

# Newsletter

Winter 2007/2008



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## City Council Skins “Felix the Cat” Nomination

*By Mike Buhler, Esq.*

**On October 10, the Los Angeles City Council killed an effort to declare the beloved Felix the Cat Chevrolet Neon Sign and Showroom a City of Los Angeles Historic-Cultural Monument, tabling the nomination indefinitely and allowing it to expire without a vote on the merits.** CPF joined the Los Angeles Conservancy and the National Trust in advocating for designation of the famous feline on Figueroa Street, noting that Felix Chevrolet is “one of the best remaining examples of an early Los Angeles automobile dealership that evolved to address the changing tastes of its customers in the early post-World War II era.”

The City Council’s action brings an end to a contentious, year-long process to designate the iconic sign and showroom, which is not currently threatened. Although the sign and showroom occupy only a small fraction of the parcel, the nomination faced staunch opposition from the dealership owner, the City Council and Mayor

Villaraigosa over fears that designation could jeopardize the dealership and hamper future redevelopment of the site.

The massive three-sided neon sign, featuring the grinning Felix the Cat figure standing atop the Chevrolet emblem, was erected in 1958 when the franchise relocated to the corner of Figueroa Street and Jefferson Boulevard. The unique pairing of the cartoon with the business had its start in the 1920s, when auto dealer Winslow Felix asked filmmaker friend Pat Sullivan to use the eponymous feline character. The showroom, which was built in 1920 and predates the Felix business, has been remodeled over the years and currently exhibits a curved, moderne façade. The City of Los Angeles Cultural Heritage Commission voted 4-1 to recommend designation, finding that the sign and showroom were two integral parts to the whole and should not be separated from each other or relocated from its prominent historic location.

Although Felix was not declared a local landmark, two separate historic resources surveys of the area have found the neon sign and showroom eligible for listing in the National Register of Historic Places, thus ensuring that future redevelopment plans for the site will be subject to review under the California Environmental Quality Act, including consideration of alternatives to demolition.

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## Save-the-Date for the Most Significant Preservation Conference of 2008!

*By Carolyn Eisen*

**The 33rd Annual California Preservation Conference is scheduled for Wednesday, April 23 to Saturday, April 26, 2008 and will be held in Napa. The theme, *Balance and Complexity: The Vineyard and Beyond*, will encompass over 40 Educational Sessions and Workshops, taught by over 100 expert instructors.** Conference issues will span five tracks: Napa Valley: Improving with Age; Imprints on the Land; Preservation Practice and Process of Change; Conserving “Vintage” Materials; and Preservation Fundamentals and Demystifying the OHP.

The Conference will also feature several exclusive Tours and Mobile Workshops that highlight Napa Valley’s agriculture, architecture, and history, such as:

- Historic Gravity Flow Wineries Designed by Hamden McIntyre
- Future Landmarks of the Napa Valley
- Historic Resorts of the Napa Valley
- Caves and Sustainable Agriculture
- Historic and Modern Gardens
- Native American Cultural Landscapes
- Napa County Heritage Tourism: Past, Present and Future
- Luther Turton’s Architecture

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## The California Main Street Program Works!— So Why Doesn't the State Fund its Successful Local Revitalization Program?

By Steade Craigo, FAIA

**In 1986, California joined a growing number of states to begin a statewide program to revitalize and enhance its towns, cities and neighborhoods by improving the economic health of their Main Street central business districts. Now the state no longer funds the successful program.**

Developed by the National Trust for Historic Preservation and administered by the National Main Street Center, the "Main Street Program" utilizes a partnership of private investment, local government support, and local non-profit assistance to revitalize historic commercial districts. The popular grass-roots, self-help "**Main Street Approach**" focuses on **Four Points: Organization, Promotion, Design/Preservation, and Economic Restructuring.**

The California Main Street Program was successful. Until 2002, it was housed in the California Technology, Trade and Commerce Agency, with 2–4 people on its staff and supported by up to about \$400,000 annually in state funds. The staff provided needed technical services and assistance to existing Main Street communities and interested new communities, acting as a state-wide coordinator for the Program and liaison with the National Center. However, in 2002/03, during the state budgetary crises, the Main Street Program was terminated when its parent agency was eliminated by the Budget Act.

In August 2004, through the efforts of the California Main Street Alliance, California Preservation Foundation, and Californians for Preservation Action, Senate Bill 1107 was passed and signed by Governor Arnold Schwarzenegger, re-establishing the Main Street Program in the Office of Historic Preservation, but without state funding. **Thirty-eight states now have state-wide Main Street Programs. Only California's current program is not supported by state funds.**

The OHP has attempted to partially implement the Program through a partnership and cooperative agreement with the non-profit California Main Street Alliance (CAMSA); unfortunately, these efforts have been only partially successful.

CAMSA has kept the Main Street Program breathing, providing vital communication and training programs and liaison efforts needed for the statewide program. However, as a volunteer organization, CAMSA lacks authority and resources to provide direction and coordination at a statewide level to administer and maintain an effective, vigorous Main Street Program.

Meanwhile, several of the 38 certified community programs have lapsed or dropped off from active participation with other Main Street communities. Nevertheless, the "Main Street Approach" does continue in many of the certified California Main Street communities. And in 2006, the City of Redding became the 38th certified CA Main Street Community as part of a process to test the draft regulations for the Program prepared by OHP staff. Currently, over 60 communities have expressed interest in becoming a Main Street community.

In the 2005, CAMSA's remarkable efforts were successful in convincing the legislature to fund the Program in the 05/06 state budget. Regrettably, Governor Schwarzenegger blue-lined the item, vetoing the funding, stating that there were other ways to fund the state Program without state funds.



Grass Valley Historic Main Street—H. Levine

Surely, the Governor and the Department of Finance are not aware of how successful and desirable this revitalization program is in encouraging local investment in infill development, sustainability, cultural tourism and historic preservation, and that other funding has not been forthcoming.

*Based upon a study completed in 2002 by Eichenfield & Associates and funded by the James Irvine Foundation, data substantiates that the CA Main Street Program with its, then 37, certified California Main Street communities is a highly successful local redevelopment tool, well worth the relatively small amount of state funds needed to staff the program.*

- For every one dollar a California community invested in its local Main Street program, \$7.13 was invested in public and private improvements.
- In those communities utilizing the Program for seven years or more, the net number of businesses in the Main Street area increased by 24%; the net number of jobs increased by 31%; retail sales increased by 105%; and commercial property values increased by 167%.

