

Published quarterly by the California Preservation Foundation

PRESERVATION CONFERENCE

Monterey - May 1-4, 1986

NATIONAL TRUST PRESIDENT KEYNOTES

The California Preservation Foundation is delighted to have J. Jackson Walter as our major speaker this year; this is the first time the Trust President has attended the State Conference and, with all the changes predicted in Washington D.C., his timing is apt.

Change is the theme of this conference and Mr. Walter has been in the center of the ongoing battles to save the tax credits, maintain federal funding for preservation, to overturn administration efforts to rescind preservation monies already voted by Congress and to guard against the systematic stripping of protective features in federal law that ensure fair and open consideration of the impacts federal projects have on historic resources.

Walter is also moving the National Trust in new directions, emphasizing an entrepreneurial approach in everything from non-profit and museum management to active participation in revitalizing commercial areas in major cities. We expect he will have much to say about the current congressional scene and will have good advice for local and statewide preservation organizations about the need for a new focus for our programs in the future.



J. Jackson Walter has served as President of the National Trust since December, 1984. A Yale Law School graduate with wide private experience in land use and preservation law, he has also served the Governor of Florida as Department of Business Regulation Secretary, was Director of the U.S. Office of Government Ethics, and was appointed by President Carter to head the National Academy of Public Administration.

OTHER SPECIAL CONFERENCE FEATURES

Each of you should have received the attractive conference poster with full information on the conference and the registration form: return your registration form now because some space for some events is limited.

This year's conference covers a large number of subjects and most of the speakers will be new to you. Several sessions are meant to be "problem solving" while some others delve into fresh ideas, like preservation frontiers. Plus, you will get the latest information on

seismic (John Kariotis), the National Register (Aaron Gallup), coastal planning (Ed Brown), adobe (Jim Garrison) and Main Street (Pat Noyes), not to mention Jack Walter's insider's view of Washington D.C. preservation issues.

Material is available that will enable you or your group to participate in special CPF conference activities. Since time is short we encourage you to contact the appropriate chairmen of these program offerings immediately:

DESIGN AWARDS (to be presented Saturday evening, May 3) -- Chairman Bruce Judd, (415) 421-1680; application deadline is April 17/entry fee required.

THREE-MINUTE SUCCESS STORIES (to be presented at California's First Theatre Friday evening) -- Chairman Robin Dattel (916) 753-5959; application required/ no fee.

TRADES FAIR (open throughout the conference and adjacent to the Convention Center registration area) -- Chairman Rob Selway (714) 834-4741; fee for reservation of display tables.

A REMINDER!!!

Because the Monterey Peninsula is such an attractive weekend retreat, particularly for those from the Bay Area, it can be difficult to impossible to find lodgings at the last minute. Therefore, **RESERVE NOW** to avoid disappointment! In the conference registration packet, you will find a list of architecturally and/or historically significant inns that have been selected for us by Gloria McPherson, President of Resort II Me. She has reserved a number of rooms in each location for a limited period of time, so act now! If you have a personalized requirement, you may telephone Ms. McPherson at (408) 372-3174 to obtain her assistance. Generally, there is no charge for her services which are paid by the various establishments.

If you neglect to reserve until the last minute, you can use the Monterey Peninsula's reservation service by calling (408) 373-1055. The service maintains a list of motels in the area that have vacancies, and will provide you with telephone numbers so that you can call to make your own reservations.



California's "First Theatre"; site of Friday evening's Three-Minute-Success-Stories and vaudeville program.

Monterey - May 1 - Be There

Washington Watch

TAX CREDITS

The House of Representatives, last Fall, proposed that historic preservation tax credits be retained, with some changes (reported in our January issue). There has been much speculation on what the Senate would do, including reports the Finance Committee Chairman Bob Packwood (Oregon) favored dropping all tax credits entirely.

Nellie Longworth reports that the new Senate "Draft" goes to Packwood's Finance Committee for "mark-up" beginning the week of March 24, and the proposal is almost identical with the House version. Historic property rehabilitations would get the 20% tax credit; properties built since 1936 would get 10%.

Projects under binding contract before March 1, 1986 and completed by January 1, 1987 would be covered by the old rules. Projects in transition would be granted a 19-year depreciation schedule (new rules call for 30-year depreciation), but would only be able to deduct from "full adjustment to basis" (instead of the current one-half rule).

This Senate proposal is very good news indeed -- considering the possibilities -- and we expect to be able to report far more on the outcome in our July issue.

