

Published quarterly by the California Preservation Foundation

## Hooray For Hollywood !

With the theme of 1985 National Preservation Week "The Action's Back on Main Street", what more fitting way to celebrate than by registering one of the nation's most famous Main Streets on the National Register? That's what Hollywood Heritage did this year, culminating several years' worth of effort to get recognition for the "Great White Way of the West", whose image has become a bit tarnished in recent years.

The effort began in 1978 with a grant from the State Office of Historic Preservation and matching money from Los Angeles Councilwoman Peggy Stevenson. A group of volunteers conducted a survey of Hollywood's neighborhoods and commercial core, including the 13-block nucleus of Hollywood's business area, producing inventory forms on 60 of the structures within the current district, an architectural guide to Hollywood, a guide to researching buildings, and a self-guided walking tour.

The political climate was not right in 1978 for a major preservation planning effort, even though several rehabilitations began to take place. After languishing several years in an attic, the survey files were given to Hollywood Heritage to further their preservation efforts in the community.

Using the survey materials as background information, Christy Johnson McAvoy and Hollywood Heritage interns from Cal State Northridge and Cal State Dominguez Hills reorganized and updated the files on the Hollywood Boulevard core. The nomination of 103 structures (with the required maps and photo documentation) reached the State Office in August of 1984. With very few owner objections, the district was officially listed in April, 1985.

Hollywood's Main Street began life at the turn of the century as a residential corridor lined with Mission Revival and eclectic Victorians. The little town became a favorite of Eastern retirees. The Mission Revival Hollywood Hotel catered to the winter tourists. There was no liquor, but many church groups and "cultural" activities. This idyllic village was to change dramatically, however, with the advent of entrepreneurs of a new industry who searched the Cahuenga Valley for a location for their unusual business - motion pictures. By 1915 there were a dozen "studios" in Hollywood, and moviemaking had become big business.

Residences gave way to commercial buildings as the need for goods and services grew. Besides actors, the studios employed many artisans and craftsmen and Hollywood needed a "downtown" to provide the necessities, and soon, luxuries, as well. The new National Register district is representative of this significant period in Hollywood's history, with over 90% of the building stock dating between 1915 and 1935. A major group of Classical/Beaux Arts professional buildings anchor the major intersections. Several fine examples of Spanish Colonial Revival and Art Deco styles lend character and sophistication to the street. There are a few other period revival styles present, notably French Chateausque, and a group of theaters worth of note.

The district is a thematic one, centering on the significant commercial main street of Hollywood during the 20s and 30s, a period in which the city won worldwide

fame as motion picture capital of the world. The concentration of architectural styles on the Boulevard is a microcosm of the era's architectural styles and is replete with examples of Los Angeles/ major architectural forms. Often, the style of a structure is a key to its original use -- Beaux Arts towers for banks and offices, Spanish Colonial buildings for smart shops, and Art Deco or flamboyant programmatic styles for entertainment.

Art Deco became associated in Hollywood with worldliness and sophistication and many older utilitarian buildings received extensive alteration to conform to the new look. Businesses associated with the movie industry relished its theatricality.



Hollywood Boulevard in its Thirties heyday

Also within the Hollywood Blvd. district are a concentration of entertainment-oriented structures which are important as a grouping functionally and architecturally. Employing a variety of styles, the theaters of Hollywood, both legitimate and cinematic, enabled the street to double as an entertainment center for the surrounding communities. The programmatic architecture of the Chinese and the Egyptian, as well as the ornate Warner Theatre, Pantages, Palace, Hollywood, El Capitan, Iris, and others created an aura of fantasy for the community and satisfied the tourists in search of "Hollywood" as well. Premieres were commonplace, as the dream merchants showed their latest releases in elegantly-appointed auditoriums. This was the retail outlet of the city's major industry, and careful attention was paid to the comfort and convenience of the patron.

Several elegant apartments and hotels were built for the convenience of a highly-transient film industry, and later for a growing tourist trade, and functioned as housing in the commercial core.

