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## Heritage Action Steering Committee

Following intensive sessions on legislation and lobbying at the State Conference in Sacramento, efforts were made to mould participant enthusiasm into action. With bills taken from Heritage Task Force recommendations already moving through the legislature, a lobbying strategy was imperative.

The "Heritage Action Steering Committee" quickly took shape with six groups joining energies:

The California Committee for the Promotion of History (Jim Williams)  
The Society for California Archaeology (Dave Frederickson)  
The National Trust Western Regional Office (Bill Frazier)  
The California Conference of Historical Societies (Bill Burkhart)  
The California Preservation Foundation (Bill Sugaya)  
The Committee on Folklore in the Public Sector (Steve Becker)

The Preservation Committee of the AIA, the California Historical Society and California Association of Museums are cooperating in lobbying efforts but have yet to decide their role in the Steering Committee.

Each group is attempting to raise \$1000 to fuel a three-month campaign, lasting through the current legislative session. A coordinator, Kathy Les, has been hired to set up a central contact point in Sacramento, and the groups are designing "alert" networks for each organization. Advice, information, guidance and participation are coming from the California Heritage Task Force, Office of Historic Preservation and from staff of Senator Milton Marks (R-SF) and Assemblyman Sam Farr (D-Monterey), the authors of current Task Force bills.

The Legislative report (see page 4) provides the latest information on the status of the various bills, but Heritage Action Steering Committee energies have already contributed to some favorable progress:

- \* Director Briner's effort to cut six staff positions from OHP was almost fully reversed, with four positions restored in the final budget.
- \* Innumerable calls and letters have followed from Steering Committee alerts on the budget, AB 3952 (Farr) ACA 69 & AB 3945 (Farr) and Prop. 18 (Park Bonds Act), passed by the voters in the June election.
- \* The campaign to support passage of SB 1252 is in full swing.

The Steering Committee is a necessity for quick, concerted action. The approach is also an experiment in coalition politics, bringing together groups representing a broad range of interests under the "Heritage" rubric. After the Legislature recesses (Labor Day weekend) the committee members will gather to evaluate the experiment.

The California Preservation Foundation is asking for contributions to the Heritage Action Steering Committee and has gotten immediate support from Pasadena Heritage, Berkeley Architectural Heritage Association, Claremont Heritage, Hollywood Heritage, Oakland Heritage Alliance and the Los Angeles Conservancy. Fundraising continues and your donations - not tax deductible - should go to Heritage Action Steering Committee, P.O. Box 162651, Sacramento, 95816.

## Fresno Battles to save Landmark

Preservationists and City Council members in Fresno are joining forces in an attempt to save the old Sun Maid Plant, "the biggest seeding plant and packing house in the world." Construction on the 3-story structure started in March, 1918, and the \$350,000 project was completed by October. The new central seeding plant, containing over 400 tons of reinforced steel and supported by massive columns, encompassed 187,000 square feet illuminated by 13,856 panes of glass. With the construction of adjacent facilities in the 1920s, the plant could receive, stem, grade, sterilize, and pack 2,000,000 pounds of raisins daily. By 1931, it was considered to be "the greatest dried fruit manufacturing plant in the world" and the beautiful Sun Maid girl had become an internationally recognized advertising trademark.

While the raisin industry had helped make the San Joaquin Valley the "Garden of the Sun" and contributed to Fresno County's renown as the nation's richest agricultural producing county, the Sun Maid plant fell on hard times. After moving its operations to Kingsburg in the mid 1960s, Sun Maid sold the plant in 1973 to the Southern Pacific Development Corporation.



However, the historical significance of the plant had not been overlooked. Architect William E. Patnaude, in a survey of Fresno's historical resources, had described the complex as "very interesting structures which are very strong in form and texture," and "the equal of any industrial buildings of their period in the state," and worthy of National Register status. In early December, 1979, the Fresno Historic Preservation Commission of the City of Fresno recommended that the Sun Maid Plant be placed on the local register of historic places. Having accepted most of the commission's earlier recommendations, the City Council, facing a strong protest from the Southern Pacific Development Corporation, voted 4-3 against the designation in 1980.

Little more was done until 1983. In May of that year, the Fresno Bee ran a story on the "Sun-Maid Plant: Preserve or Redevelop." A local preservationist was quoted as praising Southern Pacific's cooperation in the rehabilitation of its old Fresno depot and expressing hope that the corporation might take advantage of federal tax advantages to do something with the old raisin plant, but the article indicated that the owners had little interest in rehabilitation. Noting that the upper floors of the building had been condemned and that the complex was "a real danger",



# CALIFORNIA PRESERVATION FOUNDATION

## President's Report

### Voices in the Wilderness

The May, 1984 issue of Sunset magazine carries a special report on "Wilderness in the West". The cover story points out that 2,700,000 acres of California's land, about 2.7% of the state's 100 million acre surface, is designated as wilderness area -- all of it on federal land. The Wilderness Act of 1964 identified a dozen or so wilderness tracts in California, plus similar areas in other states, as a national treasure, called by Sunset "a disappearing part of America's heritage." Sunset points out that:

"The act neither expanded federally owned land nor required any purchases, but it did direct that some wildlands be left alone. It and subsequent legislation launched a search for wilderness candidates throughout federal lands -- an enormous task. The intent was to end piecemeal wilderness planning and to ensure a meaningful legacy for generations to come."

My point in describing this Sunset article, and the issues that it raises, is to remind you that there are several elements to the preservation of our heritage. The conservationists, pushing for added wilderness land designation, want to preserve the natural environment. They face challenges from people who have other ideas as to the "best" use of the land. We preservationists, concerned for the built environment, may have strong sympathies with conservationists in their efforts, but we see some of man's designs and products, especially structures, as also being an important part of our heritage.

We, too, have been aided in this effort, by federal legislation -- particularly the National Historic Preservation Act of 1966. (Appendix C3 of the Report of the California Heritage Task Force describes the federal and state legislation influencing our historic preservation efforts.) But the situation with the built environment is substantially different from the problems faced by the conservationists.

1. Control over the use of the sites, typically through zoning regulations, is exercised through local jurisdiction of city and county governmental units.
2. The resource that "wants" to be preserved may be owned by the governmental unit, but, more likely, is owned by an individual who cherishes private property rights.
3. With conservationists, the land is sufficient reason for preserving it; in historic preservation, the issues are more complex -- old isn't enough.
4. The "ravages of time" -- weathering, flood, earthquake, hurricane, etc. -- enhance the value of wilderness, while they depreciate the value of structures.

These examples are only a few of the distinctions that can be drawn between conservation and preservation, but they point out that we have some complex issues to deal with at the local, county, and state government levels. They also point out the need for historic preservationists to work together -- at the state level, to create a favorable climate for private preservation efforts; to seek enabling legislation that will encourage local and county governments to preserve structures under their control; and to promote a "preservation ethic" that will encourage the citizenry to support these efforts -- and locally, to con-

vince community leaders that historic preservation matches our strong conservation commitment.

