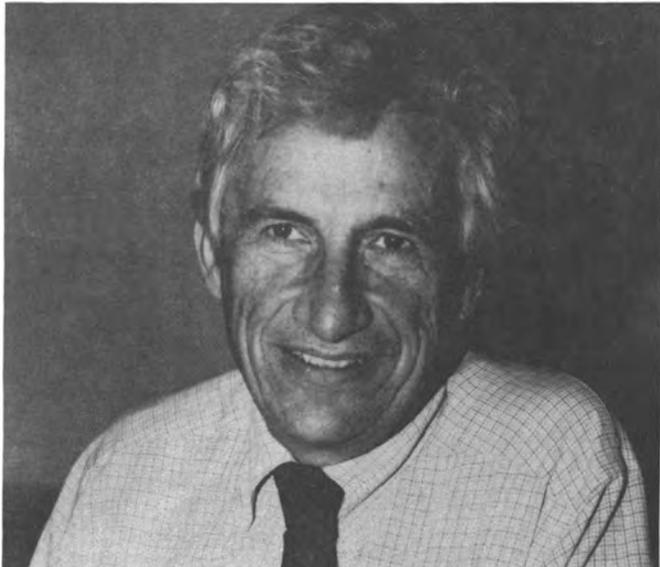


A QUARTERLY PUBLICATION OF THE CALIFORNIA PRESERVATION FOUNDATION

## **SOUTH PASADENA'S JOHN KARIOTIS ---PRESERVATIONIST OF THE YEAR**

Those who have met John Kariotis will never forget the image he projects as a rugged individual. His piercing dark eyes, deep tan and long white hair is reminiscent of Moses as played by Charlton Heston. To many preservationists, John has been leading the historical community out of the Valley of Demolition and into the Land of Preservation.



Perhaps it is John's love for the outdoors that has given him an undaunted attitude towards building conservation. Starting as early as 1973, John's interest in historic buildings began as a consultant to the Yosemite Park and Curry Company investigating the fire-damaged Camp Curry Cafeteria. This work led to a structural analysis of the Ahwanee and the Wawona Hotels.

In 1975, John was introduced to his first historic masonry and stone building in Rexburg, Idaho. Through extensive data gathering and an analysis of the seismicity of southern Idaho, his report resulted in the renovation and reuse of the building in lieu of demolition. These seismicity studies were again used in 1979 to help save Boise's Eastman Building, the first multistory brick building with a steel frame built west of the Mississippi.

In 1978, Kariotis realized that seismic requirements for new design disregarded and, essentially, condemned a multitude of existing buildings. A six-year contract, awarded by the National Science Foundation in 1978, produced research which became the basis for precedent-setting ordinances and methodologies to reduce earthquake damage to brick and stone buildings.

A native Californian, John received his B.S. in Civil Engineering from the California Institute of Technology. In 1981, the Award of Appreciation was presented to John by the Structural Engineers Association of Southern California. His career, so far, has been capped by receiving, in 1986, the coveted Special Award for Excellence in Allied Professions from the California Council of the American Institute of Architects for preservation in architecture.

The pioneering investigative work, the progressive methodology, and sensitive attention to preserving the integrity of the

historic fabric of historic buildings has become a specialty of Kariotis and Associates. Over the last 15 years, Kariotis and his associates, Nels Roselund and Michael Krakower have completed over 120 buildings, prepared over 60 reports dealing with earthquake hazard reduction techniques and investigations, produced over 30 professional publications and sat on innumerable committees, organizations and planning groups worldwide.

John is internationally recognized as one of the leading experts in earthquake hazard reduction methodologies and the seismic strengthening of historic resources. He is currently working with Chinese and Italian engineers in this field.

John's trademark preservationist attitude towards strengthening buildings is that the integrity and ambience of a historic building should not be altered during the retrofit; he also feels the removal and reproduction of historic ornamentation out of fiberglass, rather than strengthening and supporting in-place is not preservation.

Somehow, John has managed to find time for his love of the wilderness by whitewater canoeing and mountaineering in South America, Mexico, and, of course, California. And as usual, John comes down from those mountains in the same manner as Moses: thunderbolts flashing, rain blowing in his face and bringing the ultimate commandment of preservation to the land of earthquakes: Thou Shall Not Demolish!

The California Preservation Foundation is proud to give its top award to John Kariotis in recognition of his pioneering work and in expectation of even greater accomplishments in the near future.