*In fact, based upon data provided by the National Main Street Center and the California Main Street Alliance for the 15-year period from 1986 to 2001, revenues from CA Main Street communities to the State General Fund total about \$3,777,463.40 over the state cost to fund the CA Main Street Program for the same time period.*

**The CA Main Street Program needs your help. CAMSA has initiated an active campaign to gain Legislative support for funding the Program in the FY 08/09 State Budget and to convince the Governor's office, including the Governor personally and the Department of Finance, of the need to fund the successful local economic revitalization Program.**

If you are interested in supporting the California Main Street Program or want more information, please contact Laura Cole-Rowe, lauracolerowe consulting, at (707) 631-5029 or lauracolerowe@yahoo.com.

### Additional Information:

California Main Street Alliance:  
<http://www.camainstreet.org/>

Office of Historic Preservation:  
<http://www.parks.ca.gov/?pageid=23484>

National Main Street Center:  
<http://www.mainstreet.org/>

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## 2008 Preservation Design Awards: Call for Entries

Do you know someone who has completed an exemplary preservation design project in California within the last 6 years? Tell them about the Preservation Design Awards!

This program celebrates exemplary preservation work from around the state. Awards are given in nine categories: Preservation, Rehabilitation—Small & Large, Restoration, Reconstruction, Contextual Infill, Sustainability, Cultural Resource Studies/Reports, Craftsmanship/Preservation Technology, and Archaeology/ Interpretive Exhibits.

### Examples of Project Award-Winning Submissions:

- Churches
- Bridges
- Barns
- Museums
- Houses
- Landscapes of all kinds
- Theaters
- Stadiums
- Labs
- Lodges
- Civic buildings
- Hotels
- Historic Structure Reports
- Building Conservation Studies

The types of projects are endless!

The "Call for Entry" cards for CPF's 25th Annual Preservation Design Awards will be out in Spring 2008. Please make sure to look out for the entry card and to submit your award winning project!

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## California Wildfires Show the Need for Cultural Resource Surveys

By Milford Wayne Donaldson, FAIA, California SHPO

Standing in the ashes of the Dyer House at Cuyamaca State Historic Park this time four years ago, I could not believe any fire could be as terrible as the 2003 Cedar Fire. Not only was the Dyer House completely gutted except for its stone walls, it was not listed on the California Register of Historical Resources and therefore not eligible for Federal Emergency Management Administration (FEMA) funds for reconstruction.

The recent fire disasters in Southern California once again showed the extraordinary need for surveys of cultural resources, especially in remote areas. Along with the other six counties of San Bernardino, Los Angeles, Orange, Riverside, Santa Barbara, and Ventura that were declared states of emergency by the president, San Diego lost very few historic buildings listed on federal, state, or local registers. However, the loss of hundreds of potentially qualified cultural resources was the worst in the history of San Diego County.

Fire response for the protection of cultural resources was at times heroic. The South Coastal Information Center, in cooperation with Office of Emergency Services (OES) and the California Department of Forestry and Fire Protection, through its sophisticated GIS mapping, produced fire maps showing the location of known historic and cultural sites for fire fighting teams. One remarkable feat was the "bombing" of the Montecito Adobe near Ramona with fire retardant chemicals while an inferno raced through the site. The historic building was saved. But other historic resources like the Sikes Adobe and the Old Adobe Schoolhouse were completely gutted.

San Diego County's preservation organization, Save Our Heritage Organisation (SOHO), is to be commended for its valiant efforts on the fire lines, as well as for creating a central website (<http://sohosandiego.org/main/fires.htm>) where agencies and the public can post information on which historic structures have been lost or saved. SOHO's site assessments began the first moment roads were opened and continue today as teams traverse off the beaten path to unsurveyed locations.

The California Office of Historic Preservation, along with FEMA, OES, CA Fires, and a host of preservation partners, provided a focused website—Wildfires and Historic Resources ([www.ohp.parks.ca.gov](http://www.ohp.parks.ca.gov))—as the fires raged through Southern California, to assist disaster responders, local officials, and owners of historic properties affected by this great calamity. In addition, we provided several experts to assist in the post-fire assessment of damaged historic sites, including several archeological sites, for counties, cities, and tribes. Efforts to mitigate potential harm to archeological sites continue as the rain season approaches. The Office of Historic Preservation will now be focusing on assessing the damage, accounting for the response to the fires, and providing guidance for the future.

Protection of the life and safety of others in a disaster always comes first. But it was clear that when fire fighters were informed of the need to save a historic structure, they responded in remarkable ways.

Now is the time to undertake the task of statewide surveys, GIS mapping, and protection criteria for cultural resources in high fire hazard severity zones. The need for a greater inventory base of historic and cultural resources, with full and immediate GIS capabilities, cannot be overstated.

Fires are finite.

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## Executive Director's Letter

By Cindy Heitzman

Where does the time go? At the end of each fiscal year I work with our bookkeepers, reviewing the income and expenses for the year, calculating, among other things, the number of volunteer hours donated to CPF. We often state that we cannot achieve what we do without the help of our members and volunteers. However, when I sit down to review those hours donated, the point is inescapable: over 300 people donate their time this past year to help us teach, organize and strategize. Every person who helps us puts us closer to achieving our mission.

You receive our newsletter because you have supported CPF. The articles in this newsletter cover a range of activities. On the advocacy front, we celebrate the City of Los Angeles' commitment to survey its historic resources and we decry the City's failure to landmark the Felix the Cat sign and showroom. We seek your support to help find a just solution to saving Johnnie's Broiler, the Paraiso Hot Springs in Monterey County and finding sustainable funding for the California Main Street Program. We enjoy unique places such as Heath Ceramics in Sausalito and along the way, view firsthand a threatened landscape, the Marinship District in Sausalito. New features, such as "10 Questions" bring a firsthand account from a range of people on the front line of preservation such as Claire Bogaard from Pasadena. We also want to get in a word or two about our regular activities such as our workshops, the Preservation Design Awards and the 2008 Conference in Napa, with a sneak preview of a conference study tour, the historic Charles Krug winery in St. Helena.

The newsletter is an account of our recent activities, unfortunately there is more than we can squeeze into 12 pages. CPF President Paige Swartley noted in the last newsletter that CPF stands for "communication, partnership and fundraising". We are striving to increase our communication with our members, focus on partnerships through activities on different fronts—education, advocacy and intervention—and fundraising. Without a strong fundraising effort, we cannot deliver our mission. And, of course, volunteerism is the umbrella that unifies all of these activities.

