

LAKESIDE RESIDENTIAL DESIGN GUIDELINES

San Francisco, California

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prepared for
Lakeside Property Owners Association
San Francisco, California

prepared by
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A special note of acknowledgment and gratitude to longtime Lakeside residents, the late Mrs. Margaret Gunnell and the late Mrs. Gertrude Vederoff for their diligent work in compiling the Lakeside Memory Book of photographs and news articles dating to the 1940s. This scrapbook is part of the collection held within the San Francisco History Room at the San Francisco Public Library Main Branch. A duplicate of this scrapbook is also located at the Merced Branch Library.

Cover image: Images of present day views within Lakeside surround a central historical photograph of the neighborhood under construction, c. 1940. View is looking northwest from Junipero Serra and Wyton Lane. The building in background at center is the Stoneson Development Corporation warehouse for building materials. Stacks of materials to the right of the warehouse are located on the site of the future Junipero Serra playground. (San Francisco Public Library History Center)

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Aerial of the northern half of Lakeside, 1946 (historicaerials.com)



Aerial of the southern half of Lakeside, 1946 (historicaerials.com).

1. OVERVIEW & BACKGROUND

A. INTRODUCTION

The Lakeside Property Owners Association has commissioned Design Guidelines for the Lakeside neighborhood of San Francisco. These Guidelines have been created in an effort to assist residents with decisions regarding additions and alterations to residences and changes to front landscaping. Appropriate changes to individual residences will help preserve the overall neighborhood character of Lakeside.

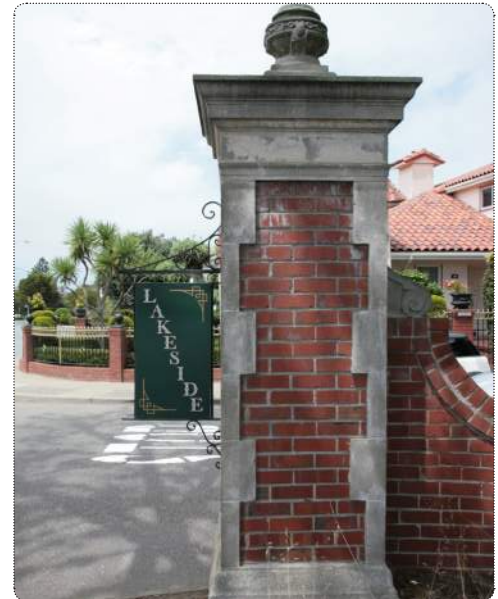
The renovation of a residence is a major commitment of time, effort, and money. The reasons behind undertaking such an endeavor are different for each owner.

These guidelines will assist the community in the preservation and enhancement of the unique neighborhood character, which remains largely intact from the initial design concepts dating to 1936.

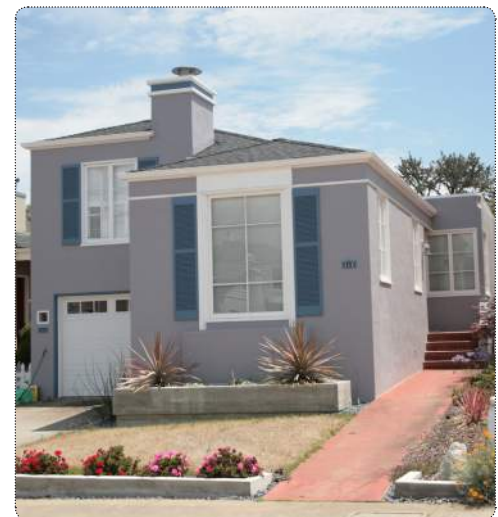
The primary goals of the Lakeside Design Guidelines are:

- To maintain the historic character and architectural cohesion of the neighborhood.
- To ensure that future changes are compatible with overall neighborhood character.
- To understand the original historic design intent.
- To assist owners who may be contemplating changes.
- To develop a consistent set of recommendations.
- To provide a reference document and a common language for project review.

This document also provides basic information for homeowners about the history of their residences, which can be useful for homeowners at the start of the City's approval process. The Planning Department considers buildings over 45 years of age to be potential historic resources (for purposes of the California Environmental Quality Act) and can request a Historical Resource Evaluation – Supplemental Information Form if a proposed project involves major alteration or demolition.



Entrance pillar with Lakeside sign (2015).



Minimal-traditional style residences are found throughout Lakeside (2015).



Lakeside residence with Period Revival architectural features (2015).



This Lakeside residence exhibits characteristics of the Minimal Traditional style (2015).

Design Guidelines are a tool to consistently and objectively assess projects rather than reacting to specific projects on a case-by-case basis. It is also intended to save residents who plan alterations time and money by informing the direction of new designs/alterations in advance. The Lakeside Design Guidelines are based on the *City of San Francisco's Residential Design Guidelines* (2003). The Planning Commission adopted the first citywide Residential Design Guidelines on November 2, 1989. The current version of the Guidelines was updated in 2003 and is available online under the Resource Center tab at the San Francisco Planning Department website, www.sf-planning.org.

Section 311 (c) (1) of the City Planning Code provides that Residential Design Guidelines shall be used to review plans for all new construction and alterations. Specifically it states:

The construction of new residential buildings and alteration of existing residential buildings in R districts shall be consistent with the design policies and guidelines of the General Plan and with the "Residential Design Guidelines" as adopted and periodically amended for specific areas or conditions by the City Planning Commission. The Director of Planning may require modifications to the exterior of a proposed new residential building or proposed alteration of an existing residential building in order to bring it in to conformity with the "Residential Design Guidelines" and with the General Plan. These modifications may include, but are not limited to, changes in siting, building envelope, scale, texture and detailing, and landscaping.¹

With the exception of commercial properties located along Ocean Avenue, Lakeside is zoned as a RH-1(D) district, defined as single family detached **residential**. RH-1(D) of the City Planning Code permits a single unit per lot, which must be detached from adjacent structures with setbacks on all sides. The RH-1(D) side yard requirements are rather unique in San Francisco and contribute to Lakeside's historic character. The Planning Department limits obstructions in side yards, specifically prohibiting the parking of motor vehicles, trailers and boats.

¹ San Francisco Residential Design Guidelines, December 2003, 3-4.

The Lakeside Design Guidelines are advisory in nature. Their intent is to educate residents who are planning alterations and suggest approaches that are consistent with the prevailing neighborhood character. This document will be made available with the *Lakeside Articles of Incorporation and Covenants, Conditions, and Restrictions* (CC&Rs) to homeowners upon purchase of a Lakeside home.

This document does not establish a historic district. Should Lakeside residents wish to designate Lakeside as a historic district, appropriate procedures can be invoked in the future. Additionally, this document is not an official design document with the Planning Department, however, this information can inform the Staff during project review in Lakeside.

