Park Service Chief to Address Conference

William Penn Mott, Jr., was selected in May 1985 to become the 12th director of the National Park Service since its creation in 1916. Mott was appointed by Secretary of the Interior Don Hodel.

In making the appointment, Hodel said “William Penn Mott is one of the most widely respected conservationists in America today with an unparalleled record of achievement. America has the finest park system in the world, but Mott’s dynamic, experienced leadership can improve even that impressive record.”

A career parks professional, Mott joined the National Park Service in 1933 as a landscape architect working in San Francisco. He remained with the Service for seven years.

He returned to the Park Service as a director following service as the President and Executive Officer of the California State Park Foundation, which he founded in 1975. He was also general manager of the East Bay Zoological Society, Oakland, Calif., when he was appointed to his current position.

Mott previously served eight years as director of the California Department of Parks and Recreation (1967-75). While directing the state park system, Mott was responsible for many innovative changes including opening the park ranger ranks to women and to those whose academic backgrounds were outside of the traditional fields of wildlife management, including archeology, sociology and dramatic arts. He also served as California’s first SHPO, setting up the state’s preservation office called for in the 1966 NHPA.

A registered landscape architect, Mott was in private practice, specializing in park and recreation planning and design, in the 1940s. In October 1985, he received the prestigious Alfred B. LaGasse medal of the American Society of Landscape Architects.

In addition to his career assignments, Mott has also been active with a wide range of civic, professional, and conservation organizations. He has been a member of the board of trustees of both the National Parks and Conservation Association and the National Recreation and Parks Association and a director of the Save the Redwoods League.

Among his many honors and awards, Mott received the Department of the Interior’s Public Service Award in 1981, the highest honor given to private citizens. He has also received the Cornelius Amory Pugsley Award of the American Scenic and Historic Preservation Society, one of the foremost private park and conservation honors, in 1973.

A native Californian since he came to U.C. Berkeley in pursuit of his Masters degree, Director Mott will be returning home to address us in Coronado. A fine man with a wealth of experience, he honors us with his interest and presence at the Conference.

More Coronado Conference News

By now you should have received the flyer announcing the Annual State Preservation Conference in Coronado, June 4 through 7. It is extremely important that you let the Hotel Del Coronado know of your interest in reserving a room. The Hotel has offered us a significant reduction in rates but they will not hold rooms forever -- they have blocked out 150 rooms in the original part of the hotel -- and you must use the return form in the flyer to reserve. Don’t wait!

The Conference offers broad choices this year with four 1½ hour sessions on Main Street, three on various facets of archeology, three more on the technical preservation questions involved in restoring historic commercial buildings. These “tracks” are being prepared and will be presented by our first-time COSPONSORS THE CALIFORNIA MAIN STREET PROGRAM, THE SOCIETY FOR CALIFORNIA ARCHAEOLOGY, and THE ASSOCIATION FOR PRESERVATION TECHNOLOGY.

In this way we are reaching beyond our means to provide you with the special expertise other organizations can bring to the conference.

In addition, the conference program will present on-site workshops in Coronado (creating a community preservation program), in San Diego’s historic Gaslamp District (dealing with preservation in the urban core) and in historic properties (our “Old House Doctor” sessions for people interested in restoring individual houses). We are pleased to have the assistance of the City of Coronado, the Gaslamp Quarter Coun-
STATE CONFERENCE (continued)

cil and the Save Our Heritage Organisation in putting on these workshops.

Other sessions will address a broad range of preservation questions vital to all: tax incentives, the use of state and federal programs, effective coastal preservation planning, the "strange and wonderful" side of preservation, saving "redundant" buildings, and more. And we intend to thoroughly explore the many issues emerging about the future of our long-standing, hard-earned federal program, featuring National Park Service Director William Mott and Preservation Action President Nellie Longsworth.

Finally, invitational workshops for local private preservation organizations and for landmarks commissions are scheduled for Sunday morning, June 7.

