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NEW SHPO NAMED

Department of Parks and Recreation Director William Briner opened the month of April with the announcement that Kathy Gualtieri has been appointed State Historic Preservation Officer. The Foundation applauds the choice.

Kathy (Kaiser) Gualtieri is well known to most preservationists in California because she has played an active and prominent role in the movement. She was one of two National Trust Advisors in California (1974-79) and served on the State Historic Resources Commission from 1967 through 1980, last chairing the Commission in 1978-79.

Since that time Kathy has returned to school, finishing her Masters in History at San Jose State, and has worked with the Spanishtown Historical Society in Half Moon Bay helping to research the downtown for historic district development. This latest local preservation effort adds to previous background working with the San Jose Redevelopment Agency in the late 1970s.

Kathy, who took over on April 15th, said earlier she could "hardly wait to get started". We look forward to her tenure and to seeing her at the Annual State Conference in Claremont where we can all get reacquainted. Her experience at the local level, her National Trust activity and her long record of participation in the formative years of the State program should equip her well to deal with the complex and exciting world of preservation in California.

Congratulations, Kathy; we'll see you in Claremont.

We also want to give much-deserved praise to Marion Mitchell-Wilson who kept the office together through some strenuous times. Marion, like Knox before her, has been a good friend to the Foundation but, more important, she steered a straight and strong course through the threats of staff and budget cuts and during a year greatly distracted by the Heritage Task Force and resulting legislative stress. Good job; we're glad you were there, Marion.

Legislative Agenda - 1985

Will success follow success? Preservationists in the state enjoyed a phenomenal year in 1984 with the passage of a number of bills (see California Preservation, October 1984).

This year CPF and the other members of the Heritage Action Steering Committee have been active in seeing four bills introduced. These, along with several others which demand attention, form the current legislative program. The following list contains only a brief description of the bills; if you wish to know more about any particular bill contact John Merritt or your legislator.

SUPPORT: SB 958 (Russell) - establishes a heritage data management program within OHP. Has passed its first committee. No opposition to establishing the program, may have problems with appropriation for hardware/software.

AB 1785 (Bates) - amendments to CEQA. Will mandate that local communities take into consideration historic resources prior to issuing demolition permits.

AB 2104 (Killea) - amendments to the Mills Act (historic property contracts). Will make this unused property tax incentive more attractive for owners. A rider has been attached which will modify the oral history program in the State Archives.

AB 2387 (Farr) - establishes a technical assistance grant program in OHP. Matching grants to local non profits; contains appropriation for \$500,000. A follow-up to ACR 164, introduced last year.

SUPPORT, BUT NEED MORE INFORMATION BEFORE COMMITMENT:
SB 806 (Presley) - Community Parklands Bond Act. \$100 million bond issue for grants to local communities. On the ballot June 1986.

AB 2483 (Peace) - would set up a California Main Street Program in the Department of Commerce. \$300,000 appropriation.

AB 2529 (Harris) - unspecified amounts for restoration of the Presidential yacht Potomac dry docked in the Port of Oakland.

Budget line item, State Lands Commission - would appropriate funds for underwater archaeology along a portion of the Sacramento River.

OPPOSE: SB 326 (Deddah) - extends until 1994 the current provisions of Deddah's original bill which was due to sunset this year. Requires project proponents and local communities to share in the costs of archaeological mitigation.

AB 621 (Cortese) - amendments to the Subdivision Map Act.

AB 2130 (Lewis) - amendments to CEQA. Exempts from compliance any residential project that is deemed consistent with the general plan.

Your support is necessary to get these bills passed or defeated. Please take the time to write to your legislator and copy CPF. Every letter or telephone call helps. It couldn't have been done last year without the support of the constituency.

Nash Case Settled

The Foundation, through our C.P.A. subsidiary, was an amicus in the important Nash v Santa Monica case in which Nash tested the City's rent control ordinance and, potentially, preservation ordinances because he was denied the right to demolish his rental. The California Supreme Court upheld the Santa Monica ordinance, after a trial court and the California Court of Appeal agreed with the protesting property owner. Nash appealed to the U.S. Supreme Court, but on March 18th the Supreme Court refused to review the case, thus terminating the appeal.

We are grateful to Shute, Mihaly and Weinberger, the San Francisco firm which handled the amicus brief and to those of you who contributed to help with legal costs.



