

A QUARTERLY PUBLICATION OF THE CALIFORNIA PRESERVATION FOUNDATION

SAN FRANCISCO WELCOMES 15th ANNUAL STATE PRESERVATION CONFERENCE

When you arrived for the 1990 Annual Preservation Conference in San Francisco, you probably weren't ushered into the City with a police escort (such as the one in the vintage photo below) which opened the Bay Bridge 50 years ago. We hope, actually, that police provided you with no excitement at all, but the "Bay Bridge Conference" is still the most exciting one CPF has planned.

- Politics from Chairman of the San Francisco Board of Supervisors Harry Britt, Senator Milton Marks, San Francisco Supervisor Bill Maher and Alameda Mayor Chuck Corica.

- The delightful and Kids" session, planned Judith Lynch and day of show-and-tell the streets to discover

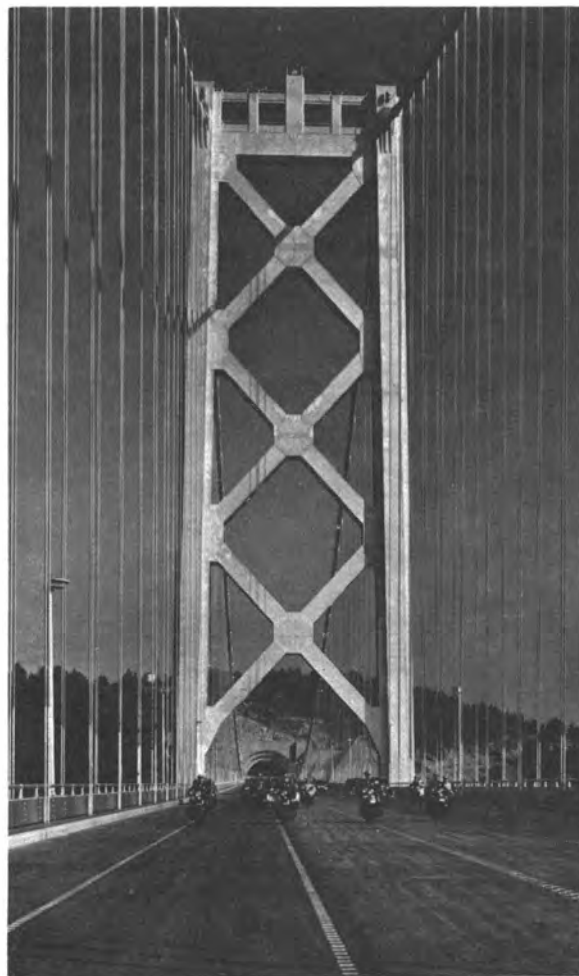
- Tackling the tough and affordable housing straight talk and mobile preservation and Tenderloin Neighbor-

- The Architecture and the Bay Region with a -- Sara Holmes Gray Brechin, Sally Crowe, Dan Gregory, Randolph Delehanty - -

- The "John Beach where *Googie* author on "Further Travels in history of the banal bad, and no taste -- in

- Preservation ABCs, "Development 101,"

Urban Archaeology, the program as is shown on the insert delivers on promises to bring you the best information at the best statewide conference in the country, year after year.



wise "Preservation for by educators supreme David Weitzman, a culminating in a trip to history all around you.

subject of preservation with two days of workshops to see housing at work in the hood and Chinatown.

Landscape History of stellar cast of experts Boutelle, John Chase, Woodbridge, Michael Anne Bloomfield and and a host of others.

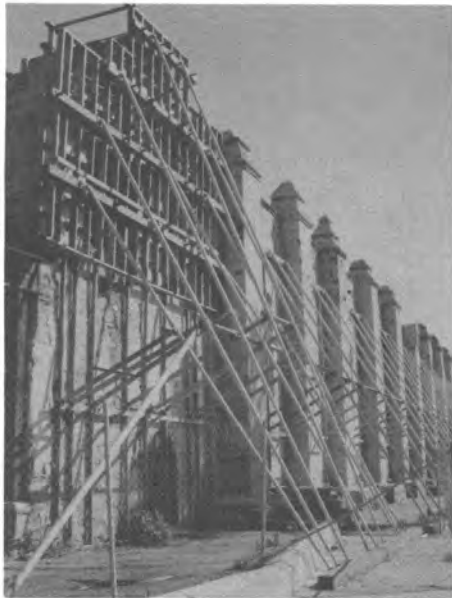
Memorial Lecture" Alan Hess expounds Hyperreality", the and beautiful -- good, California architecture.