Registration material will be available in early April but you must make hotel reservations sooner. If you want to take advantage of the Hotel Del Coronado's terrific offer, do it soon.

THERE'S A ROLE FOR YOU, TOO

The Preservation Conference offers programs of interest and use; we also try to have a good time. If you or your group wish to be participants in any of the following special activities, make plans and contact the appropriate people as soon as possible:

(1) Three-Minute-Success Stories, where you have three minutes to show people how you won your local preservation battle, will take place Friday evening (June 5) in San Diego's Gaslamp Quarter; for more information on the rules of the game and the application form, contact CPF Trustee Wayne Donaldson at (619) 239-7888.

(2) Design Awards, given for excellence in restoration, reuse, and rehabilitation projects, for individual craftsmanship, or for excellent written reports or studies, will be presented Saturday evening (June 6); for more information on the nomination process, contact CPF Trustee Warren Williams at (916) 444-8170.

(3) Preservation Auction, where objects, personal services, special tours or pieces of whimsy are offered to the highest bidder, will take place on Saturday evening at the Hotel Del Coronado; we are soliciting possible contributions of items and services for the auction and, if you want to donate something, with the proceeds going, in part, to the Foundation, please contact CPF Director John Merritt at (714) 626-2526.

(4) Preservation on the Fairway, is a first time ever golf tournament scheduled for Thursday afternoon at the Coronado Community Golf Course; if you tee off and putter around and want to play, contact CPF Trustee Jim Stickels at (714) 626-2526.

(5) Affinity Group Meetings can be fit into the conference format if you will give us some forewarning that your group or board wants to meet in conjunction with the conference; time is available Thursday afternoon.

(June 4), at breakfast, or on Sunday, but you must contact CPF Director John Merritt at (415) 527-7808 to arrange for meeting rooms.

If you do not receive a pre-registration flyer please let us know. Look for the full registration packet in April; costs are $65 registration fee for CPF members, $75 for nonmembers, just as last year - and start making plans to attend this best-ever conference in beautiful, warm Coronado now. If you want information on alternative lodgings in the area, contact the Coronado 1987 Preservation Conference Committee, P.O. Box 393, Coronado, CA 92118.

Conference planners feel this is the fullest program we have ever put together - there's a great deal for everyone, including new people. And we think it will be the most fun.

C.P.F. Archaeology Program

In late March the Foundation will present a lecture program on Historical Archaeology featuring James Deetz of the University of California, Berkeley and David Weitzman, freelance author, educator and film-maker now living in Point Reyes.

Deetz, author of Invitation to Archaeology and In Small Things Forgotten, was Director of the Pittom Plantation before coming to UC Berkeley and continues historical archaeology work at Flowerdew Hundred Plantation in Virginia and in Somersville, the abandoned mining town near Mount Diablo. He is one of this country's real leaders in the field of interpreting "material culture" - the small things people used and left behind for us to ponder.

Weitzman has written My Backyard History Book (an invaluable resource for history) and Underfoot: An Everyday Guide to Exploring the American Past and Traces of the Past: A Field Guide to Industrial Archaeology. Weitzman, like Deetz, is expert at uncovering the past by looking closely at objects we often pass by without thinking, and in particular at activities by historic bridges, mills and steam engines.

The Foundation is very excited to be able to offer this program because non-professionals seldom understand the breadth and depth of the field loosely described as "archaeology". We also feel we have two of the liveliest and most entertaining experts available to explore the subject.

The program, now scheduled for Saturday, March 28, in Berkeley, should give teachers, preservationists, archaeologists, historians and anybody curious about the past a delightful day with two imaginative and provocative thinkers. For more information contact program coordinator Dave Fredrickson (415/848-3423) or the Foundation office (415/527-7808).