As 2007 draws to a close, we thank the many individuals and firms that stepped up and generously helped us this past year. The Board and Staff at CPF send our best wishes to you and yours for a joyous and memorable New Year.

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Buena Vista Cottage, demolished in November 2003

## Paraiso Hot Springs

By Ken Hinshaw

Four years ago, in November 2003, 18 historic cottages and houses were illegally bulldozed at Paraiso Hot Springs, a popular Victorian-era resort destination in southern Monterey County.

The calculated destruction of the old resort in the Santa Lucia Mountains west of Soledad was ordered by a Philadelphia developer in an attempt to expedite his plan to build a multi-million dollar Mission-style spa, replete with time-shares and condominiums.

Since then, County staff and the developer's attorneys have spent many months wrangling over the requirements of the Environmental Impact Report. One troublesome question looms over the project—How do you mitigate the un-permitted destruction of 18 historic buildings, including one designed by William Weeks for Claus Spreckels, the Sugar King, and another by Julia Morgan?

Early on when County staff proposed an interpretive photo display as mitigation, the developer balked at the estimated \$6,500 expense. This tightfisted response is worrisome in light of the major—and irreversible—loss suffered by the community.

Alliance of Monterey Area Preservationists (AMAP), the regional preservation advocacy organization, has criticized the demolition as an outrage and the photo display mitigation woefully inadequate. AMAP's Board envisions a very different approach: the creation of a county-wide preservation fund seeded by the developer. Such a fund would be used to support laudable preservation projects in an area rich in history.

AMAP is seeking guidance and support from CPF and the Western Regional Office of the National Trust as well as reaching out to other area historical and preservation groups in its efforts to find a just solution that would deter any future developer from destroying our historic buildings.

For more information, visit AMAP's website at [www.amap1.org](http://www.amap1.org).

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## Charles Krug Winery

By Naomi Miroglio  
Architectural Resources Group

In the spring of 2007, construction began on the much anticipated seismic strengthening job at the historic Charles Krug winery. The winery, located at the northern limits of St. Helena, California, is the oldest continually operating winery in the Napa Valley, and has been associated with individuals who have revolutionized California's wine industry since the 19th century. It was first established by Charles Krug (1825–1892), who is widely recognized as the most notable person in wine making in the early years of the wine industry in the Napa Valley and the first to make wine commercially in 1858. He operated the Charles Krug Winery from 1861 until his death in 1892. In 1943, Cesare Mondavi and his sons, Peter and Robert, purchased the site. The family revitalized the site, renovated the main buildings and brought innovations to the winery, such as experimentation with cold fermentation. The family and

their award-winning wines were instrumental in the growth of the wine industry in California in the 20th Century.

The two main structures built and used by Charles Krug, the Redwood Cellar, constructed in 1874, and the Carriage House, constructed in 1881, remain intact today. These two historic buildings are the focus of the seismic strengthening project being carried out by Architectural Resources Group, Degenkolb Engineers and Andrews & Thornley Construction. When complete, the Redwood Cellar will remain in use as barrel storage, and the Carriage House will be used for hospitality events.

The Redwood Cellar is a massive stone building measuring 160 feet by 160 feet, and was used as the main wine making facility when the winery was established. Constructed of native, local stone, this lofty masonry structure is actually two stories, with a mezzanine and multi-level attics. Though regular in footprint, each elevation is somewhat irregular, exhibiting differences in materials, window and dormer treatment and roofline. The metal corrugated roof is comprised of varying pitches and planes, with dormers, and capped by a highly decorative octagonal cupola. The original wall finish was a plaster finish over the stone, with painted score lines to imitate stone blocks.

The Carriage House, completed in 1881, is square in plan and measures approximately 80 feet by 80 feet. It is a two-story building, symmetrical in plan and elevation, with central gabled bays and a distinctive barrel roofed clerestory crowning the second floor.

The scope of the current project is seismic strengthening and exterior rehabilitation.

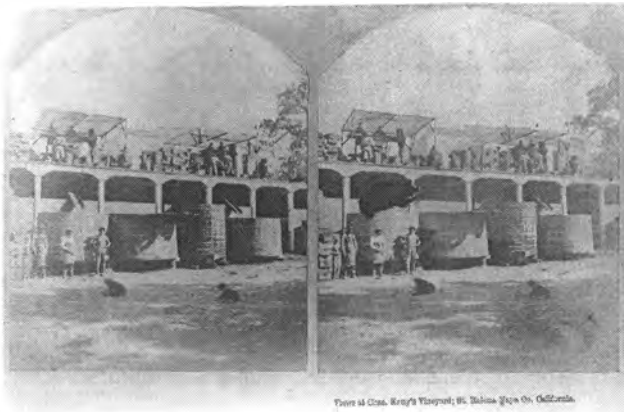
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Charles Krug Winery Interior Tanks



Redwood Cellars circa 1930s



Charles Krug Views circa 1900s

## Weaverville and Santa Monica Receive “Preserve America” Grants

By Paige J. Swartley, Esq.

The federal “Preserve America” program recently awarded grants to Weaverville and Santa Monica, two of California’s fifteen designated Preserve America communities. While both communities plan to use the grant funds to market their historic resources, Weaverville’s Gold Rush history in the Trinity Alps is quite different from Santa Monica’s history by the Pacific Ocean. Both places are well worth a visit.

### Weaverville “Marketing and Wayfinding Project”

Preserve America awarded a heritage tourism marketing grant to the unincorporated community of Weaverville (population 3,554), a Gold Rush town and the seat of Trinity County. The matching grant of \$28,754 will help fund marketing strategies to attract “accidental tourists” that pass through the area, promote heritage festivals and advertise exhibits at the Jake Jackson Memorial Museum. The 2006 Weaverville Revitalization Plan identified a need to entice area tourists to stop in historic Weaverville, and the grant will fund such “wayfinding” and “identity-building” pieces as gateway monuments, signage, a historic district walking tour kiosk and promotional banners.

Jeffrey Morris, Chairman of the Trinity County Board of Supervisors, is a strong supporter of Weaverville’s efforts to promote its heritage. As a fourth generation Trinity County resident whose grandparents were active in the Historical Society and other preservation efforts, Supervisor Morris believes that “our cultural resources are both a tourist attraction for visitors and a great legacy for our young people in this community—to give them a greater understanding of local history and a sense of place that so often is missing in much of today’s ‘sound byte’ society.”