CALIFORNIA PRESERVATION FOUNDATION

TEN YEARS AFTER

The Conference in Claremont will feature a session on "Preservation Futures", a look back at ten year's of progress and a look toward the path we may be taking in the next ten years; the Conference closes with a "Tenth Anniversary Party" to remind us how long we have been doing this annual gathering of the clan in California.

I thought I would try a bit of that in a rare personal column, try to remember what we had ten years ago; what became quickly apparent was how little we had:

...a tiny Office of Historic Preservation with a new, unknown SHPO, Knox Mellon and no State funded surveys

...a tinier Trust Office, essentially one person -- John Frisbee

...no Pasadena Heritage, L.A. Conservancy, Oakland Heritage, etc., etc.

...no Annual State Conference and no Claremont Heritage

...no California Preservation Foundation, its forerunner Californians for Preservation Action unfounded, and this newsletter - in its 10th year as a quarterly - non existent.

...no Historic Building Code, no tax-incentives that worked, no General Plan Historic Preservation Elements of note, no Marks Bonds, no CEQA protection to speak of, few strong local ordinances and almost no historic districts designated.

... and thoughts of creating something like the Heritage Task Force would have been impossible.

What we had was energy and commitment, and some small beginnings. As you gather at Claremont look around and recognize each other and what you have accomplished. We worked hard, we have done a great deal, and we are all tired. The next ten years is in our hands and we can continue to build or, pleading that we are too busy or burnt out, we can let the fragile structure we constructed fall, lose the small space we have carved out in the decision-making process.

All of the pieces - a good State Office, strong local groups and laws, adequate funding, an active statewide organization, an alert constituency - will keep us in business. I hope you will consider how much more we need to do and how much, now, we have to lose while you are in Claremont.

It's time to recharge our batteries and get on with the job.

John F. Merritt

1985 CONFERENCE - CLAREMONT

You have received registration material so we hope you will be in Claremont, starting with the tours and Opening Reception on May 31. We think this year's conference will be the best yet and, with Miv SchAAF

kicking things off with her keynote "Hot Time, Old Town", we know it will be a spirited affair.

Miv is known as a columnist in the Los Angeles Times "Home Magazine" but she is one of L.A.'s pioneering preservationists. Her work in Pasadena, in particular, turned the town around and proved citizens do make a difference. If anyone can match Miv's energy, enthusiasm and accomplishment, it will be Nellie Longworth, President of the Washington D.C. Lobby Preservation Action; Nellie will be on hand to offer her views of the Capital scene and what citizens can and must do.

Claremont preservation successes will be highlighted and we are looking to Mayor Enid Douglas and our own Judy Wright to show us what has been accomplished. You will have a chance to meet our new SHPO, Kathy Gualtieri, and I hope you will take advantage of the inexpensive rate and stay with some of us at Scripps, in the women's college dorms.

While the theme might appear to be "women in preservation", we are trying to stress what you - as private citizens - can do to save your town; it just seems that women are leading the way. The theme is an old one: get active. We may have grown too complacent in the recent past, expecting tax incentives or government programs to do the job; it's time to remember an old adage - 'if you don't do something to politics it will do it to you' - and Claremont is where you start remembering. See you there.

DESIGN AWARDS

Materials are available for the Third Annual Design Awards presented at the State Conference; new to the program is an award category for published research and documentation. Entry fees have also changed to a \$100.00 flat rate for all categories.

This year's jury includes Steade Craigo (OHP restoration architect), John Beach (architectural historian) and Bruce Judd (State Commission Chairman). To qualify for judging, entries must be received by Monday, May 20.

For program materials, criteria and entry forms contact GeeGee Platt, 310 Walnut St., San Francisco, CA 94118 (415/922-3579).

CPF Board Appointments

In order to fill out a full board component, President Jim Stickels has made several recent appointments to the CPF board: several vacancies and the resignations of Knox Mellon and Peggy Hathaway for business reasons, left the Foundation with a shortage of board members.

Nadine Hata (Redondo Beach) was appointed to fill Knox's slot in January and Nadine will run for a full three-year term later this Spring. Nadine is well known to most preservationists in California for her six years on the State Historic Resources Commission, three of those years as Chair and one representing the Commission on the California Heritage Task Force. Nadine has taught history at El Camino College and, after finishing her Doctorate, won the job of Dean of Behavioral and Social Sciences this last Fall. She is active in professional associations, writing and publishing, and with civil rights issues. Tough and spirited, Nadine is a strong addition to the board.

