

A QUARTERLY PUBLICATION OF THE CALIFORNIA PRESERVATION FOUNDATION

CHESTER LIEBS TO KEYNOTE 1991 CONFERENCE IN SANTA BARBARA

1991 Annual Conference attendees will be treated at the opening session with an address by a pioneer of the modern preservation movement, Chester H. Liebs. Professor Liebs, founder and director of the nationally-respected Historic Preservation Program at the University of Vermont, has been especially interested in the long-range philosophy, ethics, goals, and objectives of historic preservation.

To call attention to overlooked aspects of our cultural heritage, he helped

found and served as president of both the Societies for Commercial and Industrial Archeology and was the project director of the award-winning film "Working Places" (1974), the SIA's



(photo credit: William Delillo)

pioneering work on adaptive reuse of industrial buildings. Co-founder of the National Council for Preservation Education, a former NEA Individual Design Fellow, and Advisor Emeritus of the National Trust, he is also currently serving on the Library of Congress' advisory committee for a National Conference on Cultural Conservation.

Professor Liebs is published on topics ranging from land use planning to current issues in urban design, and has been featured in *Smithsonian*, *Christian Science Monitor*, and on CBS' "Sunday Morning" with Charles Kuralt. His history of American roadside architecture, *Main Street to Miracle Mile* (1985), is now in its second printing.

Still exploring new frontiers, Liebs is a vocal member of a growing number of scholars and policymakers trying to wed preservation, environmentalism, and cultural conservation into a unified ethic of global stewardship.

(more news on conference follows on page 2)

NEW ADMINISTRATION'S FIRST MOVES

On December 26 Governor Pete Wilson announced that the important Secretary of the Resources Agency position went to Douglas Wheeler, currently with the Conservation Foundation in Washington, D.C. Wheeler previously headed up the Sierra Club and, in the late 1970s, was with the National Trust for Historic Preservation. Wilson's promise of an administration concerned about the environment has immediately proved to be true; Doug Wheeler is a card-carrying environmentalist with long experience in the field, and someone fully aware of the role preservation plays in the movement. We hope this announcement is only the first in a long string of equally good appointments.

The SHPO position is also open. CPF and the State Historical Resources Commission are both supporting a "professional selection process of a preservation professional," as was the case in 1984. Pat Cologne, Commission Chair, informs us that the position is being advertised and letters of interest and resumes should be sent to her attention as soon as possible at the State Office of Historic Preservation (P.O.Box 942896, Sacramento, CA 94296-0001).

The SHPO job is, to put it mildly, complex and requires both technical understanding and preservation experience in addition to the usual political connections which too often determine selections in some states. We in California expect better.

ESCAPE TO SANTA BARBARA IN MAY!

Ever wonder what Padre Serra, Jose de la Guerra, and Pearl Chase have in common? Or what happens when high tech meets terra cotta? Or when the mall meets the mission? Answers to these questions and more will be yours at the 16th Annual California Preservation Conference May 9-12, in beautiful Santa Barbara. Mixing pleasure with learning, the conference laces an enticing array of social events around some hard hitting, issue-confronting sessions designed to inform, expand, and excite all who attend.

The program will include, naturally, an in-depth look at Santa Barbara's most fascinating architectural history, from tule villages to the adobe pueblo to the commercial main street, from the El Paseo to the Paseo Nuevo. Slide lectures will be followed by walking tours of some of these impressive sites. Coupled with this architecture track will be a day devoted to landscape architecture, where the history of landscape in California will be illustrated by visits to local historic estates.

Tracks like "Preservation Yesterday, Today, and Tomorrow" will focus on where we have been, the problems we face today, and where we need to go in the future. "High Tech Meets Terra Cotta" technical sessions are geared especially toward architects, engineers, and building officials and will look closely at the mechanical and design issues of seismic strengthening, handicapped access, and mixing the old and new.

"Preserving Neighborhoods" will stress the ways to make ensure that change is harmonious, and will include not only the basics on surveys, local districts and National Register districts, but also ways to make the system work for you and how to become neighborhood advocates. "Economics and Preservation" presents the opportunities of preserva-

tion incentives and offers field visits to successful downtown revitalization projects. Other day-long tracks include Law and Policy, Tourism and Heritage Promotion, and panels will be offered devoted to Rural Preservation and Historic Archaeology.

You won't want to miss the festive opening reception at the world-famous Santa Barbara County Courthouse and sunken gardens, the famous "Western BBQ" hosted by the Santa Barbara Historical Society, and an exciting night at the renowned Victoria Street Theatre for the always-entertaining "Three Minute Success Stories."

