



CALIFORNIANS FOR PRESERVATION ACTION NEWSLETTER

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City of Paris: Whose on First?

The City of Paris building graces the southeast corner of Union Square in the retail heart of San Francisco. The company was started in 1850 by the Verdier brothers, Parisian immigrants who began their merchandising business by selling French goods from the deck of their ship, "La Ville de Paris." By 1896, the "City of Paris" company had moved into the Union Square building, originally designed by architect Clinton Day for the Spring Valley Water Company.

Art in America writer Martha Hutson called the structure "the esthetic cornerstone of Union Square... a beautiful example of the French department store designed in la belle époque." Its four-story rotunda is topped by a 55 x 36 foot art glass dome, which depicts "La Ville de Paris", a ship with billowing sails. For 64 years, the rotunda hosted an enormous decorated Christmas tree, delighting generations of children.

In 1972, the building was bought by the Carter-Hawley-Hale conglomerate. Soon after the last Christmas tree appeared in 1973, San Franciscans learned that the building was scheduled for demolition, to make way for another C-H-H subsidiary, Neiman-Marcus, in a store designed by John Carl Warnecke.

The Citizens' Committee to Save the City of Paris Building organized quickly and tried through petition campaigns to show Neiman-Marcus the depth and intensity of community affection for the structure. After the San Francisco Board of Supervisors refused to designate it a local landmark, the Committee initiated listing on the National Register of Historic Places. The building was accepted and acknowledged by Register officials as having "national significance."

Through several lengthy public hearings, Neiman-Marcus representatives maintained that the building was not earthquake-proof, despite photographs which show its facade intact following the 1906 temblor. They also stated that the store would not be appropriate for their "high quality" merchandise, although one proponent said it could become the "architectural jewel in the collection" of art connoisseur Stanley Marcus.



The City of Paris building rotunda with the last Christmas tree, December, 1973.

After National Register acceptance, the issue seemed dormant, as no further action was taken by Neiman-Marcus for more than two years. But in February, 1977, S.F. Chronicle columnist Herb Caen reported that Warnecke had been replaced by Philip Johnson, designer of the Seagram building in New York City. Johnson recently met with Citizens' Committee representatives and expressed interest in retaining the rotunda in the new store.

In a subsequent letter to the Committee, Johnson wrote: "Input from San Franciscans is the most important step we can take." He asked for letters and clippings with ideas about why and how the building can be preserved. Californians for Preservation Action and the Citizens' Committee urge all Californians, not only City residents, to respond quickly. Send your suggestions to Philip Johnson, Johnson/Burgee, 375 Park Avenue, New York City 10022. Please send a copy to the Citizens' Committee to Save the City of Paris Building, c/o Hal Major, 1735 Pacific Avenue, San Francisco 94109.

Federal Funding Flap

In October of 1976 preservationists were pleased to hear that Congress had created a new approach to funding, the Historic Preservation Fund (P.L. 94-422) with an authorized appropriation of \$100 million. However, when the Ford administration released its budget in January the recommended appropriation was only \$35 million.

Earlier, December 2 and 3, 1976, in Austin, Texas, a series of meetings of an apportionment subcommittee of the Executive Committee of the National Conference of State Historical Preservation Officers (SHPO) adopted for recommendation an apportionment formula based on the \$100 million figure. Population - California's forte or burden - was not taken into account except at a high level of appropriation. California was penalized again for late entry into the National Register program; if a State's grants record was low in the past, its future share is low. Further, our state had been limited to 4% of federal funding up to fiscal year 1976 and had been cut to 3% in 1977. The formula recommended in Austin would have locked California into a formula based not on true need but prior arbitrary limitations. In addition, there was no balancing incentive to states such as California that had gone heavily into funding planning and survey, the first program priority developed by the National Register office as national policy and a primary goal.

This formula was challenged at a February 17 meeting of the Apportionment Formula Committee in Ann Arbor. (CPA submitted a strong objection and individuals followed suit.) The result was a recognition of the population factor in apportionment, not the most equitable, but at least a recognition. For California this was crucial to the state program, especially at the much reduced \$35 million budget level; our share would have been well below \$1 million and now has a possible \$1.3 million allocation. The new formula was affirmed at the February 28 annual meeting of the National Conference of SHPO's in (continued, page 2)

FLAP (continued)

Washington, D.C. Credit is due our State Office, particularly Bill Padgett who flew at his own expense to attend this meeting in the effort to insist that California obtain a fair share.