AND, ON A RELATED NOTE

News from Native California, a newsletter covering the broad range of issues, events, history, traditions and research related to this state's Native Californians, begins publishing this Spring. For subscription information contact Heyday Books, P.O. Box 9145, Berkeley, CA 94709 or call (415/848-2423).
THE FEDERAL PROGRAM'S FUTURE
THE PERSPECTIVE FROM KANSAS CITY TO CORONADO

Most of the innocent attending the National Trust Conference this last October in Kansas City were surprised to find they were in the midst of a heated battle. The conference took a look at 20 years of preservation dating back to passage of the National Historic Preservation Act of 1966 and another look toward the next 20 years, thus the "20/20 Vision" theme.

The debate which dominated the conference was nothing less than the future of the federal program. The Reagan Administration's continual failure to support the program in its budget requests (zero funding, year after year) and the growth of "bureaucratic reporting responsibilities and program obligations" - with less and less federal assistance - was heavily scored by State Office people in attendance. The Interior/National Park Service recommendation for a "Bill to Amend the NHPA" delegating further responsibilities to the states (under certain conditions but without further funding) was viewed by many as further evidence that the Administration was attempting to "dump the program" on the already struggling states. The National Conference of State Historic Preservation Officers (NCSHPO) had countered with draft legislation calling for a separate National Historic Preservation Agency (NHPA) with all of the program priorities of Interior, plus those of the Advisory Council; an interest-bearing trust fund would be created to finance the new NHPA.

What began as an attempt to draw together preservationists to begin a long process of thoughtful review and studied recommendations for the next 20 years - a study to be organized and carried out by the National Trust - nearly became a vote gathering exercise for various sides. What we know for sure is that these questions will be with us for some time. Two pieces of legislation may be introduced and the "Reauthorization" of the Preservation Fund will be before Congress this year (The 1980 Amendments to the National Historic Preservation Act created a special fund - from offshore oil revenues - to finance the ambitious program to a maximum of $150 million a year, a figure we have never approached in the 6-year life of the fund which, by statute, must now be reauthorized or it disappears).

We know allocations to our State Historic Preservation Office have gone down consistently now for years. This year's (1986/87) allocation will be $430,000 maximum, and it could be a little less each year. OHP must reallocate 10% to "Certified Local Governments" leaving less than is required to run the office, let alone the traditional Survey and Planning pass-through grants; while State support of OHP is substantial, the yearly scramble to do the job is more frantic.

And, each year, lately, the Federal Administration tries "rescission" (freezing unallo-
Preservation in Napa: New Vintage

After several years of inactivity, preservation efforts in the city of Napa have taken a dramatic upturn in the public, private and non-profit sectors. The city’s preservation ordinance was updated in 1986, several commercial National Register buildings have been renovated and two non-profit organizations have picked up the tempo.

The city’s Landmarks Preservation Advisory Board, formed in 1974 and moribund since 1980, was reconstituted in early 1986 as the Cultural Heritage Commission. The change was partly a political tradeoff as the City Council moved the design review functions (Certificates of Appropriateness) to the city-wide Design Review Commission while expanding the list of other powers for the Heritage Commission. The Council also approved $6,000 of CDBG funds for staffing the Heritage Commission, its first budgetary support of staff help. Since June 1986 the Heritage Commission has completely rewritten its procedures for designating local landmarks and is planning for a commercial downtown historic district, the first in the city.

Several private restoration efforts downtown reflect the use of investment tax credit incentives. The National Register 1888 Semorile Building on First St. was the first to break the ice in 1984. Next door is the 1888 Winship Block building, also National Register, and renovated in 1985. Both were designed by Luther M. Turton, a prolific local architect who designed many residential, commercial and church buildings in Napa County over a 30-year span.

A third major renovation is the 1910 Alexandria Hotel at Brown and Second Sts. One of the few 3-story buildings in downtown Napa, the National Register hotel is an unusual example of the Italian Villa style applied to a commercial building. The Semorile, Winship and Alexandria are all local landmarks and received Certificates of Appropriateness from the old city landmarks board. But an addition next to the Hotel project was not subject to design review (the Design Review Commission was not yet formed and the landmarks board had no jurisdiction) and shows it.