RESCISSION - OHP Financial Crisis

On February 5, 1986, the Congress was asked to approve a proposal to rescind 79% of the \$20,412,000 allocated as the States' portion of the Historic Preservation Fund (HPF) for fiscal year 1986. Congress has 45 legislative days from the date of the request to approve or reject the proposal. Action is expected toward the middle of April. The remaining 21% has already been released and represents an amount of approximately \$124,000 for California. If Congress upholds the rescission request, that most likely will be the extent of federal reimbursement for this fiscal year.

However, if Congress rejects the rescission, California can expect to receive the remaining 79%, or \$466,000 (if the Gramm-Rudman required reduction of 4.3% for fiscal 1986 or some other deficit reduction factor is not applied). If Gramm-Rudman is applied, then California's total apportionment in the absence of a rescission will be \$560,000. That amount is \$151,000 less than the \$711,000 received from the HPF for fiscal 1985. There could be as much as three months' delay in the transfer of any funds to the States.

Understandably, any reduction in federal funds may necessitate a review of program activities in the Office of Historic Preservation (OHP) and require a setting of new priorities. At the present time there is no way to know which, if any, of the possibilities noted will materialize, or when.

Once the uncertainties have been resolved, OHP will be in a good position to assess the situation and take appropriate, informed action.

D.C. Update

The "Rescission" action pushed by the administration (see related story on OHP's financial crisis) was tried several years ago and it would appear that the results will be the same. The House has refused to go along with rescission and time is running out on the administration proposal. Both houses of Congress must act within 45 days to support the proposal or rescission dies, and the budgeted monies are released.

Nellie Longworth reports that there has been a "colloquium on the floor" of the Senate, i.e., a discussion that is almost as good as an actual decision. Senators Leahy and Byrd approached Senator McClure to report that their states were starting to lay-off OHP staff; McClure told them that the Senate was not going to support rescission and their states should just hang in there a bit. The 79% withheld by rescission is expected to be released in mid-April.

As a final note, Nellie Longworth of Preservation Action keeps us informed completely and consistently on this issue and other important news from the nation's capital. You as California Preservation Foundation members should join and support. Individual memberships are \$25.00. Professional & Organizational memberships are \$100.00. Make checks out to Preservation Action, (1700 Connecticut Ave., N.W., Suite 401, Washington, D.C. 20009).

Sacramento Legislative Brief

Proposition 43, passed as SB 806 (Presley), will be on the June ballot. This bill creates the Community Parklands Bond Act, 100 million for acquisition and development for park and recreation uses, including preservation support. VOTE YES

SB 958 (Russell) would create a much improved Data Management Program within OHP for historic and archeological properties. We anticipate an allocation will be added to this bill - \$700,000 has been mentioned - which was held over from last year pending an administration budget item (which never appeared) for the same purpose. Pending before Natural Resources Committee (Robert Presley - Chairman) with no date for hearing set. SUPPORT

SB 1717 (Maddy) the California Agricultural, Natural and Park Lands Conservation Act would create 500 million in bond monies, including 10 million set aside for preservation projects. The bill is like related bond acts in that it requires governmental ownership or control and is for acquisition and development. The bill is being 'held' for an additional hearing before Senate Natural Resources Committee (Robert Presley - Chairman) on April 8. SUPPORT

SB 2198 (Marks) would create a 10% tax credit for qualified rehabilitation of historic properties and, unlike federal tax credits, the 10% would be available to home owners. SB 2198 will be heard April 2 by Senate Revenue & Tax Committee (Waddie Deddah, Chairman). SUPPORT

SB 2199 (Marks) creates a "California Register of Historic Maritime Resources" and establishes rules for salvage and disposition of artifacts. SB 2199 will be heard by Senate Natural Resources Committee (Robert Presley, Chairman) on April 8. SUPPORT

This brief summary is an incomplete record of bills before this year's Legislature. A full report will be prepared and made available at the State Conference in Monterey.

We urge you to write, now, to Committee Chairmen on each of the bills noted above, copy your own Representatives, and -- please -- the California Preservation Foundation.

This newsletter was produced by John Merritt, with the assistance of Dick Price. Contributors were GeeGee Platt, Patricia Noyes, Robin Dattel and Sandy Elder; your stories are always welcome.



CALIFORNIA PRESERVATION FOUNDATION

PRESIDENT'S REPORT

As many of you know, the California Preservation Foundation has received a \$25,000 programmatic grant from the State Office of Historic Preservation for the last two years. Our funding came from California's Survey and Planning money allocated by the Department of the Interior. As you will see elsewhere in this newsletter, the combination of rescission and Gramm-Rudman has placed the State Office budget in a precarious situation. As head of the State Office of Historic Preservation, Mrs. Gualtieri's first priority must be staff salaries in order to maintain the quantity and quality of service upon which we all rely so heavily. Consequently, we can expect to see severe cuts, if not total elimination, in all grants from the State Office.