The SHPO National Conference also adopted a resolution at this meeting calling for the full \$100 million appropriation as authorized by Congress in the October Historic Preservation Fund action. The budget matter is now in House committee; hearings began on March 24. Californians for Preservation Action has written members of that committee and Senators Cranston and Hayakawa urging that the \$100 million (taken from offshore oil revenues not general funds) be appropriated as intended by Congress.

WRITE: Congressional members of the House budget committee Robert Leggett, Norman Mineta, Clair Burgener, John Rousselot, House of Representatives, House Post Office, Washington, D.C. 20515.

WRITE: Senators Alan Cranston and S.I. Hayakawa, United States Senate, Senate Post Office, Washington, D.C. 20510.

CONTACT their local offices and explain our past sufferance, present level of activity and growing need.

This fiscal year the State Office of Historic Preservation had only \$40,000 budgeted for local survey (as explained in another article); local planning grants will benefit most from increased appropriations and this is the greatest need if we are to have a comprehensive preservation approach in California. Your letter or phone call can educate our representatives to this need.

Legislative Review

Since the Legislature convened in Sacramento in December, several bills of historic preservation interest have been introduced. Please write to the authors and committee chairmen expressing your support. Addresses of all Assembly members and Senators during session is State Capitol, Sacramento, 95814. For more information about the bills, call the district office of your Assemblyperson or Senator, listed in the white pages of the phone book under "California, State of," "Assembly" or "Senate".

Senate Bill 380 (Mills) - SUPPORT. This bill is the enacting legislation for Proposition 7 which was passed by the voters last June. Prop. 7 provides that historical properties that are enforceably restricted in their use shall be entitled to a tax assessment consistent with the restriction rather than a higher assessment based on the "highest and best" (read "most financially lucrative") use. SB 380 provides a formula for application of this assessment practice for historical properties.

This bill makes some former Mills legislation more practical in terms of historical property assessment. There are still several ways in which the former Mills bill could be strengthened, but this bill is the first and necessary step. Assigned to the Senate Revenue and Taxation Committee, Senator John W. Holmdahl, Chairman; no date set.

Assembly Bill 962 (Fazio) - SUPPORT. This bill appropriates \$5 million for an emergency loan revolving fund for acquisition by local governments of endangered park, open space and his-

torical lands and facilities. The loans would be low interest loans administered by the State Department of Parks and Recreation and an advisory committee. Assigned to Assembly Water Committee, Assemblyman Eugene T. Gualco, Chairman, to be heard on April 12.

Senate Constitutional Amendment 29 (Marks) - SUPPORT. This measure will assure the constitutionality of a bill to allow an increased homeowner's tax exemption for five years for any increase in assessed valuation due to rehabilitation. It must also be passed by the voters in a statewide election. If passed, people will not be afraid that rehabilitating their homes will lead to increased property taxes. Assigned to the Senate Revenue and Taxation Committee, Senator John W. Holmdahl, Chairman; no date set.

Senate Bill 514 (Marks) - SUPPORT. This bill is enacting legislation to accompany SCA 29. It will grant an increased homeowner's tax exemption for five years for any increase in assessed valuation due to rehabilitation. The bill applies the tax exemption to homes in areas designated as historical districts or neighborhood preservation areas designated by the local government or the California Housing Finance Agency.

Although this bill does not apply as broadly as we would like, applying the tax exemption only to these certain areas makes the cost of the bill identifiable (tax losses to local governments must be paid by the state general fund); therefore, it becomes much more feasible to get this bill through the legislative process successfully. If it passes, it may be possible to strengthen it next year. Assigned to Senate Committee on Revenue and Taxation, Senator John W. Holmdahl, Chairman; no date set.

Assembly Constitutional Amendment 27 (Young) - SUPPORT. This measure is very similar to SCA 29, but is broader. It applies the tax exemption to any increase due to improvements rather than rehabilitation and it applies the tax exemption until the property transfers ownership rather than for five years. Though broader than SCA 29, it is also more expensive and is less likely to get through the legislative process. If passed by the Legislature and the voters, it will encourage people to make improvements to their homes. Assigned to Assembly Committee on Revenue and Taxation, Assemblyman Willie Brown, Chairman; no date set.

