

A QUARTERLY PUBLICATION OF THE CALIFORNIA PRESERVATION FOUNDATION

PROMISING CHANGE AT THE TOP

On the stage of the historic Lobero Theatre where such virtuosos as Isaac Stern and Sergei Rachmaninoff once enthralled Santa Barbarans, California's Secretary of Resources, Douglas Wheeler, offered his own brand of music to the ears of a near-capacity audience of preservationists.

Wheeler used the Friday plenary session of the 16th Annual State Preservation Conference to emphasize Governor Pete Wilson's commitment to preservation. "Join me in forming a partnership to preserve California's cultural heritage," was the challenge offered by the first-ever Resources Agency chief to attend the CPF conference.

Participation by grassroots preservationists is "absolutely essential" to the successful implementation of state programs, according to Wheeler, a "voluntary preservationist" when he resided in Washington, D.C. Referring to the 1984 California Heritage Task Force Report (a blueprint for protection and preservation of the state's diverse heritage resources that range from historic and archaeological sites to public records and folkway) Wheeler said, "we need to do more." "We need to look at its recommendations and important reforms," noting that CPF will help determine how to make the Task Force's recommendations a reality.

A top priority of the Task Force and Governor Wilson, according to Wheeler, is creation of a state register which, he predicted would become "the standard of historicity" and thus an important preservation tool.

Wheeler's former positions as an environmental advocate with the Sierra Club and as a preservation advocate with the National Trust have come together in his new job, "an



Doug Wheeler and Preservation Action's Nellie Longworth compare visions in Santa Barbara

exciting prospect," he concluded.

He emphasized that the "Resourceful California" that he and Wilson envision offers protection for both the state's natural and cultural resources. Natural resources, he said, are treasured but "cultural resources are just as important." To emphasize that point, Santa Barbara serves as an example of "cultural heritage and natural beauty" coming together to give unique, undeniable beauty and context to a community.

His "mission," he said, is to link preservation with other environmental concerns facing Californians at a time when the state's population is expected to increase to 40 million people soon after the turn of the 21st century. Wheeler serves on the Governor's Growth Management Council where he will "put in a good word for preservation."

Recognizing the inevitable clash between history and progress, Wheeler said "lack of money is no excuse not to address these problems." He supports a \$628 million California Heritage Lands Bond Act providing for habitat and cultural resources preservation. At present, \$125 million of the proposed

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Doug Wheeler at State Conference (more)

1992 ballot measure is set aside for the state parks system where some of California's "most treasured cultural resources" are located.

An April visit to Bodie State Historic Park in the eastern Sierra region of Mono County reminded the Secretary that even protected resources can be threatened when the economic benefits of large-scale, open-pit gold mining conflict with preservation.

Wheeler pledged Wilson's support for a strong state preservation program, noting that the Governor has visited the Office of Historic Preservation in Sacramento — another first — and will participate in the National Trust's conference this Fall in San Francisco.

'91 Design Awards Move To Beverly Hills

CPF's Ninth Annual Design Awards competition will recognize excellence in safeguarding California's historic and cultural heritage. Award categories include restoration, rehabilitation, adaptive re-use, preservation/stabilization, cultural resource studies and reports, and craftsmanship. Projects must have been completed between June 30, 1986 and June 30, 1991. Entries must be postmarked no later than August 15, 1991.

The awards will be presented on September 25th at the Beverly Hills Waterworks Building, now the home of the Academy of Motion Picture Arts and Sciences' Center for Motion Picture Study. The Waterworks is itself an award-winning rehabilitation project. Threatened with demolition, the building was saved when the Academy entered into a long-term lease with the City of Beverly Hills.

Jurors in 1991 are Steade Craigo (State Office of Historic Preservation Architect);

Architect Katharine Diamond (Siegel Diamond Architects); consultant and lecturer Carol Goldstein (UCLA Graduate School of Planning); and Cultural Affairs Department General Manager Adolfo V. Nodal (City of Los Angeles). Architect Timothy Brandt, AIA (Historic Resources Group and Chair of the AIA/LA Historic Preservation Committee), will serve as Jury Chair.

Preservation Awards entries are open, CPF membership is not necessary. For entry information call Gee Gee Platt at (415) 922-7248 or Timothy Brandt at (213) 469-2349.

CPF's Commission Workshops Scheduled for Fall 1991 at Three New Sites

CPF's landmarks commission training sessions are now set. The full-day programs are scheduled for **September 20 (Vallejo), September 27 (Orange) and October 4 (Modesto).**

The workshops will be geared toward issues faced by landmarks commissioners, design review boards and staff. In addition, the popular programs traditionally draw a wide spectrum of community members concerned with the responsibilities and procedures of landmarks commissions, such as local preservation groups, city planners and attorneys, public officials and architects. The workshops will fulfill training requirements for certified local governments.

A portion of the workshop will cover general topics, such as surveys, historic districts, incentive programs and preservation law. A special focus of the day will be the design review process, addressing issues such as design guidelines, certificates of appropriateness, and infill construction. Watch for registration flyers at the beginning of August, but **mark your calendars now for this biennial event!**



STATE SENATOR ART TORRES PRESERVATIONIST OF THE YEAR

On Saturday, May 11 in Santa Barbara, the California Preservation Foundation gave special recognition to California State Senator Art Torres. In making the presentation, Bill Delvac, Legislative Chair, noted that "Senator Torres joins a distinguished and select group of legislators and other activists who have made significant contributions to historic preservation in California. For this we are extremely honored to recognize Senator Art Torres as the 1991 "Preservationist of the Year."