Based upon my conversations with Mrs. Gualtieri, I am certain that she will do everything within her power to assist the Foundation in the future with funding as it is available, but under the circumstances, as your President, I must assume that fiscal 1986-87 will be the most financially difficult the Foundation has yet faced. You may be certain that the Board of Trustees is dedicated to obtaining the funding necessary to support our programs and continue to employ John Merritt, our devoted Executive Director. However, with so little advance warning, we are at a definite disadvantage, and will need all of the assistance we can muster. In short, WE NEED YOUR HELP!

What can you do? Increase your membership level. Include an additional contribution. Send us a list of your friends who would be interested in joining or otherwise supporting the Foundation. Let us know of any foundations or corporations in your area that we might approach because of their interest in historic preservation or the environment. Encourage your local preservation organization to join CPF and ask that the organizational newsletter include a story on the Foundation with a request for individual local support.

AND COME TO THE CONFERENCE IN MONTEREY MAY 1-4!!
Following presentation of the Design Awards at dinner on Saturday night, May 3rd, we are planning a mini-auction of in-field materials such as artifacts, architectural remnants, photographs, rare or out-of-print books, or professional services. Or, perhaps you have a hideaway you can donate; the possibilities are endless! For example, Christy Johnson McAvoy has donated a walking tour of Hollywood that may contain some additional surprises, and John Snyder has promised a copy of his Master's thesis, a 207-page Index to the California Architect and Building News, something any researcher would kill for, rather than having to go to the library. What do you have that you would be willing to donate? Please telephone me, John Merritt, or any Board member in your area; we will take care of the rest! Do take a moment now, while you are thinking about it -- we do need your help!

And all of you aspiring architectural photographers will have the opportunity to enroll in a two-hour workshop on Sunday morning with the renowned architectural and landscape photographer Morley Baer of Carmel. Mr. Baer has volunteered to provide the Workshop as a fundraiser for the Foundation due to his profound commitment to historic preservation, and in part, due, I feel, to our personal and highly-prized friendship over the last 20 years. On behalf of the Board of Trustees, thank you, Morley, from the bottom of my heart! Since the size of the Workshop must be kept to approximately 20, and the demand is

bound to exceed that many times over, the fee has been set at \$100, with special consideration being given to anyone who wishes to make an additional contribution over and above that amount. Remember -- all proceeds go directly to the Foundation and will aid in our efforts to raise that \$25,000, so give generously! To enroll, send your check made payable to the Foundation, to me at 310 Walnut Street, San Francisco 94118, or check the appropriate box on the registration form if you wish additional information.

I look forward to greeting each of you in Monterey and listening to your ideas and concerns. However, I hope to hear from you between now and then with your auction items as well as any other suggestions or contributions you may have! And, I am sure it need not be said that you will be hearing from us more often than you might wish in the months ahead!

With deepest thanks,
Mrs. Bland Platt

CPF Board Nominations

Each year seven C.P.F. board positions open up and the new Trustees are elected at the Annual Meeting held during the State Conference. This year's Annual Meeting -- for C.P.F. members only -- will be held in Monterey on Saturday, May 3, 1986 beginning at 12:15. If you will be attending the State Conference you will be able to order a box lunch (price \$5.00) and should indicate you will attend the meeting when you return your registration form; complimentary wine will be served.

After nominations are made for new board members, candidates are contacted, reviewed and recommended by the Nominations Committee.

This year's recommend slate (six candidates) is:

Current Trustees seeking reelection (3) --

David Cameron (Santa Monica)
Jim Stickle (Claremont)
Judy Wright (Claremont)

New candidates seeking their first election (3) --

Dave Fredrickson (Berkeley), Anthropology Professor at Sonoma State, Coordinator of the "State Plan" effort being conducted by O.H.P., and past President of the Society for California Archaeology.

David Shelton (Santa Barbara), partner in Preservation Planning Associates, Consultants, Board member of Homes For People, a self-help housing program in Santa Barbara, and graduate of Vermont Masters program in Historic Preservation.

Warren Williams (Sacramento), holds a Master's of Architecture from U.S.C., has worked as a planner for the Cities of Los Angeles and Davis, and is currently with the Spink Architectural Group in Sacramento.