A business lunch forum, held in the historic El Paseo, will feature some very special guests who have "reinvested in the dream," and Saturday night will be spent at the Biltmore's beachfront Coral Casino in Montecito for a dream evening of dining, dancing, and the live auction.



The Local Steering Committee - in front of the Casa de la Guerra - making plans for May Conference (photo credit: Santa Barbara Historical Society.)

Conference headquarters will be at the 1820s Casa de la Guerra situated in the heart of town, while all the sessions will take place in neighboring historic buildings. Registration packets go out the first week of March. You should be sure to reserve your accommodations now, using the information supplied in this and the last newsletter. We'll see you in May.

For Conference Hotels see story on pages 6 and 7



PRESIDENT'S REPORT - Christy McAvoy

Happy New Year! As we move into 1991, CPF prepares for significant challenges and opportunities for the statewide preservation program. Among the challenges:

1. reinvigorating state programs inactivated by OHP due to shortage of funds.
2. continuing the interest of the private sector in the rehabilitation of historic structures in an uncertain economic climate.
3. increasing the use of preservation incentives to assist owners of historic properties.

Our spring program schedule includes seminars on managing and interpreting historic sites, and affordable housing, as well as local technical assistance programs. The statewide conference in May has a very comprehensive program of issues facing local preservationists as well as an impressive group of speakers and the opportunity to enjoy the architectural treasures of Santa Barbara.

Make your hotel reservations early; watch for the registration brochure we will send out in March.



The President, inspecting the Santa Barbara Conference venues (photo credit: Santa Barbara Historical Soc.)

One final note:

CPF's publication *History at Risk*, dealing with seismic safety and historic buildings, is now available. This book, written by our own John Merritt, was funded in part by the National Trust and the California Department of Commerce and sells for \$14.00 (includes handling and postage). A thoughtful analysis of lessons learned from the Loma Prieta Earthquake, it is applicable to any disaster preparedness plan. Pre-planning will save

historic structures; this is a "must have" for all local preservationists.

I have received several letters in the past few months from members regarding current and future plans for the Foundation. Many of your thoughts will be incorporated into this year's agenda. Please feel free to write to me or to any of the Trustees with ideas for programs or any other issue you may have.

SB3x CASE GOES TO SUPREME COURT

CPF, the National Trust and the Santa Cruz Friends of the St. George filed an appeal with the State Supreme Court to reverse the District Court ruling reported on in the last newsletter. At issue is the CEQA "Emergency" definition and the applicability of SB3x, legislation passed immediately after the earthquake to prevent hasty actions to demolish damaged, but still repairable, historic buildings. The case received a boost when SB3X author, Senator Milton Marks, in mid-December, filed his own formal request that the case be heard:

"This Court can render an enormous service to the people of California," Marks told the state Supreme Court, "by examining the record in this case of non-compliance (with SB 3x) and declaring the statute's breadth and scope. This Court's interpretation will enable local governments and affected property owners to take appropriate steps to prepare for future natural disasters." (From the *Novato Advance*, 19 December, 1990)

The SHPO, in the meantime, has been informing cities asking for SB3x assistance that, "due to the fact that this state mandated program is unfunded and unstaffed, it has become necessary to suspend staff activity effective September 1, 1990."

We will report on the court case in our next issue but assure you, here, that we will continue to work for strong and enforceable state protections for historic buildings. For now, thank you, once again, Senator Marks!

PRESERVATIONISTS "GET WITH THE PROGRAM" AT COMPUTER WORKSHOP

Late this fall, preservationists gathered in Redlands and Palo Alto to learn how to "get with the program" by taking advantage of the latest computer technology. Architects, planners, survey consultants and cultural resources managers related innovative ways in which they used computers, often by adapting existing "off the shelf" programs. For example, systems have been designed that can transfer information stored in database programs into a word processing file, which then generates facsimiles of completed OHP survey forms: this process eliminates the tedium of typing onto forms and allows easy editing and storage.

Computer mapping is another field that a small but increasing number of preservationists are exploring. The City of Orange is installing its newly revised historic building inventory onto a computer database, providing instant access to survey information. Planner Dan Ryan will also use the survey's photographs and existing base maps to produce computer generated three dimensional elevations of each structure in the Old Towne area. The system has the ability to graphically illustrate the impact of new development and proposed changes to existing streetscapes. This tool should assist developers, city agencies and the Design Review Board in addressing concerns of appropriate infill construction in Old Towne.