Torres is well known for his support of preservation related legislation. In reaction to the sunset clause in the State Historic Building Code, Torres authored SB 2775 to insure the permanency of the Code. Proposition 122 (Torres-Cortese Earthquake Bond Act), overwhelmingly approved by the voters, will provide funding to retrofit State-owned buildings.

In Southern California, Torres has been extremely active on a number of fronts, including the preservation of the historical character of the Los Angeles Coliseum and the creation of a museum and the preservation of areas in L.A.'s Little Tokyo. It is the Senator's long-standing opposition to the extension of the 710 Freeway through El Sereno, South Pasadena and Pasadena which has proven an inspiration to the many opposed to the project. Should the extension proceed, hundreds of National Register structures would be lost, vintage historic neighborhoods in El Sereno, South Pasadena and Pasadena would be dissected, and thousands of trees would be removed.



Senator Torres spoke briefly in accepting his award, but pitched in later after dinner as an expert and spirited bid 'em up auctioneer.

Torres has served for more than 15 years in the Legislature, where he currently chairs the Senate Toxics and Public Safety Management Committee and the Senate Select Committee on the Pacific Rim, and the Joint Committee on Refugee Resettlement. A graduate of UC Santa Cruz and the UC Davis Law School, Torres was named the 1990 Legislator of the Year by the California Organization of Police and Sheriffs and the California School Boards Association.

Torres, in receiving the CPF award, joins fellow Senators Milton Marks and John Garamendi, Assemblyman Sam Farr, architect Ray Girvigian, structural engineer John Kariotis, Knox Mellon, former SHPO, and the Town of Los Gatos as prior awards winners. State Senator Gary Hart of Santa Barbara, who also attended dinner to see his Senate colleague win this award, was challenged by Torres to win the 1992 Preservationist of the Year award. Art Torres will be a tough act to follow.

**** Please note — CPF's area code changes on September 2, 1991 from (415) to (510) 763-0972.**

PRESERVATION PARTNERS

With strong support from preservation business leaders, CPF's "Preservation Partner" program is a success in its very first year. More than 20 people have contributed a minimum of \$500 to help endow technical assistance and public education programs.

Partners receive special benefits acknowledging their support, including recognition as Partner at the Annual State Preservation Conference, complimentary registration for the conference, priority invitations to workshops and special events, and listing as a Partner in *California Preservation*.

Preservation Partners helps stimulate a better economic climate for increasing preservation activity throughout California. To become a Preservation Partner, send your investment of \$500 to CPF. For further information, contact the CPF office. The Foundation thanks these people for supporting CPF as Preservation Partners in 1990-91:

Jane Carter

David Charlebois, Charlebois Waterproofing
and Restoration, Inc.

Robert Jay Chattel

Citibank

Larry and Marcy Crandell

First Interstate Bank

Historic Resources Group

HomeFed Bank

Levy Foundation

Stephen and Christy McAvoy

Knox Mellon

Metropolitan Theatre Corporation

Motion Picture Academy of Arts & Sciences

Nora Paller, Harlen Metal Products

Hugh Peterson

David Shelton and Alexandra Cole,
Preservation Planning Associates

Rath Shelton

Ron Shelton

Jack Theimer

Anonymous (1)

EUREKA — that's Greek for "I found it!"

And, the preservation community will certainly find itself in Eureka next year, as the largest city along California's North Coast hosts the 1992 California Preservation Conference. The conference — set for April 23-26, 1992 — will mark the first time that the statewide conference is convened north of Sacramento.

It's easy to find Eureka: just a five-hour drive north of San Francisco on Highway 101 or only a 60-minute commercial jet flight from San Francisco with service on two major carriers that connect to all California airports. The distance from the state's major metropolitan areas helps provide a fresh look at preservation as a wide range of new topics will be explored.

Eureka presents a laboratory for preservation issues. CPF is joined by the California Office of Historic Preservation, the California Main Street Program and the National Trust, and is working with other organizations to develop an exciting series of informative and entertaining sessions.



*Eureka: loaded with vintage commercial buildings
(photo: Redwood Empire Association)*

Eureka boasts more Victorian structures per capita than any other city in the state. You'll discover intact neighborhoods and commercial districts that proudly parade their Victorian heritage. You'll even tour the grand dame of Victorians — the exclusive Carson Mansion — during the opening reception of the conference. Usually closed to the public, this Newsom Brothers design was built from 1884-86 by a lumber baron with woods from around the world. Stained glass windows and exquisite detailing highlight the Carson Mansion, which has been called the most-photographed home in America.

In addition to the wide variety of Victoriana in Eureka, you'll discover an impressive array of architectural styles ranging from Greek Revival to Art Moderne and designs by Myron Hunt, Arthur Heineman and Richard Neutra.

