart, Robin Dattel Mary Louise Days, Katie Harp, Spencer Hathaway, Jim Holloway, Dan Humason, Tom Lando, John & Betty Merritt, Richard Reed, Kathryn Smith, Mike Stepner, Steve Taber, Judith Triem and Judith Waldhorn.

## Visalia Survey Gets Results

The City of Visalia is preparing an historic preservation element covering the older portions of the City. Although Visalia is the oldest community in the valley between Stockton and Los Angeles, historic preservation and the heritage of the community have been ignored until recently.

As is often the case, the realization of Visalia's assets didn't occur until many of the finest structures had already been demolished and replaced by either modern single-family homes or apartments. Multiple-family dwellings encroaching on a relatively intact turn-of-the-century area finally spurred historic preservation in Visalia.

A group of some 30 to 40 residents, protesting a multiple-family development, found they had no recourse. The group then pushed for more farsighted planning and in 1977 were able to persuade a receptive City Council to establish two interim historic districts. These districts protected the remaining historic structures from incompatible uses and building types until a survey and preservation element could be completed.

A 16 member City Historic Preservation Committee was formed to guide the study effort and has demonstrated tremendous enthusiasm and wide expertise--their backgrounds ranging from construction trades to architects to a local attorney, in addition to many interested citizens. Before formation of the Committee, staff had secured a grant from the State Office of Historic Preservation which specified the survey was to be a community effort done with volunteers. A San Francisco firm was hired to help educate volunteers and review final results.

The Committee saturated the community through the use of newspaper, radio, posters and brochures informing citizens of Visalia's history and potential. The result was a training session held in early March of 1978 where over 160 citizens learned to conduct field research for the survey. The survey area comprised approximately one-fourth of the city, with more than 3,000 structures. Within a month after the training session 70 volunteers had completed all field research while 20 more volunteers worked at the painstaking documentation of those structures.

Historic research is almost complete, and Visalia hopes to prepare a survey publication for distribution throughout the community. The survey has generated interest in preparation of a historic preservation element for the general plan. This element will contain specific planning and ordinance recommendations which, judging from community enthusiasm, will be rapidly implemented.

Through citizen participation, historic preservation in Visalia has support from a wide cross-section of the community. The community is becoming aware of its heritage with older portions of the city now prime housing areas. This new awareness should lead directly to improved building maintenance and to a growth of pride and commitment of the people of Visalia to the future of Visalia.

## Membership News

In CPA's May Workshop, Susan Larson, former Sacramento Old City Association President and now member of the City's Preservation Board, outlined SOCA's broad and effective preservation approach. Susan began by stating, "Preservation is like war. If you want to win, you must prepare strategies, get to know your enemy, form alliances, wage battles, be prepared to lose, and hold out for victory." She concluded with Susan's Six Quick Rules for Successful Preservation:

1. Never Go It Alone. Form a broad-based organization, and develop and use a distinctive and easily recognized letterhead. (People are easily impressed!) Publish a newsletter and send it out not only to members of your organization, but to local political leaders and other decision makers.
2. Know Thine Enemy and Befriend Him If You Can. Attend meetings of the City Council and the City Planning Commission, get to know their members, and tie your interests to theirs. Attend meetings of business and professional groups. If downtown merchants are concerned about dropping retail sales, show them how preservation can help reverse the trend.
3. Know Your Facts and Write Them Down. Gather facts and prepare presentations well in advance. Put everything in writing both for public officials (even when testifying in person) and for the media.
4. Do Not Be Discouraged By Losses. Learn from your losses; evaluate what went wrong and whether you could have avoided it.
5. Use the media, especially newspapers which provide at least three places for preservation news: (a) the metropolitan page-journalists are lazy and would love a reliable news source; (b) editorials-present your viewpoint to the local editorial review board; (c) feature articles-short articles with lots of pictures, these appear in the Sunday magazine or real estate section. A story in the real estate section is a nice victory for preservation.
6. Do Not Be Afraid To Support Local Political Candidates Aggressively. SOCA's support of Phil Isenberg for Mayor of Sacramento was a stroke of genius; he won!

CLIP THIS BOX, FILL IT OUT, SEND IT IN! Become a branch of the Legislative Phone-tree.

name _____
address _____
phone (day) _____ (eve.) _____
Does your employment prevent a public stand on some issues? _____
Assemblyman _____ Senator _____
Are you personally acquainted with either? _____
Please complete and return immediately as we need the information for the July 29 meeting in Ventura.

The Sacramento Lobbying Team intends to expand the Emergency Legislative Alert Network. The establishment of the phone-tree will enable us to get to you quickly, give you good information and clear directions about what you should do. Please clip the questionnaire and send to Sharon Frank, P.O. Box 2169, Sacramento 95810.