As a backpacker, I heartily endorse conservation of natural resources. As an urban citizen, however, I see the same need where I live. As an economist, I also see the common thread of "value" that ties preservation and conservation together. An item has positive value if it makes us wealthier than we would be without it. Both conservation and preservation do that for me - - how about you?

James P. Stickels, Ph.D - President

## CPA-CPF Merger Completed

### ONE BIG UNION IDEA PREVAILS

The California Preservation Foundation took over the public policy function of Californians for Preservation Action after long study and submission of the question to the full membership. The nearly-unanimous vote of the members confirmed actions recommended by both boards and, as of April 15, sealed the bargain. With all operations joined officially as of July 1, 1984, the California Preservation Foundation -- newly constituted -- will meet in Santa Rosa July 14-15 to complete the reorganization. Any member will receive the Foundation by-laws we now operate under simply by requesting them.

### ELECTIONS HELD

A recommended slate of board members was published in our April newsletter and elections were held, April 30th, at our Annual Dinner meeting. With two additional nominations made by petitions signed by at least 20 members, the slate was approved unanimously and the newly-elected Board of Trustees' names appear on the back page of this newsletter.

### THE NEW TRUSTEES

The slate recommended to the membership consisted of sixteen people, all of whom previously served either on the board of CPA or were Foundation Trustees. New Trustees elected may not need any additional introduction but we will provide some background for you:

DAN HUMASON, from Hanford, is a realtor and developer who was featured for his restoration of the Hanford Theatre in our last issue. Dan has been the major force in forging the special public/private partnership responsible for making Hanford the primary preservation success story in the Central Valley.

BILL SUGAYA, from San Francisco, is a planner and long-time preservation professional. Formerly Director of the National Trust Western Regional Office and now a consultant, Bill most recently co-authored the Heritage Task Force "Tourism Study" and was responsible for production of the State of Arizona "Cultural Resource Management Plan". Bill is known and respected throughout the West.

### A FINAL NOTE ON A BIG LOSS

Our two new Trustees are incredibly fine recruits and will bring great talent to the Board. Unfortunately, Claire Bogaard of Pasadena chose not to stand for election. Claire, a founder and now Executive Director of Pasadena Heritage, is a bonafide national leader in the historic preservation movement. One of her new jobs is to assist her husband, Bill, who is now the Mayor of Pasadena. Claire was a great steadying force on the Foundation board this last year and she made a lasting contribution. We will miss her wit and wisdom at meetings but know other priorities intervene.

## State Conference Highlights

### STATE CONFERENCE PROMOTES POLITICAL AWARENESS AND ACTION

From the opening reception at the Crocker Art Gallery to the final event - "Breakfast with your Legislator" - the Ninth Annual State Preservation Conference in Sacramento delivered on its promise to better equip all of us for the need to get serious and get political.

Hundreds attended sessions designed to fully acquaint them with the considerations and conclusions of the Heritage Task Force. Social events, attended by Administration leaders and elected representatives, provided opportunities to meet and exchange views with people who make important decisions.

Keynote speaker Bill Bogaard, Mayor of Pasadena, set the tone perfectly, pointing out the critical role preservation played in Pasadena's revitalization strategy. The Mayor stressed the need for local initiative but also documented the important role of external assistance, state enabling and federal programs in his city's astonishing success story.

Sessions on tourism, preservation education and cultural resource management provided some relief from the political theme of the conference - as did the numerous, well-planned evening events - but the final workshop on effective lobbying prepared everyone to go home and get to work.

The California Preservation Foundation is very proud of the job done in Sacramento with a conference promoted as "political education." The subject focus proved difficult to sell but, in the Year of the Heritage Task Force, nothing else made sense.

We are glad you came, know you learned something, and hope you had fun. We are grateful, too, for the help of hundreds of people in Sacramento who pitched in to make it all possible, particularly the members of our two cosponsors - Sacramento Heritage and the Sacramento Old City Association. See you next year.



The "Breakfast with your Legislator" crowd

## 1984 Preservation Award

At its Annual Dinner Meeting - held yearly in conjunction with the State Conference - the California Preservation Foundation presented its yearly Award to one of its own, Dr. Knox Mellon who recently retired after more than eight years of service as our State Historic Preservation Officer. Knox joins some impressive company in receiving this award; the 1982 Oakland recipient was Senator Milton Marks and 1983's recipient in Orange was Senator John Garamendi.

Knox, as SHPO, really defined the nature of the job and established credibility for preservation in this state for the first time. He built the office to the

staffing level we expected, created opportunities for his staff to grow and enlarge the program, and served as preservation's ambassador to interest groups in California who, previously, had not recognized the values we promoted. The choice of the 1984 Award winner was probably never in question; Knox Mellon gave us a great deal over eight plus years and CPF was not about to let his record of accomplishment go unnoticed.

## CPF Design Awards

Eight historical preservation building projects received design awards in three categories in a statewide design competition sponsored by the California Preservation Foundation. The awards recognize exceptional projects in the area of building restoration, rehabilitation or adaptive reuse.

This second annual Awards Program was held April 27, 1984 at the Crocker Art Museum in conjunction with the opening ceremonies of the 9th Annual California Historic Preservation Conference. Mr. Whitson W. Cox, FAIA, State Architect, Chairman and juror of the Awards Committee, made the presentations. Co-jurors were Mr. James M. Harris, FAIA, Tacoma, Washington, and Mr. Dan Peterson AIA, Santa Rosa. Entries came from throughout the state and the projects were varied in nature.

Awards recipients were by category:

### Residential Awards:

Hanscom House, Berkeley  
Sheldon & Joan Baumrind, owners  
Peter W. Behn, AIA, Architect

Miller-Herriot House, Los Angeles  
Kristin Belko, owner  
Melvyn Green & Assoc. Inc., Structural Engineer

The Chambord Apartments, San Francisco  
Fred Simpson, The Bills Group, owner  
Marquis Associates, Architect

### Commercial Awards:

Britt Mansion, Los Angeles  
First Interstate Bank Athletic Foundation, owner  
Melvyn Green & Assoc. Inc., Structural Engineer

Restoration of Agoston Haraszthy's Press House, Sonoma  
Buena Vista Winery, owner  
Reiner Keller, AIA, Architect

Wheeler Row Restoration, Sacramento  
Wheeler Row Properties, owner  
McCabe-Herrlinger, Architects

Frizzell Hill Moorhouse Beaubois, Inc.  
Architects Headquarters, San Francisco  
FHMB Development Company, owner  
Frizzell Hill Moorhouse Beaubois, Architect

### Special Use Award:

Chapel Rehabilitation  
Dominican Convent Motherhouse Building, San Rafael  
Sisters of Saint Dominic  
Congregation of the Most Holy Name, owner  
Architectural Resources Group, Architect

The Design Awards Program has proved to be quite popular and competitive. CPF is studying the possibility of making this a separate program with competitions north and south. You will hear more information on this possibility in the next newsletter.