The Eureka Heritage Society is helping host the 1992 conference by providing events, tours and activities that will introduce you to the diversity of Humboldt County. In addition to the city of Eureka, you'll explore the history of Arcata, the company town of Scotia and the Victorian village of Ferndale.

Conference headquarters will be the Tudor-style Eureka Inn (Whitton, 1922, listed on the National Register). This Eureka landmark offers a high level of personal service that matches its architectural grandeur. Many preservationists praise the Inn's wine list for its breadth at reasonable prices. A special conference room rate of \$70 single, \$79 double per night will allow you to stay in this historic hotel.

In addition, charming bed and breakfast inns and other facilities will be extending special rates to conference delegates.

With Eureka as a backdrop, Victorian Architecture will be a featured track during the conference. Presentations by experts will be

matched with walking tours of Eureka neighborhoods. Rehabilitation and restoration techniques will also be explored.

The Main Street track will feature the quarterly meeting of California Main Street Managers in addition to lively sessions. The Arcata Main Street program will be the focus of activities. All aspects of the successful Main Street Program will be examined with specific solutions to downtown revitalization using preservation.

The conference will also offer a unique look at the relationship between historic preservation and folk life. The "Learning from Folk Life" track will probe the responsibility and benefit of preserving both historic structures and the culture of the people who lived and worked in them. Special performances will provide an entertaining glimpse of the folk life of Eureka, Humboldt County and California's North Coast.

In addition, a track on Non-Profit Organization Management will provide hands-on sessions for staff and directors of non-profit groups on topics ranging from fundraising and budgeting to membership retention and dealing with burn out. The sessions will give you new ideas and recharge your enthusiasm.

Mark your calendar now for April 23-26, 1992, and make plans to attend the California Preservation Conference in Eureka. The 1992 conference will be well worth the trip to California's North Coast.

To begin planning or for more information about Eureka, call the Eureka/Humboldt County Convention and Visitors Bureau at 800/338-7352 (in California) or 800/346-3482 (out of state). In addition, look to future issues of *California Preservation* for more details on the 1992 Conference.

GOOD TIMES, TERRIFIC CONFERENCE IN SANTA BARBARA

Over 500 Californians spent four days listening, talking and learning as they enjoyed the 16th Annual California Preservation Conference this last May 9 - 12 in beautiful Santa Barbara. As expected, the weather was only topped by the great program which was matched by the great events. Mariachis, gourmet Mexican food (cooked on the spot) and Presidio soldiers set the stage for a warm (and windy) welcome from County Supervisor Tom Rogers and from the County Landmarks Committee at the spectacular County Courthouse.



Opening Reception – and mariachis playing – at the County Courthouse

The lovely Lobero Theatre provided the setting for an energizing plenary session beginning with a welcome from the Theatre Foundation Director Nancy Moore, and followed by a gracious welcome to the city from Mayor Sheila Lodge, who reiterated the city's commitment to preservation. The distinguished Dr. David Gebhard followed with a fascinating and informative slide presentation of Santa Barbara's changes from a pueblo village to a world-renowned city.

Newly appointed Secretary for the Resources Agency, Douglas Wheeler, and Undersecretary Mike Mantell were formally introduced to the California preservation community at the plenary session, where Wheeler took the opportunity to spell out a firm agenda and strong commitment to the preservation of our state's cultural resources.

Commenting that Wheeler had, by his remarks, begun to talk about solutions, the distinguished and provocative preservation leader Chester Liebs articulated the question in his keynote address on the current and future status of preservation in the global scene. Conference attendees were also challenged by the plethora of issues presented in the many sessions, from affordable housing to historic gardens to preservation legislation.

A "Business of Preservation" luncheon took place in the historic El Paseo, currently under rehabilitation. Santa Barbara's Larry Crandell emceed and attendees enjoyed great food and remarks from Assemblyman Jack O'Connell and developers Peter Kaufman and Jack Theimer. Kaufman is general partner of the El Paseo and Theimer is developing the residential community Ennisbrook in Montecito and the historic Boeseke Adobe and Polo Stables.



Santa Barbara Mayor Sheila Lodge (left) joined Doug Wheeler and CPF President Christy McAvoy at Friday's Business Lunch

Steering Committee member Mary Lou Days worked with Host Group Santa Barbara Historical Society to stage a perfect Western Barbecue that no one wanted to leave. Saturday night's Gala Event at the famous Biltmore's Coral Casino brought out the finery as conference attendees had the opportunity to wine, dine and dance in world-class accommodations. State Senator Gary K. Hart, Santa Barbara, was on hand to welcome guests and congratulate colleague Senator Art Torres who was honored for his constant advocacy in the preservation field.

Tours such as Montecito Estates, Lotusland, the Natatorium and affordable housing were all sold out well in advance, and added a first-hand look at preservation in process for conference attendees. The sun still sets in the West but the palm branches turn into redwood trees as we head to Eureka for next year's conference in April.

RESTORATION RESOURCES EXHIBIT LOST AT CONFERENCE

A late change in location due to construction put this year's conference exhibitors across the street from the registration headquarters and unfortunately out of the traffic pattern. We had some excellent exhibitors with services and products that have been tested by time and we would like to mention them in this newsletter because of the unexpected change in exhibit space.