Based on the legislation mentioned in CPA Newsletters of the past 3 years, the Sacramento CPA trolls will compile an incumbents' voting record for the pre-election Newsletter.

Expect direct pressure from CPA on upcoming Congressional hearings. Last year pressure from preservationists pushed federal funding up to \$45 million. Senate subcommittee recommendations may go as high as a full \$100 million -- if we can deliver the letters. If you want more federal monies for restoration projects, survey and planning and other state grant programs, it behooves you to be ready to write!

### SAN JOSE CONFERENCE

The Third Annual State Historic Preservation Conference was a raging success; more than 500 people attended. "Hit" sessions were social issues/displacement; economics and preservation and the "3-minute success stories", which clearly delighted the packed house at the Villa Montalvo. CPA's role in planning and carrying out the conference was larger than last year's, and we are proud to take the credit. Don't miss next year's conference! The State Office of Historic Preservation is now soliciting offers from preservation groups to take responsibility for local planning and arrangements for the Fourth Annual Conference in 1979.

### OCTOBER CPA MEETING

The Fall CPA workshop will be held Saturday, October 21 on the campus of Sonoma State College in Rohnert Park. The topic is "Preservation Education"; our local co-sponsor is the college's Historic Preservation Program. More information will be available in the next newsletter.

### HELP PROTECT NATURAL AND MAN-MADE RESOURCES

Californians for Preservation Action enters its fourth year of commitment to the preservation of our vital cultural environment; Join us with your heart and checkbook. Write:

CALIFORNIANS FOR PRESERVATION ACTION  
Post Office Box 2169, Sacramento 95810

- |  |               |
|--|---------------|
| <input type="checkbox"/> over 62 membership    | \$ 7.50       |
| <input type="checkbox"/> student membership    | 7.50          |
| <input type="checkbox"/> individual membership | 15.00         |
| <input type="checkbox"/> family membership     | 20.00         |
| <input type="checkbox"/> sponsor               | 25.00 or more |
| <input type="checkbox"/> non-member subscriber | 15.00         |

name _____
organization _____
street address _____
city _____ zip _____

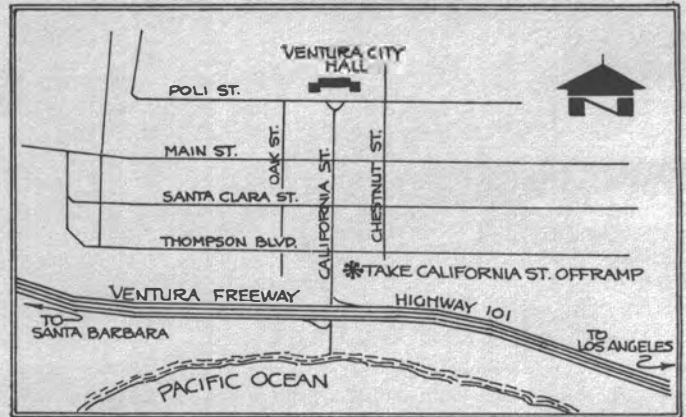
## CPA Meeting- Ventura Saturday, July 29

### Archeology: One City's Example

Ventura is in the planning stages of interpreting an archeological site and center next to the mission. Representatives from the local archeological society, county and city staff, and professional archeologists will speak on the problems and progress of archeology in the city of Ventura.

Featured speakers and their topics include: Robert O. Browne and Myrle Kirk, Ventura County Archeological Society - early archeological efforts in Ventura including the Shisolop Village, the ten room adobe and the aqueduct; Robert Lopez, archeology professor from Moorpark - the San Miguel Chapel project; Roberta Greenwood, Greenwood Associates - the Mission site project; Dick Hayden, Ventura Redevelopment Agency, and Miriam Mack, administrative assistant - the City's role in archeological projects; Alex Kirkish, County Archeologist - the current requirements in Ventura County.

Registration 8:45 - 9:15  
 Workshop 9:15 - noon  
 Lunch noon - 1:30 A box lunch in Plaza Park (For reservations, write Sharleen Smartt, 501 Poli St., Ventura City Hall, Ventura 93001, (805) 648-7881).  
 Meeting 1:30 - 3:30



Where: Ventura City Hall, 501 Poli St., community meeting room. From 101 North, turn right on California St. exit to Poli St., park in rear of City Hall. From 101 South, take Ventura Ave. exit, turn right on Main St., take Main to California, left to City Hall.

Walking Tour 3:30 - 5:00 San Miguel Chapel and the Mission site digs  
 Wine & Talk 5:00 - 7:30 Ventura County Historical Museum

Local Co-sponsors include Ventura County Cultural Heritage Board, Ventura Historic Preservation Commission, Ventura County Historical Society, Ventura County Historical Museum, Ventura County Archeological Society.



# CALIFORNIANS FOR PRESERVATION ACTION

Post Office Box 2169  
 Sacramento, California 95810