



UTILITAS • FIRMITAS • VENUSTAS

Northern California Chapter
Society of Architectural Historians

The Newsletter

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Day-Long Program in June Offers Tour of Historic Downtown and Residential Petaluma

We will be heading north for our next program, on Sunday, June 12, 2016. The historic river town of Petaluma is to be our destination.

The full day of activity will begin at 9:00 a.m. with coffee and pastries at Petaluma's Carnegie Library, now the Petaluma Historical Museum and Library. Historian Katherine Rinehart will present an overview of the town's history, following which we'll step outside to see some of the cast iron buildings downtown.

After lunch at a beautiful home on D Street designed by Brainerd Jones, Petaluma's hometown favorite, we visit a Coxhead church and will view two impressive shingle style homes nearby. Julia Morgan had a hand in remodeling one of them. We anticipate being allowed to visit the interior of at least one of these.

Off the guided tour, but in view as we move farther up D Street, there will be a range of historic homes. These include Albert Farr-built residences, as well as houses by Warren Perry, Julia Morgan, James Walter Dolliver, Don Uhl, Mario Corbett, and Brainerd Jones. We stop for an iced tea and lemonade break at the splendid 1893 Brown House.



*Petaluma's Carnegie Library (Brainerd Jones, 1906), now home to the Petaluma Historical Museum & Library, will be starting point for tour.
Photo: Sanfranman59, Wikimedia Commons*

Tour goers will receive a map showing the locations of some of the other prominent architectural treasures in town that will not be part of the day's program. These include additional Julia Morgan homes, and a home by Samuel and Joseph Newsom. The extended daylight hours of June will allow ample time for those who wish to explore more of historic Petaluma.

See page 7 for the schedule of events and tour registration information.

Petaluma: Rich Architectural Trove Reflects Prosperous 19th Century Agricultural Economy

Long the home of a Coast Miwok tribe who called their village Petaluma (meaning “sloping ridge”), the valley, traversed by the Petaluma River, had plenty of deer, elk, and geese. In 1834, General Vallejo was granted a massive Rancho that included Petaluma. The broad valley had been used for cattle by the mission fathers in Sonoma before Vallejo arrived to buffer the Russian presence farther north. Vallejo established his military center and home in Sonoma, and built his two-story 1836 adobe in Petaluma. The adobe still stands on the east side of town.



Hunters seeking a source of fresh meat to sell in San Francisco arrived by boat in 1849. They set up a trading post along the creek and soon a settlement began to form.

Early development was centered around access to the creek. (Technically a slough, it was later granted river status, a change that required an Act of Congress.) Flat-bottom boats, called scows, and flat-

*Petaluma River near the McNear warehouse and wharf, 1895.
Photo: Sonoma County Library Photographic Collection*

bottom paddlewheel boats, were able to traverse the shallow waters. There was a growing need for fresh food in San Francisco, and the dairy and chicken industries grew rapidly. The land along the Petaluma Creek was thickly populated with warehouses and feed mills, some of which remain today.

The development of a reliable egg incubator, by Lyman Bryce in 1879, advanced Petaluma’s progress as a leading supplier of chickens and eggs. Hatcheries, poultry farms, breeding programs, and even a chicken pharmacy cemented Petaluma’s leadership. In 1918, publicist Bert Kerrigan launched Petaluma’s reputation as the “World’s Egg Basket.” The annual Butter and Eggs Day Parade persists to this day. Brick hatcheries dot the town, and long wooden chicken coops are a strong presence on the outskirts of town.

Other industries were also established, including a cordage factory, and factories for shoes and soap, but agriculture remained king.



Gossage and McNear buildings, 1924. Photo: Sonoma County Library Photographic Collection

With so many successful businesses, Petalumans were able to build impressive homes and storefronts. By 1880, the main downtown streets, Petaluma Boulevard (then known as Main Street), Kentucky Street,



920 D Street (1893) Contractor/Builder Samuel Rodd (see current view on page 7).

and Western Avenue hosted several cast iron buildings. Petaluma's iron-front buildings comprise one of the most impressive collections in the west. Washington Street, a main thoroughfare, also displayed commercial buildings.