LAWRENCE E. WINANS Architectural Restoration Services, P.O. Box 4164, Downey, CA 90241 (213) 560-3098.

Providing services of skilled craftsmen and associated organizations for the preservation and restoration of structures of historic significance.

SUTCLIFFE CUSTOM TILE, 2216 Cliff Drive (by appointment), Santa Barbara, CA 93109 (805) 966-7563.

"According to *Santa Barbara Magazine*, Judy Sutcliffe is Santa Barbara's pre-eminent tile muralist...credited with reviving the nearly lost art of tile murals in Santa Barbara."

WILSHIRE CONSTRUCTION GROUP, INC. 1726 East Washington Blvd., Los Angeles, CA 90021, (213) 744-1201.

Specializing in seismic retrofitting of historical buildings.

HILTI, INC., 5400 S. 122nd E. Ave., Tulsa, OK 74146 (800) 727-3427.

Developers of adhesive anchoring systems for seismic upgrading of unreinforced masonry buildings.

BIRD BARRIER. 1860 West 220th St., Suite 420, Torrance, CA 90501 (213) 533-6104.

The humane bird deterrent for all your bird control needs.

NOWELL'S, INC. P.O. Box 295, 490 Gate 5 Road, Sausalito, CA 94966 (415) 332-4933.

Manufacturers of top quality authentic reproductions of antique lighting fixtures.

MALIBU CERAMICS. P.O. Box 1406, Topanga, CA 90290, (213) 445-2485, Robert Harris.

Designers and makers of historic reproduction and original artistic ceramics.



Assemblyman Jack O'Connell addresses the 170+ in attendance for the "Business of Preservation" luncheon at the historic El Paseo Restaurant

Mark Your CPF Calendars!

September 20 - Vallejo - CPF Commissions Workshop
September 25 - Beverly Hills CPF Design Awards
September 27 - Orange - CPF Commissions Workshop
October 4 - Modesto - CPF Commissions Workshop
October 15 - San Francisco Welcome to California Party at Trust Conference

This newsletter was brought to you through the combined talents of John Merritt, Elizabeth Morton and Dick Price. Contributors include Susanna Branch, Tim Brandt, Linda Dishman, David Look, Sharon Marovich, Ken Rolandelli, David Shelton, Steve Spiller & Eric Stoltz.

CORONA'S LANDMARK STORY: PART ONE

This story came to our attention when a we were asked for advice regarding the application of CEQA to a project approval. The local preservationists in Corona persisted so wonderfully in making the case for the historic building and, finally, winning the day that we felt the story needed wide distribution to encourage others. You do win a few every so often - The Editor

October 12, 13 & 14, 1991

The North Pacific Coast Chapter and Southern California Chapter of the Society of Architectural Historians will meet for the first time in anyone's memory. The three day meeting will take place in San Luis Obispo just prior to the National Trust Conference; for more information contact Richard Rowe at (818) 792-6758 or (213) 977-1747, days. Richard sent along the photo below of the last time these two SAH chapters met.



Preservationists in Corona are breathing a sign of relief upon winning the effort to save the Corona Theater. The story is reminiscent of a "B" movie that could have played in the theater during its heyday. Included in the cast are starry-eyed preservationists, kindly but neutral bureaucrats, cynical politicians, and a stubborn developer with demolition on his mind. The story featured disappointments, surprises, lucky breaks, and an anonymous benefactor.

The centerpiece of the story is the 1929 "Landmark Building," a Spanish Colonial Revival structure built as a combination office building and movie theater, designed by Carl Boller, a renowned theater architect. The National Register eligible building is one of a tiny handful of historic commercial buildings left in downtown Corona after urban renewal projects in the 1970's. The structure currently houses several tenants in its offices, and a religious organization uses the theater as an auditorium.

The Landmark's preservation story began in December 1990 when a local developer applied for a demolition permit. He was notified that the building is on Corona's historic resources inventory, thus subject to a ninety day demolition delay. The "demo delay" clock started ticking.

Local newspapers pressed the Corona Historic Preservation Society (CHPS) for a response but CHPS nervously equivocated. CHPS had spent years carefully crafting a preservation policy for Corona and had persuaded the City Council to acknowledge two historic resources inventories and pass the demolition delay ordinance. A draft preservation element for the General Plan and a preservation ordinance submitted by CHPS was in the hands of City staff awaiting review. The Chamber of Commerce made a public statement supporting demolition of the Landmark in hopes that a shiny new construction project would aid needed downtown revitalization. Some CHPS members hesitated to disrupt the friendly relations it had worked hard to achieve by becoming "too pushy."

In January 1991 an ad hoc citizens' committee comprised of a Planning Commissioner, two businesspersons, the City Historian, and a preservationist met with the developer and one of the building's owners. Discussion ended with the committee being requested to provide proof of the feasibility of a restoration project. While the owner did not reject preservation outright, he wanted to be sure it would "pay." Also of concern to the developer were several issues requiring the City's cooperation: parking, seismic retrofit requirements, and a proposed street widening.

The ad hoc preservation committee encouraged CHPS to participate. CHPS realizing that it must take a stand on the community's first major preservation test in a decade or suffer a drastic credibility loss, committed to raising money for a feasibility study for a Landmark rehab. Then the ad hoc committee met together with the developer and City staff to discuss mutual concerns. The City was interested in exploring options for the site and offered creative suggestions for compromise. To preservationists, things were looking hopeful.