Rob Selway (Santa Ana) was appointed to fill the unexpired term of Peggy Hathaway. A Redlands and Stanford graduate with a second M.A. from the UC Riverside preservation program, Rob worked for the Office of Historic Preservation and has been Chief of the Orange County Cultural Heritage Branch of the Environmental

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SUCCESS IN EAST IRVINE

Orange County, host of the California Historic Preservation Conference in 1983, is an area where rapid expansion and development have threatened many important historic sites. The new town of Irvine is being developed on 88,000 acres of the Irvine Ranch, once a 125,000-acre parcel owned by the Irvine family. The Ranch comprised one-fifth of the county property and played a very important role in the development of its history.

Working with city planners and the major landowner, The Irvine Company, the Irvine Historical Society has been able to save one of the most important historic complexes in the city -- East Irvine.

East Irvine was the shipping point for products grown on the ranch, and grew to be the old town center. It was planned on four, 40-acre quadrants, intersecting at the railroad tracks and Sand Canyon Avenue. A barley warehouse was built close to the NW intersection in 1889. A school was built in the SE parcel in 1899. An additional warehouse was added on the NE parcel in 1890 to store barley and a new crop, lima beans.

By 1940, Irvine had thousands of acres devoted to lima beans, including the largest lima bean field in the world -- 17,000 acres. Not surprisingly, the Irvine Ranch was the world's leading producer of the crop. By 1895, a warehouse identical to the 1890 building was added to hold the expanding bean crop. A store was added in 1912 to serve the needs of the community and a Post Office, currently the oldest in continuous use in Orange County, was installed in the store. A hotel for housing seasonal field workers was added in 1913. In 1916 a blacksmith shop was added. A cafe, service station, a dozen employee bungalows, a church, a Ford dealership a Union Oil distributing station, and a railroad station followed to complete what was then the town of Irvine.



The East Irvine Country Store with Orange County's oldest continuously operating Post Office inside

Irvine saw little change until the mid 1960s when the Irvine Ranch began to develop real estate interests. As fewer crops arrived at the shipping center, buildings were either closed down or used for other purposes. Even though the Santa Ana Freeway had been built within 100 yards of the town, Irvine was not yet in the way of serious development; the General Plan called for the Irvine Industrial Area East to incorporate the historic complex, now known as East Irvine. Several buildings in the town had already been sold for scrap. The Irvine Historical Society recognized the historical significance and unique qualities of the area and began

work in 1981 to preserve as much of the town as possible.

The job was labeled "impossible". Cal-Trans was interested in expanding the Santa Ana Freeway - towards the town. Jets from El Toro Marine Corps Air Station flew over the site daily, further adding to the noise level. The Edison Company planned to put in a powerline "freeway" with 66,000-volt lines going down Sand Canyon Ave. The Irvine Ranch Water District needed a right-of-way for a new water line down Sand Canyon Avenue.

All this paled with the city circulation plan showing the two-lane Sand Canyon Avenue as the third-busiest street in Irvine, a six-lane divided arterial.

The Irvine Historical Society launched a research campaign to study the area's historical potential, with the city and the landowner splitting the cost of the study. The study found that East Irvine was the only intact agricultural shipping center remaining in Southern California. The City of Irvine General Plan called for sensitive handling of important historic areas. So the historical society began to feel preservation was not out of the question. A 16-member blue ribbon committee sanctioned by city council began studying preservation possibilities, and, after eight months of weekly meetings, the blue ribbon committee presented its findings to city council. Five alternatives were presented to save some or all of the remaining historical buildings. The choice of the committee: save the town intact.

The Irvine Historical Society's star preservation advocate was elected to city council in 1982. Discussion intensified and city staff began working more closely for the preservation effort. Finally, after three years of meetings, negotiations and gathering community support, the city council voted to support saving East Irvine. The Irvine Company, finally realizing the importance of the area to the citizens, arranged for a developer to implement an economically feasible program. The developer, J. Ray Construction, hired Thirtieth Street Architects to design the renovation of East Irvine. The area will be redeveloped into an historic Old Town with La Quinta Inn hotel chain as the anchor, converting the bulk-storage silo into a 90-room hotel and building an additional 60-room unit. The 1895 warehouse and its bulk-storage addition were recently listed on the National Register. Other significant buildings will also be rehabilitated.

The 10-million dollar project is slated to be underway in the second quarter of 1985, to be completed by Fall 1986. The final plan is a compromise. Since Sand Avenue cannot be realigned around the town, it was decided to move the general store and the old hotel to the East side of the arterial and concentrate the historic buildings in the NE 5-acre parcel. The architect has taken care to design the placement of the structures to be resited approximately the same as their original setting. Much of the ambience of the original setting will be preserved.