Assembly Bill 291 (Chacon) - SUPPORT. This measure is the same as Proposition One which was defeated in the November 1976 election. If passed by the Legislature and the voters, it will provide for \$500 million in state general obligation bonds to be used by the California Housing Finance Agency. The Agency will use the funds for low interest loans for low and moderate income housing and for housing rehabilitation in neighborhood preservation areas. Assigned to Assembly Committee on Housing and Community Development, Assemblyman Peter Chacon, Chairman; no date set.

Senate Bill 403 (Greene) - SUPPORT. This bill will establish the California Museum of Black History in the California Museum of Science and Industry in Los Angeles. Assigned to the Senate Governmental Organization Committee, Senator Ralph Dills, Chairman; no date set.

Senate Bill 489 (Garcia) - SUPPORT. This measure appropriates \$8,000,000 for capital improvements and restoration for El Pueblo de Los Angeles,

birthplace of the City of Los Angeles. Assigned to Senate Committee on Natural Resources and Wildlife, Senator John A. Nejedly, Chairman; to be heard on April 26.

There's More to it Than a Rose Parade

Over 400 persons attended the March Preservation Conference in Pasadena and most left feeling this was California's most successful conference to date. Dealing with planning tools, economic strategems, the impact of preservation in the central city, etc., the conference delivered on its promise to deal with tough questions in meaningful ways.

The theme was set by keynote speaker Bruce Chapman, Secretary of State, State of Washington, who established that preservation can and must capture the political process and turn vague policy commitments into programs as is the case in Seattle. Further encouragement was provided by Herbert Rhodes, Director of the State Department of Parks and Recreation who offered an overview of his department's future plans for preservation legislation.

Panels, workshops and tours--and two beautiful days--contributed to a fine conference. Credit is due Dr. Knox Mellon of the State Office of Historic Preservation and to Claire Bogaard and all the Pasadena Junior League for making it happen. Californians for Preservation Action also played an important role this year planning the program, designing the flyer and participating in programs--a quick tally showed nearly 50 per cent of the speakers, panelists, and organizers were CPA members. But credit is due to all, the National Trust, Pasadena Cultural Heritage Commission and California Historical Society as co-sponsors, all who worked and all who came. Next year it all moves up north and planning is already underway for an even better conference in 1978.

ADDITIONAL SACRAMENTO NEWS

AB4239 Knox-Native American Heritage-became law in September 1976 (Chapter 1.75, Division 5 of the Public Resources Code). This chapter creates a Native American Heritage Commission and empowers the commission to identify and catalogue places of cultural significance to Native Americans and authorizes them to prevent damage to such sites without clear evidence of public necessity.

Amendments affecting the State Historic Building Code are being prepared to refine and make for more effective administration. One bill would add representatives of the Departments of Health & Rehabilitation and an A.I.P. member to the Historic Building Code Advisory Board. A second bill would clarify regulations covering building code application in historic districts and include 'reconstructions' under the regulations.

The Department of Parks and Recreation put together a legislative package for historic preservation this year after consultation with preservationists, including CPA members. In this package were requirements to amend general plan requirements to include preservation, to establish loan funds, to require SHPO review and mediation of severe impacts on cultural resources and to add further amendments to CEQA to tighten mechanisms to ensure proper environmental review.

Latest reports are that the package will not be a legislative item this year. CPA suggests that the administration is not familiar with preservation issues and has not prioritized the matter. Letters to the Governor might educate him to our place as part of the administration's stated concern for careful resource management.

We are pleased to report, however, that steps to establish a toll-free number for the State Office of Historic Preservation are progressing. Such an action would signify that the State wants to facilitate easier access to the OHP staff by constituents far removed from Sacramento. It seems a necessary beginning to better state-wide service for the preservation community.

Our Friends in Sacramento



OHP Staff: (top row) Dr. Knox Mellon, Hans Kreutzberg, Pam McGuire, Marion Mitchell-Wilson, Aaron Gallup, Sandy Elder, Sally Nielson, Janice Gledhill, Gene Itogawa, Shirley Alford; (bottom row) Bill Padgett, Claudia Mazetti, Peter Cimarelli, Chris Taloff, Bill Seidel, Dana Bauer.

The Office of Historic Preservation serves as the State Historic Preservation Officer's staff for California, and by so doing, secures and distributes funds for many state projects. During Federal Fiscal Year 1976-1977 the California Office was awarded 525,000 dollars from the Department of Interior under the National Historic Preservation Act of 1966. Of the total apportionment, \$210,000 was earmarked for administration of the Office, including salaries of eight full-time staff members and five temporary positions. The Local Survey Contracts program and the Archeological Sites Survey programs have been continued and are being funded at the \$40,000 level. The National Historic Preservation Grants-in-Aid program has awarded \$275,000 for acquisition and development projects throughout the state.