The story continued as CHPS found fundraising to be much more difficult than anticipated. The demolition delay clock ticked on. Anxious to have the feasibility study produced prior to the demolition delay deadline,

CHPS placed ads and appealed to members for money. The response was disappointing. Fortunately, an anonymous donor fronted the first half of the study fee, enabling work to begin, and promised to contribute heavily to the remaining fee. Bob Lee of Riverside, an architect experienced in restoration projects, agreed to complete the study in two weeks.

Meanwhile, the City of Corona was ruminating on its CEQA obligation and requested that the developer pay an environmental assessment fee. He stalled, adding precious time to the demolition delay. He also gave unhappy comments to the press who liked to report them, keeping the Landmark's plight in the public eye.

A formal meeting of all parties was held in March 1991 to review the finished feasibility study. The City negotiated, the preservationists persuaded, but the developer remained fast in his "no old buildings" stance. When the Environmental Review Committee demanded a focused EIR be written, preservationists howled with glee, and the demolition delay clock ceased to tick. The developer merely howled.

The developer promptly appealed the decision to City Council. At an April 1991 Council meeting he argued as he had since January, and more shocking, claimed that the building is not historic. Worse yet, three of the four attending Councilmen publicly agreed. They granted the developer thirty days to put together a better case for demolition. The demolition clock was running again, and preservationists' spirits sagged.

Disbelieving such blatant disregard for CEQA, preservationists redoubled their efforts to prove the building historic, to remind the politicians of their CEQA duties, and to persuade them of the value of historic resources. The politicians' responses were that they could not have cared less. Preservationists dreaded the May 15th Council meeting, realizing that its outcome could mean filing a lawsuit, something no one wanted to do.

The climax and final surprise of the story occurred two days before the Council meeting. The City received a letter in which the owners of the Landmark withdrew the demolition application. They said that they wished to reconsider the building's future. Speculation remains as to why the owners chose to do that, but at least the building is safe — for now.

Preservationists were happy with the outcome of the story. In addition, preservationists learned valuable lessons. These included: 1. Make friends with the press. Historic preservation has to be a public issue to succeed. 2. It is wise to stockpile an emergency fund of a few thousand dollars during regular fundraising activities. Raising a large sum of money under stress is difficult. 3. Take advantage of all preservation resources — OHP, CPF, experts, publications, and other preservation groups. Fighting a local issue against local people feels lonely, but there is a wealth of outside support on which to draw. 4. Give preservation information to all the parties involved until it seems absurd. Part of the reason opponents are opponents is because they are uninformed. Part of the reason politicians defy CEQA is because they think they can get away with it — prove to them with good information that they cannot.

Corona preservationists await the sequel to "The Landmark Story, Part One." They hope it will be "The Landmark Story, Part Two: Rehab Rides Again."



Theatre /Landmark Building in Corona's downtown (photo courtesy of the Heritage Room, Corona Public Library)

REDLANDS – NOT SO SMILEY THIS TIME

Redlands consider itself the quintessential friendly small town, where people greet each other on the street, and the City Council sometimes holds meetings at one of the local restaurants. Redlands has also

established a reputation for strong preservation efforts and was recently awarded the Governor's Preservation award. Citizen sentiment also seems to support preservation; the motto of the recent *Redlands 2000* report is "People Working Together to Keep Redlands Special." But this seeming consensus has recently been disrupted by a preservation controversy which may have broad implications for preservationists.



Redlands homes threatened with demolition by the neighboring church to provide more parking. This project caught preservationists in Redlands by surprise because the city is known throughout California for its previous preservation track record.

October 15 - 20, 1991

The National Trust Annual Conference takes place once again in San Francisco. The Trust received CPF's mailing list to ensure that all of our members received registration materials.

Please note that CPF is hosting a "Welcome to California" party on Tuesday, October 15. We encourage all of you who will be attending the San Francisco conference to arrive in time to help us welcome preservationists from around the country to our exciting state, appropriately, with an exciting time from 7:00 - 11:00 pm. Call us for details.

Redlands began as a citrus-growing community picturesquely set in an open bowl surrounded by the San Bernardino mountains on the north and a range of hills and canyons on the south separating it from Riverside. By the 1890s it became known as a posh winter resort, developed by the Smiley twins, gentlemen from New York whose upstate resort, Mohonk, was frequented by such

notables as the Rockefellers.

Until the citrus freeze in the winter of 1912/1913, Redlands grew quickly, with modest neighborhoods spreading up the southern slope of the townsite where Victorian-era mansions had been built by winter residents. After the freeze, which destroyed the citrus-based economy, building virtually stopped, fixing in time street after street of turn-of-the-century cottages which have hardly changed since.

This large neighborhood near the town center, known as Smiley Park Neighborhood, is now the subject of a continuing controversy in the town. Its residents have applied for historic district status, gathering over 200 signatures from property owners supporting the district of about 300 properties. The district also includes such Redlands monuments as the Smiley Library, the Redlands Bowl, Smiley Park and City Hall.