Petaluma has several impressive residential neighborhoods, including the Oakhill–Brewster district in a hilly area northwest of downtown. Over the years, however, D Street became the most prestigious residential address in town where elaborate homes occupied large lots.

Congregations poured money into their new churches, and fraternal organizations, such as the Masons and Odd Fellows constructed imposing buildings. The 1904 Carnegie library, featuring the largest free-standing leaded glass dome in



1000 D Street (Warren Perry, 1929)
Photo: Katherine J. Rinehart

Northern California, was faced in locally-quarried stone. Two stately neoclassical stone bank buildings were added downtown in the 1920s, and improvements continued.

In the 1950s, the town's economics changed. The egg industry faltered.

The 1955 freeway addition marked a period of expansion, and suburbs sprang up on the east side of the freeway. By the 1970s, Petalumans chose to limit annual growth, a decision challenged by the construction industry. The case was taken all the way to the Supreme Court and allowed to stand, setting a precedent for local control over growth.

Brainerd Jones (1865-1945)

Petaluma architect Brainerd Jones's career spanned over 40 years, from the time he opened his office on Main Street in what was then called the

Tann Building, until his death in 1945, Jones was not known for any particular style. Like many of his contemporaries, he was adept at preparing a variety of building types ranging from Carnegie libraries, school buildings, banks, churches, fraternal halls, commercial structures, residences, fire stations, and more. The *Argus Courier* summed up the importance of his work in an obituary written on March 3, 1945, stating that "perhaps no man has left more living memorials of his achievements and of his contributions to his community that this architect who was a small town architect only in the sense that he lived and worked in a small town."



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—Katherine J. Rinehart, *Images of America. Petaluma: A History in Architecture.* (Arcadia Publishing: 2005)

Agriculture continues to be a driving force in the economy. Feed mills and feed stores are in operation; and creameries produce milk, cheese and ice cream. Beer, wine, and olive oil are among Petaluma's specialty products.

—Thank you to Janet Gracyk for generously contributing this essay to the newsletter. Janet is a registered landscape architect specializing in historically significant landscapes.

Petaluma National Register Historic Commercial District

The Petaluma Historic Commercial District represents the development of commerce in the city from the mid-nineteenth century to the end of the Second World War. It also provides a diverse and well designed collection of commercial buildings, the architectural importance of which is unmatched in Sonoma County. Although the district has changed its appearance somewhat since 1945, it retains a high degree of architectural integrity and maintains its associations to the historic period [1854-1945].

...

The district retains historic and architectural cohesiveness in several ways. First, it contains a high proportion of contributing buildings, with roughly two-thirds of the total falling into this category. Second, as a group, contributors are larger and more conspicuous than non-contributors. Further, the contributors, although

constructed during a 90-year period, usually share two important characteristics. They extend to the parcel lines in the front and on the sides, and they have storefronts with recessed entrances and flanking display windows. In addition, because many non-contributors share these attributes, the district retains an overall coherence that is greater than might be expected through an analysis of its components.

...

The architectural importance of the district is clear when compared with commercial areas of other cities in Sonoma County. Several of the county's other business districts have been functioning for a century or more. The oldest is the Sonoma Plaza, a National Historic Landmark. It is primarily known for structures from California's Mexican period, however, and has few later buildings of architectural importance. The downtown area of Santa Rosa, which is larger than Petaluma's, has lost much of its historic character through new construction and earthquake damage. The city's Railroad Square district, now on the National Register, is limited to one era of construction. The commercial areas of Healdsburg, Sebastopol, and Cloverdale, while dating from the nineteenth century, are much smaller than the one in Petaluma and contain far fewer buildings of architectural distinction.