## **DPR SNATCHES BOND ACT GRANT MONEY**

In a move that surprised everyone who learned about it, the Department of Parks and Recreation has moved administration of 11 million dollars in preservation grants from the State Office of Historic Preservation, apparently with little resistance from OHP leadership.

Proposition 70, the "California Wildlife, Coastal, and Park Land Conservation Act" passed overwhelmingly by the voters in early June, allocated 11 million dollars for historic preservation as a portion of 166 million directed to DPR. Supporters of Prop. 70 assumed the money would be handled by OHP in the same way the 1984 Bond Act monies were handled, thus providing OHP with a much needed grant program. Because DPR may be able to administer the money a bit more cheaply (within the 1.5 percent allowed by the initiative) Director Henry Agonia has chosen to handle the entire program through the Department, including OHP's share, cutting the Office out.

CPF strongly opposes this gambit for many reasons:

(1) OHP staff understand preservation in the community context, and best understand historic preservation's private sector impact and its traditional focus on private citizen participation and the whole community's cultural resources.

(2) DPR staff have a park perspective, not a community perspective, and tend to best relate to another governmental agency...appropriate for parks and DPR, perhaps, but not for historic preservation.

(story continues, top of next page)

## OHP Loses 11 Million

- (3) OHP staff have the experience of running a very similar program since 1984 and will be more prone to be flexible and innovative to create more impact for the bucks.
- (4) OHP needs a grant program as a positive side to an office often viewed as a regulatory or review hurdle.
- (5) DPR will get, in its 166 million share, nearly 2.5 million for overall administration and ought to be able to absorb the small extra amount which OHP administration is reputed to cost.
- (6) If, as is argued, OHP doesn't have enough staff, an 11 million dollar grant program ought to be a priority and tasks can be reassigned...as they were in 1984.

The irony of the last point is that DPR, reportedly, plans on moving a staff person from OHP to run this and other DPR grant programs, thus further depleting the capabilities of OHP.

In our letter of June 29 to Director Agonia we reminded him that the development of criteria and procedures for the 1984 Bond Act grants involved a great deal of public participation in a public hearing context; and that the State Historic Resources Commission conducted these hearings. We are very concerned that the preservation constituency was never asked for its opinions about his move on OHP's money nor was the State Historical Resources Commission ... and we feel the Commission may have a legal right (remember SB 1252) to be deeply involved.

We insist that historic preservation money belongs in the Office of Historic Preservation, an office much closer to the preservation constituency and its community-wide perspective. We urge you to let Henry Agonia, Director, Department of Parks and Recreation (P.O. Box 942896, Sacramento, CA 942896-0001) know what your feelings are in this regard.

## NEW SHPO ON THE HORIZON

Kathryn Gualtieri announced in late May that she leave her post as California's State Historic Preservation Officer in September, and will begin the transition by going part-time in July. Kathryn, who has served four years as SHPO, will return to school for an advanced degree in Public Administration, her intent being to go into a City Manager career. Speculation on who will replace her began immediately, and many names are floating about.

CPF has taken the position --- one we established through the California Heritage Task Force and the subsequent effort made to fill Knox Mellon's position --- that the SHPO is a professional position, not a political plum, and the selection process should be appropriately professional. Henry Agonia (and others) may not know that William Briner, Agonia's predecessor as Director of DPR, turned the "search" portion of the selection over to the State Historical Resources Commission. A subcommittee headed by Commission Chairman Bruce Judd conducted an open and thorough nation-wide search, and gave Briner a five-name "short list" from which to select.

This process was very well received by everyone at the time. We are urging Director Agonia to do business in the same way again --- turn the important "search" function over to the Commission, screen for professional capabilities and experience, and give us a new SHPO we can respect and work with because the person knows preservation; don't give us an SHPO who holds the position because he or she happens to know someone politically important.

We urge you to join CPF in this campaign to follow precedent set in 1984. **Henry Agonia**, Director of DPR (P.O. Box 942896, Sacramento, CA 94296-0001) **needs to hear from you.**

## A CAPITOL REPORT

Preservation Action reports on three items advancing on the Washington D.C. preservation front:

\* The Historic Preservation Fund should increase slightly for the second year in a row. The House has approved 30 million and the Senate has voted 30.25 million dollars; a Conference Committee will resolve the difference, but both proposals include 24.75 million for the States.

The Senate version would again provide 1 million for light-houses, with 4.5 going to the National Trust; The House has the Trust receiving 5.25 million instead. In either case, the 1988-89 appropriations would be up from last year's 28.25 million.