At the same time, three churches and a medical clinic on the fringes of the neighborhood oppose the district because they fear it will restrict their opportunity to expand to serve parking needs and future buildings. Last summer, Sacred Heart Church submitted demolition applications for 7 historic buildings, stating that they planned to expand their school building, parking area and playground. When an EIR was required, the church decided to reduce their plans to building a playground and parking lot. The Environmental Review Committee continued to require an EIR, but its decision was overturned by the City Council. Finally, the church reduced its application to merely demolition, saying the site would be left vacant.

This "splitting the project" approach aroused neighborhood residents, who, using the acronym SOAR (Save Old Architectural Redlands), filed suit on grounds that CEQA procedures had not been adequately followed. The case is expected to have a preliminary hearing in July. In the meantime, SOAR activists have been meeting with the churches and the clinic to try to reach some compromise. Other CEQA issues in the case include the impacts on an adjacent listed historic district, as well as

the failure to recognize the impact on the proposed district. Also in question is whether relocating buildings that are part of a district or provide the setting for a district is an adequate mitigation measure. Many preservationists agree that relocation of buildings contributing to a district is tantamount to demolition and should not be considered an adequate mitigation measure.

Parking has been a focus of the negotiations between the institutions and the neighborhood, which does not object to on-street parking. The real underlying issue, however, is who is controlling the future of the neighborhood, the institutions, or the property owners and residents. Interestingly, one church, with a Spanish-speaking congregation, supports the designation of the district, despite the fact that it has no parking whatsoever. It is also the most significant architectural monument in the district, having been designed by Irving Gill in 1913.

Despite preservation's strong track record in Redlands, the community has been slow to recognize the older neighborhoods at the core of the town. As is often the case, monumental buildings and mansions are considered "historic," while modest neighborhoods get little attention, especially when powerful local interests are competing for the land.

REDWOOD CITY CELEBRATES RESTORATION OF EARTHQUAKE DAMAGED 1859 DILLER-CHAMBERLAIN STORE

On October 17, 1990 at 5:04 p.m., exactly one year after the 1989 Loma Prieta earthquake, Redwood City Mayor Georgi LaBerge dedicated the restored and reinforced 1859 Diller-Chamberlain Store. The previously unreinforced masonry building, now the Quong Lee Laundry, suffered heavy damage in the quake. The first structural engineer consulted recommended taking the building down. The building, which is the oldest remaining commercial structure in Redwood City, was constructed as a general store for J.V. Diller, who became Redwood City's first mayor in 1867. From 1875 until 1911, P.P. Chamberlain (San Mateo County Treasurer 1882-1925) operated a Wells Fargo Agency from the store which also served as the County Treasurer's office.

The building, located at 726 Main Street, is a designated Redwood City historic landmark as well as part of a National Register Historic District. The restoration was guided by the City's Historic Resources Advisory Committee and Planning Division staff, with close contact with the State Historic Preservation Office. Building owner Ken Hom secured a FEMA loan for the project. Numerous community donations of both funds and labor contributed to the success of the endeavor. Mr. Hom will also be taking advantage of the 20% Investment Tax Credit for this certified historic rehabilitation.

The restoration provided an opportunity to rid the facade of an inappropriate 1930s remodelling. One of the most exciting events of the project occurred when layers of paint were being removed from the brick. Workers uncovered a painted sign on the upper portion of the right side of the building which reads "P.P. Chamberlain GENERAL MERCHANDISE." The vintage of the sign could very well be circa 1875, and it will remain in its uncovered state. The project was masterfully conducted by the San Francisco firms of Peter Culley and Associates; Tanner, Leddy, Maytum and Stacy Architects; and Lajoie Construction of San Mateo.



Redwood City Mayor Georgi LaBerge dedicated the Quong Lee Laundry, fully restored after, and as a result of the 1989 Loma Prieta Earthquake

DIVERSE AUDIENCE DRAWN TO CPF'S THREE HOUSING WORKSHOPS

Nearly 200 people participated in CPF's latest workshop series, "Conserving Housing, Preserving History." Registrants were treated to in-depth presentations by state and national experts on topics ranging from financing rehabilitation to code compliance to neighborhood preservation in low-income areas.

Perhaps the most striking aspect of the programs was the diversity of both registrants and speakers. Organizations and agencies such as the State Department of Housing and Community Development, HUD, Local Initiatives Support Corporation, Neighborhood Housing Services, the National Trust and the State Office of Historic Preservation were represented, in addition to many local housing and historic preservation organizations. In the words of one speaker, "it was a remarkable group of people assembled to talk about preserving housing — both as affordable housing and a historic resource."

Presentations of successful housing rehabilitation projects should provide inspiration to future efforts in California. As was repeatedly emphasized throughout the workshops, there is much common ground between preservationists and housing advocates and we hope that the series will play a role in strengthening working relationships between the two constituencies.

One of the highlights of the workshop series was a tour of Centennial Place, the former Pasadena YMCA. This National Register structure was once threatened with demolition, but it has recently been rehabilitated through the use of the historic preservation and low income housing tax credits. A joint development project of the Los Angeles Community Design Center and the newly-

formed Pasadena Housing Alliance, Centennial Place has been beautifully restored to maintain its historic use as a provider of single room occupancy housing.