The Foundation Board of Trustees recommends this slate. Additional nominations are still possible and can be presented to the May 3 Annual Meeting. To nominate others at this time you must do so by "...means of a petition signed by not fewer than the lesser of twenty members or 5% of the membership, (petition) received by the Secretary not less than ten days before the date of the Annual Meeting" (CPF Bylaws). If you wish to nominate someone, contact John Merritt (415/527-7808) immediately for a copy of the petition and for an explanation of the process.

PHOTOGRAPHY WORKSHOP—MORLEY BAER

The President's column reports on the extraordinary offering available to photography enthusiasts on Sunday morning, May 4 ... two hours with famed photographer Morley Baer. Professional photographers tell us this workshop is worth five times the price. Space is definitely limited so reserve a spot now.

Morley Baer has established a reputation over the past 40 years as the preeminent landscape and architectural photographer. His work has appeared regularly in House & Garden, House Beautiful, Architectural Record and in Progressive Architecture; books of photography include Adobes in the Sun, Here Today, Painted Ladies and Room and Time Enough. His most recent book The Wilder Shore (Sierra Club Books, 1984) is a magnificent celebration of the California landscape. Morley Baer makes his home in Carmel.

BRADBURY & BRADBURY OPEN HOUSE - MAY 18 - BENICIA

Bradbury & Bradbury makes wallpaper, but it's not your ordinary wallpaper. The Benicia firm started by Bruce Bradbury is known internationally for its reproductions of Victorian papers and for its colorful decorative treatments of historic interiors. With William Morris as a guide, Bradbury & Bradbury has reproduced historic prints, created its own interpretations, and is branching out into a whole new line of "Arts & Crafts" wallpapers.

The California Preservation Foundation has arranged an Open House at the firm's Old Benicia factory, Sunday, May 18, from 1:00 pm. to 5:00 pm. You will have the opportunity to see how the wallpaper is made and can view the premier of a video on the production process, including spectacular 'before and after' interiors. The video was produced by Bruce Bradbury, written by Dean Darby and was edited by Judith Lynch, former California Preservation board member. Paul Duchscherer, Director of Design Services and Marketing for the firm, will speak on the sources and instincts of the "Aesthetic Movement" of the 1870s and 80s; he will be joined by Dr. Robert Winter, author of The California Bungalow, who will probe the tastes of the "Craftsman Period" which flourished in early twentieth century California. There will be books and products for sale, food and drink, and -- given the well-known exuberance and dramatic skills of our two speakers -- you will learn something and have a great time.

The speakers and the program will be repeated to allow you to come early or late and still catch the whole show. Admission is \$10.00 for members of CPF (\$12.50 for non-members) and may be paid at the door...first come, first served, until the place is packed. For more information on this instructive and sure-to-be entertaining Open House, call the California Preservation Foundation (415) 527-7808. BE THERE IN BENICIA ON MAY 18.

MORE C.P.F. NEWS

History Day Prize

History Day in California, a joint effort of the State Department of Education and the Constitutional Rights Foundation, promotes history in the schools; this year's program will feature a new award, the CPF Preservation Certificate.

Students are encouraged to make presentations and do projects that focus on State and local history. Finalists from more than 30 counties will be reviewed and will compete for prizes at the State finals in Sacramento, May 19-20.

The California Preservation Foundation, through board member Nadine Hata, successfully proposed a new category covering historic preservation and, for the first time, CPF will select a student project winner and award a Preservation Certificate (which will include a \$50.00 prize). We will report on the prize winner and the project in our next Newsletter issue.

Preservation Workshops

The Foundation continues its "Preservation Workshops" program, each workshop planned and carried out in conjunction with local groups. CPF teams visited Fresno in November, Santa Barbara and Ventura in January, and, in conjunction with the Orange Community Historical Society, held forth April 3 in the City of Orange.

We feel the Preservation Workshop offering is attractive and extremely useful in that we plan workshops together with you -- local preservationists -- and try to tailor the presentation and team to fit your needs, and to address your problems.

Workshops are a bargain for what you can get from them; we usually ask for expenses only. If you want CPF to present a Preservation Workshop in your community, give us a call and we will try to accommodate you.