## In the Legislature--Sacramento

UPDATE - SUMMARY OF HERITAGE TASK FORCE BILLS

SB 885 (Marks) makes changes in the Marks Historical Rehabilitation Act to encourage wider use of the Act. Changes simplify the procedures required to establish a Marks Act program and increase flexibility by broadening uses for which the funds can be spent. Has successfully progressed to the Assembly Governmental Organization Committee where it will be heard after July 6.

SB 1252 (Marks) originally introduced at the request of the Office of Historic Preservation to codify the present functions of the Office. Will be amended to expand and strengthen the responsibilities of the office and the State Historical Resources Commission. Provisions include a stronger relationship between the SHPO, the Office and the Commission; recognition of the need for completion of the federally-mandated Cultural Resources Management Plan, broad enough to include architecture, history, archaeology and folklife elements.

We anticipate that it will be heard by the Assembly Water, Parks and Wildlife Committee during the week of June 25. As this bill is of highest priority, a major effort is being made for favorable passage including the use of California Preservation's contract lobbyists, Ternes - Houston, Associates.

SB 2260 (Marks) provides that when a conservation easement (including facade easements) is donated to a qualified organization, the donor will receive the appropriate reduction in property taxes. Has passed the Senate and will be heard next by the Assembly Natural Resources Committee on August 7.

SB 2264 (Marks) calls for a study to be made of the feasibility of an improved and expanded facility for the California State Archives. Additional space is urgently needed. Has passed on the Senate floor with a \$100,000 allocation.

SB 2321 (Marks) modifies the State Historical Building Code in an effort to bring about its wider use. The bill provides that decisions of the Historic Building Code Advisory Board would be printed; that permit applicants can also appeal; and that decisions of the Board shall be binding on local governments. Has passed the Senate and is tentatively scheduled to be heard by the Assembly Governmental Organization Committee on July 3. Has been amended and may face more changes.

ACA 69 (Farr) would allow work on qualified owner-occupied historic residential buildings to be exempt from increased property taxes if it was historically accurate or required by handicapped access or safety code requirements. As a Constitutional Amendment, ACA 69 will have to be approved by statewide vote. ACA 69 was approved in its first committee hearing in April and has passed the Assembly Elections, Reapportionment and Constitutional Amendments Committee. Currently pending on the Assembly floor.

AB 3945 (Farr) is the companion bill to ACA 69 which would enact the changes authorized if ACA 69 is approved on a statewide ballot. Passed Assembly Ways and Means on June 6 and is on the Assembly floor.

AB 3952 (Farr) would have placed the position of State Historic Preservation Officer (SHPO) in state law and made the position subject to Senate Confirmation. Did not pass first hearing in April, but its provisions are being re-drafted as amendments to SB 1252.

AB 3957 (Farr) makes changes in the Mills Act to encourage wider use of the Act. Changes ease the requirements of

property owners to participate in the program and establish a pilot program under which property owners could take advantage of the Act through the State Office if local governments do not. Passed first hearing in April, but died in Assembly Ways and Means on June 6. A rewrite is planned for the next session.

AB 3979 (Farr) would have established an administrative framework for a matching grant in aid program to assist local organizations such as museums, historical societies, historic records groups and preservation organizations. Did not pass in Assembly Water, Parks and Wildlife Committee in April, but Chairman of Committee has given his commitment to assist. A resolution instructing the Department of Parks and Recreation to develop the program concept and criteria and report back to the Legislature in December will be introduced by Sam Farr soon. Report will provide the basis for a new bill next session.

## The State Office Budget Crisis

As reported in our April newsletter, the State Office of Historic Preservation faced major budget cuts and the loss of six positions. After many meetings with preservationists and an internal study, D.P.R. Director Briner recommended the restoration of four positions.

Senator Milton Marks requested a legislative analyst study of the situation and the report demonstrated what we knew all along: OHP's workload is growing and there was no real justification -- budgetary or otherwise -- for DPR's cuts.

Senator Marks continued to argue for full restoration through budget hearings; a flurry of calls generated by the Heritage Action Steering Committee were directed at the Senate-Assembly Conference Committee on June 7 and 8. The Committee approved the restoration of four positions, but not six, and the battle will have to be renewed next year.

Passage of SB 1252 (Marks) becomes even more critically important. New directions -- and new obligations for OHP spelled out in SB 1252 should provide convincing arguments for enhanced staffing; but, asking more of fewer people seems to be the trend and we can expect another budget fight next Spring.

## Task Force Report Out in August

California Heritage Task Force Director Jim Jones promises copies of the Final Report will be in the mail by Aug. 1st. The "Executive Summary" is available and was distributed freely at the Sacramento State Conference in late April. The Final Report details findings and recommendations of the Task Force which worked furiously for 16 months to complete its job.

Copies will be sent to "every name and address I've accumulated over the last year and a half", Jim said, "the 2000 or so people who have expressed an interest". Additional copies in limited numbers will be given to key Task Force support groups -- Society for California Archaeology, California Conference of Historical Societies National Trust, California Committee for the Promotion of History and the California Preservation Foundation -- for further distribution.

As the Task Force "year" comes to an end we can look forward to a precedent-setting report but we want to commend all who participated and contributed to this incredible effort, most notably the Chairman, Roger Holt, who kept it on track and Jim Jones, the Executive Director, who kept it moving.

And where would we be without Senator Milton Marks and Assemblyman Sam Farr.

## Proposition 18 Passes

Congratulations, and a big thank you, are in order for Assemblyman Sam Farr of Monterey/Santa Cruz Counties. The Park Bond Act (370 million dollars worth of bonds), which Farr authored, was passed by the voters by a substantial margin. Farr's office was instrumental in formulating the "Yes on 18" campaign which resulted in favorable editorials from every newspaper in the state, save one.

Preservationists were particularly interested in Proposition 18 because of the first-time-ever specific set-aside of 10 million dollars for local preservation projects, a provision Assemblyman Farr wrote in at the urging of OHP, the Heritage Task Force and CPF. Guidelines prepared by the Office of Historic Preservation, have been written and approved and application details will be announced in the next newsletter.

## Special Studies

### TOURISM STUDY AVAILABLE

- \* Travelers spent \$25 billion in California in 1980.
- \* Nearly one million full-time jobs are directly or indirectly attributable to travel spending.
- \* Travel and tourism generate \$842 million in state tax revenues and \$371 million in local taxes.
- \* Surveys have shown cultural resources to be important factors in people's travel plans.
- \* Both Washington and Oregon have separate "preservation" supplements to their main tourism promotional material.