Another exciting "state of the art" project is the computerized database developed for the City of L.A. Planning Department's five year historical resources study. Working with CPF member Richard Starzak and the Redlands firm ESRI, the Community Plan Revision Unit is developing a geographic information system (GIS) that can impressively and clearly display thousands of color coded structures. By having the data recorded on a GIS "layer", planners hope to

better incorporate preservation into overall land use decisions in Los Angeles.

A recurring theme of both workshops was the need for greater coordination of and access to computerized information, perhaps through a central repository for computerized historic resources data. In the coming year, CPF will attempt to assess the feasibility of such a system. Anyone interested in offering assistance or suggestions on this project should contact Elizabeth Morton.

Many thanks for the hard work of workshop co-sponsors: the City of Redlands; the L. A. City Historical Society; the Kimberly-Shirk Association; the Palo Alto Historic Resources Board; Palo Alto-Stanford Heritage and the State Office of Historic Preservation.

HOUSING WORKSHOPS SCHEDULED FOR SPRING '91

CPF's next major workshop - on affordable housing - is scheduled for March - April, 1991 in Oakland, Los Angeles and San Diego. The program will be geared toward those actually involved in housing production -- neighborhood housing organizations, city rehab specialists, housing agencies and developers. Topics will include financial incentives for preservation and housing activities, cost-effective and historically sensitive rehabilitation techniques, approaches to neighborhood conservation, and case studies of the rehabilitation of historic structures for use as affordable housing. Details on these workshops will arrive in the mail soon.

WOMEN IN PRESERVATION

Is gender an issue or question in historic preservation? CPF is interested in studying the role of women in the preservation movement, with the possibility of presenting a program on the topic in 1991. Anyone with thoughts on the subject should contact Elizabeth Morton at 415/763-0972.

GLENDALE'S "ALEX THEATRE"

In 1988, CPF reported that the specter of demolition looming over Glendale's Alex Theatre had sparked the Glendale Historical Society (TGHS) into action. Extensive research resulted in *Position Paper No. 88-1: Preservation of the Alex Theatre*. The study established that the theatre had architectural and historical significance, that it met Glendale's needs for a performing arts facility, and that rehabilitation and reuse is more cost effective than new construction. City Council members responded by indicating that they wanted consensus and community support behind the preservation of the Alex. So, TGHS sprang into action again.

The result was the Alex Extravaganza in September 1990, a major feat in research, rehearsal, publicity, and preparation of a stage unused for 50 years. The Alex Theatre Revitalization Project, a TGHS committee, presented a musical celebration of the history of the Alex beginning with its star-studded opening night in 1925. The show's original script and its cast of 50 singers, dancers, and actors recreated the impressive 65-year history of the Alex with song, dance, vignettes, slides, newsreels, film clips and special effects. Bob Hcpe, Honorary Chairman of the project, opened the show with a ten-minute presentation supporting preservation of the Alex Theatre.

The Alex Extravaganza successfully demonstrated widespread community support in the form of near sell-out attendance, donations, in-kind services, benefit performers, and volunteers; received overwhelming positive media coverage and extensive celebrity endorsement; demonstrated the Alex to be a live performance facility capable of presenting large-scale productions; raised public awareness and created a sense of pride in the historical and architectural importance of the Alex; alerted the public to its integral role and responsibility in



(photo credit: Glendale Public Library)

the preservation of the Alex; and raised \$15,000 toward rehabilitation costs.

On December 18, Glendale's Redevelopment Agency voted unanimously to take three actions on the Alex Theatre: make efforts to secure, rehabilitate and revitalize the Alex as a focal point of community and performing arts activities; form a task force to develop an Alex Theatre project statement and business plan; and appropriate \$500,000 as seed money for the project.

TGHS is very pleased with the City's actions and remains committed to a preserved and rehabilitated Alex Theatre as both a state-of-the-art performing arts center and landmark recognized on the National Register.