Growth Management, Preservation Law,

Tours and tours and tours, music and fun events in some of San Francisco's finest but least known landmarks, you still find plenty of time to exchange some new ideas and local preservation war stories with friends from last year's conference. And remember, next year we will do it again at **CPF's 16th Annual Preservation Conference** in the beautiful seaside **City of Santa Barbara**.

J. Paul Getty Trust Grants

Early this month the Getty Grant Program announced 23 architectural conservation grants totaling over \$1.4 million. Among the grants given to projects worldwide were (1) an award of \$20,000 to the Los Angeles Conservancy for a survey of historic buildings downtown and (2) \$50,000 awarded to the Archdiocese of Los Angeles for the San Gabriel Mission.



The 1987 Whittier Quake caused great damage and closing of the Mission, one of California's oldest extant structures. The Getty grant will finance emergency repairs to prevent the collapse of the mission's structure as well as a detailed structural analysis for conservation sympathetic to its architectural history.

THE CPF BOOKSHELF

The Foundation can offer Californians a number of publications which are the latest in technical preservation information; material self-published by CPF is timely and should help you improve your local preservation program:

Outline: A Preservationist's Guide to the California Environmental Quality Act (Rubens & Delvac), updated annually to be distributed at State Conference, \$14.00.

Preservation for Profit (Coughlin & Delvac), \$17.00; preservation tax incentives available for historic properties in California.

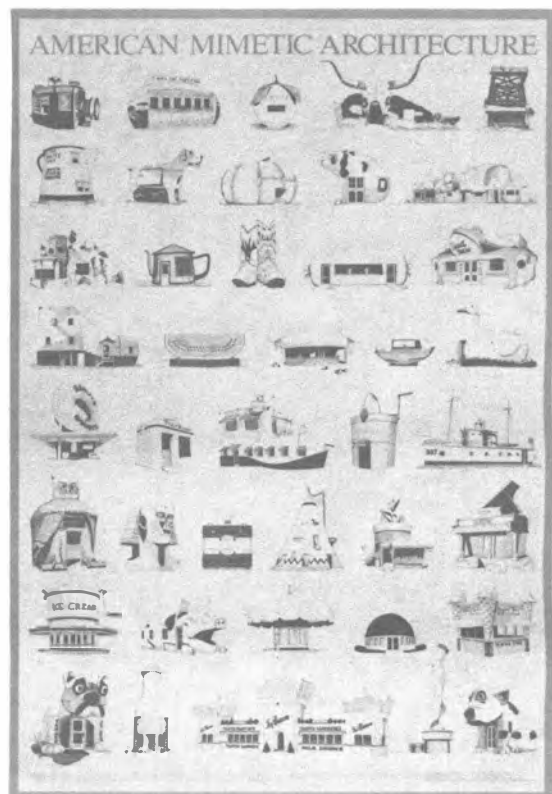
Preservation Degrees in California, \$3.00; a survey of preservation-related programs in California colleges.

Coming soon: *Earthquake Preparedness Manual: a Guide for Local Officials, Preservationists and Property Owners*, a publication which should help you prepare for the next big 7.1 before it hits (no price set).

The **1990 CPF "T" Shirt**, revealed for the first time at the San Francisco Conference, is available (in all sizes) for \$10.00. This year's edition features some striking "moderne" eagles from atop Timothy Pflueger's stunning Telephone Building. (1989 "T" Shirts still \$7.50)

To receive any of these publications (or the "T" Shirt), send a check made out to CPF to our Cathedral Building offices, 1615 Broadway, Suite 705, Oakland, CA 94612; prices shown above include postage and handling.

The "American Mimetic Architecture" poster below (Leaping Trout Productions/drawings by Jeff Shelton) is a classic itself with 40 wonderful pieces of "you get what you see" architecture which once delighted travelers. Most of these wonders were in Southern California and most, alas, are gone. The poster is available from GRAYBOOKS, 1695 38th Street., Boulder, CO 80301 for \$14.95 and will be on sale at the Annual State Conference Bookstore April 26-29.