THANK YOU..THANK YOU..THANK YOU

Through various means ... an "Annual Giving" letter, an appeal from Martin Weil and the Los Angeles Conservancy, and personal efforts of our board members ... the Foundation has attempted to diversify its financial support and increase member contributions. We were gratified to find that many were responsive; we owe a special thanks to those listed below who went above and beyond a membership contribution in the last two months to support this campaign:

Knox Mellon - Piedmont...Terry & Joe Pimsleur - San Francisco ... P.L. Winter - Whittier ... Winchell Hayward - San Francisco ... Elinor Mandelson - Piedmont ... Richard Jennings - Fresno ... Robert Breuer - Berkeley... Janet Walworth - Menlo Park ...Arlene Banks - Claremont... William Cross - Pasadena... Doug Otto - Long Beach Clarence Cullimore - Sacramento ...Dan Humason - Hanford ...Roger Lathé - Sacramento ...City of Monterey Charles Goubert - Quincy ...Senator Alan Sieroty - Los Angeles ...Christie Vogel - Los Gatos...Evelyn Hitchcock - Santa Monica ... David Yamada - Pasadena ... Mr. & Mrs. Rene Chiarello - Stockton ... Ruthann Lehrer - Santa Monica ...Nancy Iversen - Los Gatos ... Joe Hall -Santa Cruz... Bruce Carroll - Hollywood ... Marion Mitchell-Wilson - Sacramento ...David Look - San Francisco Robertson Collins - Jacksonville ... Historical Society of Palm Desert ... Lois Webb - Pasadena .. Save Our Heritage Organisation - San Diego ... Lisbeth Anne Young - Long Beach ... Sally Spiess - La Jolla ... Ernestine Elster - Venice

Contributions and new memberships of \$100 or more:

Ghirardelli Square Associates - San Francisco... Los Angeles Conservancy ... Pam Seager - Long Beach GeeGee Platt - San Francisco ... Ray Girvigian - South Pasadena ... Oakland Heritage Alliance ... Visalia Heritage ... Thomas Johnson - Pomona ... Bob and Nancy Latimer - Long Beach ... Steve Taber - San Francisco ... Stephen & Christy McAvoy - Hollywood ... Veryl Mortenson - La Jolla ... Karen Sickels - La Jolla ... Yvonne Gale - La Mesa ... George Wimberly - Newport Beach ... Marlin Industries - Beverly Hills ... Sandra Shannonhouse - Benicia ... A.T. Heinsbergen & Co. Los Angeles.

Next Newsletter Deadline - June 20

PRESERVATION EDUCATION

This issue inaugurates a new feature of the California Preservation Foundation Newsletter, a regular column devoted to preservation efforts in the classroom. The latest issue of the National Trust's Statewide Information Exchange demonstrated that a number of preservation organizations in other states are farther along than CPF in promoting preservation education in K-12 classrooms, in colleges, and in adult and professional courses. This column marks the beginning of increased Foundation activity in these areas. Each column will feature one or more education projects that have been done successfully somewhere in California (or perhaps in another state) and that can be adopted for use elsewhere.

Please let us know about any educational efforts -- for any age or interest group -- that we could share with our statewide audience. You need not write a long explanation; just a note will do and we will get in touch with you about the details. Send your ideas to CPF board members Robin Dattel, 645 C Street, Davis, CA 95616 or Christy McAvoy, 3103 Lindo Street, Hollywood CA 90068.

SACRAMENTO'S HIDDEN BEAUTY

In 1983 Barbara Lagomarsino's 32 fourth-graders at Sutterville Elementary School in Sacramento produced Sacramento's Hidden Beauty, A New Book of Old Houses. The students took the photographs, developed the film, and printed the pictures; determined upon and organized the book's content; wrote the text; and did the layout and paste-up. The only parts of the production not done by them were the typing and the final printing.

Mrs. Lagomarsino began the project by showing her students slides and sketches of old Sacramento houses, discussing building styles and features with her pupils, and they began to learn a new vocabulary of architectural terms.

With parents serving as volunteer drivers, the students made the field trips to several old residential neighborhoods. Using six borrowed 35-mm SLR cameras, the students took turns photographing whatever aspects of the buildings caught their fancies. This free-wheeling photography session encouraged the students' strong sense of discovery and exploration.

Sutterville Elementary School was lucky enough to have a darkroom, and Mrs. Lagomarsino had previously worked as a free-lance photographer, so she knew how to use it. Small groups of students took turns developing the black-and-white film. After looking at the contact sheets to see what had resulted from their first effort, the students returned to the field for a second photography session (this time to another neighborhood). Again they developed the film, and each child printed two or three photographs.

The photographs were spread out on a large table, and the students decided to categorize them by feature. The seven categories (roofs, columns and porches, windows, bays and towers, sidings, fancy details, and whole houses) became the seven chapters in the book. They wrote the text (which was typed in columns for them), decided on the design and lay-out, printed the final photographs at the desired size, lettered the chapter headings and other labels, and did the final paste-up. One group of four students prepared the book's introduction and glossary. The title for the book was chosen by the group in a brainstorming session, and the cover design also was selected democratically from among several proposals. After nearly three months of intermittent student work, the book was turned over to a local print shop for reproduction and binding.