The East Irvine project is important not only because it preserves the only intact agricultural shipping center remaining in Southern California, but because it shows what a small group of preservationists, refusing to accept defeat, can do to preserve their community's heritage. No one got everything he wanted; but in a spirit of compromise, everyone has come out ahead.

This Newsletter was brought to you through the combined efforts of Dave Fredrickson, Katie Grigshy, Kathy Les, Judy Liebeck, Nellie Longworth, Sharon Marovich, John Merritt, Dick Price, Nancy Shanahan, Ephraim Smith, Bill Sugaya and Lou Wall.

California News

FRESNO

Efforts to save the Old Sun Maid Plant in Fresno have failed. Last May, in a dramatic effort spurred by City Council member Chris Peterson, the City of Fresno secured a last-minute court injunction against the Southern Pacific Industrial Development Company blocking demolition, and then in June placed the plant on the local historic register. This automatically provided a moratorium on demolition for six months. The Council also appropriated \$25,000 for a structural analysis of the four-building complex. This revealed that the 350,000-square-foot plant could be structurally rehabilitated for \$3.6 million. In the meantime, city staff sent out RFPs, and, working with consultants also applied for grants.

For a time, however, it appeared that the City's efforts might be successful. At one point, according to City Manager Robert Christofferson, there were four or five developers who were seriously interested in Sun Maid. If any offers were made, and this information has not been made available, they were apparently unacceptable. Even so, by late 1984, city staff were hoping that the old plant might become the new site of the California Agricultural Museum. The 25-acre Sun Maid complex was one of several locations being studied by the California Department of Parks and Recreation, with Agricultural Museum Board support. By mid-March it became clear that the California Parks and Recreation staff did not favor this location, and on March 14 the C.A.M. Board withdrew its support of Sun Maid and favored a new site at California State University, Fresno. On the following day, the State Parks Commission, following a DPR staff recommendation, voted 4-3 for the University location.

Steven Weil and other local preservationists frantically called developers in a desperate effort to save the building. As late as March 31, Stan Bessey of the National Electrical Contractors Association told a reporter from the Fresno Bee that one of their members was trying to "block demolition" as the building could be refurbished "for \$10 per square foot." Jim Foster, the real estate broker for the Southern Pacific Industrial Development Corporation, admitted to a reporter that efforts were still afoot to save the building. Noting that you "always run out of time on these things" and that "people want just another week or two to put things together", Foster added that "I don't think SP is in the mood to wait." Nor apparently was the demolition contractor. One minute after the city's agreement expired at midnight on April 1, the contractor swung a 3,800-pound wrecking ball into the building. "Eleven months ago", he told a reporter, "we came up here with this crane, and they got a restraining order. This time," he added, "I decided that one minute into April 2 I would do something."

As the demolition contractor continued his work later that day, small groups of people gathered to watch the destruction of one of Fresno's most historic buildings. The scene was a heartbreaker for local preservationists. One noted, however, that the city had made a valiant effort to save the building. "There were some good people, both in the public and private sectors, who worked hard to save Sun Maid," he said, "and the full story of their efforts may never be known." Not only had the City spent over \$40,000 in efforts to save the Sun Maid, but the City Council recently instructed their staff to develop an historic preservation revolving fund item in next year's budget.

Santa Ana

Downtown Santa Ana will soon have three new cultural facilities, two in historic theaters and one in an historic church. As part of a coordinated cultural proposal, the City Redevelopment Agency is acquiring, or leasing, each of the historic buildings in an effort to make the newly-established National Register District a cultural focal point.

The Redevelopment Agency is using their clout and their cash to make the projects happen. Two of the buildings, the Yost Theater and the Santa Ana High School Auditorium, will be acquired directly by the Agency and, when renovation is complete, will be turned over to the Santa Ana College Performing Arts Department. The College will manage the two facilities and will be responsible for booking all performances.

The third building, the Old Presbyterian Church, will become rehearsal space for three county-wide music groups, the Pacific Symphony, Pacific Choral and Pacific Opera. The Agency is arranging for a private developer to purchase the building, refurbish it and lease it to the Agency. They, in turn, will sublease it to the performing groups.

Two important objectives will be achieved. Significant historic buildings will be renovated and new cultural activities will be brought to the downtown. Santa Ana was the entertainment capital of Orange County during the Twenties. This new cultural proposal will return it to the entertainment limelight.