ANOTHER NEW CPF BOARD MEMBER

The Foundation is pleased to announce that we have another new member of the Board of Trustees -- **Denise Rosko of Alameda**, an active and effective preservationist in her East Bay island community. She joins Jane Carter and Marion Mitchell-Wilson who were also recently named to fill existing Board vacancies by President Christy McAvoy.

Denise is a real estate agent specializing in Victorian and other vintage properties. She is a past President of the Alameda Victorian Preservation Society, where she worked to achieve Charter

status for the City's Historical Advisory Commission. She now serves as co-chair on the City of Alameda's S.B. 547 (Seismic Safety) Advisory Committee. She has taught dance and is now a member of a professional dance troupe in San Francisco.



We are very pleased Denise will be bringing her tremendous energy to the CPF Board.

APRIL IS BOARD ELECTIONS MONTH

CPF Members will vote on a recommended slate of board nominees at the Annual Meeting on April 27, 1990, in San Francisco; this year's candidates are:

Jeffrey Shorn - San Diego - is Principal in Shorn and Kaminski, La Jolla Architects, and a first-time board candidate. He is a member of the San Diego Historical Site Board and the

City Manager's Seismic Retrofit Committee. He is also Dean of the New School of Architecture in San Diego where he teaches architectural history.

Cherilyn Widell - Palo Alto - another new board candidate, is a consultant specializing in Tax Act certifications. She is founder and past Executive Director of the National Alliance of Preservation Commissions and formerly worked as a preservation planner in Frederick County, Maryland, where she set up the County's "Certified Local Government" program.

Candidates recommended for re-election to three year terms on the Board of Trustees are:

Bill Delvac - Los Angeles - attorney and Principal in Historic Resources Group, a preservation consulting firm in Hollywood, is Chairman of CPF's Legislative Committee.

Linda Dishman - San Francisco - preservation planner with the National Park Service, National Register Program, formerly with the City of Pasadena and State Office of Historic Preservation, is CPF's Secretary.

Gee Gee Platt - San Francisco - former Chair of the San Francisco Landmarks Preservation Advisory Board and Trustee of the California Historical Society, Chairs the 1990 CPF 15th Annual State Preservation Conference.

Pamela Seager - Long Beach - Director of the Rancho Los Alamitos Foundation, and former Assistant Director of the California Historical Society and Heritage Task Force member, serves as CPF's Treasurer.

Stephen Spiller - Redlands - Director of the Kimberly Crest House and Gardens and Secretary to the Redlands Area Historical Society, is widely known as "Three-Minute Success Story" Master of Ceremonies.

HELP FOR OAKLAND SRO OWNERS

With the assistance of a grant from the San Francisco Foundation, CPF has developed a program to provide technical assistance to owners of "Single Room Occupancy" hotels damaged in the earthquake. A major problem remaining, now six months after the quake, is compliance with Oakland's proposed "Permanent Repairs Ordinance." The ordinance would impose stringent standards for life/safety requirements and require full compliance with all current building codes, difficult technically but especially financially for anyone with an older building serving low-income tenants.

Provisions in the ordinance allow for "reasonable alternatives" to full compliance but what these alternatives might be is unclear to owners and their engineers at this point. We have worked closely with the City, the East Bay Chapter of the American Institute of Architects, and a Coalition of groups including the Residential Hotel Owners Association, the Board of Realtors and Chamber of Commerce to put together a technical forum and arrive at some design solutions for quake repair to these historic buildings.

At this forum, owners and their engineers will present their damage assessment reports, their plans for repair and any problems they have meeting code. Four structural engineers from around the state who are expert in seismic upgrade of earthquake-damaged historic structures will study the proposed plans before the forum and come in prepared to outline their own suggestions. Oakland's Director of Public Works, Building Official and other City staff will also be active participants, responding to ideas discussed and raising any concerns they might have about code issues. The City will also get input from the seismic experts on how the City's ordinance might be modified to address the damage suffered by the specific

buildings types being discussed.