Sacramento's Hidden Beauty was never aggressively marketed, but copies were distributed to local libraries and public agencies. Extra copies were sold informally by the school for \$4.00 each, with the \$.75 profit put into the pot for the next year's project. The book was reviewed in the real estate and book review columns of the Sacramento Bee. Both columnists praised its genuine usefulness to the novice architectural observer, as well as its tremendous educational value to the students. Student and parent evaluations of the project were consistently enthusiastic. The parents, like the Bee writers, pointed out how much they had learned about Sacramento architecture. They confirmed that the students had met the objectives stated in the book's introduction: "We made the book to help you learn real beauty and how to look at it. In this book you should learn some things about houses you didn't know before." Finally, the book project won the Sacramento County Historical Society's 1983 Historic Preservation Award because of its "educational benefit to the children" and because it "would help people appreciate Sacramento's historic homes."

This project could be done anywhere in California. Sutterville School was fortunate to have a darkroom and a teacher familiar with it. Mrs. Lagomarsino was an experienced preservationist at the time she did the project, having served on the Sacramento Museum and History Commission and on the Sacramento Preservation-Design Review Board (of which she is still a member). The basic idea of producing a guide to help people look more carefully at local architecture is widely applicable. If you would like more information on this project, please contact Mrs. Barbara Lagomarsino at 601 University Ave., Suite 150, Sacramento, CA 95825 (916/927-5345). She remains highly enthusiastic about the project, about the rollicking joy of environmental discovery it stimulated in her students, and about the "little preservationists" she helped nurture.

MORE NEW PUBLICATIONS:

A Portrait of Fresno, 1885 - 1895 from the Fresno Centennial Commission (City of Fresno, Office of City Manager, 2326 Fresno City, Fresno, CA 93721- \$15.00 softcover).

Uniform Code for Building Conservation from the International Conference of Building Officials (I.C.B.O., 5360 South Workman Mill Road, Whittier, CA 90601 -\$10.00)

"Architecture and the American West" a special issue of the Pacific Historical Review - November, 1985, (University of California Press, Journals Dept., Berkeley CA 94720 - \$6.50).

Federal Historic Preservation Case Law from the Advisory Council on Historic Preservation, order number SN 052-003-0100-3 (Superintendent of Documents, USGPA, Washington, D.C. 20402 - \$3.25).

Design Review in Historic Districts, revised edition, by Alice Meriwether Bowsher, from the National Trust (Preservation Shop 1600 H St., N.W., Washington, D.C. 20006 - \$11.95 plus \$3.00 postage/handling).

Architecture is Elementary: Visual Thinking Through Architectural Concepts, by Nathan B. Winters (Peregrine Smith Books, P.O. Box 667, Layton, UT 84041 - \$19.95 plus tax and \$1.50 shipping).

Two new special issues, "Investing in Volunteers: A Guide to Effective Volunteer Management" and "Building on Experience: Improving Organizational Capacity to Handle Development Projects" from Conserve Neighborhoods (National Trust, 1785 Massachusetts Ave., N.W., Washington, D.C. 20036 - \$2.00 each).

Main Street - California

California's Main Street Program is up and running. In February, the State Department of Commerce and the National Main Street Center sponsored workshops in Fairfield, Salinas and Pomona to inform eligible communities about the State's new program, services and the application process for receiving one of the five designations as a California Main Street City.

With the passage of AB 2483, California is in a unique position to help small cities help themselves to revitalize downtown central business districts. Older core commercial areas served at one time as the economic, social and cultural focus of towns and cities throughout the State. Over time, community growth patterns have dissolved or reduced the commercial viability of many central business districts. With the development of strip commercial areas and the emergence of the regional malls, downtown core areas which have lost their market have subsequently lost businesses, jobs and sales tax revenues and have suffered physical deterioration.

Over a period of 20 years, effort has been made at all levels of government to assist communities revitalize downtowns. Urban renewal brought demolition, or downtown merchants "slip-covered" older facades to unify and modernize appearances. Hoping to capitalize on the apparent consumer preference for shopping in regional malls, many cities paved over all or a portion of their downtown area to create their own "mall". These adaptive malls have met with limited success because the transformation was not accompanied by centralized management and advertising characterized by the regional mall. In all of the revitalization attempts it often becomes apparent that symptoms of decline are being treated while the fundamental causes of decline go untouched.

With its initial focus on the preservation of historic structures, the National Main Street Center (NMSC) an affiliate of the National Trust for Historic Preservation, was formed in 1977 to help cities to limit and reverse downtown decline.