With the designation of Hollywood Blvd. as an historic district, Hollywood Heritage hopes to increase community awareness of this special environment, working with owners now eligible for federal tax incentives and with government agencies to plan compatible new development while preserving and enhancing the historic built environment.



# CALIFORNIA PRESERVATION FOUNDATION

## Annual Report

It was a special pleasure for me to greet many of you at the 10th annual California Historic Preservation Conference, held in early June in my hometown, Claremont. Except for one chilly evening, the weather was comfortable, and, because of the fine work done by Claremont Heritage, Inc., the event was an unqualified success.

At the annual meeting of the membership of CPF, at Harvey Mudd University, I outlined the events of the year for the members attending. I would like to repeat those comments for you now, to show that 1984-85 has been a year of progress, in spite of a few setbacks.

### FACILITIES

We are still looking for an office for the Executive Director, John Merritt, in the San Francisco Bay area, within commuting distance from his Berkeley home. John has operated from his home for the past two years, but the situation is unworkable. We could use some help from you in locating a suitable workspace.

### WORK PROGRAM

1. Community workshops -- John Merritt, GeeGee Platt and Bruce Judd spent a week this past January travelling through the Sierra Nevada foothills, meeting with members of community preservation groups and civic officials. This outreach effort, assistance programs with travelling workshops in non-urban areas of California, is a major program component of CPF.
2. Easements -- CPF has set up a program to accept facade easements in areas not covered by existing preservation groups. The form could serve as model for local groups wanting to set up a program.
3. Newsletter -- California Preservation, the quarterly newsletter of CPF, has continued to provide valuable and timely information to the membership.
4. Annual conference -- Number 10, held this year in Claremont, had fewer attendees than some of the past conferences, but it was a consensus success, operationally and financially.
5. Legislation -- In an effort to stay in pursuit of the Heritage Task Force recommendations, and, following last year's successes with the California legislature, CPF has continued its role as coordinator of the Heritage Action Steering Committee in the state.
6. Liaison -- Realizing that preservationists need friends in the governmental offices of Sacramento as well as in the legislature, CPF establishes and maintains cordial relations with administrators in the Office of Historic Preservation and similar important offices.
7. Litigation -- CPF was asked to take a key role in an appeal of the Nash vs. Santa Monica case, decided eventually in favor of preservation interests.
8. Education -- In San Francisco, several members of the CPF Board of Trustees attended fund-raising workshops to learn effective ways of obtaining funds to carry out the programs of a not-for-profit organization.

### PRESSURES

The accomplishments of CPF during the past year have taken place amid strong pressures that threatened to undermine the work program. The main problem has been the extraordinary difficulty in raising money to keep the organization healthy. Efforts to bring in new members to increase the annual contribution base have been generally unsuccessful. Mailings to constituency groups, and to their members, even with cover letters from the group leaders, barely cover the cost of the postage. Several groups have made appeals in their newsletters for new memberships in CPF, but the results are mixed.

Similarly, applications for grants from charitable foundations have been denied or ignored. The major source of CPF's 1984-85 financing has been a grant from the Office of Historic Preservation to carry out the travelling workshops and to coordinate the annual historic preservation conference. We thank OHP for its continued assistance, but our 1985-86 efforts must be channelled toward developing new financing sources if CPF is to continue.

### SUMMARY

From a program viewpoint, CPF has had another successful year -- financially, it was a disaster. We believe that CPF provides a valuable service to the California historic preservation community. In the coming year, we plan to work hard to spread that belief.

Respectfully submitted,  
Dr. James Stickels, President.



Jim Stickels and Nellie Longsworth at Claremont Conference

## C.P.F. Officers Named

The first meeting (July - San Francisco) of the CPF Board of Trustees in this new fiscal year will choose new officers and select committee chairs. Officers proposed for FY 1985/86 are:

President - GeeGee Platt (San Francisco)  
Vice President - Bill Sugaya (San Francisco)  
Secretary - Christy McAvoy (Hollywood)  
Treasurer - Nancy Latimer (Long Beach)

The new board is an active hard-working group. The Foundation will be developing fresh ideas into program initiatives to benefit you. Look for details in future newsletters.