Sacramento

The Sacramento Old City Association is co-sponsoring a series called "City Talks" which in four sessions from April 18 through June 27, will bring nationally-known speakers into Sacramento to discuss quality design and sensible planning. Guest speakers scheduled include architect/developer Herb McLaughlin, Delores Hayden, UCLA professor and writer and William Hudnutt, Mayor of Indianapolis. The forums are intended to bring together the movers and shakers in downtown with outside experts experienced in amenities planning.

Space is quite limited but, if interested, contact Kathy Les, City Talks, 2773 25th St., Sacramento 95818.

Sonoma

Sonoma will celebrate its 150th birthday in June and, to honor the event, the Sonoma League for Historic Preservation has designed an attractive poster featuring a birds-eye view of the National Landmark Town Square; the back of the poster gives a capsulated history of the community. The poster is available from the Sonoma League, P.O. Box 766, Sonoma CA 95476 for a very reasonable \$5.00.

Crescent City

The 1891 St. Georges Reef Light is on the block. It is located on a small, lonely isle seven miles directly off the coast, 13 miles from Crescent City. Built at a cost of more than \$700,000, over a ten year period, it is one of the finest structures of its kind built. The 134 foot granite tower is the tallest on the Pacific Coast. The base covers 6000 square feet, has quarters for five men. Access, unfortunately, is by boat and only during fair weather.

Replaced by an automated buoy, the light was closed in 1975 by the Coast Guard. The Bureau of Land Management wants to sell it to a non-profit or public agency willing to maintain it. Contact BLM at (707)462-3873.

More California News ---

Alameda

The October 1983 Newsletter reported on the beginnings of the Alameda Main Street Program. Since that time a Project Manager has been hired, Ana Gordon. An office has been set up, a newsletter is being produced, and the kick-off "Gala Presentation" on March 21 was held to introduce the community to the AMSP 1985 goals. Based on the National Main Street model, Alameda has adapted the approach so that two separate commercial districts can be served, or, as Ana says, "one of the longest Main Streets I've ever seen". Since Alameda is one of California's least-known really terrific towns, we are wishing Ana and the Alameda merchants good luck; for more information on Alameda's program contact Ana at (415) 522-5890.

Hollywood

Reestablishing the validity of the vernacular, the City of Los Angeles Cultural Heritage Board declared the "Highland-Camrose Bungalow Village" on North Highland a Historic-Cultural Monument. The 13-unit court's nomination was strongly supported by residents, neighbors and Councilwoman Peggy Stevenson over the protest of owners wishing to demolish the village.

Hollywood is also looking forward to news that the Hollywood Boulevard National Register nomination has been approved by the Department of Interior. We will report in detail in our next issue on the designation of this major commercial district.

Riverside

The Mission Inn, Riverside's historic National Landmark hotel, will close June 30 for at least two years for refurbishing. Ownership of the turn-of-the-century Mission Revival hotel is expected to be transferred from the City Redevelopment Agency to a private investment and development group by September. Plans call for the developers, Dale Keller, Inc., a N.Y. interior design firm, and the Carley Capital Group of Madison, Wisconsin, to spend up to \$29 million in renovation work which includes converting apartments to hotel rooms and adding two new restaurants.

During the time the Inn is closed to the public, the Mission Inn Foundation plans to develop a museum in the Galeria, a large, 3,000-square-foot room next to the famed St. Francis Chapel. A grant of \$75,000 has been received from the National Endowment for the Humanities to implement a permanent exhibition which will interpret the history of the Mission Inn in the context of early California cultural and architectural history.

If you should wish to stay at the Inn with its mix of classic California revival architectural styles, called by Will Rogers "the most unique hotel in America", before its closing on June 30, hotel rooms may be reserved by calling (714) 784-0300. Rates start at \$45 per day.

San Francisco

The Foundation for San Francisco's Architectural Heritage ("Heritage") has initiated an awareness program for school children called "Heritage Hikes". The program will introduce grades 3 to 6 children to local history and architecture, will train teachers in tour techniques and has prepared Teacher's Guide material for follow-up use in the classroom. For more information on "Heritage Hikes" contact: Marty Gordon at Heritage, (415) 441-3000.

SAVE ORINDA THEATRE



In early March the Court of Appeals denied a stay of demolition of the Orinda Theatre, only to have the State Supreme Court follow with the granting of a temporary stay. On March 28 the Supreme Court of California reversed the Court of Appeals, granting preservationists a permanent stay and the time to reargue the "merits" of the case" before the Court of Appeals.