This "roll-up-your-sleeves" technical session should foster creative problem-solving and help owners get their buildings back in service sooner. Although it is impossible to cover all of the damaged buildings on one day, owners of other damaged SROs will be invited to attend and the session will also be videotaped. The videotape should be an extremely important "interpretive manual" for those trying to repair their own buildings in conformance with the ordinance and will be a permanent record of scientific thought on alternative methods of code compliance in quake damaged buildings.

As a result of this meeting, we expect that owners will be offered some new solutions (that the city will have approved) and that they may want to hire one of CPF's seismic experts to provide additional technical services. Alternatively, they may direct their own engineers to pursue the new ideas presented during the forum. CPF hopes to set aside of a pool of \$4,000 to contribute to the follow-up services inspired by the forum, grants to be awarded in cooperation with the East Bay AIA.

Repair work on the many vacated SROs in Oakland has been impossible until the actual "rules" became clear. After many meetings with the City, the East Bay AIA and the Coalition members mentioned above, all participants are convinced that this forum will greatly facilitate the process. **The forum is scheduled for May 4.**

Note - We reported on CPF's "earthquake assistance teams" in our last issue. The field work is complete and the next step in the project (supported by grants from the National Trust and State Department of Commerce) is production of an "Earthquake Preparedness Manual," due next month.

PRESERVATION IN THE BIG VALLEY TOWN OF MODESTO

"Water Wealth Contentment Health" has been the City of Modesto's slogan since 1912 but in the last few years some residents have added preservation to the list of local watchwords in this San Joaquin Valley town. The awakening of a preservation ethic in this city of 160,000 was sparked by a gift to the city of a beautiful vintage home and the continuing loss of old, familiar downtown commercial buildings.

Sensing that the time was right to encourage preservation, the city's Culture Commission began working on a new ordinance. The resulting 14-page amendment to the Modesto Municipal Code was adopted by the Council, a seven-member Modesto Landmark Preservation Commission was appointed, and the new commission began meeting in March, 1989.

The ordinance provides for designation of "Modesto Landmark Preservation Sites" and the newly formed commission decided to begin that process by recommending that the City Council designate three city-owned sites: the McHenry Mansion, the McHenry Museum, and "The Arch," a concrete and metal truss-work landmark at the entrance to the heart of old downtown. Its design, as well as slogan, "Water Wealth Contentment Health", were the result of a Modesto Business Men's Association contest. The City Council approved the commission's designation request.



Although the view beyond the Arch (1912) has changed over the years, the gateway to downtown Modesto remains the same. Chosen in a contest, the original slogan was "Nobody's Got Modesto's Goat." However, public opinion and newspaper editorials resulted in selection of the second prize winner.

(Photo courtesy City of Modesto)

The McHenry Mansion was a gift to the city from the Julio R. Gallo Foundation during the American Bicen-

ennial Celebration in 1976. The Gallo Winery is headquartered in Modesto and Julio and his brother, Ernest, are major benefactors for a variety of causes in Stanislaus County where Modesto is the county seat.

Since acquiring the vernacular Victorian-Italianate residence built in 1883 by civic minded rancher-banker Robert McHenry, approximately \$2 million in private and public funds has been spent on the home and grounds. The McHenry Mansion is one of three Modesto buildings on the National Register. The other two are the Crow House and the city's main post office.

Another city-owned historic property, the McClure Country Place, is in the master plan stage, according to Wayne Mathes, Modesto's historical buildings supervisor. The McClure Country Place, consists of an 1881 farmhouse, barn, several outbuildings and a garden on 23 acres on the outskirts of Modesto. Plans call for the McClure property to be preserved and interpreted as part of the area's rich agricultural heritage. Agriculture is still king in Stanislaus County but the area is experiencing rapid urbanization.

Growth pressures in the downtown district resulted in the demolition last September of the Art Deco Shannon Funeral Home. Although the landmarks commission had an inkling that the property's new owner probably would seek demolition, they were unprepared when bulldozers made short work of the structure. Chairman Dick Barhite sees the death of the funeral home as a warning of things to come and hopes his commission will aggressively pursue new designations. Mathes feels the Shannon experience added "a sense of urgency" to their mission in Modesto and that its front page coverage in the *Modesto Bee* newspaper was a "boost" to preservation efforts.

New designations will no doubt center around the downtown core (in the midst of redevelopment) which has seen construction of Modesto's first high-rise, a 14-story hotel adjacent to a new convention facility. Several vintage buildings fell to make way for these projects.