## Legislative Action

Important! Important! Important! Action is needed and the time is now. Several pieces of legislation have progressed through one house or the other and now require your attention if we are to assure passage and signing by the Governor. Here's what you must do.

### Passed Assembly Floor - Support in the Senate

AB 1785 (Bates): Several amendments have been made to this bill which will mandate that local communities consider the significance of historic resources prior to issuing a demolition permit. The substance of the bill still remains; it has passed the Assembly and will be heard before the Senate Natural Resources and Wildlife Committee on 9 July. It will be too late to write this committee, but please write a letter of support to your senator as we fully expect it to get out of committee and to, possibly, the Appropriations Committee before going to the Senate floor. Copy Bates and, if possible, all the other senators. This is our first priority and demands your immediate action.

Also be prepared for an alert later in the year. Certain legislators may be targeted for "more attention" and the Governor will have to hear from us as he is unlikely to sign the bill without some showing of support.

AB 2104 (Killea): Amendments to the Mills Act and a rider on oral history. Will also be heard before the Senate Natural Resources and Wildlife Committee on the 9th of July. We don't expect trouble with this bill except that the rider has an appropriation which may cause problems in the Appropriations Committee and with the Governor. In this case write Alfred E. Alquist (San Jose), Chairman of the committee, and your senator. Again be prepared for an alert to write the Governor.

AB 2224 (Sher): A bill not reported on last time, but one which potentially could have posed tax problems for conservation easements and transfer of development rights. We have had assurances that the amendments which have been proposed to address our concerns are acceptable, but these have not yet been incorporated into the bill. Be prepared for a last-minute campaign to include our amendments if they are not incorporated.

AB 2387 (Farr): This attempt to establish a technical assistance grant program in OHP has become a two-year bill (carried over to next year) due to problems identifying an appropriate funding source for the program. After a strong recommendation by the Heritage Task Force, passage of ACR 164 last year, and a considerable amount of work by OHP in preparing the study called for by ACR 164, we are dismayed that the administration is not solidly behind this bill even to the point of not having released the report prepared by OHP. The office is seeking a minimum funding level which would get the program off the ground, but it is much less than what Farr had initially proposed.

AB 2483 (Peace): The "Main Street" bill has passed the Assembly with the proposed level of funding lowered to \$250,000. The bill has not yet been assigned a committee in the Senate. CPF has been written into the bill as a member of the advisory committee to the Department of Commerce where it will be administered.

### Passed the Assembly Floor - Oppose in the Senate

AB 621 (Cortese): This amendment to the Subdivision Map Act would allow local communities to exclude certain vital information from being shown on official parcel maps. Included are such items as easements and archaeological sites. The lead is being taken by the archaeologists. Scheduled for hearing before the Senate Housing

and Urban Affairs Committee on 16 July.

AB 1411 (Papan): Another "new" bill which we are not opposing in its entirety, but a portion of which is of concern. The bill would establish a commission to evaluate and make recommendations on the possible relocation of the Governor's Mansion. The mansion, with a new addition, would once again be the Governor's residence. We are not opposed to the commission; we are opposed to relocation of the mansion.

### Passed Senate Floor - Support in Assembly

SB 806 (Presley): Community Parklands Bond Act has become a two-year bill. Outlook is not good. All legislation which establishes new bonding programs is being scrutinized in light of the tax changes being proposed at the federal level. We are discussing the possibility of specific allocations for historic preservation with the Community Parks and Recreation Society, the originators of this bill.

SB 958 (Russell): Also has become a two-year bill. Specific funding was not identified in the bill for the data management system being proposed which set this into a two-year cycle. This bill has excellent support including private corporations such as Southern California Edison.

### Passed Senate Floor - Oppose in Assembly

SB 326 (Deddeh): At this time we assume passage of this bill and signing by the Governor. There have been conflicting views on this bill from the very beginning within the archeological community, the main constituency which will be affected by its provisions. This has affected the development of a lobbying strategy against it as witnessed by its literally flying through the Senate with little opposition. Few "real" arguments have been presented concerning its harmful nature and, given the perception that the original bill caused no problems, we are left with only a lesson -- develop a firm position early and have the necessary documentation to prove your point.