*Centennial Place, the former Pasadena YMCA
(photo courtesy of Pasadena Heritage)*

Thanks to the LA CDC and Pasadena Housing Alliance for allowing us to be the first event in Centennial Place's new community center. We would also like to express appreciation to San Diego's Foote Development Company for donating the use of space in its spectacular mixed-use rehabilitation project, Mission Brewery Plaza.

The workshop series was made possible in part by a substantial grant from the State Office of Historic Preservation. Special thanks also go to our corporate contributors: Citibank, HomeFed Bank and Sanwa Bank.

CPF prepared a binder of relevant information for the workshop and will be publishing workshop proceedings in the coming months. Contact Elizabeth Morton for further information, (415) 763-0972 before the end of August, (510) 763-0972 beginning on September 2, 1991.

DOING SUCCESSFUL SPECIAL EVENTS

A special event is a great way to achieve a number of goals, and they are especially effective for grassroots community organizations. Some popular events include a news conference, a fundraiser, a thank-you dinner and an awards banquet. Each of these can be highly effective, but the key to success — especially if you want to publicize the event — is being realistic in your expectations.

Set a purpose for the event. If you are having the event to raise funds, honor volunteers or for some other person-to-person reason, make the event as nice as you can and you'll do well. If, however, you want to attract media, you'll have to find a way to make your event really newsworthy. Except for very small local media, reporters are unlikely to turn out to cover an event unless there is a news angle to it. Here are some thoughts on typical events which are difficult to attract news media to:

* **News Conference.** Unless you are dealing only with trade media or are making a major announcement, media are unlikely to attend a news conference. This attitude has developed over the years because news conferences were overused by many organizations and companies, so now media look on them skeptically.

If there are some media who would still attend one of your news conferences, perhaps it is easier and cheaper for you just to arrange an in-office meeting with each of them individually rather than going to the time and expense of arranging a news conference.

* **Fundraiser.** Frequently it is difficult to attract any media to a party except the society editor, and even that is a push. But you would certainly like more than just society coverage, so look for ways to inject a newsworthy angle into the event.

For example, you could give a lifetime achievement award to a prominent community member, or you could kick off a major campaign at the event. Look at the guest list and see if there are any noteworthy guests from out of town attending; if, for example, you have a prominent author coming in for the event, perhaps your local newspaper would like an interview and mention that he or she is in town.

* **Awards Banquet.** Single out one or two of the recipients who can talk about a specific issue which is current in your area and invite your local paper to talk to him or her before the event. If your recipients are coming from a wide geographic region, you may want to notify their hometown papers about the pending award presentation; often their local paper will want to interview them about the award-winning project.

With each of these different kinds of event, the key to attracting media attention is to plan for it from the beginning. If you are really just having an event for your volunteers, maybe it's OK that media not attend. If you call your local press only when you have something that's really newsworthy, they will start to respect your judgment and you will have a much more effective relationship with them.

Take into account what your goals are if you want media coverage. If it's to sell tickets, then it doesn't make much sense to get coverage of the event; pre-event publicity is better. If you want coverage of the event to get across a message, make sure the event clearly communicates that message.

Events can be expensive, so it's best to be clear on what you want to achieve with the event and plan accordingly from the start. Otherwise, you run the risk of throwing a great party that achieves no real purpose.

by Eric Stoltz — Pollare/Fischer Communications

AUTUMN CONFERENCE: SEISMIC RETROFIT OF HISTORIC BUILDINGS

The National Park Service is sponsoring a conference on the Seismic Retrofit of Historic Buildings. It will be held November 18-19, 1991, at the recently retrofitted historic Sheraton Palace Hotel in San Francisco.

"Select presentations on various methods and approaches of seismic retrofit and the advantages and disadvantages of each will be presented and discussed," said Stanley T. Albright, Western Regional Director of the National Park Service:

- The Los Angeles and San Francisco model plans for the compulsory retrofit of hazardous buildings and the impact of these plans on historic resources.
- Code compliance and the use of the California *State Historic Building Code* and the *Uniform Code for Building Conservation*.
- Lessons that have been learned from Loma Prieta and other recent earthquakes, including retrofitting historic buildings and how historic structures behave during earthquakes.

There will then be a series of case studies of historic buildings that have been retrofitted for seismic safety before experiencing an earthquake and those that have been damaged by a recent earthquake and have been or are now being repaired and retrofitted. Each speaker will be asked to give a cost comparison of doing the retrofit (plus repair) after damage vs. retrofit before damage.

"Developing alternative retrofit methods and determining their impact upon the character and fabric of the historic resource involves a team approach," said Albright. "Decision making as the consequence of evaluating various alternative solutions in terms of how well they preserve the historic fabric and

character of the resource will be discussed."

The 1991 conference is open to building officials, contractors, building owners and managers, architects, engineers, preservationists, etc. Registration brochures will be available in late July or early August.