The Office of Historic Preservation also reviews Environmental Impact Statements to ensure the protection of National Register properties. If properties, existing or eligible for National Register listing, are to be impacted, proper mitigation must be discussed with the State Historic Preservation Officer and the National Advisory Council on Historic Preservation. Get to know the procedures and learn who to call. Phone (916) 445-8006 and ask Sandy Elder who you need to talk to.

San Francisco Civic Center-



San Francisco Civic Center 1955 and 1975: the contrast between these two aerial views, taken 20 years apart, shows how the visual prominence of the City Hall dome has been diminished by nearby high-rise development. Photo Credit: San Francisco Public Library

San Francisco's Civic Center was recently nominated for the National Register of Historic Places by The Foundation for San Francisco's Architectural Heritage. According to architectural historian, Michael Corbett, who prepared the nomination for Heritage, San Francisco's Civic Center is "the finest and most complete manifestation of the City Beautiful Movement in the United States, and certainly deserves recognition as a National Register Historic District of national significance."

Recognition of the Civic Center is long overdue. Mr. Corbett explains that the Classical style of its architecture was discredited by early modernists causing the beauty and urban value of these buildings to be overlooked. "Today," he says, "in response to the increasingly impersonal character of American cities and the failings of modern architecture, there is renewed interest in the historic and decorative styles of the late 19th and early 20th centuries."

San Francisco Civic Center is a product of the ideas of the Ecole des Beaux Arts in Paris which educated many American architects and led to the City Beautiful Movement. The movement was part of the widespread municipal reform efforts of the turn-of-the-century which inspired four decades of City Beautiful projects that included ambitious plans for parks and Civic Centers, most of which were not completed.

The San Francisco Civic Center, better than any other Civic Complex, represents a once widely held vision of the potential of American cities. It is designed with a long, broad vista from Market Street to the great dome of City Hall as the symbolic and architectural focal point of the complex, while remaining interesting in themselves. The group was intended to serve as an example of urban architecture for the rest of the city, with each architect designing for the effect of the whole rather than for the isolated impact of his own building.

The Civic Center was designed in 1912 and reached its present state of near completion in 1936. It was the product of a great many people and had no single dominant creator. B.J.S.

National Register Material



Cahill, Mayor James Rolph, John Galen Howard, and Arthur Brown, Jr. played the most important roles in its development. The architects of the individual buildings were among the most important in San Francisco at the time, including Frederick Meyer, George Kelham, Bliss and Faville, and John Bakewell.

Civic Center was originally designed with five major buildings and four smaller buildings around a plaza. Three structures were not built. The proposed National Register Historic District would include that entire area which is roughly bounded by Franklin, McAllister, Market and Grove Streets.

Heritage's nomination of Civic Center was submitted in December 1976. It has been the subject of much discussion among property owners, particularly the City of San Francisco, which is concerned about the effects of National Register status, with regard to "Section 106 review" under the National Historic Preservation Act of 1966, and to the 1976 Tax Reform Act, which penalizes owners who demolish National Register buildings owned for business or investment purposes.

Besides providing Civic Center with official recognition, National Register Historic District status would help protect the area from federally funded or licensed projects which might impinge on the aesthetic integrity of the area, and would make Civic Center structures eligible for Federal preservation funds. The nomination should be reviewed by the California Historical Resources Commission in May 1977.

S.F. Peninsula Oral History Projects

Growing interest in actively preserving the past has caused the organization of many oral history groups in the last few years. One such group was founded in 1969 by the Friends of the Atherton Community Library. Two members, Sally Bush and Barbara Norris, told CPA some of their experiences in oral histories: "We began our projects by interviewing the Chief of Police, who drove us around and gave us a running description of how the town developed--the houses, roads, and services."

Another member of their committee was a legal secretary who took shorthand notes from their tapes, then prepared a typed draft, which was submitted to the person interviewed for

corrections. Bush and Norris thought that easy access to the interviews was important: "We put the typed interviews in a binder, and anyone coming into the library could read the transcriptions.

The two Peninsula women were careful about choosing interview subjects: "We investigated their ability to recall and tried to select people in different geographical areas. We found that working as a team and alternating tasks made for a smoother and better-run session. We had the subjects sign legal releases, stating that we could use the material they gave us."