Morris also offers great praise for the Weaverville Revitalization Committee, noting that it “has done great work to both move this project forward and to keep preservation and beautification visible within the community. We’re lucky to have so many talented residents within Weaverville.”

Local partners are matching the Preserve America grant in various ways. Trinity County applied for and will administer the grant; the Weaverville Revitalization Committee is providing volunteer service; the Trinity County Historical Society is providing volunteer service and data collection; the Trinity County Chamber of Commerce is contributing volunteer service and coordination; the Trinity County Resource Conservation District is providing heritage tourism promotion activities; and the University of California Cooperative Extension at Trinity County is contributing administrative support and heritage tourism promotion.



Santa Monica Pier merry-go-round, La Monica Ballroom, and Twin Racer roller coaster, circa 1930, photographed by Adelbert Bartlett. (courtesy of the Santa Monica Public Library Image Archives / Carolyn Farnham Collection).

Weaverville plans to complete project tasks by January 2009, but don’t wait until then to visit this wonderful community!

**History.** This small community on Highway 299 (a national scenic byway) has plenty to interest visitors. Founded in 1850, Weaverville has a historic district listed in the National Register of Historic Places. After a devastating 1853 fire, residents built twenty “fireproof” brick buildings that included iron shutters and doors and a foot-thick layer of dirt between the roof and ceiling. Eighteen survive, including the Trinity County Courthouse (circa 1856–57). Weaverville was also home to a historic Chinatown located south of town. Chinese residents sought to stave off future fires by constructing “rammed earth” buildings, two of which survive. The Weaverville Joss House State Historic Park features the 1874 “Temple of the Forest Beneath the Clouds,” the oldest continuously used Chinese Taoist temple (Joss House) in California. Performances of the Chinese Lion Dance take place there, and displays include art objects, pictures, mining tools, and weapons used in the local 1854 Tong War.



Trinity County Courthouse (1856-57), Weaverville; Photo: Mike Weininger, *The Trinity Journal*

**Heritage Festivals.** Local heritage festivals include the “Salmon and Heritage Orchard Festival” and the “Chinese Moon Festival.” The annual Salmon Festival includes living history demonstrations and a traditional salmon bake by local tribal members, while also featuring heritage orchards planted by gold miners and settlers. Bringing local history to life, the Chinese Moon Festival recognizes a holiday celebrated by Chinese miners.

**Jake Jackson Memorial Museum.** The Trinity County Historical Society operates the Jake Jackson Memorial Museum complex, which includes local artifacts; an extensive collection of rare firearms; the History Center with more than 4,000 photographs and portraits of early settlers; a barn featuring the restored 1860s Weaverville-Redding stagecoach; the Blacksmith Shop/Tin Shop; and outdoor displays of mining artifacts and relocated historic resources.

### Santa Monica Pier “100 Years in the Past, 100 Years in the Future”

The Preserve America program awarded a \$100,000 matching grant to the City of Santa Monica and the Santa Monica Pier Restoration Corporation to help fund a year-long celebration and marketing campaign promoting the Pier’s 100th Anniversary on September 9, 2009.

Roxanne Tanemori, city planner and secretary to the Landmarks Commission, explained that, “we are all very excited about this opportunity.” She noted that “staff collaboratively brainstormed about potential projects and felt the purpose of the Preserve America grant fit perfectly with the goals of the 100th Anniversary celebration for the Pier.” Several City departments jointly proposed the grant, including the Planning and Community Development Department, which administers the Landmarks program; the Housing and Economic Development Department, which oversees development of the Pier; and the Pier Restoration Corporation.

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*Preserve America, continued from page 5*

The Santa Monica Pier was the brainchild of Charles Looff, builder of Coney Island's first carousel in Brooklyn. Looff moved to Long Beach in 1910, and six years later started building the "Looff Pleasure Pier" in Santa Monica. His new venture offered attractions like the Hippodrome, a "California-Byzantine-Moorish-style fantasy" containing various carousels and Wurlitzer organs; the La Monica Ballroom; the now-lost Blue Streak Racer wooden roller coaster; and rides such as the Whip and Aeroscope. In 1987, the Looff Hippodrome became a National Historic Landmark.

The City assumed control of the Pier in 1953, but ordered its demolition in the 1970s. Residents did not take kindly to the news, and banded together to form the "Save Our Pier Forever" initiative, which sought to establish the Pier as a Los Angeles County Historical Landmark. In 1981, the City appointed the Pier Task Force, now the Pier Restoration Corporation, to manage the Pier and oversee restoration, including stripping the Hippodrome to its original framework and reconstructing it. The City Council adopted the Santa Monica Pier Development Program in 1988, which stabilized the Pier for continued use.

The Preserve America grant will fund various events and programs to celebrate the Pier's history, such as plays, parades, concerts, historic reenactments, environmental and interpretive displays, educational programs, expansion of the Pier's historic walking tour, and a small history museum on the Pier.

Ben Franz-Knight, Executive Director of the Santa Monica Pier Restoration Corporation noted that the Preserve America grant "was outstanding news to kick off our 100th Anniversary plans. It's an honor to be recognized for the work we're doing on our 100th Anniversary events, and this funding will go a long way in making sure that this program is worthy of our Pier's 100-year history, and that it features the caliber of events that our residents and visitors both expect and deserve."

The historic Santa Monica Pier, open every day of the year, welcomes more than 4 million visitors annually with free admission. Piergoers can enjoy rides, games, fishing, eateries, an aquarium, vendors and street performers, music, cultural events and panoramic views of the Santa Monica Bay coastline. Mark your calendars for the big 100th Anniversary bash on September 9, 2009!

*Preserve America grants are available in five project categories: research/documentation, interpretation/education, marketing, planning, and training. To apply to be a Preserve America community and become eligible for grants, access the application form at <http://www.preserveamerica.gov>. Four application and designation cycles occur annually: March 1, June 1, September 1, and December 1.*

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Main Street, Weaverville; Photo: Mike Weininger, *The Trinity Journal*



## Threatened California Resources on World Monuments Fund's Watch List of 100 Most Endangered Sites

By Paige J. Swartley, Esq.