\* Rehab Credits still may get some help this year. We reported the introduction of H.R. 4048 in our last issue but, until recently, there was little indication that the House Ways and Means Committee would do much with the hundreds of serious technical changes being proposed, and would merely clean up some loose ends.

Now, suddenly (late June), The Technical Corrections Act to the 1986 Tax Reform Act is being discussed. H.R. 4048 will be an amendment to that Act and will promote beneficial changes for historic rehabilitation credits, particularly in the area of the "passive loss" problem.

Once again you are urged to contact your elected representatives to urge their support for this amendment (make reference to H.R. 4048) of the Technical Corrections Act.

\* The American Heritage Trust Fund (H.R. 4127-Udahl) has been introduced, had hearings in the House in mid-May and has been through three "field hearings" in Atlanta, Philadelphia and Denver on June 24. The Fund would provide a steady 50 million dollars for the federal/state preservation program yearly and would be a big improvement over the current approach, i.e., the annual budget battle and fluctuating dollar amounts.

Preservationists across the country testified at the field hearings in favor of the Trust Fund and, while this may not happen this year unless lobbying is heavy, many feel the idea has gained acceptance and the legislation will eventually get the necessary votes. The latest good news is that H.R. 4127 is progressing; once more, you should educate your congressional delegation, get them to join as sponsors, and move this bill closer to realization.

Preservation Action's new Alert (July) has far more details about all of the above; you can contact Preservation Action for a copy -- and membership information -- at 1350 Connecticut Avenue, N.W., Suite 401, Washington, D.C. (202/659-0915).

## OTHER HAPPENINGS YOU SHOULD KNOW ABOUT

July 23 and 24 ---**Sonoma**---The Sonoma League for Historic Preservation presents a 'Summer Sale' to benefit restoration of the Toscano Hotel; contact the League (PO 766, Sonoma, 95476) for more information.

August 12 and 13 ---**Los Angeles** --- The Los Angeles Historic Theatre Foundation is sponsoring a two-day symposium on theatres in the downtown Broadway Historic District, using six different historic theatre venues; session will range from "Why Downtown Entertainment Districts Make Sense" to "The Nuts and Bolts of Theatre Restoration". For more information on this 'special focus' program contact LAHTF (PO 65013, L.A., 90065, 213/746-9868); cost, including lunch, is \$45 for both days, \$30 for one day.



# CALIFORNIA PRESERVATION FOUNDATION NEWS

## CPF PLANS SEISMIC WORKSHOPS

Since earthquakes continue to occur and because historic buildings continue to incur the wrath of building officials, the Foundation will again attempt to spread the word about the State Historic Building Code and the many sensitive alternatives to demolition or drastic seismic retrofit. Four workshops will address the following:

- (1) recently adopted revisions to the State Historic Building Code
- (2) the recently published Seismic Safety Commission's Guidebook: To Identify and Mitigate Seismic Hazards in Buildings
- (3) the role of the Uniform Code for Building Conservation in dealing with historic resources

Case studies will be presented in the morning with workshop discussion following in the afternoon.

The four day-long sessions are jointly cosponsored by the California Preservation Foundation with the State Seismic Safety Commission, State Historic Building Code Board and ICBO. Precise locations have not been determined but cities and dates are:

- San Francisco --- September 23, 1988
- Santa Barbara -- September 24, 1988
- Los Angeles ---- September 30, 1988
- San Diego ----- October 1, 1988

Alert your building officials, planning department, fire and safety officials, local architects, engineers and, of course, fellow preservationists. For more information contact CPF (415/763-0972) or CPF President Wayne Donaldson (619/239-7888).



The time and place of 14th Annual State Preservation Conference was announced in Palo Alto. We will be in Los Angeles for the first time - April 20-23, 1989 - headquartered in the historic Biltmore Hotel, on Pershing Square; program planning began in March and future newsletters will provide more details. The Biltmore lobby (photo above) is L.A.'s most inviting entrance.

## REGIONAL "NETWORK" GATHERINGS

The Foundation has plans for two get togethers in August, one in Oakland and the other in San Diego. The southern meeting, cosponsored with SOHO, will take place at the Lakeside Community Church on Saturday, August 27, and will focus on both the politics and technical sides of the historic designation process. As with the April meeting in Carlsbad, a county-wide invitation has been issued; for more information contact SOHO (619/297-9327).

The Foundation's move to Oakland prompted us to schedule our first Board of Trustees meeting of Fiscal Year 1988-89 (The "Organizational Meeting") in Oakland. We will also be inviting preservation groups from the Bay Area to an informal gathering with members of the board on Sunday afternoon, August 14. This is one in a long series of Bay Area meetings alternately sponsored by local groups, the last hosted by BAHA in 1987. For more details call CPF at (415)763-0972.