The Town of Atherton decided to celebrate its 50th anniversary by publishing a condensation of six of the oral history interviews. Dennis Nolan, graphics artist of San Mateo County Library, made sketches of each home. Unfortunately, he usually had to work from photographs, since half of the houses mentioned are gone, either burned or replaced by newer buildings. The town arranged for final typing, layout, and printing and made copies available at the City Hall. The booklet has been requested nationally, as well as locally, by libraries, real estate offices, and schools.

Bush and Norris have recently begun oral histories of residents of nearby Menlo Park, in cooperation with the local Historical Society. "Our aims have remained the same, to show a living record of the local area from different ages and viewpoints. We have found that oral history remains as compelling to us as ever, because of the diversity of ideas and people we meet."

For an inspiring example of oral history in one community, send for "Atherton Recollections," (\$1.50 includes postage and handling) Atherton City Hall, 91 Ashfield Road, Atherton, Calif. 94025.

Whither U.C.?

UC Berkeley Chancellor Albert Bowker stated March 8, 1977, that the Naval Architecture Building on the Berkeley Campus will not be demolished but that the proposed engineering center will be built elsewhere. Opposition, spearheaded by the Berkeley Architectural Heritage Association, has apparently scored a victory for preservation and sensible planning. CPA is proud to have played a part in this effort.

Further south, the Irving Gill Scripps Building on the campus of Scripps Institute of Oceanography is now endangered. The work of Irving Gill, one of California's finest architects, has suffered greatly already from the bulldozer mentality of developers. This building, a prototype of Gill's innovations in concrete and an extraordinary vision of future lighting and work space requirements conceived in 1909, needs help.

With UC Berkeley's thoughtful reconsideration of the value of significant buildings' role as a guide to future achievement, perhaps the La Jolla campus can see a precedent.

The Board of Directors of Scripps Institute is meeting in early April to consider the matter. Director William Nierenberg needs to hear from us now. For further information contact Dr. Fred Spiess, Associate Director of Scripps Institute of Oceanography, (714) 452-2830. One of our proudest institutions, the University of California can continue to command respect by respecting the accomplishment of the past and adapt its constructs creatively rather than throwing away a rich tradition piece by piece.

Please Note

Santa Barbara City Ordinance No. 3888, the new up-dated Landmarks Ordinance, was adopted on March 1, and then two weeks later a newly-elected City Council majority began attempts to weaken the design review sections of the ordinance as well as certain procedural sections. Copies and information are available from Mary Lou Days, City Planning Division, Santa Barbara, 93102, (805) 963-0611.

The Fort Point and Army Museum Association's charter docent training course has been completed. The first seventeen docents, after a rigorous six week college level training course, stand ready to embark on their duties as tour guides, librarians, carpenters and artifact technicians. If you are interested in San Francisco's past, the story of the United States Army and the history of California, consider participating in the second docent training class to begin in late Spring of 1977. For information contact Mr. Donald Abenheim, Presidio Army Museum, Bldg. 2, Presidio of San Francisco 94129, or call 561-4115.

John Whitridge, President of Napa Landmarks, has released a feasibility study on Churchill Manor. The study cites several recommendations for rehabilitation of the National Register landmark built in 1889 by Napa banker, Edward S. Churchill. Following an economic analysis of three alternative schemes, the report recommends a commercial boarding house and catering facility as the preferred uses. In order to keep boarders' rents at a reasonable level, a combination of private financing and a low-interest loan from HAND, the City's new non-profit housing rehabilitation corporation is the proposed funding method. Copies of the Churchill Manor Feasibility Study are available for \$3 plus 18 cents tax. Call Napa Landmarks at (707) 255-1836 or write P.O. Box 702, Napa 94558.

The City of Alameda Planning Department issued (February 1977) an interesting architectural and graphic study of the Alameda High School. Timing was of the essence as, on March 4, the State Historical Resources Commission recommended National Register status for the building over the objections of the Alameda School Board.

Join Queen Victoria's Birthday celebration, May 28 and 29, at the American Victorian Museum in Nevada City. Included in the two days are a Victorian Buffet Brunch, Divas of the West procession and concert, Isle of Wight Brunch and Mechanical Music Concert. For information and reservations write: The American Victorian Museum, P.O. Box 328, Nevada City 95959, or call (916) 265-5804.