B. NEIGHBORHOOD CHARACTER

Lakeside has been referred to as “a neighborhood of tidy houses”.² In fact, its cohesive architectural landscape is achieved by a unifying architectural vocabulary, an overall homogeneity of house forms, and similar siting of residences with regard to front and side yards. Within Lakeside alterations or additions to existing residences are common and have the potential to significantly affect neighborhood character. Lakeside neighborhood character is strongly influenced by the collective appearance for the following reasons: the buildings were constructed within a relatively short period of development, 1938 to 1941 and 1945-54; the entire neighborhood was under the vision of a single developer; and many of the residences were designed by the same architect. Out-of-character additions to individual buildings have the potential to negatively impact the neighborhood fabric. Maintaining neighborhood character through sympathetic additions and alterations will help preserve or enhance individual property values.

C. LAKESIDE PROPERTY OWNERS ASSOCIATION

The Lakeside Property Owners Association (LPOA) represents owners and residents of Lakeside II and III. The Lakeside Articles of Incorporation were extended, after approval of homeowners, for a period of 25 years in a filing



Contemporary style Lakeside residence (2015).



Lakeside Property owners awarded for their clean-up of a local park (from left): Abi Daugherty, Henry Ortiz, Denise Brakefield, Bob Larsen, Taro Iwasuchi, Elisabeth Grey, and

Lakeside homeowners have a long tradition of volunteerism (Sunset Beacon, August 1994).

2 Burke, Eleanor. *Sketching San Francisco's Neighborhoods*. p. 62.



Sanborn map of Lakeside.



Lakeside was designed to appeal to families c. 1971 (Courtesy of Lakeside resident).

in 2010. The LPOA works to enhance and maintain the unique character of the Lakeside neighborhood and address issues of concern to its members the property owners and residents. The LPOA is governed by a board of nine volunteer directors, which meets quarterly. The LPOA membership meets in a general session once each year. *Easements, Restrictions, Conditions, Covenants, Charges, and Agreements* apply to all Lakeside II and III property.

There are procedures by which this document could be made applicable to Lakeside I in the future.

D. PROCESS AND COMPLIANCE

Like the neighborhoods of Balboa Terrace, Westwood Park, Forest Hill and St. Francis Wood, the LPOA Board seeks to raise awareness about the importance of preserving the historic character and architectural integrity of our neighborhood. Nearby neighborhoods have adopted Design Guidelines to provide information to their homeowners and to protect architectural character.

Likewise, the LPOA seeks to ensure that future home improvement projects are compatible with the architectural quality of Lakeside. These Design Guidelines and the LPOA will assist residents who are planning exterior modifications to their homes.

In order for the LPOA to be fair and consistent in giving feedback about exterior modifications and to be clear about what kind of changes are appropriate, a set of design criteria is necessary. As a reference, this document also includes a copy of the *Secretary of the Interior's Standards for Rehabilitation* (see Appendix B), which articulate common sense preservation principles for homeowners. It is to the advantage of the project sponsor or owner to discuss the proposed project with the LPOA early in the design process.

This document also includes information on the Planning Department's Pre-Application process for homeowners planning a project. The Planning Department's Pre-Application packet is included at Appendix C. The Pre-Application process applies to new construction; any vertical addition of 7 feet or more; any horizontal addition of 10 feet or more; or decks over 10 feet above grade (excludes roof decks).

Prior to submitting a permit application with the City, a project sponsor or homeowner is required to conduct a Pre-Application meeting, a mandatory form of community outreach to initiate neighbor communication, identify issues early on, and provide the project sponsor the opportunity to address neighbor concerns. It is the responsibility of the project sponsor or owner to notify the LPOA Board and adjacent neighbors about the Pre-Application meeting. The City requires at least two weeks notice (by mail) to neighbors prior to the meeting. An invitation for the LPOA Board to the Pre-Application meeting should be sent by postal or electronic mail to:

Lakeside Property Owners Association
Box 27516
San Francisco, CA 94127
lakeside@lakesidepoa.org

The Lakeside Residential Design Guidelines are informed by Planning Department review processes and policies. The Planning Department will engage with the LPOA during the application review process as requested. Planning Department review powers commence when a building permit application is filed. Most work proposed by homeowners requires a building permit application, including, but not limited to: window replacement, exterior cladding replacement, changes to entry sequence/enclosure of entry, paving or re-paving of front setback/adding new parking spaces, replacing garage doors, changing sizes of openings to windows or doors, removing architectural features, modifying roof materials or roof configuration, repairing/replacing front stairs and fence replacement.

It is highly encouraged for homeowners to consult with the Board regarding installation of new trees, fences, and other changes visible within the public right-of-way that have the potential to impact the neighborhood's original design intent.



View of Lakeside III during construction, c. 1940. View is looking southeast from the elevated site of the future Junipero Serra playground, then used as the staging area for building materials. Image depicts the rear of newly built houses on Junipero Serra and the east side of Stratford Drive; the west side of Stratford Drive is not yet built (San Francisco Public Library History Center).



Map of San Francisco by August Chevalier, 1911. (old-maps.com)

2. HISTORICAL DEVELOPMENT OF LAKESIDE

A. EARLY HISTORY

In the early 20th century, the area of San Francisco west of Twin Peaks was largely undeveloped, “virtually cut off from the so-called metropolitan area of San Francisco by the barrier of the hills and inadequate roads.”²

Lake Merced was once part of the Galindo Ranch. In 1868, the Spring Valley Water Company bought the water rights to Lake Merced and eventually the surrounding watershed. In 1908, the city approved construction of the Hetch Hetchy Reservoir in the Sierra Nevadas. Prior to the construction of Hetch Hetchy, Lake Merced was envisioned as the city’s main reservoir, with plans to expand the lake into land that is now the San Francisco State University campus. With the Hetch Hetchy Reservoir planned, lands around Lake Merced became available for development. Spring Valley then sold some of land, which became the golf courses at Lake Merced.³

The 1911 Chevalier map of the city depicts conditions in the area prior to construction of the Lakeside neighborhood (opposite page). The northern and eastern boundaries, Sloat Boulevard and Junipero Serra Boulevard, respectively, were important thoroughfares. The western and southern sides of the neighborhood (now 19th Avenue) were delineated on the map as the Ocean Shore Railway. The area to the north was wooded and undeveloped. To the east, there were a few small buildings along Junipero Serra Boulevard, the San Francisco Golf and Country Club, the Ingleside racetrack (now Urbano Drive), and Ingleside’s western boundary. To the west, Rancho Laguna de la Merced, including Lake Merced and surrounding lands, was owned by the Spring Valley Water Company.⁴

In 1911, the tract that is now Lakeside was undeveloped with the exception of several roadways and a railroad spur.