## PRESERVATION BALL --- OAKLAND

In conjunction with our August 13th Board of Trustees meeting in Oakland, the Foundation is planning a gala "Preservation Ball" in the ballroom of the magnificent Hotel Oakland (1912); join us --and cosponsoring organization like the Berkeley Architectural Heritage Association and Alameda Victorian Preservation Alliance--for an evening of fun, frolic, dancing and refreshments:

**AUGUST 13, 1988 - 8 pm to Midnight**

The Hotel (enter the Grand Ballroom on 14th Street, between Alice and Washington Streets) was recently restored as senior housing, a precedent-setting linkage of Section 8 HUD money and preservation tax-credits. The Ballroom, enormous and truly wonderful, remains largely unused and one CPF hope is that our event will call more attention to this little-known resource in downtown Oakland.

You will enjoy sophisticated syncopation, dance contests, raffles, culinary treats, a full bar, many new and old friends and, we hope some satisfaction that you will be helping CPF and a landmark at the same time. Period dress is encouraged.

Flyers have gone out for this event but, if we missed you or if you want more information, please call us (415/763-0972);

The time and place of 14th Annual State Preservation Conference was announced in Palo Alto. We will be in Los Angeles for the first time - April 20-23, 1989 - headquartered in the historic Biltmore Hotel, on Pershing Square; program planning began in March and future newsletters will provide more details.

## SOME CPF "PRESERVATION SHOP" ITEMS

A Gift to the Street, by Carol Olwell and Judith Lynch, is one of the very best books ever produced on the Victorian style in all its San Francisco exuberance. A visual treat with Olwell's handsome large format photos and full of information and insights from Judith, the book has stood the test of time.

Now hard-to-find and out-of-print, a few remaining copies of A Gift to the Street are available from the Foundation. The book retails for \$17.95, plus tax. We will send you a copy for \$15.00 (which covers tax and shipping), while our limited supply lasts; for \$20.00 we will get the book autographed.

CPF's Easement Workbook is still available. In 1987 the Foundation presented two workshops on historic preservation easements, featuring nationally-known expert Thomas Coughlin. As part of his seminar information, Tom prepared a workbook for those who attended. The 152 pages of material in the workbook cover I.R.S. regulations, "private letter rulings", state and federal statutes, model easement contract provisions, and the workbook opens with Coughlin's basic background and interpretation of the do's and don'ts in the world of easements; the workbook is, literally, everything you need to know about the subject.

The California Preservation Foundation still has a limited number of workbooks -- on a first-come, first-served basis. For the very reasonable price of \$30 (\$25 to cover the publication's cost and \$5 to cover tax, postage and handling) we will send

you a copy of this invaluable workbook. You may call the Foundation for more information (415) 763-0927 but you may order a copy simply by writing and requesting we send you one; make checks (\$30) payable to California Preservation Foundation.

As the multitudes who attended the May Palo Alto Conference know, the Foundation now has a terrific "T" shirt designed by our own Bruce Judd. Since it was warm at the conference, most of us got the opportunity to wear this beauty... and often, little else.

Those of you who missed the conference can get your own by filling out the coupon below and sending it in with a check; the attractive "craftsman lantern" design (burgundy lettering, green-tinted foliage, beige background) adorns the "T" shirt which is now beginning to appear on people at meetings all over the state and, on one occasion, at a demonstration in New York.

## STUDENT WINNERS AT "HISTORY DAY"

The Foundation participated in its third "History Day" in Sacramento during May. Junior and senior high students from all over California compete in this event with media presentations, research papers, projects and historical performances. Themes are set by the sponsoring Constitutional Rights Foundation --- this year's was "frontiers" --- and CPF makes special awards for student work which highlights historic preservation.

Two students from Mariposa Junior High School (in Mariposa) shared the award and prize money in the Junior Division for their media/videotape entitled "Mariposa--Frontiers, People, Places and Ideas", documenting with some fine photography historic buildings remaining in the town and relating the importance of retaining the historic fabric of the built environment as a tool for memory, self-recognition and insight for the future. Nadine Hata, CPF Trustee, presented the award to Noel Lee DeWitt and Brian Wilson.

Senior winner was Erling Daell, a student at Coast Joint Union High School in Cambria. His presentation, also a videotape, looked into the origins and settlement of Solvang by Danes in the nineteenth century and, as OHP's Maryln Lortie stated at the award's ceremony on May 3, his research and creativity led to a "warm and personal view of the community's efforts to preserve its historic cultural identity".