Excerpts from Petaluma Historic Commercial District, National Register of Historic Places Registration Form, by Donald S. Napoli. Entered in the National Register, March 31, 1995.

Photos: Ward Hill



Weekend on Central Coast Proves Popular

NCCSAH capped its year-of-Julia-Morgan observance, in November, 2015, with a full weekend—and more—of intense and interesting programming. On the morning of Saturday, November 7, our group of 42 convened at the Asilomar Conference Grounds in Pacific Grove, to be welcomed by Asilomar historian Michael Meloy. He spoke of the history of the YWCA conference center and Morgan's design.

Sandhya Sood, AIA, lectured on Morgan's site planning to illustrate how the resulting architecture related to the unparalleled setting. Concluding our morning session, architectural historian Bridget Maley described John Carl Warnecke's additions to the camp site that expanded on Morgan's original plan. After lunch, Meloy led a tour of the camp, to conclude day one.

People traveled to San Simeon, and Sunday morning began with the scenic bus ride up into the hills to the Hearst Castle. Architectural historian Victoria Kastner greeted us there. Fueled by thirty-six years of working at the castle, she led us on an extraordinary four-hour tour that included some areas not open to the general public.

The Hearst Corporation generously provided lunch at San Simeon Village (organized for us by Mitch Barrett of the Hearst Corporation), located on a perfect crescent-shaped beach. Ms. Kastner spoke on the history of the Hearst Ranch, and we toured the village. Julia Morgan designed most of the structures, which include housing for ranch hands and storage and other facilities for a working ranch.

Going off the Morgan trail for a bit, many of the group took the opportunity offered on Monday to visit the Benjamin Patterson Ranch, north of Paso Robles. Dawn and Lester Patterson were our gracious hosts. Five generations of the same family have farmed this land, and the cluster of buildings,



*Asilomar historian Michael Meloy leads tour of historic YWCA conference center.
Photo: Ward Hill*

tools and machinery was a reflection of that long tenure. We were interested to learn about the method of rammed earth construction used in building the main house (1896) and the smoke house. Our thanks to Dawn Patterson for the tasty hot lunch she served us at the house.

Returning to our original theme, the final stop on our extended weekend took us onto the Fort Hunter Liggett army base, part of the original 250,000-acre Hearst Ranch. Julia Morgan designed the classic Mission Revival Hacienda (completed 1930) to house the ranch manager and up to thirty workers, but Hearst often entertained some of Hollywood's biggest stars there until he sold it and a large portion of the land to the army, in 1940. Today, a civilian concessionaire operates the Hacienda as a hotel. A special thank you to Phil Bellman for organizing Monday's special events.

With last spring's Chinatown program, the central coast weekend was our small tribute to Julia Morgan, whom the AIA honored with the posthumous award of its Gold Medal, in 2014, confirming what Californians have known for years: Ms. Morgan was a remarkably talented and versatile architect. We are grateful to all those mentioned above who contributed to the success of this program.

Central Coast Tour Photo Gallery



Clockwise from top left: Victoria Kastner expounding on the Hearst Castle refectory (Photo: Jane Shabaker)

Morgan-designed Hacienda (Photo: Ward Hill)

Arcade at the Hacienda (Photo: Ward Hill)

Bone yard at Hearst Castle (Photo: Phil Bellman)

Lester Patterson at his blacksmith shop (Photo: Jane Shabaker)

Tour Schedule and Registration



Beautiful garden at this home on D Street by Brainerd Jones will be the setting for lunch during the Petaluma tour.

Schedule of Events

Sunday, June 12, 9:00 a.m. gather at Petaluma Historical Museum and Library, at 20 4th Street, for coffee and pastries followed by an introductory history of Petaluma. Approximately 10:15, walking tour to view cast iron downtown buildings, lasting about 90 minutes. Carpool to the house at 625 D Street for lunch (above).