These and other facts concerning the relationship of "heritage" resources and tourism are contained in a new study sponsored by the California Heritage Task Force. Consultants Hisashi B. Sugaya of SUGAYAssociates, San Francisco and Paula B. Huntley of Sacramento have completed a study of a subject made timely by the Governor's proposal to increase the state's tourism promotion budget ten-fold to \$5 million and by several legislative bills aimed at further solidifying California's commitment to tourism development. Made possible through a grant from the National Trust for Historic Preservation, the study examines the importance of California's heritage resources to the state's travel industry.

The report, Heritage & Tourism in California, is being published by the National Trust as part of its Preservation Policy Research Series and is available from the Preservation Shops, 1600 H Street, N.W., Washington DC 20006. Publication #5049, \$5.00 plus \$2.50 postage and handling. 10% discount for NTHP members.

### RESEARCH PROJECT COMPLETED

California's Historical and Cultural Resources, by Consultant J. Laurence Mintier, summarizes information on the state's historical and cultural resources. The report describes the nature and size of California's stock of older and historic buildings, summarizes readily-available statistics on preservation organizations and activities, and reviews the few statistics and limited information on the economic, energy and social implications of preservation activities in the state.

The report was commissioned by the National Trust for Historic Preservation to provide background data for the recommendations of the California Heritage Task Force. It is available from the National Trust, Preservation Shops, 1600 H Street N.W., Washington, DC 20006. Publication #5049. \$5.00 plus \$2.50 postage and handling.

## Washington Briefs

Nellie Longworth, President of Preservation Action, reports that, as of June 19:

House Appropriations Subcommittee will "mark-up" the 1985 Interior budget on the 20th; the best guess is level funding for the states (\$23 million) and the National Trust (\$4.5 million).

There is less optimism that a \$12.5 million appropriation -- development grants -- will survive. This "bricks and mortar" money was to be similar to the \$50 million written into last year's Jobs Bill but would be a part of Interior's appropriation.

Conference Committee is now looking at the "Deficit Reduction Tax Bill" and the best guess is that there will be no change in tax credits available (there was talk of dropping 20% I.T.C. to 15% and 15% to 10%); she also felt the "adjustment" to basis provisions would remain the same but that depreciation would go to 20 years.

Dole and Pickle "tax-exempt use" provisions (see previous newsletters) will make matters far more difficult for public entities. Use of both public bonds and tax credits will be prohibited. Tax credits will also diminish if a public entity leases back a building for more than 20 years and intends to use more than 35% of the building (ITCs being withheld from that portion of the building in public use).

We will attempt to assess the impact of Congressional action in our next newsletter but, at this point, the damage appears to be less than we expected.

## GOA Report

The General Accounting Office reviewed the 1976-79 Tax Act record and reports in "Information on Historic Preservation Tax Incentives" the following:

- \* private sector involvement in preservation and rehabilitation was effectively stimulated.
- \* in a sample of 243 projects, a tax loss of \$1.3 million generated \$27.1 million in private investment.
- \* historic rehabilitations increased available rental housing units.
- \* program popularity was growing and SHPOs played a crucial role in effective administration.

G.A.O. also found that (1) the complexity of compliance caused some problems, and (2) facade easement donations were consistently overvalued. G.A.O. projects a much greater tax loss in the future, growing from an expected \$210 million in FY 1984 to a potential \$700 million by 1988 -- a problem for a Congress looking to reduce the deficit.

## Ainslie Leaves Trust

Michael Ainslie, President of the National Trust for the last four years, resigned to take the position of President and Chief Executive Officer of Sotheby's Holdings, Inc., the parent of the fine arts auction firm and other subsidiaries. Ainslie was well known to California preservationists, particularly in the LA and SF areas. His successor should be named sometime before the October Baltimore Conference.

(From: Sun Maid Plant, continued from page 1)

a spokesman for Southern Pacific argued that demolition and the development of a new industrial park would be "a better use with more jobs and more income and more revenue for the city."

A year later, the situation dramatically changed. On Wednesday, May 2, Fresno developer Steve Weil heard that Southern Pacific had taken out nine demolition permits for the old raisin plant. He quickly informed City Council Member Chris Peterson who in turn contacted his colleagues on the City Council. With strong support from the Mayor of Fresno, Daniel Whitehurst, Peterson persuaded the city attorney's office to file for an injunction to halt the planned demolition.

A public hearing was held before the City Council on May 8. While some of the preservationists present acknowledged a measure of sympathy for Southern Pacific's position in view of the Council's earlier vote against designation in 1980, all urged the City Council to seize the opportunity to save a major landmark. Fresno County Landmarks Commission member, Noel Kehoe, for example, after urging the Council not to let an outside corporation dictate what Fresno should save, introduced significant new information unearthed by architectural historian John Powell about Levon H. Nishkian, the consulting structural engineer for the Sun Maid plant in 1918. Powell had discovered that Nishkian was a prominent West Coast engineer whose projects included the Paramount Theater in Oakland.

On their part, the Southern Pacific representatives argued that they were not insensitive to historic considerations. They pointed out that Southern Pacific had donated more historic buildings to communities than any corporation in America. Admitting under close questioning from Council members Peterson and Karen Humphrey that they had not really pursued rehabilitation and intended only to level the site and put in streets and utilities so as to offer an attractive site to a potential developer, the Southern Pacific representatives countered that a \$320,000 demolition contract had been signed with a contractor. At the same time, the Southern Pacific representatives indicated they would be willing to sell the site to the City. Having listened to both sides, the City Council voted to reinstate the hearing process for historical designation.

At publication, the signs still look favorable. On June 5, shortly before the Planning Commission recommended designation, the City Council on a 5-2 vote made an allocation of \$25,000 for a structural assessment of the Sun Maid plant as well as a \$5,700 study grant with the Trust for Public Lands. At the time, Council member Peterson spoke of the building as "the very essence of what put Fresno on the map", and Council member Les Kimber indicated he was supportive of efforts to save the building "which fits so richly into the history of the valley."

On June 12, the City Council voted 5-1 (with one member absent) to include the Sun Maid Plant on the local register of historic resources. At this meeting, Southern Pacific had argued once again that the designation with its automatic six-month moratorium was the taking of their private property rights, that the building was not of significant historical value, and it was not economically feasible to reuse the facility. For the first time, they cited a preliminary opinion from a structural engineer (they had just retained) that the cost of rehabilitating the outer shell alone would be \$3.6 million. While preservationists in the audience once again supported saving the building, the strongest arguments for designation came from the City Council. Perhaps the most comprehensive statement came from Mayor Whitehurst. Having previously interrupted a Southern Pacific representative's description of the building as a "monstrosity" by noting that "monstrosity is often in the eye of the beholder", Whitehurst conceded that the case was one of "competing legitimate interests" and that Southern Pacific should not be criticized for the judgement they made as they had shareholders to protect. With Fresno growing rapidly,

preserving historic buildings "is important in maintaining a sense of our identity as a community." Whitehurst assured the audience that "we are very serious about finding a use for the property and to see that the community's interest is protected...."