What this means is that the Orinda Theatre is likely to remain standing for some time, through the rehearing (expected in June) and the anticipated appeal to the State Supreme Court following the lower court decision.

Friends of Orinda Theatre, with the assistance of the Berkeley Architectural Heritage Association, could use your help; fundraising to pay for the legal costs continues. Donations should be sent to BAHA/Friends of Orinda Theatre, 120 Village Square, #19, Orinda, CA 94563, or call Nina Horn (415/254-5962).



THE ACTION'S BACK ON Main Street

PRESERVATION WEEK • MAY 12-18, 1985

Each year the National Trust, in cooperation with local and statewide groups, sponsors National Preservation Week. Materials are prepared to assist groups in planning and publicizing events and, recently, handsome posters have been produced for display.

Some California cities have passed on information about their Preservation Week efforts and we relay a few of these to you to get you thinking about doing similar activities, next year if not this;

The Los Angeles Conservancy has scheduled its major event as the grand opening of the fabulous Wilmet Theatre, immaculately restored by Wayne Ratkovich; the Conservancy is also cooperating on a second "crafts fair" at the Workman and Temple Homestead. For more information, contact the LA Conservancy (213) 623-CITY.

South Pasadena has three activities planned, a lecture on architecture in South Pasadena, a presentation focusing on downtown revitalization, and a tour of Baranger Studios, supplemented by workshops. For more information, contact: City Hall (818)799-9101.

San Francisco "Heritage" has announced a poster contest for grades 3 to 6 to celebrate the Victorian Downtown, with classes encouraged to make it a school project; for more information contact Heritage (415) 441-3000.

This sampling of activities ranges from a "Gala Benefit" to a project involving school children but these Preservation Week events and all the others stress involving people in the community in learning about their cultural heritage legacy. If you don't have a Preservation Week event, you should; start planning for next year now.

Washington Briefs

NELLIE'S NATIONAL NEWS OF IMPORT

Nellie Longworth, President of Preservation Action, reports that negotiations and discussions about the federal appropriations and tax credits are a daily fact of life in Washington D.C. But, things are not going unfavorably.

"Tax Simplification" proponents are finding that the people like the idea but don't like it when they see what it does to their favorite tax incentive; Saint Louis, a city turned around by the historic property Investment Tax Credit, made its opposition to eliminating the credit well known to simplification sponsors Gebhart and Kemp.

On another front, President Reagan is expected to introduce his ideas on what the new tax law package should be in late May and Nellie thinks things will heat up after that. She will be able to expand on the subject at the Claremont Conference, but, at this time she feels there will be a tax bill in the Fall not radically different from what we have now. The President wants to "close loopholes" and present a "revenue-neutral" bill; she sees some "simplification" but not a total revamp.

In any case she feels confident projects begun before December 31, 1985 will be grandfathered and no developer should be hesitant to enter into a Tax Act development because the incentives will be protected through the year.

The point, this year, is to gather the data base for future battles. We need to be able to demonstrate the positive impacts of tax incentives for historic buildings. Lobbying will be necessary this year but the threat will probably grow in the following sessions of Congress.

The Administration has, again, zeroed-out appropriations for the federal historic preservation program but the feeling is hopeful that last year's level can be maintained. Again, Nellie reminds us, a good lobbying effort will be required.

SOME TAX ACT FACTS FOR YOU TO USE

The Monday, March 18, 1985 San Francisco Chronicle, in an article entitled "How Tax Break Keeps Old Buildings Alive", produced this quote: "Eugene Valla, vice president of the Lurie Company, says that the firm would not have gone ahead with redevelopment of the old J.C. Penney store at Fifth and Market (a 24 million dollar project) without the available incentive (sic) tax credits."

The National Trust PRIME model has found that the historic preservation ITCs have produced 47,650 housing units in the period from 1976-1984. Further, for every \$100,000 spent on a project, there is a \$253,000 increase in retail sales, \$74,460 in new earnings are produced, and four jobs are created.

The Los Angeles Times (Feb. 22, 1985) reported on the scheduled 150 million dollar renovation of the downtown May Co. into a wholesale and showroom center for the home furnishings industry at rents far below the competing Pacific Design Center in West Hollywood. The Times adds, "(t)he developers' interest may stem in part from the fact that the federal government provides tax credits..(for).. restoring historic buildings." No doubt this is true but we expect the project will do wonders for restoring vitality to downtown L.A.