1977 Monterey Adobe Tour is being sponsored by the Monterey History and Art Association on Saturday April 23, 10 a.m. to 5 p.m., and Sunday April 24, 12 - 5 p.m. Tickets are \$5, available from: P.O. Box 805, Monterey, Ca. 93940; telephone (408) 372-2608.

The City of San Diego hosts two related conferences this spring, American Society of Preservation Officials April 23-28 and the American Institute of Architects June 6-9. Both conferences offer preservationists opportunity to proselytize.

LA Rediscovered LA

LA LIBRARY UPDATE

"The prospects for keeping Los Angeles' Central Library where it is look better and better," announced an L.A. Times editorial in response to a new proposal for the renovation and expansion of the landmark structure. An architect who had gone on record against the reuse of the old library, Charles Luckman, had done an about-face and authored this new study, which was presented to the City Council's Recreation and Parks Committee on March 1. Luckman conducted the study on a voluntary basis, thereby preempting--at least for the time being--the city's efforts to solicit proposals from other consultants for a renovation scheme. The new proposal carries a \$38.3 million price tag vs. an estimated \$83.5 million for a new facility.

In the meantime, the Southern California Chapter of the American Institute of Architects has activated a Library Building Study Task Force to establish guidelines and criteria for architectural preservation and conservation of the Central Library and its grounds. This will provide a means for evaluating and monitoring definite proposals made to the city for renovation of the facility. The study will be funded, in part, by a National Trust Consultant Service Grant. Californians for Preservation Action, along with Library Alternatives, a Los Angeles preservation group, has been active in encouraging and supporting the AIA study proposal and will be represented on the AIA task force.

A great deal of progress has been made towards the preservation of the Library during the past eight months. However, the Library issue remains a politically sensitive one and requires continued vigilance by Los Angeles preservationists.

A NEW CULTURAL RESOURCES MANAGEMENT PROGRAM

At the request of the Environmental Quality Commission the L.A. City Attorney's Office reviewed the status of current programs designed to foster and preserve cultural resources in the City of Los Angeles. On Sept. 1, 1976, an innovative and far ranging approach was recommended, an outline of a comprehensive, effective and integrated program that avoids unnecessary duplication. An independent commission would oversee cultural resources and the impact of private and public actions on historical, archeological and paleontological sites.

In November the plan was heard and, after substantial support by speakers (including CPA) endorsed by the Environmental Quality Board. The EQB was scheduled to meet with the City's Cultural Heritage Board and iron out differences, but little has been accomplished to date.

Those favoring the recommended approach should contact the Boards, the members of the City Council, the Mayor and other city officials to express their concern and interest in the proposal. Only by direct and persistent action will the stalled proposal, in its present or modified form, be moved and actively considered. Copies of the Cultural Resources Management Program proposal may be obtained by contacting the Los Angeles Dept. of Environmental Quality, City Hall, 200 N. Spring Street, LA 90012.

A FOOTNOTE: The above articles indicate that

preservation activity in the Los Angeles area is increasing rapidly. CPA's February workshop and the March Preservation Conference in Pasadena, both with large turn-outs, confirm the impression.

Further evidence follows: the Society of Architectural Historians-Southern California Chapter publishes a fine newsletter; Friends of the Schindler House have incorporated; a Downtown Los Angeles Historical Society has formed; Pasadena Heritage has incorporated and made incredible progress in a few months; the San Pedro Bay Historical Society is now proposing a comprehensive ordinance in that councilmanic district; and, Greater Los Angeles, an urban conservation organization is in the initial stage of formation. Perhaps LA is worth saving and has people who want to do something about it.

New Publications

To focus attention on the loss of so many early homes in Fresno, the American Association of University Women published Heritage Fresno-Homes and People featuring the remainder of Fresno's first fifty years. This 126 page hard cover book with 111 photographs and stories of early builders and residents, sells for \$7.50 + tax and 50 cents handling. Write Heritage Fresno-AAUW, 2995 E. Buckingham Way, Fresno, 93726.

The proceedings of the St. Paul Conference in 1975 are now available. Send check for \$5 to Back to the City, 12 E. 41 St., New York City, New York 10017.

The 1976 edition of The National Register of Historic Places, which contains information on all properties listed in the National Register through December, 1974, is now available for \$13 from the U.S. Government Printing Office, Public Documents, Washington D.C., 20402.

Economics and Historic Preservation: Five Case Studies in New York State, by the Preservation League of New York State (184 Washington Ave., Albany, New York 12210, \$1.50 per copy) traces the success of this organization in five preservation projects throughout New York State. This 16 page publication should provide some helpful tactics.