The afternoon session, beginning at 1:00 p.m., includes walking the neighborhood to view historic residences on D Street and C Street. St. John's Episcopal Church, a gem by Ernest Coxhead, is on the itinerary, and we will be allowed to visit the interior.

At 2:00 p.m. we will drive to upper D Street for tea and lemonade at the Brown House (photo right). The formal program will end about 3:30, but tour participants may wish to walk more of the neighborhood to view other houses, using a map that will be provided.

Registration

The cost of the Petaluma tour for NCCSAH members is \$40, non-members \$60. The cost includes lunch and afternoon refreshments. Nonmember charge includes a one-year NCCSAH membership.

Please send registration form at left with your check made out to "NCCSAH" to Ward Hill, 3124 Octavia Street #102, San Francisco, CA 94123. Include your name, email, and telephone. Space is limited for this tour so send your check as soon as possible. Current members will have priority.

Registration for Historic Petaluma Tour

[please print]

Name _____

Affiliation _____

Address _____

City/State/Zip _____

Email address _____

Registration: \$40 members / \$60 nonmembers

Total Enclosed _____

Please make checks payable to NCCSAH and mail to:

Ward Hill
NCCSAH Historic Petaluma Tour
3124 Octavia Street, #102
San Francisco, CA 94123

For more information please contact Ward Hill at whill@pacbell.net.

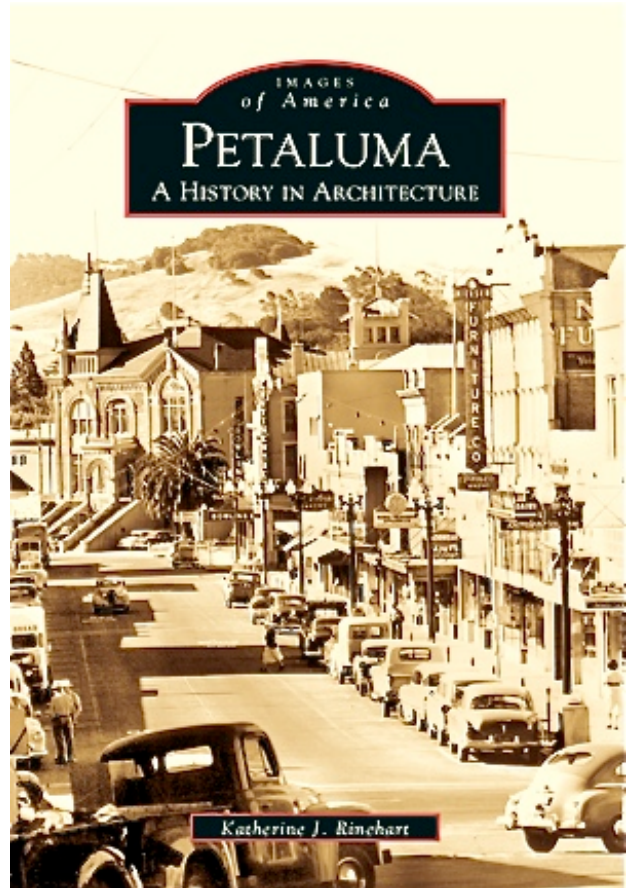
Nonmember cost also includes one year's membership in NCCSAH.

Space is limited; reserve your place now!



We will break here for afternoon refreshments and viewing house interior. Photo: Katherine J. Rinehart

More Historic Petaluma Views



Petaluma: A History in Architecture will be available for purchase at the time of the Petaluma tour. The author, Katherine J. Rinehart, who will introduce our program and assist in leading the tour, will gladly sign your copy.

Historic Petaluma Views, left, top to bottom:

Sanderson House, Albert Farr, c. 1925

St. John's Episcopal Church, Ernest Coxhead, 1890

Fairbanks House, 758 D Street, William F. Curlett & Walter J. Cuthbertson (c. 1890)

Sonoma County Library Photographic Collection

Bay Area Modern



How well do you know Bay Area Modernism? Test your knowledge, or play a game of Rummy, with this deck of 52 architecture cards, each featuring a modern building in the San Francisco Bay Area. Each card suit showcases 13 buildings, which could be used as the foundation for a self-guided architecture tour. From International to Organic, from Google to Brutalism, explore some of the unique architecture of the San Francisco Bay Area.