### Signed by the Governor!!!

1. A budget line item for \$150,000 under the State Lands Commission to carry out an underwater archaeological survey for a portion of the Sacramento River.

2. The State Historic Building Code Advisory Board received its funding of \$110,000 (half of what was requested). Architect and Chairman of the Board, Ray Girvigian, took the lead in securing the funding. Support took the form of a resolution passed at the State Preservation Conference in Claremont and the many letters from all of you to the Governor. Thanks.

## CHS Director Chosen

Dr. Joseph Giovinco was selected to be the new Executive Director of the California Historical Society after an extensive search. Giovinco, a native San Franciscan, is a specialist in immigrant history and brings a solid record of non-profit management and academic achievements to the job.

Discussion with the new Director indicates some promising initiatives will be seen in the near future, particularly in the areas of technical assistance to local groups and history education in the schools. Giovinco is determined to build a strong public service component into overall programs of C.H.S. We welcome him and his energy and enthusiasm to California's community of heritage organizations.

## New Publications

The City of Pasadena has created a nice package of technical information that should encourage neighborhood conservation efforts. The Cultural Heritage Commission published "Rehab It", a guide to appropriate preservation treatment for vintage homes; the Public Library put together a selected booklist on the subject as a supplement; and, "Building a Better Neighborhood", a guide to organizing and sources of local assistance, completes the package.

These printed materials are available throughout the community free; you might get copies from the City of Pasadena, Cultural Heritage Commission (818/405-4228).

National Trust Regional Counsel, Nancy Shanahan, has written an article entitled "Historic Preservation in California" for the California Real Property Journal, a publication of the State Bar Association. The innocent title masks one of the best, most concise, and, certainly, most up-to-date discussions of preservation law we have available.

You may not see general distribution of the article, so we suggest you try calling the National Trust (415/974-8420) to learn how you might get a copy.

Investing in Volunteers, a special issue of Conserve Neighborhoods, offers a compendium of ideas of how to get and use volunteers for your favorite preservation project. Available from National Trust, 1785 Massachusetts Ave., N.W., Washington DC 20036 for \$2.00 per copy plus mailing.

Report to the President and the Congress of the United States, by the Advisory Council on Historic Preservation, with statistics on the national rehab tax credits program and with valuable analysis of the benefits of the program, is available, free, from: Publications, ACHP, The Old Post Office Building, 1100 Pennsylvania Ave., N.W., Room 809, Washington, D.C. 20004.

## More California News

### Tiburon

To move or not to move is the question in Tiburon. The Donahue Building, perhaps the town's oldest, and connected with the railroad operations of pioneer Peter Donahue, is threatened with removal from its present waterfront site by plans of the Innisfree Company of Sausalito. Always present in the development plans for downtown Tiburon, the building runs the risk of losing Register eligibility and tax credit support in the future if it is moved. Opposed is the Landmarks Society, P.O. Box 134, Belvedere-Tiburon, CA 94920. Contact there with Marty Gordon would furnish potent arguments for its retention on its present site.

### San Francisco

The "Downtown Plan" with its significant incentives for preserving historic buildings (see previous newsletters) passed the Board of Supervisors in a narrow vote. Now we hope it helps save some important buildings.

## Foundation Design Awards

Six preservation projects received awards at the Tenth Annual State Preservation Conference in Claremont, June 1, 1985. The exemplary efforts, spread out from Sacramento to San Diego, were led by the Gartz Court move-and restoration in Pasadena which was recognized for "Outstanding Merit".

Award winners were selected after a deliberation by jurors: Milford Wayne Donaldson, AIA, M.W. Donaldson & Associates (Chairman); John E. Beach, author and architectural historian; Paul Gleye, author and Pasadena planner; Bruce Judd, AIA, Architectural Resources Group; George Siekkinen, Architect.

The winners were selected on their own merits and were not compared with other entries. This year is particularly special because one entry received the "Outstanding Merit" award for its unique and superb solution to historic preservation problems.