Nadine and Maryln were joined in this year's two days of judging by CPF Director John Merritt and Judith Lynch who is heading up the "Our Houses" curriculum project for students. Participating in History Day is a treat for us, and gives us a good sense for the importance role history plays in younger people's lives.

## STATE CONFERENCE AFTERTHOUGHTS

Palo Alto and Stanford were fine hosts for the 13th Annual State Preservation Conference...and over 400 people had a warm experience this year; the people in Los Angeles say they're planning a hotter time next year...but April brings fine weather to the City of Angels.

If you were in Palo Alto for the conference you know that the program offering was probably our best ever. Sessions on CEQA, theatre preservation, education for kids, neighborhood preservation, preservation politics and landscape got some rave reviews. The opening reception at the Art Museum was special and brought with it surprise awards to Palo Alto's own Gail Woolley and, as Preservationist of the Year, to John Kariotis. The "Three-Minute-Success Stories", elegantly led by Steve Spiller, were 'hoots', as usual, especially when Ken Alzman revealed the unusual fundraising techniques owners of Mountain View's Rengstorff House planned to use.

Design Awards, Saturday night, went to the Long Beach First Congregational Church, The Trocadero Clubhouse in Stearn Grove (San Francisco), the restoration of the murals at Coit Tower (San Francisco), the Beverly Hills Waterworks "reuse study", the historic preservation element produced by Aegis for The City of Redlands, for the restoration of the Louis Bank in the Gaslamp Quarter, and for The City of San Diego's restoration effort of the Padre Dam. We expect to have a full report on these awards in our next issue.

Finally, people seemed to have fun in Palo Alto---all three evenings --- with the enjoyment culminating with a fine dinner, very successful auction in the Quad at Stanford. Everyone was proudly wearing new "T" shirts and looking forward to the next conference at the Biltmore in L.A. If possible, it will be better.



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## ANOTHER BRIDGE BATTLE - GUERNEVILLE

Since bridges are prominent features in the landscape they often hold people's attention more than some other structural types. When bridges are closely linked to the entry points of a community ---and Guerneville is such a place ---the bridge becomes almost the symbol for the community. Human reaction to the possible loss of such an important piece of the town's fabric is strong.

The Guerneville Bridge is slated for replacement by a new, much wider bridge to accommodate greater traffic flow into the Russian River town. While some in the area are certainly opposed to any increase in traffic, others---now organized as "The Bridge Club"---are fighting to save the historic bridge, a narrow 66-year-old landmark Parker Truss type, and have gone to court to make their point.

A CALTRANS survey indicated the Guerneville Bridge was "not eligible" for the National Register, evaluating the structure, it seems, entirely from an engineering history standpoint; other Parker Truss examples in northern California are better, longer, larger and/or older. The Bridge Club is disputing the documentation CALTRANS compiled, the "awarding of points" system used to determine whether any particular bridge scores enough to be eligible, all of this within the legal framework of an inadequate environmental review process conducted by Sonoma County. A National Register nomination based on the broader issues of the bridge's obvious landmark status (in the truest sense of the word) in the community could trigger other important procedures -"Section 106" which governs the use of federal funds to impact cultural resources, and "Section 4(f)" which specifically relates to the use of federal highway monies. Another source of relief might be the possible use of Bridge Replacement and Rehabilitation Act funds where an equivalent of demolition costs can be transferred, instead, to the rehabilitation of the bridge.

We, too, feel CALTRANS' view is (as they describe the bridge) far too narrow and inadequate. A negotiated settlement could allow a new bridge to be built and the old one to remain as a bikeway and pedestrian path across the river. CPF attempted to assist the people of Guerneville interested in saving their bridge by providing advice, some of the legal remedies, the benefit of our experience and the names of contacts who might be able to help resolve the issue; we hope we will also be able to report in a future issue of this newsletter on the successful results of the energy and determination being shown by The Bridge Club.

## GREAT WORK IN GLENDALE

The Glendale Historical Society decided to do more than just complain. At stake was the Alex Theatre, threatened with either demolition or disfigurement by the City and the "ever popular redevelopment process". TGHS created a "Preservation Task Force" to counteract arguments that the theatre was unsuitable for reuse as a Performing Arts Center. The results, Position Paper No. 88-1. Preservation of the Alex Theatre, is as professional a study as anyone could want...and it is far deeper and cost far less than those prepared by "Glendale Partners" and MitzeProductions for the City.