The February, 1977, issue of The Old House Journal is primarily devoted to the Colonial American house-how it is framed, laid out and landscaped. Authentic landscaping is thoroughly explored. The issue also includes the usual wealth of ideas for finishing and furnishing old homes. Readers are amazed at the improvement of this publication from issue to issue. A subscription can be obtained by writing: The Old House Journal, Department 7, 199 Berkeley Place, Brooklyn, New York 11217.

Idaho Heritage (no. 6, 1976) investigates the preservation of the rural community; a traveling workshop visited 15 small towns and met with residents to discuss the future of an endangered cultural species. Californians, normally focusing on urban problems, should consider the application in our own state which is equally rich in small towns.

CPA Workshop Los Angeles-the Diversity of a City

On February 12, at our winter quarterly workshop, we confronted the challenge of diversity within a city. And what better place to do this than in Los Angeles, in Barnsdall Park.

This workshop was held in conjunction with the Greene & Greene exhibit at the Barnsdall Art Gallery where we were welcomed by Randall Makinson, curator of the exhibit.

Our speakers each represented a different style of architecture. Raoul Savoie, of Pasadena's Community Restoration Guild, spoke about Craftsman houses. "A carpenter-built house tends to dominate itself. A bungalow tends to seclude itself in its surroundings. Much of what makes them what they are is the interior, which is primarily of wood." The Taylor House which the group is restoring in Pasadena has revealed many such surprises as layers of paint and time are sanded away prior to repainting and reroofing.

Margaret Bach talked of Irving Gill's effect on residential architecture and the kind of simplicity he sought. The Horatio West Court apartments (four units) were purchased cooperatively. The neighborhood, spared redevelopment, is now being upgraded. The Bachs began work in June 1975 and were called 'courageous' by friends and acquaintances as they faced spray paint graffiti and the junk collection of some rock musicians. Their restoration was extensive. They let Gill dictate as much as possible: 1) trying to find the colors he would have used, and 2) knowing that he used lots of light and open doorways.

Kyle Smith's 30's streamline moderne was designed by Kessling, a Schindler draftsman in the Silverlake area. It had not been painted in 20 years. They went back to the Chicago Exhibition of that period and painted it white, marine blue, and reddish terracotta for the trim. Inside, the wood paneling throughout was original but all surfaces needed refinishing, as the shellac had turned whitish. Another great feat in period style.

Peter de Bretteville summarized the history of architecture, illustrating Greek and Roman values based on Christianity and developing the variations of Gothic and Renaissance themes. The nineteenth century broke tradition, initially with the technology of glass and steel. This brought different elements to the same form, e.g., the Bradbury Building and Eiffel Tower. About 10-20 years ago the influence of industrial buildings and factories with sets of divergent parts to abstract white cubes became popular; This, de Bretteville feels, is the new frontier. In building his own house, de Bretteville looked at climate and Spanish architecture to determine scale and relationships; balconies were cantilevered to provide shade, for example. In moving with continuity and tradition, he says, "It's fundamental as the fact that values are changing and that human aspirations change."

"Neighborhood Revitalization" will be the topic of our summer workshop to be held in San Diego. Please save the date--August 27.

Designed and produced by the Newsletter Committee of Californians for Preservation Action: Margaret Bach, Beverly Bubar, Jane Ellison, Art Hendrickson, Jim and Janeen Marrin, John and Betty Merritt, Tom Sitton, Judith Waldhorn.

Preservation Film Festival

A wide-ranging program of films on preservation, urban history, planning and related topics will be presented by Californians for Preservation Action on Saturday morning, May 14, at the Eagle Theater in Old Sacramento.

The program will highlight the National Trust's newly-completed (and as yet untitled) film on restoration and preservation activities across the country.

Also featured in the CPA film program will be: Landscape With Angels, a lively film history of the shaping of Los Angeles' unique urban landscape, by Margaret Bach; The Dodge House, a film which examines Irving Gill's architectural style as exemplified in his now demolished residential masterpiece, by Esther McCoy and Robert Snyder; The Dig, a satirical piece on urban design utilizing slides and synchronized sound track, by Dick Hedman of the San Francisco Planning Department; Stations, a film presentation of various adaptive uses for old and abandoned railroad stations, by Roger Hagan; Drawn in Blue, a brief glimpse, via animation, of life cycles and time, by Lorraine Bubar.