The largest historic renovation project in Napa (the Napa Mill Development) was approved in 1986 and will start work early 1987. A complex of 6 commercial mill buildings-some from the 1880s and two National Register-the $6.3 million project when completed will offer some office space and wide retail space. Located along the Napa River, the Napa Mill Development will be the first major tourist development in the city.

Napa Landmarks now owns five easements on commercial buildings downtown, with all the attendant negotiations and modifications to the easement documents.

Besides its easement program, Napa Landmarks has completed a county-wide survey of resources in 1978, published walking tour guides, published a book Architecture Napa and sponsored annual Victorian house tours on Mother’s Day, celebrating Preservation Week. Information on the programs is available by writing Napa Landmarks, P.O. Box 702, Napa, CA 94559.

The Napa Opera House (1879 - Newsom Bros.) is another non-profit sponsored project downtown. Containing a 2nd-floor Italian Renaissance hall with horseshoe balcony, it was virtually unused as a performance hall since World War I. A major effort has been launched to renovate it as a performing arts center. Napa Valley Opera House, a non-profit, has bought it from developers who planned to gut it and convert it into 3 floors of office space. Plans have been drawn, feasibility studies made concluding there is a market for a 500-seat theatre downtown and fundraising has been started to raise over $3.5 million for renovation. Highly desirable 1st-floor commercial space will be available for a restaurant and small retail shops. Write Napa Valley Opera House at P.O. Box 6297, Napa, CA 94551 for information.

GOOD WORK—GOOD IDEA— IN LONG BEACH

Long Beach Heritage Foundation, that city’s private preservation organization, has published a fine new Downtown Walking Tour that was immediately picked up in large numbers by the Tourist and Convention Bureau to promote Long Beach. Another immediate effect was discussion of the booklet at the Redevelopment Agency where it proved to be convincing evidence that much remained to be preserved in the downtown area...and the City needed to start, and would, start, doing something to help.

The Downtown Walking Tour was the work of many people, and it’s a fine piece of work. We congratulate the Heritage Foundation and recommend you get a copy...$3.50 from P.O. Box 90007, Long Beach 90809. We also suggest you do the same in your community because a nicely designed walking tour is (1) an educational tool, (2) good propaganda, (3) convincing documentation that something really is there, (4) a money-maker, (5) a fundraiser, (6) the origin of guided tours, docent training, member recruitment and constituency building, and (7) the first in a series of booklets covering the entire community.

The Napa Valley Opera House has become the focus of celebrity fundraising to support restoration. (Photo credit: Jim Pryts)
South San Francisco "Signs Up"

A huge sign has unabashedly advertised South San Francisco as "The Industrial City" since 1923 when city promoters whitewashed this message on nearby Sign Hill to encourage industries to locate there and to express civic pride. As early as 1890, when the town was incorporated, the hill earned its name when private developers used hillside signs as a marketing tool. In 1928 voters approved a $5,000 bond issue to replace the whitewash with three rows of poured concrete letters, each 10' wide and 60' high. The sign is visible not only by local residents, but for miles along the interstate highway and by travelers flying in and out of adjacent San Francisco airport.

In a controversial but strategic action that was as highly visible as the sign itself, the recently-appointed South San Francisco Historic Preservation Commission designated the sign as an historic resource in September of 1986. Their decision, which was appealed to the city council and unanimously upheld, was an important step in the growing awareness of preservation issues in South San Francisco. The sign symbolizes not only the transition of the city from an industrial to a post-industrial economy, but the appreciation of the past within a contemporary context.

During the 69 years since the sign was built, the city's economic base has changed from slaughterhouses, steel mills, and factories to new glass office towers, hotels, and corporate headquarters. A decade of debate, chronicled in over a dozen newspaper and television reports, has centered around the relevance of the sign today.

The debate has been largely rhetorical. Located in a city-maintained park and in good condition, the sign was in no immediate danger of destruction or decay. Unlike the celebrated saga of the Hollywood sign, which attracted famous patrons to contribute money to halt its deterioration, the Sign Hill controversy has been less dramatic but no less emotional. Both communities have signs of a similar genre and built at the same time to identify themselves and their dreams. The themes, however, differ: Hollywood of glamour and fantasy, and South San Francisco of solid, blue collar family values.