For more than 40 years, the nonprofit World Monuments Fund (WMF) has helped save hundreds of endangered architectural and cultural sites around the world. Every two years an international panel of experts in archaeology, architecture, art history and preservation produce the Watch List of the 100 Most Endangered Sites worldwide. According to the WMF, "this year's list highlights three critical man-made threats: political conflict, unchecked urban and industrial development, and, for the first time, global climate change."

**Announced in June, the Watch List includes the view from The Salk Institute for Biological Studies in La Jolla, California (featured in the Spring 2007 CPF newsletter), Historic Route 66, and "Main Street Modern civic buildings of American towns."**

The historic Salk Institute, designed by Louis Kahn in 1959, landed on the list because the placement of proposed development "would partially obscure and thereby destroy the iconic view of the Pacific Ocean from the courtyard, recognized as the most significant feature of the landmark property."

Echoing the National Trust's listing of Historic Route 66 Motels on its 11 Most Endangered Historic Places list, the WMF notes that "once the only year-round route to the West Coast," Route 66 "evolved into an iconic getaway route, dotted with whimsical architecture and amusements as the American road trip became a rite of passage. Now a pilgrimage route for modern travelers, the beloved sites along Route 66 are deteriorating and need protection."

The WMF also considers "Main Street Modern" architecture in the United States to be endangered. "Once symbolizing ideals of progress and democracy, and the forward-looking philosophy of the post-War era, the civic buildings of American towns—libraries, schools, town halls—were designed in the Modern style. Now perceived as outdated or even old-fashioned, these buildings are being demolished at an alarming rate, putting an entire corpus of important architecture in America at risk of disappearing." California includes a wealth of Modern architecture, increasingly under threat from the wrecking ball.

WMF President Bonnie Burnham noted that, "the World Monuments Watch List is our best indicator of the pressures that face the field of heritage preservation. On this list, man is indeed the real enemy. But just as we caused the damage in the first place, we have the power to repair it, by taking our responsibility as caretakers of the world's cultural heritage seriously. So today we are sounding the alarm, using the World Monuments Watch List to demonstrate, through the vivid examples of beloved places around the world, the importance of working together to meet these challenges and join forces to protect our world's shared architectural heritage."

*To learn more about the World Monuments Fund and to review the complete Watch List, visit <http://wmf.org>.*

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## Cruising for Johnie's

### CPF Challenges its Members to Donate to Help Rebuild the Broiler

By Mike Buhler, Esq.

In the ten months since the demolition of Johnie's Broiler in Downey, members of the Coalition to Rebuild the Broiler have worked tirelessly to keep hope alive for the Google landmark. The coalition, an unlikely but dedicated group of preservationists, vintage car enthusiasts and students, has organized numerous community events, lobbied elected officials, produced a documentary, applied for grants, and faithfully attended each and every court hearing regarding the diner's illegal demolition on January 7, 2007.

Constructed in 1958 as Harvey's Broiler, the recombination coffee shop and drive-in restaurant was substantially demolished without permits, leaving only a portion of the restaurant's front façade and its distinctive signage—including the famous "Fat Boy" mascot. The wrecking crew worked without fencing off the property, completing asbestos abatement, or even disconnecting the electricity. After pleading no contest to three misdemeanor charges in October 2007, the property lessee, Ardu Yanik, was sentenced to three years' probation, a \$2,500 fine, reimbursement of \$4,600 to the city of Downey, and 15 days of community service work with Caltrans. A year-long development moratorium was also placed on the 90,000-square-foot site by the Downey City Council, which is set to expire on January 23, 2008.

In the Coalition's latest success, organizers of the Holy Ghost Cruise led hot rods, customs, lead sleds and vintage car enthusiasts on routes from Long Beach and Burbank into Downey on October 14th for a first-hand look at the demolition site. After circling and paying tribute, supporters met for a post-cruise party at the Nordic Fox restaurant that included a raffle, oldies tunes, and face painting by students from Warren High. The Coalition's "Save Harvey's Broiler" T-shirts nearly sold out, and a student from Chapman University amazed the crowd with a hand-built scale model of the Broiler on the bed of a classic pick-up truck.

Highlighting the evening was the premier screening of a new documentary on the former Harvey's Broiler, and petitions supporting Harvey's were circulated along with a call for

## Benefits of Membership

### CPF Members' Tour: Heath Ceramics and the Sausalito Marinship

By Cindy Heitzman and Steade Craig, FAIA

Traveling through the town of Sausalito would barely yield a sense of the history and industry that defined this San Francisco Bay community. The community has always been an area with vibrancy—from its origins as a whalers harbor, shipyard and later as a bohemian retreat. CPF members and their guests toured the industrial and waterfront district of Sausalito during the CPF "Members Only" tour of Heath Ceramics the Sausalito Marinship District.

The event began with a tour of Heath Ceramics, led by owner Robin Petravic and store manager John Ferris. Robin and John led the group through the facilities, describing and demonstrating the production of dinnerware and tile—from processing the clay to ceramic glazing.

"I had no idea this was here" was a comment frequently heard during our tour. Heath Ceramics has been producing classic modern handcrafted stoneware at the same location for over 50 years.

Edith Heath (1911–2005) founded Heath Ceramics in 1948. She became a defining influence of 20th American design by creating distinctive ceramic dinnerware and architectural tiles that were commercially unavailable at the time and is best-known for her pioneering glazes and clay bodies made to her own formulations with an avant-garde, minimalist look. Her work was influenced by the Art Institute of Chicago, Bauhaus artists, and also by Native American potter Maria Martinez

Her career was launched following her 1944 one-woman show at San Francisco's Palace of the Legion of Honor. The luxury gift store Gumps commissioned her pieces for sale, and her designs were an instant success, sparking a postwar demand for her dinnerware that captured the attention of Frank Lloyd Wright, who specified Heath dinnerware for some of his projects. Heath Ceramics products currently grace the tables of such restaurants as the classic Chez Panisse to the new, hip Ubuntu, located in the historic Kyser Lui Building in downtown Napa.



CPF members on the tour of Heath Ceramics

Top architects Eero Saarinen, Alexander Girard, William Pereira and the firm Skidmore Owings and Merrill, among others, specified her tiles in numerous landmark projects, which include the exteriors of Norton Simon Museum and the Yerba Buena Center in San Francisco.

She was the first non-architect to win an American Institute of Architects Gold Medal for her architectural tiles. Members of the architecture community embraced her work with much enthusiasm, including MOMA curator of industrial design Edgar Kaufmann, Jr., who included her work as part of the museum's permanent collection.