2 William Flynn, “Henry Stoneson: Community Builder,” (City-County Record: The Magazine of Good Government. March 1953), 11..

3 In 1940, the Metropolitan Life Company bought the last of Spring Valley’s land to build the Parkmerced apartment complex. Information in this paragraph summarized from: http://en.wikipedia.org/wiki/Lake_Merced.

4 August Chevalier, “The ‘Chevalier’ Commercial, Pictorial and Tourist Map of San Francisco from Latest U.S. Gov. and Official Surveys,” 1911. old-maps.com.



Lakeside site prior to development (www.davidrumsey.com).



Standard Oil Station on Junipero Serra Blvd and 19th Avenue, c. 1920 (Western Neighborhoods Project, outsidelands.org).



M streetcar at 19th Avenue, 1939 (Western Neighborhoods Project, outsidelands.org).

Ocean Avenue, lined with trees, bisected the acreage. Another tree-lined road connected Ocean Avenue with Sloat Boulevard to the north. A railroad spur from the Peninsula terminated in the future neighborhood, though no loading dock, passenger platform or other transportation-related structures appear on the Chevalier map.⁵

In 1925, the Municipal Railway “laid miles of track through the desolate sand dunes”⁶ west of the Twin Peaks tunnel, which had been completed in 1918. In 1927, the M Oceanview streetcar line was established to connect the neighborhoods west of Twin Peaks with downtown. The original M route continues to the present day, following a diagonal right-of-way through Lakeside from St. Francis Circle at Sloat Boulevard to 19th Avenue and along the western and southern boundaries of Lakeside.

B. STONESON DEVELOPMENT CORPORATION

Developers Henry and Ellis Stoneson of the Stoneson Development Corporation recognized the area’s potential and began building in the western neighborhoods. By 1937, the Stoneson brothers had purchased the land for the Lakeside district, which, prior to development, was used for agriculture with cabbage as the primary crop.⁷ According to Henry Stoneson, the site for the new development was selected because the area “looked like a good spot and the trend of growth was toward the West of Twin Peaks section.”⁸

The Stonesons subdivided the parcels, prepared a residential tract, and chose the name of Lakeside for the development. The brothers envisioned “an area of beautifully and harmoniously designed homes in a landscaped setting of winding contoured streets. Here every home owner could be assured privacy and a contented home life.”⁹ In addition, the development featured a neighborhood commercial district, Lakeside Village, on Ocean Avenue between 19th Avenue and Junipero Serra Boulevard.



Residence on Lagunitas Drive in Lakeside I, c. 1945 (Western Neighborhoods Project, outsidelands.org).

5 Chevalier, 1911.

6 Flynn, 11.

7 Flynn, 11.

8 Flynn, 11.

9 “Meet the Stonesons,” Lakeside District of San Francisco Scrapbook (SFH 39), San Francisco History Center, San Francisco Public Library.

The residential neighborhood of Lakeside was planned to appeal to families who wished to live outside the urban core and were willing to commute to their jobs downtown. The Stoneson Development Corporation directly advertised to individuals who worked downtown and desired more suburban amenities, "If you are a San Francisco executive or professional man, you'll like Lakeside. Close to your executive offices both in the matter of distance and the matter of time due to the Twin Peaks Tunnel; close to your favorite golf course and bridge club; close to your heart in the architecture of your needs, Lakeside is appealing. ... Realized at Lakeside is the modern idea of placing all public utilities underground. No unsightly poles or electric wires will mar the view or endanger life or property."¹⁰

In 1939, San Francisco State College purchased 57 acres for a new college campus (now San Francisco State University) to relocate from their facilities at Haight and Buchanan Streets just off Market Street. By 1941, the Stoneson Company's promotional materials and advertisements began referring to Lakeside as "College City" and the added value the college setting brought to homeowners:

General opinion amongst local real estate men is that College City will not only sustain its values over a long period of time, but will witness increase in values as well as bringing in high rentals should a home buyer there wish to rent his home. This is due, they say, both to the character of development created by the Stonesons, and the fact that College City represents the last choice property in this district which can be given over to modest priced homes. Popularity has been further stimulated, they believe, by the new San Francisco State College, fifty-seven acre campus directly across 19th Avenue.¹¹

C. BUILDING AND SELLING LAKESIDE

Construction began in 1936. The neighborhood was developed in three phases: Lakeside I (north section), Lakeside II (middle section), and Lakeside III (south section).

¹⁰ "For the Man of Means." *California Homes*, October 1936 quoted in "Lakeside District," *Outsidelands N.p.*, Web. 10 October 2014.

¹¹ "College City Plan Wins Praises."



*Lakeside promotional materials
(San Francisco Public Library History Center)*



Lakeside advertisement c. 1941. (San Francisco Public Library History Center)



San Francisco Chronicle advertisement (San Francisco Chronicle 11 December 1937).



Newspaper clipping featuring home at 25 Broadmoor, circa 1940. (San Francisco Public Library History Center)

Lakeside I was the first to be developed, and by 1938, houses had been built on many of the residential lots north of Ocean Avenue. An aerial from 1938 shows that Lakeside II and III were totally undeveloped.¹² That year only one commercial building had been constructed in Lakeside Village on Ocean Avenue. By August 1941, just three years later, Lakeside Village was built out with only two remaining store locations, and those were under contract.¹³

Lakeside I was promoted as being “comprised of homes ranging in cost from \$12,500 to \$60,000, each with its own enchanting setting.”¹⁴ Although the prices of residences in Lakeside I were outside the grasp of many post-Depression San Franciscans, the residences were marketed as requiring mortgage payments equivalent to rent. An advertisement titled “Distinctive Home Awaits Owner: One of Two Cape Cod Homes in S.F.,” the residence is described as “Unusual one and a half story architecture employed in this residence makes it a home that is noticed twice. The effect is one of good taste, simplicity and individuality. Just completed in Lakeside District, it will be bought with payments like rent.” (95 Beachmont Drive in Lakeside. *San Francisco Chronicle* 11 December 1937). In this case, the reference to the Cape Cod architectural style was not entirely accurate. Overall, Lakeside’s architectural expression incorporates eclectic traditional elements within a streamlined appearance.

Susan Cerny’s *Architectural Guidebook to San Francisco and the Bay Area* describes Broadmoor Drive between Stonecrest and Winston Drives (Lakeside II) as a “pleasing block of stucco- and wood-clad houses with front yards’ that initially sold for \$9,000 to \$15,000.”¹⁵

Lakeside III was located directly across 19th Avenue from the site of the future campus of San Francisco State College. Houses and lot sizes were smaller and prices were lower than Lakeside I and II. College City offered: “fully detached five rooms now \$6990.”¹⁶ Each home featured:

12 Ryker, Harrison. “101 San Francisco Aerial Views.” 1938. Rumsey Map Collection San Francisco Public Library, Online Historical Photograph Collection.