The Main Street approach is sensible economic development in a preservation context, combining public/private sector resources, and building on the idea that a downtown has a total image. Four elements contribute to a total image, each of which receives careful attention under the Main Street approach:

- * **Organization** - Providing for the cooperative effort of separate groups; working together more effectively in the downtown area, involving bankers, city government, businesses, the chamber of commerce, civic groups and individual citizens.
- * **Promotion** - Promoting and advertising the downtown as a community stage; a meeting place filled with activity, lively stores, quality service and community focus.
- * **Design** - Enhancing the visual quality of the downtown: buildings, signs, window displays, landscaping and environment.
- * **Economic Restructuring** - Diversifying the downtown economy - sustaining and enhancing existing business, filling gaps by recruiting new business to provide a balanced retail mix, converting unused space into productive residential or commercial use, and improving the competitive conditions, or market, for downtown businesses.

It is this four-point methodology which the Department of Commerce intends to adapt to California and to make commonly known to and understood by all cities having a population less than 50,000. It is hands-on training, instruction in and guidance through the methodology that

the State will offer to five designated cities each year for three years, with assistance from the NMSC. The five selected cities are meant to serve as demonstrations of the methodology and its benefit on behalf of all small California cities. Administration of the program at the local level is headed by a full-time project manager, most commonly housed in the local Downtown Business Association. It is this concentrated, full time effort on the part of a skillful manager that helps create the synergism found within the four-point approach which leads to success.



The intent of the program is to encourage small cities to use a downtown revitalization methodology that has proven successful in 120 cities in 20 states over the past 10 years. The 15 cities chosen in California in the next three years will, in addition to benefitting from services, serve as an instructional guide through the process for all other cities of similar size in the State. Program staff will also respond to requests for information and assistance and will make referrals to appropriate resources. The program also offers audio-visual materials for rent upon request, consisting of slides and video-tapes which illustrate the Main Street approach.

Applications from eligible cities for the first five Main Street designations are being accepted no later than 5 pm., May 1, 1986. All eligible cities and all counties (on behalf of unincorporated areas) will have received application forms by March 5. The selection of ten finalists will take place by May 12 and the identity of the final five cities will be announced at the end of May.

For more information on the program contact Pat Noyes, State Coordinator for the Main Street Program, Office of Local Development, Department of Commerce, 1121 L Street, Suite 600, Sacramento, CA 95814 (916) 322-1502.

MAIN STREET PROJECT MANAGERS

Five positions in the new California Main Street Program will be available in June, 1986. Position requires degree in marketing, planning, business, preservation or related field. Marketing background helpful. Public relations skills crucial. Responsible for working with merchants, promotions, design and economic development for downtown. Salary \$20,000 - \$25,000. Send resumes to State Coordinator, California Main Street Program, Dept. of Commerce, 1121 L Street, Suite 600, Sacramento, CA 95814.

PAMELA SEAGER JOINS C.P.F. BOARD

ADDITIONAL BOARD NEWS --- Pamela Seager, now Director of Rancho Los Alamitos in Long Beach, has been appointed to fill the board position left vacant by Spencer Hathaway. Pamela was former Assistant Director of the California Historical Society and was a prominent and productive California Heritage Task Force member. Welcome, Pamela.

State Office News

CALIFORNIA PARK AND RECREATIONAL FACILITIES ACT OF 1984 FINAL GRANT CYCLE

Applications are now available for the final cycle of historic preservation projects provided in the California Park and Recreational Facilities Act of 1984. The Office of Historic Preservation (OHP) in the California Department of Parks and Recreation will distribute \$3 million as of July 1, 1987.

The application deadline is October 1, 1986 (postmarked or received) for funding in 1987.

Units of local government (cities, counties, and districts, other than school districts, that are authorized to provide park, recreational, or open-space services) may apply for restoration, rehabilitation, or stabilization work to be done on eligible significant historic properties. The applicant must either own the property or have some operational control if the property is owned by a non-profit corporation.

Grants will range from \$10,000 to \$300,000. (In the 1985 and 1986 cycles, the average grant was \$94,000; only a few grants exceeded \$150,000.)

For copies of the application form, write Office of Historic Preservation, Dept. of Parks and Recreation, P.O. Box 942896, Sacramento, CA 94296-0001, (916) 445-8006.

SHPO Kathryn Gualtieri has announced the selection of Hans Kreutzberg as Deputy SHPO for OHP. As an employee of State Parks for ten years, and as supervisor for the Office's Review and Compliance Section, Hans brings both knowledge and experience to his new position.