This was great work and CPF commends TGHS. As part of the educational effort of the Extravaganza, a 25-page souvenir program was produced featuring historic information and photos of the Alex and graphics from the original 1925 opening night program. Programs are available for \$6.50 (includes postage and handling) from: TGHS Alex Theatre Revitalization Project, P.O. Box 67, Glendale, CA 91209. For further information call: 818/242-7447

Santa Barbara's Historic Hotels - Lodgings/Part II

As in our last issue, we are providing information about some of the best lodging options in Santa Barbara, since there is no "conference hotel" this year. Again, we urge you to make reservations now if you have not done so already because of Santa Barbara's popularity as a tourist destination in May. When calling any of the listed accommodations please indicate you are attending the California Preservation Foundation Conference. Special rates apply May 9 - 12, 1991. Cut-off dates for these rates differ with each hotel

The El Encanto Hotel and Garden Villas, 1900
Lasuen Road, Santa Barbara, CA 93103 805/687-5000

El Encanto, "the enchanted," nestled in the foothills with spectacular views of Santa Barbara and the blue Pacific Ocean. Set on 10 tropically landscaped acres with guest rooms, suites and villas, tennis courts, swimming pool and dining room. In 1916 the original founder, James Warren, started with six cottages on four acres above town. The cottages were intended to accommodate students and faculty of the State Normal School -- later to be known as the University of Santa Barbara -- but the property was converted to a hotel in 1918.

Today celebrities, politicians, foreign travelers, business people and honeymooners come to stay and enjoy the El Encanto -- an "enchanted" French Country Hote and member of the prestigious Historic Hotels of America. Rates: \$140 plus tax per night, applicable to April 9, 1991; all major credit cards.

Four Seasons Biltmore, 1260 Channel Drive, Santa Barbara, CA 93108 805/969-2261

The Biltmore of Santa Barbara is a landmark long treasured by the community. Ever since its lavish opening night gala on December 16, 1927, the Biltmore has been acclaimed as a hotel of exceptional beauty and charm. Designed by noted Architect Reginald Johnson, the Biltmore's graceful arches, loggias, balconies, and beautifully landscaped grounds have provided an elegant backdrop for festive parties and celebrations.

The Biltmore occupies a special place in the history of a unique community. After the destruction of two grand turn-of-the-century hotels by earthquake and fire, the Biltmore was created by a group of enterprising businessmen to fill a deeply felt need in the community.

In the spring of 1987, Four Seasons Hotels and Resorts acquired the Biltmore and began an artful renovation of the property. Rates: \$290 - 375; Suites \$425 - 850 all plus tax. Deposit required within 14 days of making reservation. Major credit cards.

Miramar Resort Hotel, P.O. Box 429, Santa Barbara, CA 93102, 805/969-2203; 800/322-6983
(Located off Highway 101 and San Ysidro Road)

Miramar, "behold the sea," a fitting name to describe 15 garden acres by the Blue Pacific. In 1885 this land was a farm owned by the Doulton family who raised barley, beans, corn and fruit. In 1887 a visiting friend from San Francisco suggested the Doultons take in paying guests...and so begins the Miramar story. Guests were roomed in the old homestead and as more guests were attracted to this seaside picturesque setting, more rooms were added to the main building. Many names of famous persons and royalty, such as President Theodore Roosevelt, the Prince of Wales and Rockefeller are listed in the old registry.

Today the Miramar consists of 40 cottages, 200 rooms, a private swimming beach, swimming pool, spa, sauna, tennis courts, exercise gym, Railcar diner, piano bar and restaurant. Rates: Pool side \$70; Lanai poolside \$80; Ocean \$125; plus tax - double occupancy; applicable to March 9, 1991. One night's deposit required within 10 days of arrival. No Saturday arrivals or departures. Major credit cards. American Express only for room guarantees.

The Montecito Inn, 1295 Coast Village Road, Santa Barbara, CA 93108, 805/969-7854; 800/843-2017

The Montecito Inn was built in 1928 by the legendary Charlie Chaplin to cater to the crowd of the roaring twenties. The Inn opened on February 16, 1928 as the "Cream of the Coast." The wishing well in the formal gardens inspired Richard Rogers to write his immortal love song "There's a Small Hotel." (1936) During renovation in the 1950s the original wishing well was lost -- a replica of it sits in the Montecito Cafe. Today's 53-room Inn reflects the charm of the late 20s while still offering modern conveniences such as cable TV, phones, exercise room, pool, jacuzzi and sauna.

Rates: Queens \$95 + tax; Kings \$110 + tax; applicable to March 28. Credit card guarantee required; two-night minimum over weekends. Suites available upon request.

Sheraton Hotel & Spa, 1111 East Cabrillo Boulevard, Santa Barbara, CA 93103, 805/963-0744

The Hotel Vista Mar Monte opened its doors in 1931. The warmth and beauty of its early California and Spanish architecture attracted visitors from the world over. It was host to Presidents, Admirals, foreign dignitaries and famous Hollywood stars. In 1975 a complete restoration took place — once again restoring it to its original prominence as the jewel of the California Riviera. From 1980 it has served as the Western Headquarters for the White House and Press Corps. It is ideally located on three oceanfront acres facing the spectacular East Beach. 174 guest rooms, health club and spa, Zacks at the Beach Restaurant and Cocktail Lounge.