At a series of public hearings that preceded the historic designation of Sign Hill, community sentiment was expressed by over 100 attenders. Some residents want the sign removed. Self-conscious about the working class image of the city, they view the "Industrial City" sign as an unsightly anachronism that stigmatizes the town. They contend it is anathema to the marketing function it once served, in fact discouraging high-tech firms and upscale families from locating there. One resident commented that, "The sign says it all about where we came from, but nothing about where we are going."

It is precisely the sense of where they came from that many residents argue should be preserved. They take pride in the role their families have played by working at Bethlehem Steel, Fuller Paint, Western Meat Company, or the shipyards. The sight of the sign has become a familiar one that conveys the continuity of generations; a stable home-town fixture in a changing environment.

Some new residents are more appreciative of the sign's form than its content, admiring it as a massive object of graphic art. The sans-serif Magnum Gothic letter forms typify the bold, machine-inspired designs of the late 1920s. To others it suggests the landscape art that innovative artists are exploring today.

In designating the sign as an historic resource the Commission determined that it met several criteria required by South San Francisco's Historic Preservation Ordinance, including its contribution to the culture and heritage of the city and its unique location and characteristics as they establish a familiar and distinguishing visual feature. Supported by the recommendations of a consultant who completed an inventory of historic resources and felt the sign qualified for listing on the National Register, the designation has assured special protection for an important regional resource.

Designation has also brought recognition to the Historic Preservation Commission and legitimized its function and authority in the eyes of local residents and government officials. The sign may not speak to where South San Francisco is going, but the Commission is taking an active role in directing its future.

This Newsletter was produced by John Merritt with the assistance of Dick Price; contributors were Dave Fredrickson, John Snyder, Sharon Ranals and John Whitridge. California Preservation is always interested in getting stories and information from others in the state - please type, include b/w glossies.

In our Redlands story (last issue), we failed to note the $5,000 raised by the Redlands Historical Society to match state survey funds. The Society deserves great praise for its continual support of preservation efforts in Redlands.
Some Happenings in California

BERKELEY GATHERING

Berkeley Architectural Heritage Association is hosting a February 22 meeting of Bay Area preservation groups; similar meetings have been called on an irregular basis over the past few years, last year's organized by the Alameda Victorian Preservation Alliance. The meetings are meant to be informal information/problem sharing opportunities for any and all private groups engaged in the preservation of individual historic sites or in creating strong preservation policy for an entire community.

BAHA President Susan Cerny suggests the organizations from the broad Bay region send officers or delegates. Discussion areas will be research and education, funding and the establishment of Historic Preservation Elements in General Plans, a current goal BAHA shares with many other community groups. CPF Executive Director John Merritt will also provide those attending the meeting with an overview of preservation efforts statewide. Readers are reminded that CPF plans similar getgethers for private preservation groups each year at the Annual State Conference, for the same reasons, to encourage better communication among all of us dedicated to promoting historic preservation.

The February 22 meeting (Sunday) will begin at noon (bring a sack lunch) and will be followed by a 4:00 p.m. reception at BAHA's recently-acquired property, the McCready-Greer House. The meeting will be held at BAHA offices, 2105 Bancroft (northeast corner at Shattuck), 4th Floor. For more information contact BAHA at (415) 841-2242.

AARON DID WHAT ? ! ?

Midnight, December 31, 1986 officially marked the end of an era for the Office of Historic Preservation. After 14 years service as the Office's resident architectural historian, staff to the Historic Resources Commission, and source of so much wisdom and knowledge, Aaron Gallup is leaving, though he won't be going far, geographically. Aaron will be joining John Snyder's all-CPF staff at Caltrans' Office of Environmental Analysis. This new position will still find Aaron traveling statewide, hopefully at a somewhat less frenetic pace, conducting historic architectural surveys to enable Caltrans to avoid or lessen its project impacts. It will also involve him in mitigation planning, recordation projects for the Historic American Buildings Survey and Historic American Engineering Record, and hands-on rehabilitation studies on Caltrans-owned historic buildings. Aaron will be missed at OHP by his co-workers and by all those he has helped so much over the years, and we wish him all the best in his new job as he continues to protect and preserve California's historic resources.