On March 6, 1986 two workshops dealing with state grant programs were held in Sacramento at the Governor's Third Annual Conference on Tourism. SHPO Gualtieri met with dozens of representatives of Chambers of Commerce, Visitors and Convention Bureaus and local regional economic development commissions. She promoted the link between OHP's preservation assistance programs and tourism in local communities. Following the conference future meetings will be held in northern California, including Eureka on April 28.

Calendar

April 20 Maybeck & His Legacy, tour and lecture program from the Berkeley Architectural Heritage Association. For more information contact BAHA, (415) 845-6591.

April 26 Thirty-ninth Adobe Tour - Monterey. For more information contact: Monterey History and Art Association, (408) 375-2553.

May 1 - 4 Annual California State Preservation Conference - Monterey (see article).

May 4 Morley Baer Photography Workshop - Monterey. For more information contact: California Preservation Foundation (415) 527-7808.

May 9 State Historic Resources Commission Meeting - Wilmington. For more information contact Sandy Elder, OHP, (916) 445-8006.

May 10 Old Pasadena Party, a Centennial Celebration planned by Pasadena Heritage including tours and a gala evening event. For more information contact: Pasadena Heritage, (818) 793-0617.

May 11 - 17 Preservation Week: "Celebrate our Historic Places, Our Past for the Future". Let the U.S. Dept. of the Interior National Park Service (NPS) know how your organization plans to celebrate. Send them your Newsletter, your Preservation Week poster or a list of your planned events. The NPS is planning a travelling exhibition: "Historic Preservation in the West is Cultural Conservation." The NPS needs the input of your organization and NOW! - Send information to Karen Washington, NPS, 450 Golden Gate Ave., P.O. Box 36063, San Francisco, CA 94102 (415) 556-7741.

May 18 Bradbury & Bradbury Open House - Benicia. (See story).

May 29 - 31 Society of California Archivists Annual Meeting (Claremont); for more information contact Paul Sigman, (818) 840-5424. The California Committee For the Promotion of History board meets in conjunction with this meeting. For more information contact CCPH President Carroll Pursell, (805) 969-6141.

July 19 California Preservation Foundation "Organizational Meeting" - Long Beach.

Aug. 1 State Historic Resources Commission meeting - Sacramento.

Aug. 26 - 29 Workshop on Revenue Sources for Historic Sites - Monterey. For more information contact: National Trust, (415) 974-8420.

Sept. 30 - Oct. 3 American Association for State & Local History Annual Meeting - Oakland. For more information contact the Oakland Museum, (415) 273-3845

TWO NEW BOOKS

The Guide to Architecture in San Francisco and Northern California, revised edition by David Gebhard, Eric Sandweiss and Robert Winter, should be available in most bookstores. The match to an L.A. Guide revised and reissued last year, this and its southern California mate should be with you whenever you travel. Architecture enthusiasts and an eclectic group of contributors keep both volumes up to date with new and exciting buildings to see, and we know of no other such guides that are as witty and comprehensive. (Peregrine Smith Books, P.O. 667, Layton, Utah, \$14.95).

Peregrine has also reissued California's Architectural Frontier, Harold Kirker's pioneering 1960 study of nineteenth century architecture in our state. Kirker's volume continues to argue that California building manifested the taste of a "colonial" culture but the essay introducing the republication is interesting in itself. Karen Weitze has surveyed writings on architectural history done since Kirker's book first appeared over 25 years ago and she documents a truly amazing explosion of literature and interpretation that many we know have participated in creating. While some may wish to argue with Weitze's views, her essay is added inducement for buying Kirker's important early study (\$12.95).

FUNDRAISING TIPS

Many companies will match employee giving to non-profits such as California Preservation Foundation or your local group. Poll your members to learn if any of them work for such companies; you can double your income.

To purchase and save San Francisco's Grace Marchant Garden on Telegraph Hill, the Trust for Public Land came up with a novel approach: a donation of \$10.00 "bought title" to one square inch of the property. Similarly, Pioneer Square in Portland was paved entirely with bricks bought by individuals for \$15.00. Break a project down to its smallest component and give everyone a low price for a piece of the action.



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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 415/527-7808.

The Foundation has been fortunate to receive very substantial aid from the SHPO these past few years - and we are grateful. The other main source of our support comes from members who contribute through donations and dues - and we wouldn't survive without you. While we have had great success in diversifying our revenue sources in the past year, new members and membership renewals are critical to operations - and a good sign that people in California have confidence in the work we are doing. PLEASE HELP US CONTINUE - THE WORK HAS ONLY JUST BEGUN. Join or renew now.

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

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

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