Preservationists in Fresno are delighted that the city took the initiative to save the Sun Maid Plant from demolition and hope that this issue will encourage the development of a long range historic preservation program emphasizing historic districts, facade easements, and tax benefits in neighborhood and commercial revitalization.



The Mission Inn, one of our favorite buildings, may have another chance for a new life after sale.

## Riverside

Mission Inn enthusiasts are hopeful that this incredible piece of Californiana is, at last, to be preserved. The City of Riverside purchased the Mission Inn 8 years ago in a last ditch effort to save it from demolition. Public ownership and non-profit management failed to solve growing financial problems, despite major public subsidies.

In early June the City Council voted to sell the Inn to New York designer Dale Keller who paid a 3 million dollar sale price and committed 13 million to renovate the National Historic Landmark, all work done according to "the Secretary's Standards."

Keller's plans would convert the Mission Inn, now mainly rental apartments, into a luxury hotel with museum space provided for the large collection of the Inn's historic artifacts.

## Orinda

The battle to save the Orinda Theatre has reached the Contra Costa Board of Supervisors. A local developer's plan to demolish the Art Deco gem -- known to all who pass through Orinda -- was narrowly approved by the Planning Commission. Preservationists in Orinda and Berkeley are threatening legal action based on non-compliance with CEQA if the Supervisors approve the project to build an outsized office-retail complex.

## San Francisco

Remember the International Hotel? The I Hotel housed elderly Filipinos and was the center of a preservation battle in the North Beach/Chinatown neighborhoods some six years ago. Despite a temporary stay of a demolition order -- resulting in a now-famous photograph of a deputy pointing a revolver at a bulldozer -- the developers (Four Seas Corp. of Hong Kong) destroyed this National Register building. The site has remained vacant all these years and now the City of San Francisco is threatening to reclaim the site by eminent domain to force construction of -- you guessed it -- low-income housing for the elderly as part of a larger project.

## Protecting Coastal Resources

The California Coastal Commission, created by the Legislature to implement the Coastal Act of 1976, is responsible for maintaining coastal law within the zone until the 67 jurisdictions (cities and counties) have each developed a local coastal program (LCP). The Commission reviews both LCP planning documents for individual cities and counties, and also reviews for approval individual development requests in areas without a Commission certified LCP.

The California Coastal Act of 1976 contains specific policy language requiring the maximization of public access to and along the coast, encourages public recreational development, the preservation of marine and land resources, limits residential development and encourages coastal-dependent industrial development as well as port and marina development in appropriate areas. The Act does not contain specific provisions to prohibit the destruction of historic structures; and, thus, preservationists have argued that coastal law should be strengthened to preserve more of the State's past. However, the Commission's record on both planning and regulatory matters demonstrates that existing "Chapter 3" policies within the 1976 Act may serve to preserve historic resources, provided the resource has a constituency willing to work for its preservation.

There are three policies within Chapter 3 which pertain to historic resources. The Act has a specific policy which requires the preservation of archaeological and paleontological resources; Section 30244 of the Act states when such resources are found within a site proposed for development, reasonable mitigation shall be required to ensure the preservation of the resource area. Section 30251 requires new development to be sited and designed to be visually compatible with the character of the surrounding area, and, where feasible, restore and enhance visual quality in degraded areas. Section 30253 is the strongest provision which supports the preservation of historic resources that are important to a coastal community's past. This section requires new development to protect special communities and neighborhoods, which, because of unique characteristics, are popular visitor destination points.

From 1976 to the present, the Commission and its predecessor Regional Commissions have developed historic preservation policies to carry out the intent of Sections 30251 and 30253 to protect special coastal community character - "areas characterized by particular cultural, historical or architectural heritage that is distinctive in the coastal zone." In the land use plan developed for the Marin County LCP special policies were implemented to establish a Coastal Preservation Commission to identify and administer a program of historical building protection in the County. In Monterey County, the Commission has helped to protect Cannery Row and several buildings found in Old Monterey. In Santa Barbara, the Commission twice denied development proposals which would have obliterated the historic character of old Stearn's Wharf. And in San Diego, preservation efforts in The Gaslamp District were favorably reviewed. In all of these instances, the Commission has been able to work within the existing coastal law to encourage both individual landowners, community planners and the local decision-makers to preserve and rehabilitate historic structures.

The Commission's most controversial preservation issue was the Cambria Bank of America building, a classic thirties bank. From 1978 to 1981 the owner was asking for a demolition permit and the Commission was resist-

ing. The Coastal Act had been amended in 1978 to require a "feasibility test" of the Commission whenever they wanted to deny demolitions. The owner had utilized the Coastal Act definition of "feasible" to argue that retention of the structure was not possible. It was also interesting to note that the landowner had waited for the legislative changes in coastal law to be enacted before applying for a demolition permit.

Even so, the Commission denied the permit after doing its own work to demonstrate the feasibility of retaining the structure. The debate over feasibility was enhanced by the determination of concerned citizens who utilized individual skills, professional training and expertise to show how rehabilitation was feasible, taking into account the factors of economics, technology, sociology and environment.



Ultimately, the preservation of the bank came to depend on language in the county LCP. Here, the landowner prevailed over the concerned citizens and the County of San Luis Obispo omitted policies that would have protected the bank. When it first reviewed the LCP, the Commission suggested policy revision - using an historic overlay zone in Cambria that would have preserved this and other properties - but, at final LCP certification level, the Commission decided not to insist on this point. The bank has since been demolished and new construction has been approved.

Coastal Commission staff don't feel the law needs to be changed so that historic properties within coastal zones are preserved. The Commission has found that preservation depends on willing landowners and/or highly committed (and vocal) citizens. The Commission will continue to ensure that special coastal communities are protected but they also count on good local support at hearings and plan review stages.

Coastal staff remind us that the Commission was not established to deny development requests that threaten historic structures. The agency has a broad, natural resource based mission and does not possess the professional expertise necessary to assure development will include sensitive, well-founded historic preservation policy decisions. But, with the help of the community, and with properly motivated landowners (utilizing, for example, development rights transfer), the Commission can be an effective instrument that serves historic preservation goals.

Editor's comment -- This article, edited for space limitations, was submitted by Nancy Cave, a Program Analyst for the Coastal Commission. Commission staff have been very helpful in several preservation battles and are sympathetic. We thank Nancy for this great exploration of the subject and hope we can continue this debate in following newsletters.

## NEWS FROM AROUND THE STATE

### LONG BEACH TRIES TO SAVE JERGIN'S TRUST

The Jergins Trust Building (see last issue) is a significant historic resource in downtown Long Beach, with a prime location at 100-120 East Ocean Boulevard. It contains 9 1/2 stories with approximately 90,500 square feet. It is a designated local landmark and is being proposed for National Register status.