AND....

Susan Angevin, Field Representative at the National Trust San Francisco Office for over three years, has moved on to a job in New York City with a non-profit dedicated to preserving Olmstead Parks. Susan was a friendly and helpful person at the Trust, was instrumental in helping save Carolands in Hillsborough, and will be missed. Director Kathy Burns reports that efforts to replace Susan begin immediately.

The exhibition Samuel and Joseph Cather Newsom: Victorian Architectural Imagery in California, 1878-1908 opens January 21 at the Los Angeles Architectural Preservation Center (1314 West 25th Street in L.A., 90007) for a 3-month run. This is a welcome revival of an exhibit put together in 1979 by David Gebhard, Bob Winter and Harriette von Breton which left only a fine catalogue as a memory until Jim Dunham assembled the work. The Newsom Brothers crown the architectural efforts of the "Victorian" style and the exhibit is a must-see.

Admission is $3.50 and copies of the original catalogue will be available for purchase; more information by calling the Center at (213) 734-3938.

Treasures of the Region, 1876-1946 Found Architectural Records of a Special Place is an exhibition of archival architectural drawings and records recovered by CalCOPAR (California Cooperative Preservation of Architectural Records). Featuring the contributions of Bay Area architects, the exhibit is open through Feb. 28 at the AIA/SF Chapter Gallery, 790 Market Street, San Francisco; for more information call CalCOPAR (415) 665-1216 or AIA/SF 362-7397.

New Books on New Tax Act

Tax simplification, the goal of the 1986 tax changes, has spawned a stream full of publications because simplification is so damned difficult to understand.

The first, and handiest, is A Guide to Tax-Advantaged Rehabilitation, produced by the National Trust In Time for the Kansas City conference, and available for $3.50 plus tax and handling from the National Trust for Historic Preservation 1700 Connecticut Ave., N.W., Washington, D.C. 20036. The booklet briefly and clearly explains the new law covering tax credits for historic rehabs, reviews the standards for projects and covers "transition rules" and "passive loss".

Historic Preservation: Law and Taxation, by Tersh Boasberg, Thomas Coughlin and Julia Miller (Matthew Bender, Albany, N.Y.), is the last word on historic preservation law, comprehensive, deep, thick, and it comes with an update service, intended for lawyers. This long-awaited publication is 3 volumes and retails for $240...but it's worth it.

Tersh Boasberg and Tom Coughlin have also prepared an excellent 55-page detailed legal analysis of the tax changes that went into effect on January 1. While it is intended for attorneys rather than for lay preservationists, you may choose to not take that laying down; the study is available from Preservation Action (1700 Connecticut Ave., N.W., Suite 401, Washington, D.C. 20009) and is listed at $12.00 for Preservation Action members.

Finally, the Legal Services Division of the California Association of Realtors has published a 60-page book, Tax Reform of 1986: Real Estate Implications, available for $4.95 from the California Association of Realtors, 525 S. Virgil Ave., Los Angeles 90020.
Publications

ADVISORY COUNCIL REGULATIONS

As reported in our October, 1986 issue, the Advisory Council on Historic Preservation has published new regulations governing "Section 106", the rules outlining necessary procedures for federal agencies carrying or funding projects which may impact properties on or eligible for National Register listing. We pointed out that the process is complex and preservationists will have to exercise constant vigilance to ensure the process works to protect local cultural resources.

In order to help the preservation community better understand the new regulations, the Advisory Council has issued a very useful series of publications called "Working with Section 106".

* 36 CFR Part 800: Protection of Historic Properties. A typeset, easy-to-read copy of the revised regulations, with marginal notes to facilitate their use.