Rates: Ocean and Mountain Views \$125 - 155 + tax — applicable to April 8, 1991. After this date rooms are subject to availability — mention the Conference for quoted rates. Two-night stay required for Saturday arrivals. Credit card guarantee required. All rooms, double occupancy.



Upham Hotel, 1404 De La Vina Street, Santa Barbara, CA 93101, 805/962-0058; 800/727-0876

An 1871 Victorian structure with garden cottages. It was originally known as the Lincoln House, a "select boarding house" and is the oldest continuous hostelry in Southern California. In 1898 Cyrus Upham of Pasadena bought the property and it became known as the Hotel Upham. The two-story clapboard structure has wide eaves and is surmounted by a glassed-in cupola common to New England architecture. The old Lincoln dining room is now a charming living room with a colonial fireplace.

There are 49 guest rooms and suites. Some suites have fireplaces, private patios and porches. Included in the rates is a daily Continental breakfast buffet and wine and cheese is served in the afternoon. Louies, one of the finest restaurants in Santa Barbara, is in the hotel. Rates: \$110 - \$165 + tax — applicable to April 9, 1991; All major credit cards accepted.

Please take our advice - make reservations now!

SPECIAL THANKS TO SPECIAL DONORS

The annual "End-of Year Giving" campaign was, once again, a big success. The Annual Report and donation request met a favorable response from many, many members. We are grateful to: Alice M. Allen (Canoga Park); Paul Alley (San Francisco); David Breiholtz (Lomita); Robert & Jane Carter (Colusa); Kathryn Burns (San Francisco); Robertson Collins (Singapore); Colton Hall Museum (Monterey); Rene and Veronica di Rosa Foundation (Napa); Carole Dougherty (Glendale); Ruth Caroline Dyer (Lafayette); Joe Hall (Santa Cruz); Jeffrey Harrison (Rolling Bay, Washington); Jon Harrison (Redlands); Les & Linda Hausrath (Oakland); Dan Humason (Hanford); Randolph Langenbach (Oakland); Roger Lathe (Sacramento); Margaret Latimer-Starratt (Ontario); Ruthann Lehrer (Santa Monica); Marie Lia (San Diego); Gerry Mac Clelland (Berkeley); Sharon Marovich (Sonora); Scott & Elizabeth Mathieson (San Jose); Olive McDuffee (Los Angeles); Knox Mellon (Riverside); Richard & Anna Merritt (Urbana, Illinois); Thomas Michali (Los Angeles); Richard Myers (Beverly Hills); Brad & Laura Niebling (Piedmont); Old Riverside Foundation (Riverside); Richard Patenaude (Palm Springs); Ken Rolandelli (Redwood City); Karen M. Rosenthal (Claremont); Jay Rounds (South Pasadena); Jack Rubens (Manhattan Beach); William Runyan (Alta Loma); Kent Seavey (Pacific Grove); Sonoma League for Historic Preservation (Sonoma); Sally Spiess (La Jolla); George Strauss (Berkeley); Judy Triem (Santa Paula); Dan Visnich (Sacramento); Christie Vogel (Los Gatos); Karen Wade (City of Industry); Keith Weber (San Mateo); Emmet L. Wemple (Los Angeles); John Whitridge (Napa); Bob Winter (Pasadena); Philip Wintner (Whittier). **Thank You one and all!**

NEW CPF DUES SCHEDULES

The Board of Trustees wrestled with some confusion regarding membership benefits and "the facts of life" about the cost of doing business; as of January 1, 1991, a new schedule for dues is in effect. It was never clear what "Organization Member" meant, or who and how many members of a dues-paying organization belonged, thus receiving the benefit of reduced fees at workshops and events.

Non-profit organization dues have been raised to \$75 but, now, all board and staff will receive program discounts. "Government" and "Business" categories were set at \$100, again with automatic member benefits for all associated with the entity. If no more than one person from an "organization" will be interested in CPF activities, that person would join as

(article continued on top of last page, right column)



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Elizabeth Morton (Oakland), Program Associate

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
FOUNDATION**

1615 Broadway, Suite 705
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MEMBERSHIP DUES (continued from page 7)

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

The Board of Trustees hopes the membership understands the rationale for these changes and that your support will continue as programs and membership expand. We need your help as we continue to 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 helps support workshops, research, publications, legislative efforts, conferences and direct local assistance.

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