13 “Open Colonial Court At Lakeside,” 2 August 1941, Lakeside District of San Francisco Scrapbook (SFH 39), San Francisco History Center, San Francisco Public Library.

14 “Meet the Stonesons.”

15 Susan Dinkelspiel Cerny, *An Architectural Guidebook to San Francisco and the Bay Area* (Salt Lake City: Gibbs Smith Publisher, 2007), 106.

16 “You Bet We’re Proud!” Lakeside District of San Francisco Scrapbook (SFH 39), San Francisco History Center, San Francisco Public Library.

...elevated bedrooms, picket-fence enclosed garden, individual architecture, exclusive surroundings, and contoured streets with landscaping and shade trees. College City is within walking distance of an elementary grade school, high schools, and junior college. Fast bus and street car transportation links College City with San Francisco's down-town shopping and business districts. Less than five minutes from every College City home are five golf courses, bridal trails, Lake Merced with boating and fishing, tennis courts, skeet shooting, swimming at Fleishhacker pool or the beach and out-of-door concerts at Sigmund Stern Grove."¹⁷

By the early 1940s, the Stoneson Development Corporation had opened a sales office at 1 Sloat Boulevard at the north end of the Lakeside development (now Sloat and Junipero Serra Open Space). Most of the residences within Lakeside were designed in a Minimal Traditional style with simplified Period Revival details. The Lakeside sales office, however, expressed a more stylized version of the Moderne style.¹⁸ It was subsequently demolished.

In 1941, construction at Lakeside II and III (College City) greatly intensified in anticipation of wartime residential construction restrictions. Henry Stoneson urged home buyers to take action immediately:

For the time being at least we are in the position to accept order on new Lakeside homes priced from about \$12,500 on up. How long we can continue this will depend upon materials available, priorities and prices. I suggest that home seekers who want to live in Lakeside make immediate selection of their sites and start at once on plans for their home."¹⁹ At the start of 1941, over 250 construction workers were employed in Lakeside II and III "hurrying completion of our building program to meet the sensational demand for our garden type of homes."²⁰

17 "College City." Lakeside District of San Francisco Scrapbook (SFH 39), San Francisco History Center, San Francisco Public Library.

18 Brown, Mary. "San Francisco Modern Architecture and Landscape Design, 1935-1970 Historic Context Statement." (San Francisco City and County Planning Department, manuscript, 30 September 2013) 94.

19 "15 New Homes Underway in Lakeside." *San Francisco Call Bulletin*, 20 September 1941.

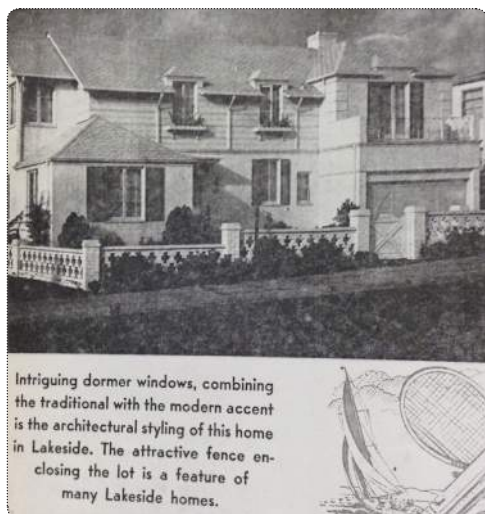
20 "Stonesons to Step Up Big Program." *San Francisco Call Bulletin*, 4 October 1941.



Lakeside sales office, c. 1943, since demolished (Lakeside District, outsidelands.org).



Lakeside promotional materials for furnished home at 860 Junipero Serra Blvd. (San Francisco Public Library History Center)



Lakeside promotional materials emphasized attention to architectural detail and high-quality features. (San Francisco Public Library History Center)



Henry Stoneson's house at 100 Stonecrest Drive (2015).

In early 1941, the Stoneson Development Corporation had more than 100 homes under construction. Stoneson stated that the company was “taking orders almost as fast as foundations are put down.”²¹

With the exception of war housing, all residential construction was halted during World War II. After the war ended, the Stoneson Development Corporation's production increased due to the demand for veteran housing.²² An aerial from 1946 shows that Lakeside Village was completely built out with commercial buildings by that year. In addition, large sections of Lakeside II and most of Lakeside III were developed with houses (see preface).

Any history of Lakeside must acknowledge the race-based exclusion policy that was included in the *Declaration of Easements, Restrictions, Conditions, Covenants, Charges and Agreements for Lakeside 2 and 3* dated 30 August 1940. Section X of that document, Limitation of Ownership, stated:

No person other than one of the White Caucasian Race shall rent, lease, use or occupy any building on any lot in said Tract, except that this Covenant shall not prevent occupancy by domestic servants of a race other than White Caucasian employed by an owner or tenant in said Tract.

In the 1940's racially restrictive language commonly was used to enforce segregation and exclude non-whites from living in certain areas throughout California and the nation. Decades ago, Section X was deleted from the Lakeside Articles of Incorporation.

D. ARCHITECTURAL STYLE

Harold G. Stoner, the prolific architect whose designs peppered the neighborhoods west of Twin Peaks, was commissioned to design many of the Lakeside residences, including the homes of Ellis and Henry Stoneson. For Henry Stoneson's residence at 100 Stonecrest Drive, Stoner designed a 12-room residence in a “Moderne version of

²¹ “Stonesons to Step Up Big Program.”

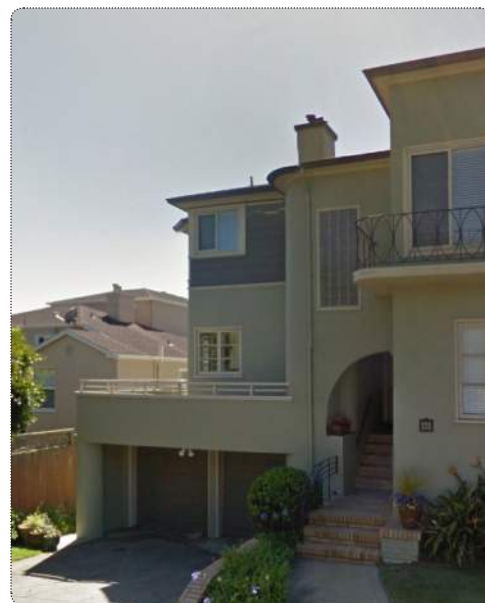
²² “Stoneson, SF Builder, Dies at 63.” *San Francisco Chronicle* from “Meet Our Relatives-Stoneson Branch, Henry Stoneson.” Web. 10 Oct. 2014

California colonial.”²³ Henry’s residence was the largest house in the neighborhood and was reportedly built for \$60,000. The residence provided a home for Henry and his family but also served as marketing for the development. The *San Francisco Chronicle* rather bombastically described the large 12-room residence as “excellent evidence of the aristocratic, intelligently planned nature of the Lakeside development.”²⁴ At 30 Stonecrest Drive, Stoner designed an asymmetrical Georgian style residence for Ellis Stoneson.