<https://www.flickr.com/photos/14696209@N02/albums/72157664247583803>

Please use the form on page 7 to sign up for the Historic Petaluma Tour and the form on the last page for membership dues.

Other Events Of Interest

California Historical Society

Exhibition: *Experiments in Environment: The Halprin Workshops, 1966-1971*. Now through July 3, 2016. 678 Mission St., San Francisco. http://www.californiahistoricalsociety.org/exhibitions/current_exhibitions/

Stanford Women's Club of San Francisco

Lecture: *Young Ladies with T Squares—Julia Morgan's Cohorts*, by Inge Horton (NCCSAH member). April 29, 2016, 10:00 a.m. Fort Mason, Landmark Bldg. C <http://alumni.stanford.edu/goto/event20670>

Berkeley Architectural Heritage

41st Spring House Tour and Garden Reception. May 1, 2016, 1:00-5:00 p.m. <http://berkeleyheritage.com/calendar.html>

Berkeley Historical Society

Spring Walking Tours. *Phoebe Hearst on Campus*. May 7, 2016. *Authors & Artists of the Ina Coolbrith Era, May 14, 2016*. <http://www.berkeleyhistoricalsociety.org/Walks.html>

San Francisco Museum of Modern Art

Reopening: May 14, 2016. <https://www.sfmoma.org/exhibitions-events/>

33rd Annual California Preservation Awards

Call for entries: deadline for nominations, June 1, 2016 http://www.californiapreservation.org/awards_1.html

Vernacular Architecture Forum

Conference, *From Farm to Factory: Piedmont Stories in Black and White*. Durham, NC, June 1 - 4, 2016. <http://vernaculararchitectureforum.org/Durham-2016>

Society for Industrial Archeology

45th Annual Conference, Kansas City, MO, June 2 - 5, 2016 <http://www.sia-web.org/sia-45th-annual-conference/>

DOCOMOMO US

National Symposium, *Beyond Modernism? Moving the Recent Past Forward*. Detroit, June 9 - 12, 2016. <http://www.docomomo-us-symposium.com>

Oakland Museum of California

Exhibition: *Dorothea Lange: Politics of Seeing*, November 12, 2016- April 23, 2017 <http://museumca.org/exhibitions>



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The mission of the NCCSAH is to further the objectives of the Society of Architectural Historians of which the Northern California Chapter is an affiliate; promote the study and discussion of our region's architectural history and its related fields; visit significant works of architecture; and increase public awareness and appreciation of our architectural heritage. Membership is open to anyone interested in architectural history and its related fields who agrees to pay the annual dues and subscribe to the bylaws of the organization.

NCCCSAH Officers

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Vice President, Paul Turner
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Secretary, Don Andreini
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Remember you do not have to be a member of the National SAH to become a member of NCCSAH

Join or Renew Now!!

Individual \$20.00

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Make checks payable to NCCSAH

Please send your ideas or comments concerning The Newsletter to:

Don Andreini

NCCSAH Newsletter Editor

dandreini@sbcglobal.net

To become a member of the Northern California Chapter of the Society of Architectural Historians

or to renew your dues return this form
and your dues check for \$20 made out to NCCSAH
to

Ian Berke, NCCSAH
Ian Berke Real Estate
2824 Clay Street
San Francisco, CA 94115

Name _____

Affiliation _____

Occupation _____

Street Address _____

City, State, Zip _____

Home Phone _____

Work Phone _____

Fax Number _____

E-mail address _____

For your convenience: Renewing members who sign up for the Historic Petaluma Tour may include their \$20 membership dues in a single check with their payment for the tour. In that case, use the address on the tour registration form shown on page 7.