The report establishes that the Alexander Theatre is architecturally significant and that it has a special history as a "Studio Preview" theatre to match its magnificent design. But, more importantly, the report clearly establishes that the Alex can serve Glendale's stated needs ---seating capacity, parking, stage dimensions---for a multi-use facility, and documents how well the Alex fits a national reuse trend, using extensive League of Historic American Theatres' research. A key component of the research is comparative data showing restoration and reuse is far cheaper than new construction carried out in the L.A. area to provide nearly identical performance capabilities.

Preservation of the Alex Theatre is solid proof that preservation is preferable; it is unfortunate that private citizens must do the work to demonstrate this---when the City is buying consultants-- - but do it, TGHS did. For a copy of the report you might contact The Glendale Historical Society, P.O.Box 4173, Glendale, 91202.

## A MOVING EXPERIENCE IN FRESNO

In a positive move for preservation, five houses listed on the local register in Fresno have been saved from the freeway bulldozer and will be relocated, one with unusual results. The construction of Crosstown freeway 180, linking freeway 41 and freeway 99, is the final section of a triangular link first recommended years ago in the 'Gruen Plan' for downtown Fresno.

The Sigma Nu fraternity at California State University, Fresno, prepared the successful proposal for the reuse of the Proffitt House, a six-bedroom dwelling constructed in 1911 as the residence of a Fresno pioneer and his family. Although the prospect of a historical landmark turning into an "Animal House" raised some eyebrows, the actives of Sigma Nu pledged to preserve the appearance and to maintain the building in accordance with its historical importance.

Three other buildings will be moved a half-mile to a city-owned lot in the downtown. One will be reused as an attorney's office, one as a Black History museum and the third for the La Tienda Guild's Thrift Shop. CALTRANS is paying for the moving from their demolition fund. Each new owner paid \$1 for their houses, and must bring each up to current code. The location for the fifth house has not yet been determined.



The Proffitt House will be moved 6 1/2 miles to "Greek Row" adjacent to the CSUF campus. The roof with its five gables will be disassembled and the rest of the two-story house will be cut in two. The entire package will be moved and reassembled on the new lot and foundation. The original deed restrictions on the Row require all new construction, but Sigma Nu successfully obtained waivers to permit the relocation.

The Proffitt House was first listed in the AAUW publication Heritage Fresno: Homes and People, in 1974, and was listed on the local register in 1980. In the course of its life, the house had gone through a number of occupancies, including a boarding house, so serving as a fraternity was not that far from its past use. The reconstruction will be historically accurate, including the original roof structure, and the reassembly of all porches and towers. The contractor is aiming at a November completion and occupancy date. --- by Russell C. Fey

This issue of **California Preservation** was produced by John Merritt, with the help of Dick Price; contributors were Wayne Donaldson, Russ Fey, Bruce Judd, Judith Lynch, Sharon Marovich, Christy McAvooy and Joni Monnich. **Your** future contributions are encouraged; include b/w glossy photos.

## A POLITICAL EDUCATION IN PALO ALTO

"God is Love" was spelled out in big, ecclesiastical letters on a wall of the Christian Science Church, one of the venues of the 13th Annual California Preservation Conference. But John Merritt, CPF's Executive Director, said it all when he introduced the first "Preservation and Politics" sessions by announcing "Politics is King."

"Ye shall know the truth and the truth shall make you free" was written on another church wall. When the "truth" and politics collide is when preservationists should be at their best. The political decision makers who spoke agreed that, when interacting with the political process, citizens need to be as prepared as they can be.

"See that your issue is put forward in the best light" was some wisdom from Berkeley Mayor Loni Hancock, whose efforts on behalf of historic preservation in Berkeley have been widely applauded. She stressed the need for building coalitions and doing lots of homework. Work in the community to build understanding about the benefits of preservation in a non-controversial setting, she advised. Talk to business leaders and neighborhood groups about how preservation benefits them.

Then, hang in there, Mayor Hancock said. "Tenacity" (being there) is crucial, even to the extent of standing in front of a bulldozer, as this tenacious mayor did when the University of California wanted to tear down another landmark building.

"Understand the role of the advocate," Mayor Hancock said, but, speaking from the viewpoint of a politician who must consider many aspects of a situation, be realistic and "understand when you have gotten as much as you're going to get."

Activism was personified in the remarks of John Hinrich, a veteran of many candidate and issue campaigns in Southern California. Now assistant general manager of the Redwood Empire Association, Hinrich provided a primer on political action. The first steps, he said, are to develop the plan, build a coalition and identify leadership, especially the spokesperson. "Establish a plan early on because once you begin your campaign, you will lose some perspective," he said.