Joining CPA in sponsoring the Preservation Film Festival are the Central Valley Chapter of California, American Institute of Architects and the American Association of University Women.

This is a unique opportunity to be entertained and educated in a historic setting. Don't miss it! For further information on location, registration, and what-not, see the last page of this newsletter.

Membership News

BOARD OF DIRECTORS ELECTION

Each year three positions open on the Board of Directors of CPA. Nominations will close on the afternoon of our annual membership meeting in Sacramento May 14. If you know someone who wants to work--hard--for preservation action, submit his or her name to: Mrs. Heather Bryden, P.O. Box 3133, Santa Barbara, Ca. 93105. Nominations must be in writing and must be postmarked by May 14. Verbal nominations can be made from the floor of the membership meeting on that date as well. Board terms run three years.

CONSIDER THE ALTERNATIVES

Californians for Preservation Action is challenging 130 years of cultural and environmental pillage. We send you this newsletter to alert you, to urge you to act. We need your membership as well. Won't you help us act?

CALIFORNIANS FOR PRESERVATION ACTION
Post Office Box 2169, Sacramento 95810

I want to help; sign me up as:

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

name _____

organization _____

street address _____

city _____

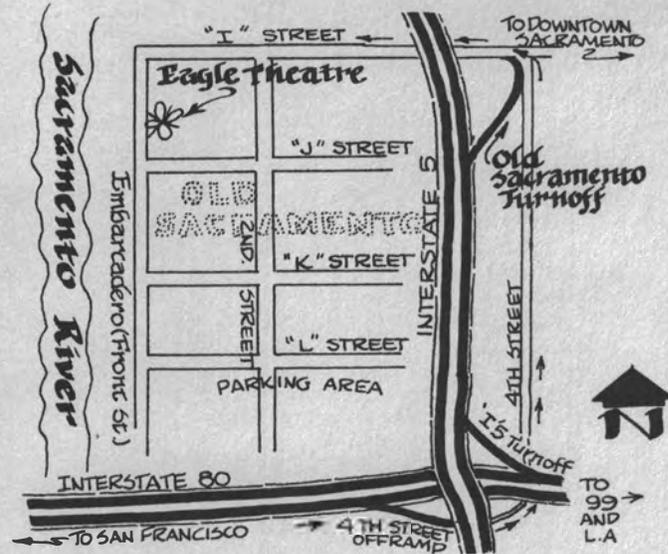
zip _____

CPA Meeting May 14, 1977-Sacramento

Preservation Film Festival. Registration and coffee will be held from 9-9:30am. The film program will begin at 9:30am sharp and will run until noon, with one intermission. Location: Eagle Theater, The Embarcadero between I Street and J Street, Old Sacramento. See the accompanying map for directions. The registration fee is \$1 for members of sponsoring organizations, \$2 for the general public.

Lunch. Lunchtime is from noon to 1:30pm. Recommended restaurants in Old Sacramento are D.O. Mills, 111 K. Street; Firehouse (The Courtyard), 1112 2nd Street; China Camp, 1015 The Embarcadero. The cost of a lunch is about \$3.

Meeting and Tour. The CPA membership meeting will be held from 1:30-3:30 p.m. in the Eagle Theater. Herbert Rhodes, Director of the Department of Parks and Recreation, State of California has been invited to be the meeting's featured speaker. Agenda items include nominations for the board of directors and new legislation. Before the afternoon walking tours, Paula Boghosian, Chairwoman of the Sacramento City Preservation Board and of Sacramento Heritage, will give a 20 minute slide show of Sacramento architecture and preservation issues. Walking tours of Old Sacramento will be held from 3:30 to 5, conducted by Ed Aston, Urban Conservation Consultant, and Peter Givas, Architect, Ogren, Juarez and Givas.



Local Board members of CPA encourage you to contact them for advice and assistance. The community of preservationists is growing and the network is strengthening--Use it.

San Diego: Dave Peterson (714) 297-5347
Los Angeles: John Merritt (213) 577-4152
Santa Barbara: Judith Orias (805) 687-9419
San Francisco: Hal Major (415) 771-4500
Steve Silverman (415) 824-4261
Judith Waldhorn (415) 647-7470
Sacramento: Roger Scharmer (916) 445-0836
Los Gatos: Mardi Gaultieri (408) 354-1943
Watsonville: Charles Rowe (408) 722-3551



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