The jury also wanted the winners to reflect an exemplary model for future submissions, and were also expected to be above normal in the State of California in economic viability, social impact or contribution to the cultural life of the community. A final, important factor was the amount of difficulty faced in carrying out the project. Winners are:

1. Moir Building for "Adaptive Reuse"  
227 North First Street  
San Jose, California.
2. Home Federal Savings and Loan for "Rehabilitation"  
625 Broadway  
San Diego, California 92101.
3. Del Monte/Calpak Plant No. 11 for "Adaptive Reuse"  
1701 C Street  
Sacramento, California 95814.
4. Hubbard/Upson House for "Adaptive Reuse"  
1010 F Street  
Sacramento, California 95814.
5. John McMullen House for "Historic Rehabilitation"  
827 Guerrero Street  
San Francisco, California.
6. Gartz Court Relocation Project for "Restoration"  
745 North Pasadena Avenue  
Pasadena, California 91103.

The Foundation has prepared a detailed description of all of these projects and the reasoning behind the awards. The packet of material is available on request.

This is the third year of the "Design Awards Program" and, while there were many fine projects that were not selected for awards, the Foundation anticipates a bigger, keener competition next year. A new category for written material was included this year - with no awards given - and we are thinking of other new categories to add. Look for announcements of the 1986 Awards Program in the next newsletter.



## Sam Farr Wins C.P.F. Honor

Assemblyman Sam Farr (Monterey) was honored as this year's recipient of the Foundation's annual "Preservation Award". Farr joins a distinguished list of winners including Senators Milton Marks and John Garamendi as well as last year's recipient Knox Mellon.



Mr. Farr was first elected to the Assembly in 1980 and continues to be reelected by large margins in Monterey and Santa Cruz counties. His support of preservation at state level began with his backing of SCR-4 and his appointment as the Assembly representative on the Heritage Task Force.

In last year's legislative session Farr created the bond act which passed as Proposition 18 (the first Park Bonds Act to specifically allocate funds - ten million dollars - for community preservation projects). He also "carried" Heritage Task Force legislation that promoted the use of the Mills Act (AB 3957), provided exemptions for property owners rehabilitating historic structures (AB 3945), and enhanced the role of the State Office (AB 3952).

Sam Farr has continued to help with Task Force initiatives in the current session, authoring AB 2387 which would create a grant program for local preservation groups and historical societies.

The California Preservation Foundation has enjoyed working with Sam and his staff and is pleased to have earned his support in the past few years. We are more pleased to be able to recognize his achievement by presenting him with our 1985 Preservation Award.

### State Plan Proposal

The State Office, following up on Dave Fredrickson's preliminary work, is proposing the development of a "State Plan" for heritage conservation and protection. In developing the process Fredrickson found that an interdisciplinary approach was the only thing possible, joining historians, archaeologists, folklorists into a working group. He also felt eight regional plans would be useful. This means a great deal of involvement for all of us in the next several years, and we look forward to this important work of forming a plan for heritage.

For more information contact OHP at (916)445-8006.

## Washington Briefs

### Nellie's Best Guess

Nellie Longworth reports that the number one issue in tax reform battles is deductibility of state and local taxes; if the administration loses on that point, anticipated federal revenues would drop by 38 billion dollars and the tax reform proposals put forward would change significantly.

She predicts a tax bill that attacks obvious abuses: some business write-offs will go; a minimum corporate tax will be established; and, some tax credits will be eliminated.

Preservation Action is taking a very good packet of material on preservation tax benefits to interested members of Congress (or staff who request the material). If you can contact your Representative and sell the program well enough, report your success to Preservation Action (202/659-0915) and they will follow-up with an information packet.

Nellie feels Congress is not interested in attacking the preservation I.T.C.s if strong local support is evident. The Tax Task Forces (set up in every major city by Preservation Action) are beginning to get the message through, and you can help in your town.

The National Trust is now publishing Preservation Advocate which provides guidance to a national network of preservation activists working to save tax incentives for historic properties.

Preservation Action has a new publication, Communique, to serve the Tax Task Forces set up in 60 cities (Los Angeles and San Francisco in this state) where attempts to build an effective lobbying effort will focus on documenting the positive impact of the tax incentives in each city.