Line up "targets", i.e., those groups and individuals who will support the effort with time, money and influence. Establish a calendar of what needs doing when; work out a media plan and then price the plan. Start asking for monetary donations and then get going on a grass-roots organization that will produce hard working, dedicated volunteers. Hinrich suggested a strong media campaign, concentrating any paid advertisements for radio and television. Even a direct mail brochure to the affected constituency should be considered as a way of marshalling public opinion to the side of preservation.

Claire Bogaard, a veteran of many Pasadena preservation battles, talked about winning and losing and the special tools at the disposal of organized groups ... the initiative and referendum.

If your organization plans an initiative drive, get legal assistance in writing the new law, she suggested. A referendum, which would repeal an action of an elected board, is less complex but should be the subject of attorney review.

Commenting on winning, she noted the successful Pasadena referendum drive that led the city council there to vote down an already-approved pair of office towers in the face of hundreds of signatures on referendum petitions.

On losing, Bogaard recounted the Huntington Hotel saga that saw a well-financed and determined developer overcome community opposition to his plan when a referendum lost at the polls.

All in all, Claire felt these experiences ... good and bad ... were worth the effort. Preservation can become a strong community force when its advocates unite with other groups, thus furthering "direct democracy".

Assemblyman Byron Sher, Palo Alto's representative in the California Legislature, gave some helpful hints for preservationists attempting to muster political support from elected representatives or state agencies. He echoed previous speakers' suggestions about doing homework, organizing public opinion and knowing how the system works, at least on a technical or procedural basis. Understand the legislative calendar and how it works relative to introducing new measures into the legislative process, Sher said, adding, find out which staff member is assigned issues dealing with preservation and work with that person by supplying all the information you can.

Alvin James, the City of Oakland's Planning Director, said his city is more aware of preservation's needs as a result of two projects. One, which ultimately involves demolition of the former Christian Science Church on the shores of Lake Merritt, "heightened awareness of preservation in Oakland while pointing out that Oakland has a greater need than ever for a strong preservation policy." Without proper policies to serve as a guide and facing a new congregation which felt that the landmark building "was not representative of their theological philosophy," the city council approved demolition.

According to James, Oakland "is now selecting a committee that will draft a new historic preservation element and a stronger zoning ordinance amendment" so that future landmarks will not fare so badly. Even losing is a learning experience and proved to have political value.

The two "Politics and Preservation" sessions in Palo Alto confirmed what most knew ... that one must attend to politics. In addition, most left these presentations with better skills in paying court to the unrelenting king. .... by Sharon Marovich



The Biltmore Hotel in the center of preservation activity in Los Angeles, and headquarters for the first major preservation conference ever held in L.A., the 14th Annual CPF State Preservation Conference, April 20-23, 1989. See You there!

## HALLOWED HALLS LAUNCHED

San Francisco's landmark First Unitarian Church was in real trouble a few years ago. Its three rose windows were cracked and bulging, ivy gnawed relentlessly at its stonework, and sheets of rain cascaded down the walls, leading one trenchant wit to nickname the new chapel "the waterfall room".

What to do? Keary Kensinger, on the church's Buildings and Ground Committee (B&G) since 1982, explained their plight: "Wherever we turned for technical advice we found only confusion and disagreement. We brought in a Boston consultant to analyze the rose windows, and everything he told us turned out to be wrong. We asked several masonry experts about renovating the exfoliating sandstone and missing tuckpointing, and each one gave us a totally different estimate. Nowhere was there a central place to handle the problems unique to older churches and synagogues."

But they persisted throughout the next six years, with gratifying results. Keary and other B&G members, devoted and tenacious, did much as volunteers. They surveyed the 100-year-old structure and its modern addition to document areas of deterioration. They gathered as many as 90-strong for monthly workdays to pluck at the ivy, polish the pews, and make the brass gleam. The rose windows were meticulously restored by Reflection Studios, and a "before & after" video was produced to explain the process to the congregation.

As major renovation tasks inched along, Keary and other committee members realized their dilemma was shared by many other congregations in the Bay Area and throughout the country. Word of East Coast organizing efforts reached Keary in 1985, when, "I heard about 'Common Bond', a New York City publication for clergy, caretakers, maintenance staffs, and congregations of landmark religious buildings. At last, "he thought, "somebody else is thinking about these problems."