Just as the McHenry Mansion is viewed by most Modestans as "a thing worth saving," according to Barhite, so too he hopes that Modesto's architectural heritage will be viewed in a broad context that will enable future landmark designations of private property or objects. Since a Modesto landmark can be a living thing, Barhite has plans to bestow landmark status on the old ash tree from which thousands of the city's well known trees were propagated. The leafy green tunnels created by Modesto's 100,000 street trees are a distinctive feature throughout the town and provide welcome shade during hot summer days.

THE ROLLER COASTER RETURNS

On August 7, almost eight years to the day the City Council gave permission for preservation attempts to save the Giant Dipper roller coaster, the City approved the new operation lease with San Diego Seaside Company. During those eight years the "Save the Coaster Committee" held chili cook-offs, sold filming rights, and formed a core membership of coaster enthusiasts, many of whom came to visit their adopted project from distant states. Members scraped and painted the structure, rebuilt the station house, put in new footings under the entire structure, restored an original coaster car, and developed the plan for a national Coaster Museum. A State Parks grant, matched by the Committee, brought \$350,000 to the restoration project.

Now the long-awaited miracle has happened. The newly-formed San Diego Seaside Company will spend \$1.2 million to make the coaster operational by May 1990. San Diego Seaside's principals include Ed Hutton of the Santa Cruz roller coaster operating company (a sister coaster to San Diego's) and Dana Morgan of Morgan Manufacturing, a well-known roller coaster vehicle and parts manufacturing firm.



The Mission Beach roller coaster was built in 1925 as part of an oceanfront amusement center which boasted a ballroom, plunge, roller rink, and carousel. John D. Spreckels and his brother Adolph planned to build the finest and best rides and pool on the Pacific Coast, and succeeded. Spreckels' untimely death in 1926 put the structures in jeopardy and they passed into City hands, except for the coaster and carousel which remained in private ownership. (The original carousel is gone, but San Diego Seaside will bring a new one on site). As recently as a year ago the roller rink and plunge remained, but the City of San Diego allowed the City-owned structures to be razed and a new shopping center sits on the land, with a restored pool in a new plunge building.

The "Save The Coaster Committee" was formed when the coaster (known as the Earthquake) sat partially burned and derelict, home to drug dealers and the homeless who lived underneath. In 1976 the City of San Diego terminated the land lease with coaster owner William D. Evans and closed down the amusement park. Prior to the formation of the "Save The Coaster Committee," which acquired ownership in 1982, Evans

was convinced to work on saving the ride with help from local architect and preservation activist, Tony Ciani.

In a series of appealed decisions to the Coastal Commission, lawsuits, and Mr. Evans' refusal to demolish the structure, efforts by Ciani finally placed the Mission Beach Roller Coaster on the National Register, although the city sent delegations to Sacramento and Washington to appeal that designation.

Also a local historic site, the roller coaster became a designated National Landmark through the efforts of "Save The Coaster Committee" in 1986. According to STCC Founding President, Carol Lindemulder, the original development plan always included restoration of an operating coaster, and the development of a national roller coaster museum, to insure a future and defray costs of maintenance. San Diego Seaside Company has agreed to operate the museum as originally

planned, along with the fully-restored coaster. The 1925 train cars will be replaced with ones of current design meeting today's safety standards, but will be retained on site for young children to experience on the ground. Other resto-

ration plans will be faithful to the 1925 engineering design of Prior and Church, the original colors, and even signs. "Save The Coaster Committee", with help from San Diego Seaside Company and the Evans family, are establishing a non-profit foundation fund for future maintenance or purchase of endangered historic structures, or any eventual need of this historic roller coaster.

FRANK LLOYD WRIGHT EXHIBIT IN MARIN

Through May 13, 1990 — A photography exhibition honoring "Frank Lloyd Wright: In the Realm of Ideas" at the Wright-designed Marin County Civic Center is a must see! (For information phone 415/499-3632)

It is ironic that this exhibit arrived at the same time the County was proposing a jail structure located between the Civic Center complex and 101, greatly damaging the visual integrity and impact of this incredible architectural statement by Wright. Extraordinary last ditch efforts by Wright enthusiasts may have convinced Marin County to alter its plans. We hope to report on a favorable end in our next issue.