We know the tax incentives generated over \$5 billion of private investment in more than 6,800 buildings from 1982-1984; that 180,500 jobs were linked to this investment; that another \$5+ billion in local retail sales followed; and, that over 36,000 housing units resulted.

In California, San Diego alone estimated \$153 million dollars have gone into preservation projects as a result of the I.T.C.s.

### What You Can Do

It is time to let your congressional representatives know how much the preservation tax incentives mean to the revitalization of California communities. Contact the district office, set up tours of historic buildings for your Representatives when they are home at recess. Make it a grassroots campaign and involve the development community in the campaign. The tax incentives have made historic preservation credible as a community development strategy; we need to fight to keep them.

Contact your local preservation group to get started setting up tours. Congress is in recess in August. If Congress knows there is good local support, the tax credits do stand a chance!

If you need more information in planning local strategy, call us at (415) 527-7808.

## Trouble in Davis

Only two major structures from the 1920s survive on the Davis campus of the University of California. These were the first permanent buildings for the University Farm (which opened its doors to students in 1908). One of them, the old Animal Science Building, now called Hart Hall, is scheduled for demolition next year. Interested individuals with lines to U.C. Davis are trying to save the building.

"Animal Science" (together with Veterinary Science, which once occupied a wing of the building) has always been absolutely central to the identity of U.C.D., but particularly so when it was the University Farm. Many experiments and discoveries in animal science that brought fame to the University of California and its faculty were carried out from offices and laboratories in Hart Hall. Davis faculty and agricultural extension employees working in Hart Hall played key roles in the radical transformation of California agriculture, especially the livestock sector, which over the past 50 years has made it into a modern, scientific-industrial enterprise.

Hart Hall was designed by William C. Hays, a San Francisco architect who was a professor of architecture at U.C. Berkeley and who served as supervising architect for the U.C. Davis campus. Of the two Hays' buildings on the quad, the 1928 Animal Science Building is superior architecturally to the other, the old Agricultural Engineering Bldg., (now Walker Hall). Besides being the work of a distinguished architect, it is an attractive example of the Spanish Revival style. Together with North and South Halls dating from the campus's first decade and the 1940 Shields Library building, Hart Hall helps create a feeling of history and continuity at the core of the campus.



Most of U.C.D.'s structures were built after World War Two. They possess little in the way of interesting detail or ornament. Hart Hall, in contrast, possesses some charming detail, including prominent brackets, wrought iron balconies and railings, and sculptured friezes of sheep and cattle heads.

The architectural and historical significance of the old Animal Science Building will be documented in a National Register Inventory and Nomination form being prepared by CPF Board member Robin Dattel.

The effort to save Hart Hall has been hindered by several anti-preservation loopholes in state law and procedures. Knowledge of these problems may help others in their preservation efforts and help generate support for remedying these problems.

1. The project that would result in the loss of Hart Hall is categorically exempt from CEQA requirements because it consists of destroying the building and replacing it with one of similar dimensions and purpose (a problem addressed by A.B. 1785).

2. Hart Hall is offered no protection under Public Resources Code Section 5024, which requires all state agencies to inventory historical structures and to mitigate the effects of projects having adverse impacts on them. This law does not help Hart Hall because "state agency" is not defined to include the University of California (a change recommended by the Heritage Task Force).

3. The Regents of the U.C. originally requested money for the rehabilitation of Hart Hall. However, the Legislative Analyst's office determined that the cost of the renovation was about 70% of the cost of a new building on the same site. The Legislative Analyst's office apparently has a rule of thumb whereby it rejects renovation and recommends new construction if the renovation cost is two-thirds as much or more than the cost of new construction. There was no discussion of the historical and architectural values involved and no opportunity for campus or public reaction to the new plan. This crude "two-thirds" rule is bad news for the state's own historical buildings and needs to be scrapped.

Those of you who are U.C.D. alumni or who have an interest in preserving buildings relating to the history of California agriculture, or who are interested in the case for some other reason, please write to Chancellor James Meyer, Mrak Hall, U.C. Davis, CA 95616. Please send a copy of your letter to Robin Dattel. For more information call her evenings at (916) 753-5959.