CPF is playing a key facilitator role as a primary cosponsor of this conference. Other cosponsors are the American Institute of Architects Committee on Historic Resources, Washington, DC, and San Francisco Chapter; Association of Bay Area Governments; Building Officials & Code Administrators International Inc. (publisher of the *BOCA Building Code*); California Main Street Program, California Department of Commerce; California Seismic Safety Commission; California State Historic Building Safety Board (publisher of the *State Historic Building Code*); California State Office of Historic Preservation; Center for Environmental Design, University of California at Berkeley; County Supervisors Association of California; Earthquake Engineering Research Institute; Federal Emergency Management Agency (FEMA), Washington, DC, and Region IX, San Francisco; Foundation for San Francisco's Architectural Heritage; International Conference of Building Officials (publisher of the *Uniform Code for Building Conservation*); Los Angeles Conservancy; National Trust for Historic Preservation; San Francisco Landmarks Commission; Structural Engineers Association of San Diego, Seismological Society of America; Washington Office of Archaeology and Historic Preservation; U.S. Small Business Administration, Washington, DC, and Disaster Area 4 Office, Sacramento; et al.

Those interested in attending can contact David W. Look, NPS, (415) 744-3988, or contact CPF (510) 763-0972. ••• Please note, again, that CPF's area code changes from 415 to 510 on September 2, 1991.

SOME HOT ISSUES IN CALIFORNIA

Sacramento: "Save the Auditorium!" has organized to place an initiative before the voters in June of 1992. The City plans to do real and unnecessary damage to the interior of the historic Memorial Auditorium in a "renovation" effort. The City filed a "Neg Dec" and has refused to consider the use of the State Historic Building Code to limit the impacts of the proposed work.

CPF has endorsed the initiative campaign and put the group in contact with attorney, Susan Brandt Hawley (a new CPF Trustee). Save the Auditorium (310 25th Street, Sacramento, CA 95816) could use your energy and financial contributions to carry out this effort to Save The Auditorium! Call Richard LaVoie (916/447-0969) if you can help.

La Jolla: Preservationists were dismayed when the City of San Diego allowed developer/architect Robert Mosher to begin demolishing the historic Green Dragon Colony cottages at La Jolla Cove, suddenly, early Wednesday morning, July 10. Tony Ciani, who has dedicated 15 years of his life to preserving this remnant of the old artistic colony of La Jolla, managed to get a Temporary Restraining Order (TRO) to halt total destruction until a court rules on the legality of the City's action on July 23 ... but a great deal of damage was done.

The City was concerned, apparently, that Mosher would sue the City. Now "Friends of the Green Dragon", assisted by the Coastal Commission, State Attorney General, Sierra Club, CPF and Save Our Heritage Organisation (SOHO) is taking the City to court. The unannounced demolition seems mean-spirited, at best, and may have violated Coastal Commission regulations and City policies. We will tell the whole, sad story in our next newsletter.

Pasadena: Don Nollar, Director of Planning,

Building Services and Neighborhoods, provided a model during Pasadena's post-earthquake response this last month. Claims that historic buildings were damaged beyond repair led Nollar to call in engineer and seismic expert John Kariotis for an objective second opinion. **Monrovia** Building Official Paul Sheedy also proved to be hard to convince that the historic Upton Sinclair House was seriously damaged, and asked for another look by a preservation expert.

Proposed demolitions of fifty year old or older buildings in Pasadena require review by the Cultural Heritage Commission. Nollar intends to stick with that process: "If buildings can be reasonably stabilized, we will study the technical and economic aspects of the repair and restoration," he said, adding that "determinations may be quicker than the sixty day review period allowed but will be more thorough than usual."

We salute these thoughtful approaches when post-earthquake panic can be so compelling to some other public officials.

New CPF Dues Schedules

Beginning January 1, 1991 there were some changes in dues levels. The explanation of categories (below) should help you in making the proper choice:

Libraries should continue to be members at the \$35 "individual" rate; we never meant to consider libraries the be the same as "organizations."

"Sponsors" (\$150) are those who really like what we do and want to give more. The **"Partners"** category (\$500) is explained elsewhere in this newsletter.

Non-profit organization dues have been raised to \$75 but, now, all board and staff will receive program (workshops and conference) discounts.

Both the **"Government"** and **"Business"** categories were set at \$100, again with automatic membership benefits for all associated with the entity. If no more than one person from an "organization" will be interested in CPF activities, that person would join as

(continued, top of next page)



CALIFORNIA PRESERVATION FOUNDATION

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**The California Preservation Foundation phone number changes to (510) 763-0972 on September 2, 1991. The previous number (415) 763-0972 is supposed to get you through to us until the end of the year, but change your rolodex now for the September East Bay switch-over.

Membership Dues (continued from page 15)

an "individual" with the same long-established dues level of \$35. "Full-Time Students" and "Senior" rates went up slightly to \$20 because the cost of "servicing" any individual member exceeds \$15.

The Board of Trustees hopes your support will continue as programs and membership expand. We will always need your help as we all continue to work hard to **IMPROVE THE CLIMATE FOR PRESERVATION IN CALIFORNIA**

IF YOU'RE NOT A MEMBER --- JOIN. JOIN NOW!

Send the coupon below with your tax-deductible membership contribution to the California Preservation Foundation, 1615 Broadway, Suite 705, Oakland, CA 94612.

Your contribution helps support workshops, research, publications, legislative efforts, conferences and direct local assistance.

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MEMBERSHIP CATEGORIES:

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(Redwood Empire Association photo)