Thus Keary and others were inspired to found "Hallowed Halls", a fledgling organization dedicated to helping others throughout the state who are passionate advocates for the preservation of significant ecclesiastical structures. The new group will provide hope and inspiration backed up by the practicalities of funding advice, renovation resources, and access to a comforting network of others with similar concerns.

Hallowed Halls launched itself at a seminar in May, with eleven Bay Area congregations attending. They're incorporating as a 50(c)3, and the advisory committee includes Kathy Burns and Lisbeth Henning (National Trust), archivist Katherine Coddington, engineer Winchell Hayward, Mason Ingram and Kathy Kenginger (B&G), San Francisco State University Humanities Professor Herb Kaufman, architects Arnie Lerner and John Woodbridge, Judith Lynch ("Our Houses" curriculum project), CPF Director John Merritt, Gayle Reynolds (Berkeley Architectural Heritage Association), and Arthur Ungar, a trustee of the Unitarian Universalist Association.

As the Newsletter goes to press, Keary called from New York City, where he is attending the initial meeting of the Coalition for the Preservation of America's Historic Churches. As a political excursion, he's also attending a rally at Penn Station, where people are gathering to protest the proposed emasculation of New York City's landmark legislation. He promised a full report for the next issue, along with a picture of himself at the police barricades, sporting his CPF "T" shirt.

Hallowed Halls needs you. If you are a Bay Area church or synagogue devotee, join the Advisory Committee. If you worship in, know about, or admire a dilapidated or even slightly tatty religious building, join the Hallowed Halls network. Call Keary Kensinger (415) 648-9026, or write him at P.O. Box 31431, San Francisco, CA 94131.



How about You...missing a church lately because no one knew what could be done - or because a congregation was not supportive or informed of options? **Inspired** is a new magazine for you and it deals with the problem of fundraising, restoration, organizing the congregation to see how a church could be saved instead of being abandoned or sold to a developer. **Inspired** is meant for the national audience with problems maintaining and using our historic churches and synagogues. It is

available from: Philadelphia Historic Preservation Corporation (One East Penn Square, Philadelphia, Pennsylvania 19107). A broad range of subjects from technical advice to surveys of the successes some cities or congregations have had is covered in an attractive format. A one-year subscription (6 issues) is \$20.

**SAN FRANCISCO** is currently debating The Preservation Element of the Master Plan, "Proposal for Citizen Review". The document is a full listing of preservation goals and objectives which the City should be pursuing, contains a 'history' of development in San Francisco, and goes into very detailed design guidelines for structures, and "street features". While we feel the Element is weak in areas of implementation---solid program recommendations which San Francisco should create to provide more private-sector incentives--- policy statements have far-ranging implications.

Preservation Elements are useful but, as a normal exercise in cities, they are less and less common. A few good elements have appeared recently ( CPF just gave the City of Redlands an award for its element) but, with no state mandate to focus on historic preservation in planning, such examples usually follow a determined effort by citizens to develop clear policy in this regard; Oakland is on the verge of doing just that---after too many disasters--- and, if you city is having similar thoughts, the San Francisco "Proposal for Citizen Review" is worth a look. Copies may be available from the City and County of San Francisco Department of City Planning (415/558-6342).

**SUNNYVALE** has just published Images:Sunnyvale's Heritage Resources, the results of a two-year research effort by Kent Seavey to update the City's Inventory. The book, which sells for \$8.50 ( plus \$2.50 for postage and handling ) is available from: City of Sunnyvale, P.O.Box 3707, Sunnyvale, CA 94086-3707.

A "labor of love" by the City's Heritage Preservation Commission, the book is a 160-page bound volume, richly illustrated. It includes history, lost treasures and a current inventory of existing heritage resources.

We have received a conference announcement, too late for your real use but interesting anyway, from the **Alliance for Historic Landscape Preservation** (82 Wall Street, Suite 1105, New York, NY 10005). CPF has made an effort to seriously deal with this subject at recent conferences and we direct those of you who have urged us to do more on landscape preservation to this group, in existence since 1978.



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The California Preservation Foundation exists to help you improve preservation awareness and activity in your town. If you think we can help, don't hesitate to call your nearest Board member or call 415/763-0972.

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For the past thirteen years California Preservation Foundation has grown with the help of people all over California. With no federal funding and only limited revenues from programs, we rely upon you for your support. You the members and local preservationists help us identify issues and suggest how best we may help your local community. Our board members come from local programs near you -- sometimes your own. Now, won't you **HELP US CONTINUE AS WE WORK TO IMPROVE THE CLIMATE FOR PRESERVATION IN CALIFORNIA.**

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