According to architectural historian David Gebhard, the Depression sparked a renewed nationalism and resurgence in the popularity of the Colonial Revival style.²⁵ For the Lakeside development, Stoner combined Art Deco and Colonial Revival into what he called “Colonial Moderne” for the “fully detached garden homes.”²⁶ This simplified, stripped down Period Revival form is also known as the Minimal Traditional style and was popular throughout the U.S. in the post-Depression years. Promotional literature described one of the homes as including “Intriguing dormer windows, combining the traditional with the modern accent is the architectural styling of this home in Lakeside.”²⁷

The home at 20 Stonecrest Drive, a Stoner design, was included in a tour the San Francisco Realtor Board organized during the Golden Gate International Exhibition (GGIE) in 1939. The tour featured 12 homes by noted Bay Area architects including William Wurster. Stoner’s design for “A Town House in the Lakeside District” was featured in *House Beautiful* and *Sunset* magazines. Of the twelve houses included in *Sunset*, 20 Stonecrest Drive was the most expensive.²⁸

Stoner’s design for a duplex at 320-322 Junipero Serra Boulevard exemplifies a purely Streamline Moderne residential building. Stoner also designed the more traditionally styled apartment building at 115 Eucalyptus Drive, which includes traditional, modern, and Spanish Revival elements.²⁹



Stoner’s design for a duplex at 320-322 Junipero Serra Boulevard exemplifies a purely Streamline Moderne residential building.



Lakeside Medical Building, c. 1960 (Western Neighborhoods Project, outsidelands.org).

23 Proctor, 146.

24 Proctor, 145.

25 Proctor, 144.

26 Proctor, 144.

27 “Meet the Stonesons.”

28 Proctor, 148.

29 Proctor, 150.



An early view of Lakeside's gardens and contoured streets, 1942 (San Francisco Public Library History Room).



Lakeside promotional materials emphasized home and garden design concept. (San Francisco Public Library History Center)

Stoner was also the architect of the iconic Lakeside Medical Building at the entrance to the Lakeside Village commercial strip. According to architectural historian David Gebhard's *Guide to Art Deco in America*:

... the focus of the design of the Lakeside Medical Building is a tall round shaft that projects above the stucco and glass brick tower. This thin needle-like spire, accentuated by horizontal neon disks, has a real Buck Rogers flair to it. The stucco building itself introduced by Art Deco and Streamline Modern elements: fluted piers, horizontal banded windows, and even a hipped roof, which seems to have more to do with the woodsy Second Bay Tradition of San Francisco than with the Moderne.³⁰

In total, Stoner designed up to 75% of the neighborhood's 435 houses, creating a cohesive architectural landscape.

E. GARDENS AND LANDSCAPING

Competing with suburban developments outside the city, promotional material for Lakeside highlighted the large lots, privacy, and garden setting — all hallmarks of suburban rather than urban development. Detached single-family houses were fairly atypical of San Francisco urban development prior to the construction of Lakeside and other neighborhoods west of Twin Peaks.

Landscaping was emphasized to create a distinctive neighborhood, "... gardens are now developing into one of the property's most attractive features. With more than 200 homeowners, each taking pride in his own garden, the entire development is acquiring a groomed and tailored appearance. This is further enhanced by landscaping and planting done by the Stonesons throughout College City."³¹ Original landscaping throughout Lakeside was simple and

30 David Gebhard, *The National Trust Guide to Art Deco in America* (New York: John Wiley & Sons, Inc., 1996) 151.

31 "Sports Minded Find College City Ideal." *San Francisco Call Bulletin*, 21 June 1941.

restrained with a flat lawn, low shrubbery, and a single, small scale tree in front of each house, 1942.

Lakeside's distinctive landscape was further defined by picket fences. "The attractive fence enclosing the lot is a feature of many Lakeside homes."³² Advertisements for the development highlighted the signature white picket fences, which were meant to "enhance the exclusive, old-fashioned charm of beautifully designed homes."³³

Lakeside's east-west thoroughfares, Winston Drive, Holloway Avenue and Ocean Avenue, were designed with landscape features to emphasize their importance and indicate the transition into a defined neighborhood. Winston Drive is wide and enhanced by sidewalks flanked by planted beds on both sides of the sidewalk, whereas Holloway Avenue was intended to be laid out with a landscaped median.

32 "Meet the Stonesons."

33 Advertisement for Lakeside quoted in "Lakeside District," outsidelands.com.



Illustration of Holloway Avenue median with low scale plantings.



In some parts of Lakeside, the street trees were planted to alternate red and green, plum and acacia, as seen in this 1981 photo.



Aerial view of Stonestown, completed 1952.



Newspaper clipping featuring the Colonial Court, dated 2 August 1941. (San Francisco Public Library History Center)

F. LAKESIDE VILLAGE

Lakeside Village, the commercial strip on Ocean Avenue, was an essential part of the Stonesons' neighborhood vision. Lakeside Village was considered a model shopping area. Its architecture and signage were patterned after Southern California's famous Westwood and Sunset Strip. In the summer of 1941, the Stoneson's inaugurated Lakeside Village's Colonial Court, an assemblage of 11 specialty shops intended to serve the new residents. The Stoneson Development Corporation strictly supervised the rentals of Lakeside Village storefronts.

Homeseekers who have visited Stoneson Brothers exclusive Lakeside during the last week, and have driven through Lakeside Village on Ocean Avenue ... have commented that it appeared as if part of Hollywood's famous 'Strip' on Sunset Boulevard had moved to San Francisco. ... Surrounded by beautiful homes designed by [architect] Harold Stoner, this shopping center is one of the most modern in the country.³⁴

With the 1952 opening of Stonestown, the first open-air shopping mall in the nation, options for Lakeside residents increased dramatically. Stonestown was the most modern shopping experience. Lakeside Village found its niche as a neighborhood commercial district with stores, medical offices, a prominent drugstore, and coffee shops, diners and restaurants.

34 Jacqueline Proctor and Joyce Hendrickson, *Bay Area Beauty: The Artistry of Harold G. Stoner, Architect* ([California]: Jacqueline Proctor, 2010) 150.



Lakeside Village, c. 1945 (San Francisco Public Library History Center).

G. NOTABLE RESIDENTS

George Christopher

One of Lakeside's most well known residents was George Christopher, mayor of San Francisco from 1956 to 1964. Christopher (1907-2000) was born in Greece and immigrated with his family to the United States when he was a small child. The family settled in Greektown in the South of Market area of San Francisco. Christopher became a successful businessman. During his tenure as mayor, the city's skyline changed: the Embarcadero Center, Golden Gateway, Japan Center, and the Hall of Justice were all constructed, as was Candlestick Park.