President Reagan presented one of 13 Presidential Awards for Design Excellence to the National Park Service on January 30, for the preservation tax-incentives program with a citation that stated: "In passing the Federal tax legislation of 1976, the Congress made its purpose clear: The historic and cultural foundations of the Nation should be preserved as a living part of our community life..."

Both outgoing Interior Department Chief William Clark and newly-appointed Interior Secretary Donald Hodel have argued for retention of the tax incentives for historic buildings, Hodel noting in confirmation hearings that the program has successfully generated 7 billion dollars of restoration activity. One starts to wonder, who is opposed to this program, and why?

Your congressional representatives should be home during the Memorial Day recess (May 25 - June 2). Take these "tax facts" to them, take them to see buildings restored in your town, bring them to the conference in Claremont, but get them to understand how important the Investment Tax Credit for historic buildings is to the revitalization of California.

Proposition 18 Awards

HISTORIC PRESERVATION GRANTS UNDER 1984 PARK BOND ACT

William S. Briner, DPR Director, recommended grants totalling nearly \$4 million for 44 historic properties under the California Park and Recreational Facilities Act of 1984 (Proposition 18 on the June 1984 ballot).

The bond act funds are designated for competitive grants to preserve historically significant properties owned by units of local government. The Office of Historic Preservation, in the Department of Parks and Recreation, received 129 applications requesting a total of \$18 million for the first \$4 million distribution.

"The applications demonstrated that many fine historic resources owned by local governments require sizeable expenditures, not only for repairing normal deterioration but also for structural work to prevent earthquake damage", noted Acting Chief Marion Mitchell-Wilson. Applications will be processed in two further grant selection periods, for \$3 million each year, for a program total of \$10 million.

For a complete list of grants awarded in this first year of the bond act contact the State Office of Historic Preservation at (916)445-8006; and get ready now for next year's cycle.

MYRON HUNT EXHIBIT at STATE CONFERENCE



Figs. 121, 122 Myron Hunt, proposed elevations of buildings on the central green, Pomona College, circa 1913

Illustration from MYRON HUNT, 1868-1952 (Cal Tech's Baxter Art Gallery and Hennessey & Ingalls, Inc.), the catalogue accompanying the exhibit, and made available to CPF through the courtesy of the U.C. Santa Barbara Architectural Drawing Collection.

(continued from page 2)

Management Agency since 1977, also working as a private preservation consultant in historic property development since 1980. Rob should be known to Southern California preservationists as the person responsible for putting on our very successful 1983 State Conference in Orange; we are glad to gain Rob's imagination and commitment.

Robin Dattel (Davis) was appointed to fill a vacancy and her term runs until 1987 (as does Rob Selway's). Robin also worked for the State Office in the late 70's, leaving to finish her Doctorate in Geography at the University of Minnesota. Robin has published extensively in the last five years, with a specialization in comparative studies on the preservation movement in European and American cities and is currently a faculty member of the Geography Dept., UC Davis. Robin's strengths -- energy, persistence and enthusiasm -- are known to all of us who have seen her scurry around in pursuit of facts or details, and her academic training will add a new dimension to the board.

Ephraim Smith (Fresno), Professor of History at Fresno State, has long been a leader in preservation issues in the Fresno area. He has taught a preservation course at Fresno State since 1974, was a National Trust Advisor for six years and Chairman of Fresno's Historic Preservation Commission; he is currently developing a computerized heritage file for the Central San Joaquin Valley. The preservation community in California knows Ephraim as Fresno's most active advocate for preservation, particularly in battles to save the "Old Administration Building" and, most recently, the Sun Maid complex. His willingness to be the first to raise the issue and the last to give up is the heart of the preservation ethic and we expect Ephraim will bring some fire to the Foundation. He replaces Dan Humason (Hanford).

We lost some good people last year - Knox Mellon, Peggy Hathaway, Marion Mitchell-Wilson and Dan Humason - but we have replaced them in kind. Our former board members continue to help and, with a good new crop like Nadine, Rob, Ephraim and Robin we find our board strength growing. June elections will add still more new blood and should increase our scope and effectiveness measurably. We hope we can continue to do the job which you, our members, feel we need to do to advance preservation in California.