This building was planned and designed for the Markwell brothers in 1916 by Harvey H. Lockridge as an office building and movie and stage theatre at a cost of \$400,000. It contained 6 floors with a facade on all four sides of white glazed brick and a fenestration pattern reminiscent of the Chicago School.

In 1923 a branch of the Los Angeles Superior Court was established in the "Markwell" building, the first to be established outside a county seat anywhere in the country. And, Long Beach's first commercial radio station began operating atop the building. In 1927 an art deco arcade subway under the building was dedicated which houses polychrome frescos -- 3 paintings on panels depicting the Spanish influence in Southern California. Ornamentation consisted of plaster bas reliefs and polychrome columnar decorations.

Oil was discovered in Long Beach in 1921 and A.T. Jergins was awarded a lease by the City to drill for oil. The A.T. Jergins Trust purchased the Markwell building in 1929 and added the top 3 1/2 floors and penthouse offices befitting affluent oil operators.

In 1960 the building underwent modernization. The County Courthouse was removed and the entrance was converted to storefront and some offices were altered. During recent years the building has been poorly maintained under various ownerships. The current owners from the Glenborough Corporation have a partnership agreement with Perini Land Development Co. to manage the building and to plan its demolition and erection of a new 369-room hotel.

The Cultural Heritage Committee, by city ordinance, has denied the application by Perini for demolition and has 6-12 months to pursue alternatives to demolition. Several possible uses are being considered for feasibility -- hotel, office, museum/arts center with parking garage.

The present costs in the land and building are estimated at \$6.5 million. The Cultural Heritage Committee is seeking an owner/developer team to save this prominent skyline landmark.

If you can help, contact: Nancy Latimer, 4160 Linden Ave., Long Beach 90807. (213) 424-7996.

### REEDLEY ORGANIZES DOWNTOWN

Reedley is an agriculturally oriented, full service community of 13,000 in the San Joaquin Valley, adjacent to the Kings River. Reedley's original townsite was incorporated in 1913 and Reedley's commercial core was constructed during the turn of the century, generally prior to 1910. The downtown enjoys a reasonable success but was vulnerable in light of proposals for shopping centers in the surrounding area.

In September of 1982, the Fresno County Community Development Department initiated a program of Downtown Revitalization using the "Main Street" model. The City of Reedley expressed interest in participating in the program and was chosen by the county as one of two cities to host the program. There was not an existing Downtown Merchants Association.

A series of workshops were held starting in January of 1983, to explore the purposes of a downtown project. At the on-set of the program, a committee system was established consisting of a structure/organizational committee, to establish the groundwork for an organization, a finance committee to explore methods of funding, an advertising/promotions/marketing committee to coordinate downtown promotion and a design committee to explore the possibilities for the physical improvement of downtown. With the support and encouragement of the City Council, the commitment of City staff time and the technical organizational skills of County representatives, a central business district association was established represented by a Board of Directors comprised of key community business leaders. The Board of Directors almost immediately became independent of public assistance and started a membership drive to obtain funding to hire a downtown manager. The Association was highly successful and hired a Downtown Manager within months.



The Reedley Opera House - a proud accomplishment

At the beginning of the program, a Historic Resources Survey grant was applied for by the county on behalf of the City and the local Historical Society. The grant was approved by the State and the survey is being conducted. Although this action was separate from the Downtown Revitalization Program it was initiated as a component of the overall program to identify historic structures and to encourage use of existing buildings by capitalizing on their historic character as envisioned in the "Main Street" film. Committees are working on facade improvement recommendations and sign guidelines with this in mind.

As a result of the interest sparked by the Main Street program, one downtown businessman and property owner has undertaken a major building renovation to create a restaurant in one of Reedley's historically significant structures. The building is the Reedley Opera House which was constructed in 1903 and is the only remaining opera house in the San Joaquin Valley and one of only a few in the state. The building was recently named to the National Register of Historic Places. Another downtown landowner is embarking on a similar path to convert his historically significant structure into a gallery and will uncover a beautifully detailed ceiling which had previously been hidden.

In the short time period of one year an organization had been formed, a historic resources survey is nearing completion, one structure has been named to the National Register and another is being considered. Independent merchants are working together on promotion, window displays and merchandizing. The City Council has approved funds for a market survey which will be matched by funds from the County. The Reedley Downtown Association is also contributing a portion of the funding for this study. The County of Fresno has committed funds to establish a revitalization loan fund to provide gap financing for rehabilitation projects and facade improvement loans.

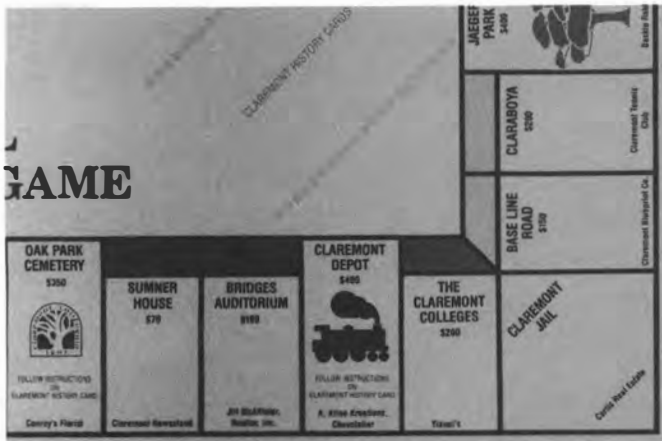
For information concerning this program, contact Vi Grinsteiner, Planning Director, City of Reedley (209) 638-6881, extension 233.



## The Claremont Game

In recent issues of California Preservation we attempted to cover money-making ideas others like us had discovered. We continue that sharing process with this item which shows that Claremont is ahead of the game.

The Claremont Historic Resource Center, directed by Judy Wright, produced an excellent gift idea just before Christmas - The Claremont Game. Based on the Monopoly idea, players purchase local historic property, draw cards that pose historic questions about Claremont, and are presented with opportunities to enhance the character of the community. No hotels follow little green houses in this Monopoly - in Claremont you buy more trees to put on Indian Hill.



From the board of "The Official Claremont Game"

Beyond the fun involved, Judy hopes the game will generate as much as \$20,00 for Claremont history projects. In addition to sales of the game, patterned on Monopoly, 62 local advertisers got space on the property, play money and draw cards.

The game is not the first public awareness tool produced by The Claremont Historic Resources Center. Since 1980 the Center has published a book on Claremont history, based on the State-supported survey, and four fine walking-tour booklets. The Center is now operated by Claremont Heritage - the local preservation group - and will devote its time to the development of new "history awareness" products. Games, books and tours can be ordered by writing The Claremont Historic Resources Center, 472 West Tenth Street, Claremont, California 91711. The game sells for 15.98, plus \$3.00 postage.