In 1956 Mayor Christopher made international headlines for befriending Soviet Premier Nikita Khrushchev during his controversial tour of the United States. After being denied access to Disneyland, Khrushchev was welcomed to San Francisco by Mayor Christopher who, at Khrushchev's request, took him to visit the new Stonestown Shopping Mall, which, like Lakeside, was developed by the Stoneson Development Corporation. Mayor Christopher lived with his family at 55 Stonecrest Drive.

Donald A. Cameron

According to the 1940 census, Donald Cameron lived with his wife, Margaret Cameron at 75 Woodacre Drive, where they were the original owners of the house. Donald Cameron began his career in sales for the Stoneson Brothers. He later established Donald A. Cameron Realty, a real estate business with offices on Ocean Avenue in Lakeside Village for nearly 50 years.

Felix Gatto

Felix Gatto founded Columbus Salame in North Beach in 1957. He and his wife Elinor raised their family at 56 Woodacre.



Joanne Hayes-White

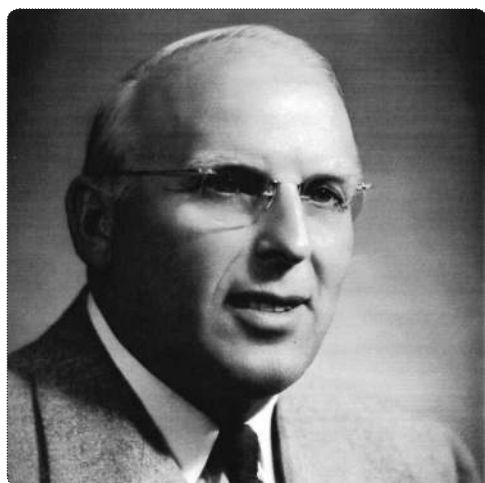
Agostino Giuntoli

Italian native Agostino “Bimbo” Giuntoli (1903-1992) established Bimbo’s 365 Club on Columbus Avenue in North Beach. He and his wife Emilia lived at 80 Woodacre Drive.

Joanne Hayes-White

In 2004, lifelong Lakeside resident Joanne Hayes-White became the first female chief of the San Francisco Fire Department, the largest urban fire department headed up by a woman.

A graduate of the University of Santa Clara, Hayes-White was hired as a San Francisco firefighter in 1990. After a series of promotions, she was named Assistant Deputy Chief in 1998 and chief in 2004. Hayes-White was born and raised in Lakeside and resides next door to her childhood home on Stonecrest Drive.



Henry Stoneson

Ellis and Henry Stoneson

Developers Ellis and Henry Stoneson established the Stoneson Development Corporation and conceived Lakeside. Ellis resided at 30 Stonecrest Drive. Henry Stoneson resided at 100 Stonecrest Drive.

Ken Venturi

Professional golfer and golf broadcaster Ken Venturi (1931-2013) lived at 280 Stratford Drive as a young man. Venturi won the U.S. Open in 1964 and other top tournaments. Venturi learned to play golf at an early age, developing his game at Harding Park Gold Course at nearby Lake Merced.



Ellis Stoneson

3. RESIDENTIAL CHARACTER-DEFINING FEATURES

A. NEIGHBORHOOD

- Single-family detached residences with consistent setbacks and siting
- Winding contoured streets
- Paired brick entrance pillars with curved partial-height brick walls and suspended signs
- Underground utilities
- Landscaped medians
- Cast stone street lamp posts with glazed globes
- Rear driveways, easements, alleys, flights of concrete steps and stairways
- Sidewalks with grass plots, and planting beds/street bed landscaping



View of Junipero Serra Boulevard looking North from Wyton Lane toward Ocean Avenue, early 1941. Nearly all neighborhood features listed above are visible in this early photograph (San Francisco Public Library History Center).

B. RESIDENCES

- Traditional, ranch and split-level house types
- Uniformity of styles: residences are Minimal Traditional with Period Revival and/or Streamlined architectural details
- Uniformity of wall materials: largely stucco some horizontal clapboard wood siding, brick ornamentally
- Wood sash, casement and fixed windows, many with divided lights
- Entry porches articulated
- Open porch railings, usually decorative, or solid, or partial-height porch walls
- Entries parallel to street (Lakeside I and II) and entries perpendicular to the street (Lakeside III)
- Paneled, solid wood entrance doors
- Architectural details such as wrought-iron railings, wooden shutters, decorative trim, and vents

C. FRONT YARD LANDSCAPING

- White wooden picket fences, 3' in height, rising to 4' at gates with finials at posts
- Simple landscaping with flat lawns and generally low shrubbery
- Single tree per residence in proximity to sidewalk
- Side yards with lawn or low plantings
- Single car width driveways (except for the west side of the 200 block of Stonecrest Drive)
- Fencing with 4' brick piers and 3' white pickets
- Open lattice fencing, square-type, 4' in height with finials

NEIGHBORHOOD CHARACTER-DEFINING FEATURES



4. RECOMMENDATIONS & DESIGN CONSIDERATIONS

ROOFLINE

Roof forms, peaks and slopes, and the colors and textures of roofing materials can characterize a neighborhood. Within Lakeside the most common roofing material is asphalt shingles, with a limited number of clay tile roofs.

- When re-roofing, replace roof material in kind; ensure compatibility with the architectural style of the house. For example, clay tile roofing is appropriate for Mediterranean or Spanish Colonial inspired styles. Slate roofing, concrete tiles, composite tiles are also appropriate for other Lakeside styles.
- In Lakeside, original wooden gutters, milled and shaped, are an important character-defining feature; keeping the original wood in good repair is recommended. Copper gutters are recommended for durability and aesthetics.
- For additions, roof form, slope, trim, eave design, gutters, and downspouts should be compatible with the original residence; rooflines should relate to the dominant surrounding pattern.
- Solar panels, skylights, stack vents and mechanical equipment should not be obvious from the public right-of-way; mechanical equipment should be screened. Bubble-type skylights are discouraged.

Appropriate



Asphalt or composition shingles are appropriate for most Lakeside residences.

Not Appropriate



The original character of this house has been lost due to altered rooflines as well as an unsympathetically expanded building form, inappropriate replacement windows, and incompatible materials.

MATERIALS

Lakeside construction is characterized by high-quality, durable building materials.