After lunch, the tour continued to the Marinship District for the Sausalito Wooden Boat Tour led by Victoria Colella with the Richardson's Bay Maritime Association. The Marinship represents the City's only industrial and working waterfront area with now mostly lost or hidden WWII shipbuilding works (a possible historic maritime landscape?). CPF members toured the Spaulding Boat Works and viewed the on-going restoration of the 122-year-old yacht Freda, believed to be the oldest sailing yacht on the West Coast.



A View of Freda

The Freda was built in 1885 in Belvedere, one of a class of broad-beamed, wooden sailing yachts from the early days of pleasure sailing on San Francisco Bay. The vessel is 52 feet long, and in its heyday, carried a gaff rig on a single mast.

The tour continued to other working wooden boat restoration operations but took a more somber tone, reflected by the day's wet weather, when the discussion turned to the future of the district. Victoria has kindly provided an informative article on the Marinship District, which follows this article.

#### Heath Ceramics

400 Gate 5 Road  
Sausalito, CA 94965  
415-332-3732  
www.heathceramics.com

#### Richardson's Bay Maritime Association

P.O. Box 1108  
Sausalito, CA 94966  
415-383-2279  
www.rbma.net

Amos Klausner (2006). *Heath Ceramics: The Complexity of Simplicity*. San Francisco. Chronicle Books.

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## President's Circle

The President's Circle is a group of committed preservationists who enjoy special recognition, educational opportunities and social activities while supporting the Foundation's endeavors. Current President's Circle Members include:

### Heritage Benefactor

Millie Mario, Ernest and Mildred Martha Mario Foundation  
Julius Shulman

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Simin Naaseh  
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Chris Wasney, AIA  
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Lucinda Woodward  
Loring A. Wyllie  
Nabih Youssef

• • • •

## Thanks for Renewing! Welcome New Members!

Members who joined or renewed between 9/1/07 and 11/30/07 are listed. If you have contributed since this time, your name will appear in the next issue.

Janice Allen  
Arlene Andrew  
Gene Ashdown  
Dennis Backlund  
Marvin & Bonnie Bamburg  
Ryan Bane  
Richard Barron  
Fari Barzegar  
Darby Bayliss  
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Paula Boghosian  
Ken Bracken  
Scott Brady\*  
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Todd duBois  
Ginger Elliott,  
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Ken Hinshaw  
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Linda Larson Boston  
Helene Lavelle  
Melissa Lawton  
Martha Lee  
Maria Burke Lia  
Los Angeles Public Library  
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Mark C. Manning  
Sapna Marfatia  
Alan Mark  
Marsha Maytum  
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Fady Zawde  
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\* President's Circle member

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Bill and Claire Bogaard

## Interview: 10 Questions with Claire Bogaard

By Cindy Heitzman and Steade Craigo, FAIA

**Claire Bogaard is a widely respected California historic preservation advocate, with experience at the local, state, and national levels. Originally from San Francisco, Claire worked for Pasadena Heritage and served as its Executive Director from 1981 to 1993. She was the energetic force that helped lead the successful campaign to preserve Old Pasadena, now a model for urban historic district revitalization.**

**Claire served as a member of the State Historical Resources Commission from 2002 to 2006, including Vice-Chair in 2006. She is a member of the Los Angeles Conservancy, the California Preservation Foundation, and has served on the CPF Board of Trustees. Claire was also a trustee and advisor of the National Trust for Historic Preservation.**

**For several years Claire has been a trustee and an officer with Heritage Housing Partners (HHP), created by Pasadena Heritage in the late 1990s. HHP is a non-profit organization that promotes affordable housing and neighborhood revitalization through the rehabilitation of historic buildings and the construction of new residences.**

### Questions:

**1. How did you become involved in historic preservation?**

I became involved in historic preservation through the Junior League in Pasadena. At that time, Junior Leagues across the country were involved in a number of historic preservation projects. In Pasadena, we quickly recognized the need for a local historic preservation organization to speak to our architectural legacy. John Merritt (former CPF Executive Director) was working in Pasadena at the time and encouraged us to create Pasadena Heritage in the

mid 70s. It came at a time when a number of historic buildings in Pasadena were slated for demolition.

**2. You have been involved in historic preservation efforts at the local, state, and national levels. This experience provides you with a rare broad perspective of historic preservation issues. What do you see as the top two primary challenges confronting historic preservation efforts at both the local and state levels in California?**

I see a number of challenges. Property values are so high in California that it is difficult for historic preservation organizations to purchase historic buildings. In turn, investors want to develop their properties—historic, or not—to the highest and best use. As we all know, conflicts often result. As well, many people moving in or already living in California do not recognize the value of our built environment. Many newcomers to the state do not understand the value of our recent past. They can relate to a 200 year old building in Connecticut, but do not relate to modern buildings in California. We have a very diverse population in our state, which brings its own set of challenges. Education is still a very important component of preservation in California.

**3. Providing affordable housing has been and remains one of the great challenges in the United States. How do you suggest that historic preservation can play a greater role in providing affordable housing and meeting the needs of an increasingly diverse and expanding population in California?**

It is a great challenge in our state with such high property values. We must work harder with our municipalities to save existing affordable housing, particularly multiple units. I would like to see the historic preservation community work with lenders and foundations at the state and local levels to create a "user friendly" source of funding for affordable housing, including both single family and multiple units.

**4. You and your husband, Bill Bogaard, a third term Mayor of Pasadena, have a successful public partnership. Do you think that a successful local heritage effort and a successful municipal government can be achieved when each share similar goals for both the city and the residents?**

Yes. For example in Pasadena, it is much easier now to work in the historic preservation arena than it was 25 years ago. That is not to say that the City agrees with everything the historic preservation community advocates. It is easier now because the preservation ethic is strong in Pasadena. The City Council recognizes, even if the individual council members do not agree with the preservationists, that the preservation view needs to be considered. The success of Old Pasadena has really helped the cause of historic preservation because the City Council sees the tangible benefits of sales tax, increased revenues, tourism, and other rewards for the City.

**5. How do you suggest that this kind of joint effort between local government and historic preservation is best accomplished?**

I believe in grassroots efforts and see the benefits of building a strong membership base.

*continued on page 10*

## Call for Articles!

Do you have a topic or story you would like to share with the preservation community? Are you involved in a project that would be of interest to our readers? If so, we'd love to hear from you!