MAY 13 - 19 IS PRESERVATION WEEK

UNUSUAL PUBLIC RELATIONS IDEAS

The chances of getting your organization's message across via your local media can be greatly increased if it is communicated in an unusual way. While many organizations compete for attention with the same techniques, your group can quickly stand apart from the rest if you avoid the usual tactics.

Feature story as pre-event publicity. As an example, many groups try to obtain advance publicity for their fundraising events by taking a picture of committee members "planning" the event. With so many pictures that all look the same, why should your local paper use the photo?

A better idea would be to suggest to a writer that he or she do a story on the historic preservation movement in your town, quoting leaders of your group and mentioning in the story that you have an upcoming fundraiser. This approach does more than just announce that another community group is planning an event:

- It explains the issue to readers who may be unfamiliar with the importance of historic preservation.
- It shows that your group is doing a lot for the cause.
- You may attract people who would not otherwise attend, but whose interest in the general cause was piqued by the article.
- It still lets everyone know that you have a fundraiser planned.
- You can reprint the article (with the paper's permission; they don't usually charge nonprofits anything) and use it in your membership effort.

High School Photo Contest. Someone once remarked that many kids have never been in a building older than their parents' home. To encourage the appreciation of historic structures by local youth, your organization can sponsor a photo competition among students. The subject matter would be any building at least 50 years old in your town. Local VIPs, artists and photographers can judge the entries, and your local paper would probably like to print the winning entry on the front page.

Not only would the participants learn to recognize and appreciate your town's local historic resources, but the rest of the students would be aware of the project and your community at large would appreciate their historic structures as a result of widespread publication of the winning photograph. You could even arrange an exhibit of the entries at your local library or community center.

Thanks for the Memories. To underscore the irre-

placeable role historic structures play in your community, try this idea next time one is threatened in your town. Ask area residents to offer their memories connected to that building. If it's a courthouse, someone may write the memories of his or her wedding day; someone else may recall a famous trial held there, another may jot down what it was like to work there fifty years ago. The best entries can be provided to the local newspaper and radio stations, who may like to share excerpts with their readers and listeners. This will show that the landmark is more than just an "old building" but is, rather, an important part of many people's personal history.

Regular Newspaper Feature. If your group has extensive photo archives, you can share them with the public on a regular basis. Approach your local paper and ask if your organization can provide a regular photo feature. It can consist of a weekly or monthly historic photograph of a building still standing in your town, with a brief caption or longer story explaining the building's significance.

This would be a great way to utilize your photo archives (They're no good sitting there where no one can see them) and continually raise your community's awareness of the rich historic treasures which are a part of it. Your organization can get credit by a tagline: "Courtesy of the Mockingbird Heights Heritage Society," and maybe even publish a book later.

Brainstorm. When the time comes to address the public relations aspects of your organization, sit down with a group and compile a list of how other nonprofit groups in your community typically try to get awareness of or educate people to their cause. Tape the list to the wall and try to think of other ideas which are not on that list. In this way, you can make sure that your ideas are original and avoid doing something just because others are doing it.

Think of whom you need to reach, what you want to tell them, and what they want to hear. If you can think of something which addresses all of these questions, you probably have a winning idea that will help set your organization apart from the rest, provide a real community service and advance the cause of historic preservation in your town.

Eric Stoltz, account supervisor with Pollare/Fischer Communications, contributes this column to the CPF Newsletter on a regular basis. If you have questions about this column or have suggestions for future column topics, please write to him at Pollare/Fischer Communications, 11755 Wilshire Blvd., Suite 1750, Los Angeles, CA 90025



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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.

CALIFORNIA PRESERVATION NEEDS YOU !

The California Preservation Foundation began its work in 1975 and with your support we can build on our record of preservation success in the 1990s. A private, nonprofit organization, CPF looks to local organizations and individuals like yourself --- and the programs created to increase your knowledge and capabilities --- to raise the funds which allow us to continue our work. CPF board members are active in local preservation work - we know what your needs are! Help us help you as WE WORK TO IMPROVE THE CLIMATE FOR PRESERVATION IN CALIFORNIA.

IF YOU'RE NOT A MEMBER - - YOU SHOULD BE

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

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

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"Hyperreality?" (see pages 1 and 2)