- For maintenance, modifications, or additions, specify the highest quality materials, or as comparable to surrounding buildings.
- Replace or repair existing high-quality materials with in kind quality materials, or as comparable to surrounding buildings.
- Use materials appropriate to the architectural style of the residence (or as comparable to surrounding buildings); manually-applied (not sprayed) stucco is preferred.
- Avoid artificial stone, rough-hewn wood, plywood, metal, vinyl or plastic for exterior siding.
- Quality building materials are strongly encouraged on all visible facades.
- Applied ornamental detail that changes the residence's original style should be avoided.
- Commercial or industrial materials, such as metal roofs or siding, should not be used.
- Fully glazed entrance and garage doors are discouraged; glazed doors on secondary elevations are acceptable.
- Clay tiled roofs are characteristic of Spanish or Mediterranean style buildings and are compatible for these styles only; chimney tops should be replaced or repaired with in-kind quality materials.
- Original exterior light fixtures should be retained.
- Before removing materials, homeowners may want to consider the value of original building materials and features such as hardwood floors, plaster moldings, built-in cabinets, wrought iron or turned wood balusters and hand railings, solid wood doors and wood windows.

Appropriate



Hand-troweled stucco, as opposed to sprayed stucco, results in a higher quality finish.

Not Appropriate



Replacement door is not consistent with the home's original style.

Appropriate



In excellent original condition, this residence retains all original materials, elements, and form.



In Lakeside rooflines and roof forms vary from gabled and hipped to flat or sloped on modern residences.



Original massing and materials resulting in a pleasing rhythm.

Not Appropriate



Form of addition and chimney height are out of proportion with original house.



The original massing and materials are no longer discernible due to modifications.



New and incompatible siding can detract from the historic appearance of a residence.

WINDOWS

Lakeside structures were built with high-quality, well-constructed wood sash, casement, and fixed windows. Original windows are a major character-defining feature of Lakeside residences. Here, as in many neighborhoods across the nation, cycles of window replacement have diminished the appearance of individual houses and the overall look of neighborhoods. The City of San Francisco has *Standards for Window Replacement*. For more information see:

http://www.sf-planning.org/ftp/files/publications_reports/Standards_for_Window_Replacement.pdf

- Whenever possible, make the maintenance and repair of original windows a high priority, especially on the street-facing building elevations.
- Replacement of wooden windows is discouraged, but allowed if the replacement windows match the original windows regarding operation, profile, height, width, glazing pattern, and material.
- If replacement cannot be avoided, new wood windows, which are compatible and historically appropriate, are recommended.
- For additions, new windows should be differentiated but compatible with the windows of the original house in terms of opening size, proportion, materials, shape and placement and be appropriate to the architectural style.
- Thin profile aluminum windows and dark, mirrored or reflective glazing is discouraged.
- Replacement windows using simulated muntins are highly discouraged.

Appropriate



Original fixed and casement windows like these are major character-defining features.

Not Appropriate



Replacement windows that are not compatible with the original wood windows detract from a building's appearance.



Original windows on street-facing elevations should be maintained and repaired.



Replacement windows should match the originals in operation, i.e. casement, double-hung, or fixed.



Well-maintained wood windows have greater durability than replacement windows.



Replacement windows with simulated muntins are highly discouraged.



Original windows kept in good repair are crisp, well sealed, operate well and perform better than replacements.



Replacement windows that do not match the glazing pattern of the original are discouraged.

ENTRIES

A residence's entry is an important design element. In Lakeside I and II front doors are generally parallel to, and visible from, the street. In Lakeside III, front door entrances are typically perpendicular, rather than parallel, to the street. Entry porches are generally a few steps above grade with a generous decking or porch floor area and open railings, usually decorative, or solid, partial-height porch walls.

- Alterations to principal entries must be proportioned, articulated and decorated in a consistent manner with the existing structure; alterations should consider the common entry style of adjacent structures.
- Porches should not be enclosed to create interior space; porch roofs should be retained.
- The original front door orientation should be retained per prevailing block pattern.
- The design of front doors is fairly uniform throughout Lakeside; they are paneled, solid wood, and should be retained.
- If it is necessary to replace a front door, it should be replaced in-kind and of the highest-quality material and hardware.
- Full height security gates that enclose porches are discouraged.
- Retain and repair, rather than replace, original porch railings, when possible.

Appropriate



Example of nicely articulated entry, high level of integrity overall.

Not Appropriate



At this residence's main entrance, a new canopy of incompatible scale and materials detracts from the home's original expression.

ARCHITECTURAL MASSING

Articulated façades, setbacks, cantilevers, terraces, and projecting front bays and bay windows characterize Lakeside houses and add visual interest.

- Retain the house's original massing when remodeling.
- Setbacks are common in Lakeside and occur at upper levels and at garages; retain setbacks to avoid large, undifferentiated volumes.
- Massing and volumes of additions should relate sensitively to existing neighborhood patterns.

Appropriate



Original massing. Note that simple detail such as chimney molding and depth of eave that add richness through shadow.

Not Appropriate



Eliminating setbacks can significantly change a building's character.



This rare Lakeside duplex retains all original features and details and has appropriately scaled landscaping for a site without a front yard.



The original massing is no longer discernible due to out-of-scale alterations.

ARCHITECTURAL DETAILS

The architectural details of a house are the fine accents that make each residence unique, even within the same or similar architectural style. In Lakeside, there is variation in architectural details within a certain uniformity of architectural style. Common details include door and window moldings, roof eaves, terraces, sun porches, balconies and pergolas, railings and balustrades, and other accents such as shutters, finials, and louvered vents.

- Retain and maintain original architectural trim and details when repainting.
- Repair rather than replace deteriorated trim and architectural details.
- Adding extraneous or conjectural details and applied or “pasted on” ornament is highly discouraged.

Appropriate



Residence with original architectural detail.

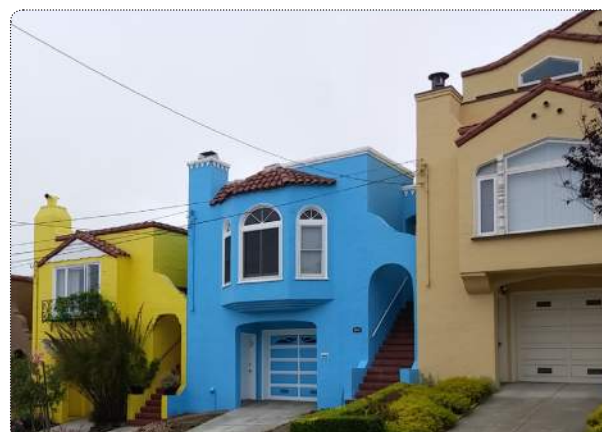
Not Appropriate



Second-story addition also added four new classical columns at the balcony, which are stylistically inconsistent.



Residence retains original canopy above front window with scalloped trim and diamond-patterned supports and all original porch elements.



Alterations to architectural details and replacement windows have diminished the original expression of these houses.