All the fundraising experts advise us that we need to get into "product development" and away from the energy consuming special event/tour syndrome. It would appear Claremont Heritage - through the Claremont Historic Resources Center - has stolen the march on the rest of us. The "Game" should be a steady source of income.

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This issue of California Preservation was brought to you by the combined talents of Ephraim Smith, Judy Wright, Nancy Cave, Bill Sugaya, Dick Price, Vi Grinsteiner, Connie Finster, Nancy Latimer, Jim Stickels, Nellie Longworth, Shirley Moss and Editor John Merritt. If you have contributions for the newsletter send them to: Editor, California Preservation, 55 Sutter, Suite 593, San Francisco, CA 94104 and see your name in print.

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## Please Note

You might be surprised by how many Western works of landscape art can be attributed to Olmstead. The University of Washington is sponsoring a very interesting conference on the subject in Seattle, September 12 through 16, 1984. Historic Landscapes and park planning deserve more attention. For more information call (206) 543-5280.

The California Heritage Data Management Advisory Committee has been organized to advise the State Office of Historic Preservation and coordinate the efforts of state and federal agencies in developing and maintaining an integrated heritage resource data management system. The committee includes broad representation from government agencies, academic institutions and the private sector. Included among its priorities are ways to facilitate and support structural changes and linkages as might be necessary to integrate existing electronic data base systems in the state and to develop mechanisms for incorporating the information needs of the various participants and constituencies into the overall data management system.

For more information about the committee and how to participate, contact Sonia Tamez, Archeologist, Research and Data Management, U.S. Forest Service, 630 Sansome Street, San Francisco 94111. (415) 556-0514.

## ARTISTIC LICENSE

Making a big splash recently in the Bay Area, Artistic License is a Guild of Restoration Artisans who are trained in the area of Victorian architectural and decorative art restorations. Members of the guild include just about every famed specialist in Victorian renovations who has come to the fore in the last few years.

The guild meets monthly for their members to discuss projects and share ideas. Often they present slide and lecture programs for the general public.

Although specialists in the Victorian field, they report that they are currently trying to make the break-through into other, later design styles of interest to the old home lover in the Bay Area. They possess that arsenal of skills that is transferrable to the Craftsman and Art Deco fields of much current interest.

To contact them, phone (415) 922-5219, and to get on their mailing list, write Artistic License in San Francisco, 855 Alvarado St., San Francisco 94114.

The American Association for State and Local History offers small grants (up to \$3000) for research in state, regional and local history. For more information on this program, and the similar "consultant services" program, contact: AASLH, 708 Berry Road, Nashville TN 37204.

The latest issue of Conserve Neighborhoods (No. 37, April 1984) has an excellent two-part article on funding for local non-profits, looking at the United Way as a source and at "alternative funds". CN is available on a \$15.00 subscription rate from the National Trust "Neighborhoods Office" (1785 Massachusetts Ave., N.W., Washington DC 20036) and has been so consistently good over the years to merit your consideration. CN is also part of a package of information and materials regularly made available to groups who enrol in the Trust's "Member Organization Program". Two options - a \$50.00 and a \$100.00 level - exist; for more information on the M.O.P., contact April Hockett at Trust Headquarters (202/673-4000) or the Western Regional Office in San Francisco, phone (415/974-8420).

## Calendar

July 14-15, 1984

CPF Board of Trustees "Organization Meeting" Santa Rosa.

July 16-18, 1984

"Business Ventures for Non-profits" an intensive 3-day workshop put on by the Grantsmanship Center - San Francisco (for more information call (213) 749-4721).

July 21-28, 1984

National Main Street Center "Training Institute on Downtown Revitalization" - Cornell University, Ithaca, NY (for information, call (202) 673-4000).

August 5, 1984

"Fund Raising Day in San Francisco" - an intensive one-day workshop sponsored by the Northern California Chapter of the National Society of Fund Raising Executives -- San Francisco (for more information call Richard McRostie, CFRE at (415) 397-5391).

September 12-15, 1984

"Olmstead Parks of the West" - Conference at the University of Washington, Seattle (see article).

October 24-28, 1984

38th National Preservation Conference, Baltimore -- sponsored by the National Trust and featuring James Rouse as the keynote speaker.

October 26-28, 1984

California Conference for the Promotion of History, Fourth Annual statewide conference entitled "Managing Our Heritage" -- CalPoly, San Luis Obispo (for more information contact Carroll Pursell at (805) 961-2901).

March 27-29, 1985

Society for California Archeology Annual Meeting -- San Diego -- with a theme of "Applied High-Tech in Archaeology."

Spring 1985

Tenth Annual State Preservation Conference - Southern California -- site to be determined.

## The Foundation Needs You!

The California Preservation Foundation has been an active participant in promoting a healthy climate for historic preservation for one year, beginning to develop on-going programs only after hiring an Executive Director - the Foundation's first staff person.

We projected two budgets last year, a worst case and one which would enable us to perform effectively. The low figure was \$65,000 and the top figure was \$100,000. We operated on a real budget last year, actual expenditures, of approximately \$45,000. Despite the small budget we feel we accomplished a great deal; and we would like to continue doing so next year. Without a significant growth in revenue a more effective program is impossible. Please help by filling out the coupon in the next column, writing a check, and sending to the California Preservation Foundation, 55 Sutter, Suite 593, San Francisco, CA 94104.

## Volunteers Aid OHP

Volunteers have made major contributions to the ongoing work and responsibilities of the California Office of Historic Preservation. These efforts are most welcome while staffing levels fail to meet workload requirements at OHP.

Joe Sgromo, the latest in a series of indispensable volunteers, has just completed a major reorganization and periodicals update for the OHP library. OHP gained additional benefits as Sgromo prepares a bibliography on California architects, assists Staff Architect Bob Mackensen in processing federal preservation tax benefit certifications, and worked on preparations for the ninth annual statewide historic preservation conference.

Another OHP volunteer, Attorney Janice Balme of Sacramento, worked for four months annotating and compiling copies of all federal and state legislation related to historic preservation, while she studied for the California Bar exam.

As staff archaeologist, Bill Seidel establishes OHP's computer system for storing and swift retrieval of data on known archaeological, architectural, and other historically significant sites, he needs hundreds of hours of staff time to enter all available information into the system. Sandy Wood, an Elk Grove artist specializing in historic California locations, has reviewed and completed computer entry sheets for all California nominations to the National Register of Historic Places from 1980 to 1983.

Raymond Sylvester started at OHP in June 1983 with four other black college students whose salaries were paid by the Sacramento Employment and Training Agency for the summer. He stayed on as a volunteer when that program ended, entering over 100,000 site records into the computer system as well as doing programming and editing.

Noel Kehoe, active in preservation in the Fresno area, has committed and donated over 100 hours in learning the computer system and prepared the entry of an entire survey of one community's architectural resources.