The California Preservation Foundation is accepting article submissions for its newsletter. Features and in-depth articles are welcome, especially those dealing with:

- Local preservation efforts
- Trends in historic preservation in California
- Architects and builders of California
- Techniques and technology in Preservation
- Dedicated preservation volunteers
- Site histories
- Preservation-related legislation or legal decisions
- Reviews of books or other resources of interest to the preservation community.

You can also make Viewpoints & Spotlights submissions, such as:

- Why you joined CPF and why preservation is important to you
- Why your historic neighborhood is special
- What your favorite landmark is and why

If you are interested in writing for California Preservation, please send an email to [cpf@californiapreservation.org](mailto:cpf@californiapreservation.org) describing your idea for an article. Be aware that articles should run no longer than 300–500 words and that all submissions are subject to review by the editorial team. Photographs are encouraged.

♦ ♦ ♦ ♦

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or call 415 495-0349

*Bogaard, continued from page 9*

Members should be encouraged to participate in municipal affairs, whether serving on a commission, a committee, or serving on the City Council. Members really count! Pasadena Heritage is the largest membership-based organization in Pasadena and that fact is not lost on the City's decision makers.

**6.** *Claire, news articles have described you as a "heritage activist" and "community activist" in Pasadena. What advice do you have for beginning community and heritage activists?*

It is so important to build membership, recruit volunteers, host tours, provide educational forums and lectures. It is important to remember to have fun too! The Colorado Bridge party is a signature event for Pasadena Heritage and thousands of persons attend each year. One should not forget to offer low cost events for families to encourage their participation.

**7.** *What will be the greatest challenges impacting historic preservation facing these activists?*

The greatest challenge is finding younger people who have the time. Today, there are so many pressures on young families who do not often find the time to volunteer or to be involved in the community. Engaging the ever-changing diverse population of this state is another challenge.

**8.** *And where do you expect new historic preservation or heritage activists to be found?*

We need to develop and to continue with serious outreach programs. I believe that the key is to take the message of historic preservation into the neighborhoods.

**9.** *What other community organizations do you actively support and why?*

At this point in my life, I don't have as much time as I would like to devote to other activities. I wish I were more involved with parks and open space. I would like to see the Preservation Movement more aligned with the Environmental Movement. Though seen as different to some, I believe the two are very much connected.

**10.** *Earlier we mentioned that you have been described as a Heritage Activist and a Community Activist. How would you describe yourself and why?*

I still find myself operating as a community or neighborhood activist – a role that I enjoy. I still hear from neighbors about a variety of problems. Recently, a neighbor approached me for help because a private club was planning to demolish a historic home to create a parking lot. Another neighbor came to me to help preserve the historic setting of a school. Generally, if we can pull together a group of neighbors who are willing to meet and discuss a variety of solutions, there will be a successful resolution of the controversy.

Thank you!

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*Save the Date, continued from page 1*

- In the Field with Tax Credit Rehabilitation
- Mare Island

Also not to be missed are the traditional Conference **Special Events**, which will take place in some of the Napa Valley's most historic and stunning locations. 2008 event venues include the Napa Valley Opera House, COPIA, The Culinary Institute of America, Beringer Vineyards, Spottswoode Estate Vineyard and Winery, and the Napa Native Sons Hall.

Conference headquarters will be located at the **Embassy Suites Hotel Napa Valley**. Rooms are now available at a discounted rate of \$169 (double), \$189 (triple), and \$209 (quad) for the nights of April 22, 23 and 24. For the nights of April 25 and 26, rooms are available at \$234 (double), \$254 (triple), and \$274 (quad). Please note that every guest room is a suite, with a *separate bedroom and living room*—perfect for sharing! Also, your room reservation includes *complimentary breakfast and happy hour each day*. Call (707) 253-9540 or (800)-Embassy to make your reservations and be sure to reference group code "CPF."

**Want to get involved?** There are a number of ways you can contribute to this exciting conference:

#### **Volunteering**

In addition to the great feeling you get from dedicating your time to a worthy cause, we offer great benefits in exchange for your volunteer time at the Conference. Volunteers may attend the Conference Educational Sessions and Plenary Session for FREE, based on the number of hours volunteered.

#### **Donating to the Auction**

Donate an item! Past items have included artwork, antiques, gift baskets, wine, memorabilia, and gift certificates for restaurants, hotels, or tours. The proceeds provide critical support for the Foundation's statewide educational and advocacy programs.

#### **Sharing Three-Minute Success Stories**

Three-Minute Success Stories are a tradition stretching back to the 3rd Annual California Preservation Conference in 1978. While performances run no longer than three minutes and humor is highly encouraged, the program is also an excellent opportunity for preservationists to showcase local successes before a statewide audience.

#### **Sponsoring**

Showcase your company's commitment to preserving California's diverse cultural heritage and historic places by providing financial support. Benefits include statewide recognition, advertising, networking opportunities and complimentary registrations.

#### **Exhibiting**

The Preservation Practice & Products Exhibit Hall will feature 20+ businesses and organizations that provide valuable information and resources to Conference attendees. This is a rare opportunity to present your work to the state's largest gathering of professionals and interested parties.

#### **Program Book Advertising**

Your advertisement in the 2008 Preservation Conference Program Book, a quality 8 1/2" x 11" beautifully designed publication, is an exceptional opportunity to reach a large statewide audience. The Conference Program Book is used by all attendees, and includes a complete list of Educational Sessions, Mobile Workshops, Tours, Events, Exhibitors and other activities of the Conference.

For more information, or to register, please contact Carolyn Eisen at (415) 495-0349 or email [ceisen@californiapreservation.org](mailto:ceisen@californiapreservation.org).

Volunteer Applications, Auction Donation Forms, Three-Minute Success Story Applications, Sponsor Forms, Exhibitor Space Reservation Forms, and Program Book Advertising Space Reservation Forms are all available online at [www.californiapreservation.org](http://www.californiapreservation.org).