## California News

### Los Angeles

In Los Angeles' Angelino Heights a problem has surfaced which may point out a flaw in a neighborhood being designated an Historic Preservation Overlay Zone without first educating the property owners to the needs and benefits of such zoning. There, in a wonderful section of Victorians in need of restoration, and there in a wonderful mix of ethnic owners and tenants, a property owner has been stopped 3/4th's of the way through a project of stuccoing his building and replacing wood windows with inappropriate aluminum ones.

By a city error (admitted) the property owner was given his permit and did not even know that his property was within the architecturally protected zone. Now he and his neighbors are justifiably concerned that they may not do as they please with their property. This would seem to point up the necessity of complete community involvement in the zoning process and the vital need for education of the community in the reasons behind the new zoning. Angelino Heights is in a dilemma and we wonder how widely it is shared.

### Napa

Unknown to most of us is the fact that Napa has an Opera House. Hidden on the second floor of an Italianate commercial building, it opened on Main Street in 1880. Successful in the days of vaudeville and the lecture circuit, it fell out of use after World War One. But it's still there, and a newly-formed group, Napa Valley Opera House, Inc., is starting a campaign to have the Redevelopment Agency buy the building for resale to the nonprofit. They envision it as an exciting site for Napans to gather for cultural events. Much work would have to be done and a great deal of energy and money would be consumed.

A brochure and more information are obtainable from Dan Goldberg, Napa Valley Opera House, Inc., P.O. Box 6297, Napa, CA 94581. It's worth saving!



## Calendar

### APT Conference - San Francisco

The Association for Preservation Technology (APT) 1985 Annual Conference was announced in last month's newsletter. Since then we have received more information on the conference which we are happy to pass on. The Conference, from September 5 to 7, is to be held at the historic Sheraton Palace Hotel in San Francisco and is open for registration to the general public. The theme, "Technology of Systems and the Conservation of Materials" provides for many interesting sessions and lectures which should interest preservationists. Area tours and lectures will be included, as well as a gala President's Ball. Before the conference proper, three days' worth of workshops, visits and discussions commence Sept. 2 to 4.

For a packet and more information, contact APT '85 Conference, c/o Bruce Judd, AIA, Pier 9, the Embarcadero, San Francisco, CA 94111 (415) 421-1680.

### Trust Conference - Seattle

The National Trust, which holds its Annual Conference in the West every 6 or so years, will be in Seattle from October 8 through 13. A one-day workshop for statewides opens the event on Oct. 8. You should take advantage of the proximity of this year's conference, and Seattle, as a city, is highly recommended too.

Several California Preservation Foundation representatives will be speakers at this conference -- Bill Sugaya on tourism, John Merritt on legislation and lobbying -- and the conference program is, as usual, packed with interesting sessions.

For more information see *Preservation News* or call the Trust's Western Regional Office (415/974-8420).

July 25-26 "Cut Red Tape"; an introduction to federal programs and preservation law (San Francisco). For more information, call N.P.S. (415) 974-7790.

August 2 State Historical Resources Commission meeting (Truckee). For more information call the Commission at (916) 445-8006.

August 26-30 Historic Site Management Workshop (Monterey). For more information call the National Trust (415) 974-8420.

Sept. 2-7 A.P.T. Pre-conference short courses and Annual Meeting (San Francisco) - see article.

October 8-13 National Trust Conference (Seattle) -- see article.

October 22, 23 and 24 The National Main Street Center workshop (San Bernardino-Redlands area) For more information call (415) 974-8420.

---

California Preservation was produced by John Merritt with the assistance of Dick Price; contributors to this issue were Christy Johnson McAvoy, Robin Dattel, Bill Sugaya and Jim Stickels. Stories about local projects or issues are always welcome.

## Claremont in Retrospect

To leave a conference is to feel relief and suffer some regrets at parting. I was a lot of work but it seemed that most people had a good time in Claremont. Planners of the State Conference felt they had delivered on the promises...good speakers, good program, good time in a great place.