CPF Election Slate Nominated

Each year seven new board members are elected at the "Annual Meeting" of the Foundation, held in conjunction with the State Conference. Members will have a chance to vote for Trustees on Sunday, June 2 at the noontime lunch and will be presented with the following slate recommended by the current Foundation Trustees:

GeeGee Platt (San Francisco), current Vice-President who will run for a second term; GeeGee is a preservation consultant, member of the San Francisco Heritage Board and was Chairman of the City of San Francisco Landmarks Preservation Advisory Board.

Nadine Hata (Redondo Beach), new to the Foundation Board of Trustees, will stand for re-election; Nadine, formerly Chairman of the State Historic Resources Commission, is Dean of Behavioral and Social Sciences at El Camino College and a History Ph.D..

Mark Ryser (San Francisco), has also chosen to run for a second term; Mark, now Assistant Director of

San Francisco Heritage, was formerly an aide to Senator Milton Marks and was the President of Californians for Preservation Action.

Nancy Latimer (Long Beach), is on the City Planning Commission and was formerly on the Long Beach Redevelopment Agency Board and Chairman of City Cultural Heritage Committee. A native of Long Beach, Nancy also serves on the Mayor's "Strategic Planning Task Force".

Christy McAvoy (Hollywood), is a preservation consultant specializing in survey, Register nominations and tax certification, primarily in the L.A. area, but as far afield as Clovis. She has a Masters in Architectural History from Cal State - Dominguez Hills and is a founder of Hollywood Heritage.

Francie Mortenson (San Diego), has been involved in a number of major preservation projects in San Diego with her husband Chris. Through Lincoln Investment they are responsible for the Abbey Restaurant (adaptive use of a 1910 church) and the Golden Lion in the historic Gaslamp Quarter. Francie has also served as President of the Gaslamp Quarter Foundation.

Bruce Judd (Oakland) is Chairman of the State Historic Resources Commission and Principal in the Architectural Resources Group, a preservation firm with restoration project work throughout the West. Bruce is also one of two National Trust Advisors in California.

The nominating Committee (Dave Cameron, Chairman) presented this group to the Board for recommendation to the members after soliciting nominations in the January California Preservation Newsletter. Additional nominations are still possible and can be presented at the June 2 Annual Meeting. To nominate others at this time, you must do so by "...means of a petition signed by not fewer than the lesser of twenty members or 5% of the membership, (petition) received by the Secretary not less than ten days before the date of the Annual Meeting" (CPF Bylaws). If you wish to nominate someone, contact John Merritt (415/527-7808) immediately for a copy of the petition and for an explanation of the process.

Calendar

The Association for Preservation Technology will hold its Annual Conference in San Francisco, Sept. 4-7, 1985 preceded by "Pre-Conference Shortcourses" on seismic retrofit, preservation of concrete, paint and maritime preservation on September 2 to 4. The Annual Conference -- The Technology of Systems and Conservation of Materials -- will be held at the Sheraton Palace Hotel. For details, contact David Look (415/556-7741) or Bruce Judd (415/421-1680).

May 12-18 National Preservation Week.

May 31, June 1 & 2 Annual State Preservation Conference, Claremont.

June 9-12 A.I.A. National Convention. San Francisco. For details, contact A.I.A. (S.F. Chapter) 415/362-7397.

July 25-26 "Cut Red Tape: Introduction to Federal Projects and Historic Preservation Law". San Francisco. For information write U.S. Office of Personnel Management, San Francisco Regional Training Center, 120 Howard St., 2nd Floor, San Francisco 94105 or phone (415)974-7790.



**CALIFORNIA
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The California Preservation Foundation exists to help you improve the level of preservation awareness and activity in the state and in your town. If you think we can be of assistance to you do not hesitate to call the board member nearest you, or call the Foundation office at (415) 527-7808. We are anxious to help!

**California
Preservation
Foundation**

**55 Sutter, Suite 593
San Francisco, CA 94104**

Next Newsletter Deadline - June 30

WE NEED YOUR HELP, NOW !

The California Preservation Foundation has tried to be ambitious in setting its program goals during the last two years; and we feel we have accomplished a great deal, more than we might have expected. We now face extreme financial problems. If you appreciate our work and want us to continue to be active and effective, please help. You count on us to do certain things; if we can't pay the bills who is going to do the work?

I Want to Help

Send this coupon with your tax-deductible contribution to the California Preservation Foundation, 55 Sutter Street, Suite 593, San Francisco, CA 94104. Need more information? Call (415) 527-7808 daytimes.

Your contribution will help support workshops, research publications, the State Conference, and legislative study and response, as well as new preservation initiatives.

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