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## **Mission Statement:**

*The California Preservation Foundation provides statewide leadership, advocacy and education to ensure the protection of California's diverse cultural heritage and historic places.*

Charles Krug, continued from page 4

Interestingly enough, this is not the first time these buildings have been upgraded. When the Mondavi family purchased the property in 1942, they carried out structural improvements on what were reported to be extensively deteriorated buildings. A component of the structural improvement was application of 2½ inches of cementitious gunite coating over a wire mesh applied to both the interior and exterior surfaces of the stone walls at both buildings. In addition, interior columns and beams were repaired and reconfigured to allow for large tank storage, common practice in that era. The gunite treatment remains in the current structural strengthening scheme, and has been supplemented by improvements to the floor and roof diaphragms, as well as concrete bond beams and shear walls. Interior shear walls have been kept to a minimum in order to retain the wide-open character of the original winery. In addition, interior column grids have been returned to their original configurations.

The primary challenge of the exterior rehabilitation is dealing with stone deterioration issues related to the gunite system applied in the 1940s. The stone utilized in the original construction is native stone, a volcanic tufa, and is common throughout the valley. Since the original construction consisted of stone rubble walls with a plaster finish coat, exposed stone was limited to the arched door and window surrounds, as well as large stone quoins at the corners of the buildings. When the gunite was applied, it was applied over the plaster surface, but the stone details remained. The density of the gunite surface is greater than that of the original stone, and over the years since its application it has caused concentrated water evaporation and resultant deterioration in the stone elements. This has resulted in erosion of the stone surface, cracks, and spalling. In an effort to improve this situation, narrow relief joints are being cut at the edge of all gunite/stone interfaces, and lime mortar installed, to encourage evaporation in this joint. Stone repair is being carried out including Dutchman repair utilizing stone removed from the walls for bond beam work.

When the structural work was carried out in 1943, a large building was attached to the southern side of the Redwood Cellar. This building prevented access to install the gunite treatment on the exterior face of this wall. At present, the south elevation appears closest to the building's original condition, a stone façade with a plaster coating. Much of the original plaster has weathered away except below the eave where it is evident that it was painted to imitate scored stone. This wall is being preserved in its current condition.

Construction on the Redwood Cellar and Carriage House is slated for completion in the spring of 2008. As the Mondavi family continues stewardship on this significant historic site, they insure that it will remain for future generations.

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WWII ship launch and buildings now serve as shop space for local maritime trade

## Sausalito—Wooden Boat Building, Maritime Arts and Industry Merge with WWII Wooden Ship Ways and Buildings

By Victoria Colella  
Public Relations Chair, Richardson's Bay Maritime Association

Light streaks through the peaked ceiling of Spaulding Boatworks, referred to as Sausalito's *Cathedral of Wooden Boats*. Here the restoration of the oldest wooden sailing yacht west of the Mississippi is underway. Just around the corner is the Arques Shipyard, heart of the Marinship District where the World War II Big Ships were assembled. Standing atop the last two existing WWII ship ways in the Bay Area puts you in touch with the enormous war effort that took place here. 70,000 men and women arrived in Sausalito to produce 93 Liberty Ships, oilers and tankers between 1942-44. A closer look amid the historic structures on this site reveals little wooden boat shops, maritime artists, mechanics, engineers and crafts people rubbing shoulders with heavy industrial maritime businesses still utilizing the original wooden ways to refurbish ferryboats and build new floating homes.

For those who accompanied me on the **Sausalito Wooden Boat Tour**, November 10th, you have experienced the rich and fragile nature of this community, which has been teetering on the edge of extinction for the past 50 years. With the destruction of the *Sausalito's Boat Builder's Co-Op* in 1998, the **Richardson's Bay Maritime Association (RBMA)** was brought into existence.

The RBMA, founded by Barry Hibbin, Charlie Merrill and Cameron Dorsey, recognizes the importance of the Bay's maritime industries and traditions and is dedicated to protecting and promoting this heritage and history. Some RBMA projects include an on-going lecture series and working water-



Graduates of the Arques School of Traditional Boatbuilding utilize old ways as a shop to carry on Sausalito's tradition of wooden boat building

front workshops, commissioning the building of a Swampscott rowing and sailing dory in honor of founder Charlie Merrill, the Port Baker Report given to the NPS concerning Horseshoe Cove, the Charles Van Damme paddlewheel and smoke stack restoration, and plans to establish a nautical museum, library and resource center.

Huge challenges lie ahead. The Arques Shipyard, which was once protected, is now exposed for development. Is it possible to keep Sausalito's heritage and history intact under pressure? With the recent destruction of the shipwright's park (aka Verna's Victory Garden) and current business focus within the political body, we have lost some ground, but our resolve is steadfast. This historic site deserves a proper designation so we can save what we have and revitalize the living history that is Sausalito. Could this property be acquired as part of the national park at Fort Baker? Imagine a California version of Mystic Seaport, Port Townsend or Center for the Wooden Boat. We invite your support and participation as we move forward to protect this important part of California's heritage.

The RBMA is a 501(c)(3) and all donations are tax deductible. Address: RBMA, PO Box 1108, Sausalito, CA 94966. Telephone: (415) 332-7447 Website: [www.rbma.net](http://www.rbma.net)

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January 15, 2008

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**33rd Annual California Preservation  
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April 23–26, 2008

Napa, CA

**California Environmental Quality Act  
(CEQA) Workshop**

February, 2008

Davis, CA

**Historic Resource Surveys Workshop**

February, 2008

Davis, CA

**California Main Street Meeting**

February 25–27, 2008

Sacramento, CA

[www.ohp.parks.ca.gov](http://www.ohp.parks.ca.gov)**Modern Architecture Workshop**

March 7, 2008

Palm Springs, CA

*Johnies, continued from page 7*

Downey City Council to move forward with a local preservation ordinance.

With the building moratorium set to expire, the Coalition is now focused on a community design charrette to explore options for the Broiler. These concepts will be crucial to demonstrating the feasibility of reconstructing Johnie's as part of any future development proposal for the site, and will also inform alternatives under the California Environmental Quality Act.

With over half of the charrette's \$10,000 cost already raised, including a \$3,000 grant from the National Trust for Historic Preservation, the California Preservation Foundation has pledged to match donations from its membership dollar-for-dollar up to \$1,000. That means the more you give, the more CPF will contribute towards the charrette!

To send in your donation, mail a check, payable to "CPF," to the California Preservation Foundation Office. Please remember to note on the check "For Save Johnie's". We will publish an update on Johnie's and the results of our fundraiser in a future issue of *California Preservation*.

For more information, visit  
[www.johniesbroiler.com](http://www.johniesbroiler.com)  
or the LA Conservancy website  
[www.laconservancy.org](http://www.laconservancy.org)

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