Robin Dattel began her volunteer work in OHP in 1974; now, as a post-doctoral researcher, she is investigating statewide preservation activity patterns in grants, National Register listings, and tax certification projects.

"OHP and the California preservation movement have benefited greatly from these high-caliber volunteer efforts in this era of reduced staff and multiplying workloads, and we are very grateful for their efforts," says Marion Mitchell-Wilson, Deputy State Historic Preservation Officer.

### I Want to Help--I'll Join

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Membership Category:

Individual/Organization (\$25.00)

Contributor (\$50.00)

Sponsor (\$100.00 or more)

## NEW PUBLICATIONS

Received from the author, The Little Clubhouse On Steamship Wharf: San Diego Rowing Club 1888-1983, a very well done book by Patricia A. Schaelchlin. The soft-cover book covers the history of the well-known San Diego Rowing Club building the preservation of which was for so long a major concern in San Diego. Included are fascinating archival photos of the old members in great turn-of-the-century bathing suits, early shots of the building and facilities, in short, all the things of interest in such an unusual sports facility in early San Diego.

Of especial interest is the fact, that although the Rowing Club members opted to move to another spot on the bay for their present-day club, the old building itself has been converted sympathetically into The Chart House restaurant.

Our congratulations to Pat Schaelchlin, past president of Save Our Heritage Organization.

The book may be ordered from the publisher, Rand Editions P.O. Box 2610, Leucadia, CA 92024. \$6.95 plus .42 state sales tax. Include \$1.30 for shipping.



Thirty four papers from 29 contributors have been assembled in one volume forming one of the most comprehensive publications on private land conservation written to date. From tax questions involving easements to the establishment of land trusts to the monitoring of protected land, Land-Saving Action is described as "the definitive treatment of private land saving in the 1980s and will be the standard reference for years to come." A selected reading of the book confirms this statement as will the comment by William H. Whyte "there is such a wealth of up-to-date guidance that the publication should of itself spark broadened efforts all over the country."

Available from Island Press, Star Route 1, Box 38, Covelo, CA 95428. (707) 983-6432. Hard-cover \$64.95, paperback \$34.95 both plus CA tax and \$3.50 for postage and handling. Ask for a copy of their catalog.

The best single source of regular, timely and in-depth information on federal budgets, policy, legislation and regulations is Urban Conservation Report; Twenty-two issues a year are available for a \$117 subscription rate. Write: Preservation Reports, Inc., 1620 Eye St., N.W., Suite 508, Washington, DC 20006.

Organizing For Historic Preservation: A Resource Guide, is meant to provide step-by-step recommendations for organizing, administration, fundraising and winning. Based on local experience, the book is available from the Connecticut Trust for Historic Preservation (152 Temple St., New Haven CT 06510) and is priced at \$8.00.

Two from The Old House Journal, 69A Seventh Avenue, Brooklyn, NY 11217: Guide to Exterior Paint Colors for the Pre-1930 House (\$1.00) and Plastering - A Craftsman's Encyclopedia (\$15.95).

The Imperfect Union: School Consolidation and Community Conflict, by Alan Peshkin (\$17 from University of Chicago Press, Chicago), studies the views of all concerned in a battle over the closing of the neighborhood school.

"Historic Preservation Certifications; Final Rule" (36 CFR Part 67), the revised procedures for obtaining preservation tax benefits, was published by the National Park Service in the March 12, 1984 Federal Register, available in most city libraries.

America's City Halls is a rich pictorial survey of City Hall architecture in 114 American cities; a project directed by William Lebovich and based on H.A.B.S. records, the book is available from the National Trust Preservation Press for \$18.95 (plus \$2.50 handling).

FRIENDS OF TERRA COTTA NEWSLETTER, SPRING 1984

The latest newsletter from this young but active organization contains a range of articles of interest to preservationists including technical notes on the potential hazards of painting terra cotta, part three of the serialization of "The Conservation of Architectural Terra Cotta and Faience" by John Fidler, some good book reviews and a promotional piece for the Friends' Seminar held in Portland, Oregon during Preservation Week. Get a copy by joining FOTC, Main Post Office Box 421393, San Francisco, CA 94124.

Home Again, a new magazine "for Housing & Community Professionals" looks good. The first issue (Winter/1983) features articles on community self-help, sweat equity rehab, downtown preservation and income generation ideas for non-profits; Published quarterly, subscriptions are \$29 (Home Again, P.O. Box 421, Village Station, New York NY 10014).

At last, a solidly researched book on one of our favorite styles, Mission Revival. California's Mission Revival, by Karen Weitze (Hennesy & Ingalls, Santa Monica, 1984) is the product of many years of a love affair architectural historian Weitze has had with this California phenomena and we heartily recommend this book to all (Retail for \$22.50).



A Visit to Santa Barbara's Historical Architectural Highlights, a brochure written by Mary Louise Days, illustrated by Lawrence Auchstetter, has been published by the City Community Development Department. The publication features a walking-driving tour of the city's designated landmarks and other noteworthy structures.

Endorsed by the Landmarks Committee, the 12-panel publication was funded by Eduardo and Judith Orias, Robert and Wanda Livernois, and by local historical groups. This is a fine piece of work, well-designed and informative, and could be a model for your community. Individual copies may be obtained by writing the City Planning Division, P.O. Drawer P-P, Santa Barbara 93102.



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The California Preservation Foundation exists to help you improve the level of preservation awareness and activity in the state and in your town. If you think we can be of assistance to you do not hesitate to call the board member nearest you, or call the Foundation office at (415) 527-7808. We are anxious to help!

**California  
Preservation  
Foundation**

**55 Sutter, Suite 593  
San Francisco, CA 94104**

**Foundation Associates**

The California Preservation Foundation has created a special support group recruited from the ranks of accomplished preservationists in California. "Associates" are asked to serve as information sources, to provide expertise, and to assist the Foundation in carrying out its programs at the local level. Each Associate is expected to be a known and respected leader in their own community preservation activities. We look to these individuals for help in supplementing the many hours of work and considerable financial burden thrust on the Board of Trustees, a small group of volunteers with limited time and money.

The Associate Program is relatively new and, since Associates - like Trustees - are sometimes asked to represent the Foundation, they have been carefully selected. At this time CPF Associates are:

Bruce Judd (Oakland), Judith Lynch (San Francisco), Jim Jones (Sacramento), Nadine Hata (Redondo Beach), Christy McAvoy (Hollywood) and Claire Bogaard (Pasadena).

If you live near any of these people we are sure you know them and know why we have asked them to be associated with us. There will be more Associates and we will proudly announce them as they join. Like CPF Trustees, Associates are people you should feel comfortable in approaching for help in your community.

**NEXT NEWSLETTER DEADLINE - SEPTEMBER 8**

This newsletter is for your information - and use. We are always interested in good articles and good news. Submit material to "Editor", send it typed, and include glossy photos or appropriate graphics.

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