Miv Schaaf opened the conference with a stunning performance - our first keynote singer - and we rushed off, stilled touched, to the diverse program sessions. New material was discussed and speakers at the top of their professions held forth. There was, as before, truly something for everybody and some provocative comments on Sunday reminded us that we are involved in preservation because we want to better our communities.

With 400 people attending some or all of the conference we have to feel it was a great success. The volunteers of Claremont Heritage, led by President Leo Snowiss and



Glad it happened...but glad it's over. Claremont Heritage volunteers relax at the Pitzer House during the closing event of the State Preservation Conference in May/June

Coordinators Katie Hargrave and Ila Hamilton (supported by Director Ginger Elliott), had made certain everything was well prepared - and the party was terrific. We even made money.

But attendance was less than expected, and the Foundation is studying a future course to take with the conference. Do we need to focus the program or cut the cost? Do we need to do more workshops to get to local people, like our January effort in San Andreas and Sonora and upcoming Eureka venture in mid-September? Should the conference be more, or less "professional"? We are asking ourselves these questions, and our traditional cosponsors - the National Trust and State Office of Historic Preservation - have been asked to contribute to the discussion. Most of you who came to the conference probably have your own thoughts, and we would like to hear them; we would also be very interested in hearing from those who did not come to the conference...why not?

Normally we announce next year's conference site in this issue of the newsletter; because of our feeling that we need to think about this again, we will wait to select the host city and will notify you in the next issue.

Communities in northern California interested in having the State Preservation Conference should be contacting the Foundation already; there will be a State Conference. From past experience we can tell you that it is a lot of work to host the conference, but it's fun and can be the event that puts your group in a leadership position in your town. Finally, all profits are shared.



**CALIFORNIA PRESERVATION  
FOUNDATION**

**Board of Trustees**

David Cameron (Santa Monica)	213/452-0914
Robin Date1 (Davis)	916/753-5959
Bill Ellinger (Pasadena)	818/792-8539
Nadine Hata (Redondo Beach)	213/316-4894
Spencer Hathaway (San Francisco)	415/563-3313
Bruce Judd (Oakland)	415/421-1680
Nancy Latimer (Long Beach)	213/424-7996
Christy McAvoy (Hollywood)	213/851-8854
Francie Mortenson (Coronado)	619/435-3753
GeeGee Platt (San Francisco)	415/922-3579
Richard Rothman (San Francisco)	415/861-6352
Mark Ryser (San Francisco)	415/441-3000
Rob Selway (Santa Ana)	714/834-4741
Ephraim Smith (Fresno)	209/224-1686
John Snyder (Sacramento)	916/487-6472
Jim Stickels (Claremont)	714/626-2526
Mitch Stone (Santa Paula)	805/648-5538
Bill Sugaya (San Francisco)	415/567-6416
Judy Wright (Claremont)	714/624-0111
John Merritt (Berkeley) Executive Director	415/527-7808
Steve Taber (San Francisco) Counsel; Hanson, Bridgett, Marcus.	415/777-3200

California Preservation Foundation exists to help you improve preservation awareness and activity in your town. If you think we can help, don't hesitate to call your nearest Board member or call 415/527-7808.

**California  
Preservation  
Foundation**

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

**Next Newsletter Deadline - Sept. 24**

**WE NEED YOUR HELP, NOW !**

The California Preservation Foundation has tried to be ambitious in setting its program goals during the last two years; and we feel we have accomplished a great deal, more than we might have expected. We now face extreme financial problems. If you appreciate our work and want us to continue to be active and effective, please help. You count on us to do certain things; if we can't pay the bills who is going to do the work?

**I Want to Help**

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

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

Name(s): \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_ Work Phone \_\_\_\_\_

**MEMBERSHIP CATEGORIES:**

Individual or organization	Member:	\$25
Individual/organization	Contributor:	\$50
Individual/organization	Sponsor:	\$100+

**NON-PROFIT ORGANIZATION  
U.S. POSTAGE PAID  
BERKELEY, CALIF.  
PERMIT NO. 308**