* Highlights of Changes in 36 CFR Part 800, Effective October 1, 1986. A fact sheet summarizing the primary changes in the Section 106 implementing regulations.

* Questions and Answers about the Transition from the Council's Former Regulations to Its Revised Regulations, Effective October 1, 1986. A fact sheet providing answers to commonly asked questions about making the transition from previous regulations to the present ones, particularly regarding the preparation and interpretation of MOA's and the applicability of Council "how to" materials published before September 2, 1986.

* A Five-Minute Look at Section 106 Review. A new edition of a popular fact sheet that summarizes the review process in 5 pages.

* Flow Chart. A diagram of the review process.

* Notice of Availability. Abstracts of additional information material now being produced by the Council.

The Council also announces that a new publication, Section 106, Step-by-Step, will soon be available. This describes Section 106 review and walks the reader through each step of the process. It contains a diagram of the review process, photos of National Register properties and examples of adverse effects, and two appendices.

Single copies of this publication and those listed above are available on request from: Publications Office, Advisory Council on Historic Preservation, 1100 Pennsylvania Avenue, N.W., Suite 809, Washington, D.C. 20004.

The California Preservation Foundation will also supply you with copies of the 5 items in the list because we feel it is very important that you understand how to use "Section 106". We only ask that you send us $5.00 to cover the cost of duplicating and mailing you this material.

SECTION 106 WORKSHOPS

The Foundation is also planning to sponsor Section 106 workshops in San Francisco and Los Angeles. The one-day workshops, tentatively set for April 29 in San Francisco and May 1 in Los Angeles, will feature John Fowler, the current Director of the Advisory Council, the person who wrote the new regulations and, without question, the most knowledgeable person on the subject. Workshops are given for federal agencies and SHPOs - the administrators of the process - but we want to structure the workshops for the organized preservation community - the groups who want to use the process to ensure the protection of local cultural resources.

CPF will mail invitations to these workshops to heritage preservation organizations when we have more specific information; to be sure you and your group are notified, call the Foundation office (415/527-7808) and we will put you on the list of invitees.

THE PRICE OF DOING BUSINESS

Reluctantly, and after a debate lasting more than a year, and after some research about what other statewide organizations were doing, the Board of Trustees voted to change membership fees, while creating some new categories to provide more flexible options for more people. As of January 1, 1987 the new membership schedule (below) went into effect. We hope you understand our struggle with this question, realize the serious nature of our financial need, appreciate our effort to respond to some of your needs with a new range of choices, and that you will continue to maintain and renew your membership when it comes due. Membership continues to be our main source of support and we do appreciate your strong commitment to the Foundation made with your dues. Thank you, again.

WE NEED YOUR HELP - TO JOIN C.P.F.

Send this coupon with your tax-deductible contribution to the California Preservation Foundation, 41 Sutter Street, Suite 1593, 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 $35.00
Student or Senior (over 60): Member $15.00
Individual or organization: Sponsor $75.00
Individual or organization: Patron $150.00
On January 23 CPF presented another in its series of "Travelling Workshops", this time in Napa. The workshop, tailored to meet the expressed needs of the Napa Cultural Heritage Commission, dealt with the economic benefits of historical commercial districts, the administration of design guidelines and the effective management of preservation ordinances.

The workshop, planned for the day before a scheduled CPF Board meeting, brought expertise from throughout California to focus on Napa's preservation program and its promise. Churchill Manor, Napa's historic Bed and Breakfast Inn, hosted the board meeting and a Saturday evening reception, sponsored by Napa Landmarks, brought CPF Board members together with preservationists from the entire county.

Such workshops, held in conjunction with Board meetings, are traditional for CPF. They enable the Foundation to share its valuable statewide experience with local preservationists, to see the community, meet preservationists and strengthen the network of Californians concerned about the conservation and enhancement of historic resources. If your community wants to host a CPF workshop, we encourage you to contact the Foundation office.

Next Newsletter Deadline - March 31