SITE ELEMENTS AND LANDSCAPE

Numerous exterior features and spaces, public and private, define the overall landscape of Lakeside, where a cohesive character prevails. Private yards, the landscaped east-west thoroughfares of Winston Drive and Holloway Avenue, and the Sloat-Junipero Serra Open Space all contribute to Lakeside's character.

Historically, most Lakeside II and III residential front yards had a flat expanse of lawn and low shrubbery, such as box hedges, with a single tree, of small proportion, in proximity to the lot line at the sidewalk, enclosed with a wooden picket fence, painted white. The low scale of front yard plantings created a feeling of openness and allowed for expansive views of the neighborhood. Rear fencing (as seen in the historic image on the report cover) was the squared, open lattice type. At height of 4', rear fencing encouraged neighborliness and allowed open views at the interior of the block. Retaining and maintaining Lakeside's distinctive white, wooden picket fences is highly encouraged.

Lakeside Property Owners Association Articles of Incorporation restrict fence heights. Fences along the sidewalk boundary and at the sides of the front yard setback may have a maximum height of 4'. Typically front fences are 3' in height, sometimes rising to 4' at gates or piers. Rear fences or rear boundary walls may rise to a maximum height of 6'.

- Well-designed, yet simple and scaled-back front yard landscaping is historically appropriate.
- Plantings at the front, sides and rear of homes should be maintained.
- Plantings should be undertaken in a manner that does not impede the visual openness of adjacent front yards.
- High hedges are discouraged, as are privacy fences.
- Side yards adjacent to driveway and walkways shall be retained; do not pave over side yard.
- It is a City code violation to park a vehicle in the side yard.
- While a variety of yard treatments are possible, yards should not be paved over. Use natural materials for hardscape and pathways, such as brick and stone; poured concrete in yards is discouraged.
- Drought tolerant native plantings are encouraged; this link <http://sfplantfinder.org/index.html> has suggestions and ideas.
- Maintain historically appropriate driveway widths; driveways should not be widened.
- Removing historic fencing and gates is highly discouraged. If a homeowner chooses to remove original or historically appropriate fencing, it should be stored on the premises for a future owner.
- When considering replacing rear fencing the 4 foot high, squared, open wood lattice type is encouraged.
- At front yards, vinyl fencing is highly discouraged, as is industrial, metal or cyclone fencing.
- Structures such as sheds larger than 10x10 are not allowed in rear yards.

Appropriate



Wooden white picket fences are unique in the city and define Lakeside.



Original built-in planters at principle elevations are a character-defining feature of the landscaping.



Box hedging is historically appropriate.

Not Appropriate



Fences should be sympathetic with the original wooden white picket fences and not introduce new styles.



City regulations do not allow paving of front setbacks to park more than one car in a single driveway.



High hedges are discouraged.

EASEMENTS

Easements, or alleys, and rear driveways are other features of the Lakeside neighborhood that are not commonly found in San Francisco. The easements are a distinct and useful feature of the Lakeside landscape and provide vehicle access to the rear of properties for private parking and trash collection. Easements allow residents to keep cars and trash cans out of sight. Easements occur in Lakeside II, (parallel to Broadmoor), and in Lakeside III, (parallel to Stratford, between Banbury and Junipero Serra Boulevard).

- Privacy fencing is discouraged.
- Well-designed, yet simple white-painted fencing in keeping with the historic precedent is appropriate.
- Homeowners' rear easements are privately owned and look best when cars are parked in garages and trash cans are out of sight.



Easement in Lakeside III.



Easement in Lakeside II.



Wyton Lane easement is a pedestrian shortcut between Junipero Serra Blvd. and 19th Avenue.



Wyton Lane steps terminate at 19th Avenue.

DESIGN OF ADDITIONS

The split-level design of most Lakeside residences was intended to be easily modified by homeowners seeking to expand.

- When contemplating an addition, particular attention is to be paid to the scale, height, massing of, and relationship to, adjacent residences.
- Additions should be compatible with the original residence's architectural style. Details such as existing rooflines and forms, window type, design and trim, wall materials and level of craftsmanship should be addressed by the design of the addition.
- With regard to scale, various elements of an addition should be sized to create a harmonious whole.
- Exterior changes should not eliminate or materially alter the major character-defining features of the residence.
- Additions should be compatible with the architectural style of the residence and should be consistent with *the Secretary of the Interior's Standards for Rehabilitation*.
- Garage additions at the front elevation are not allowed by the Planning Department.

Appropriate



Additions were anticipated in the original split-level designs for some of the residences.

Not Appropriate



Garage addition changes the massing of the residence and is visible from the public right-of-way.

COLOR PALETTE

Exterior paint colors are not subject to approval by the LPOA. However, color selections should complement the architectural style of the residence, be cohesive with the neighborhood, and be mindful of the historic palette. When originally built, light shades were most common, and bright white was a preferred color of the Stoneson Development Corporation.

Appropriate



Light color palettes makes a cohesive neighborhood.

Not Appropriate



Building features and detail get lost in a dark, monochromatic paint scheme.



Bright white was the preferred exterior color of the Stoneson Development Corporation.



Exuberant paint colors are associated with other San Francisco residential neighborhoods

VIEWS OF LAKESIDE



Well landscaped but not consistent with original design intent.



Sidewalk planting beds on Winston Drive.



Winston Drive is an important east-west thoroughfare.



Residence in Lakeside III.

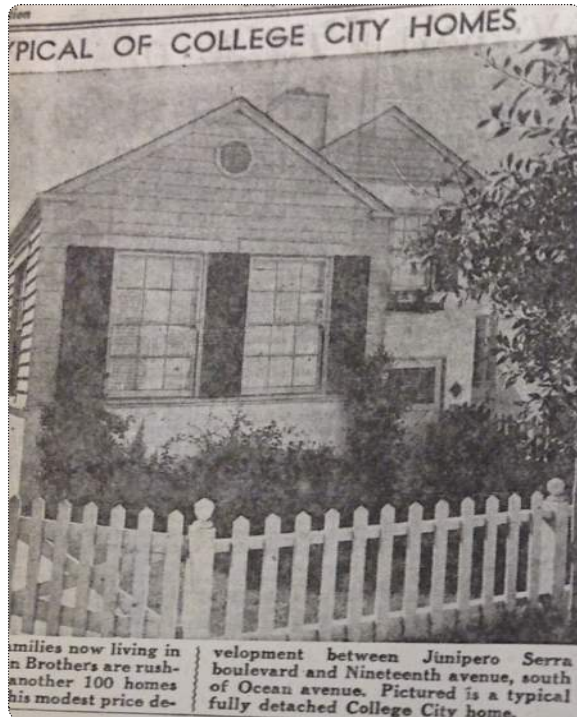


Overgrown hedges and other mature trees as seen on Winston Drive.



Continuous fencing along adjacent residences creates a pleasing line.

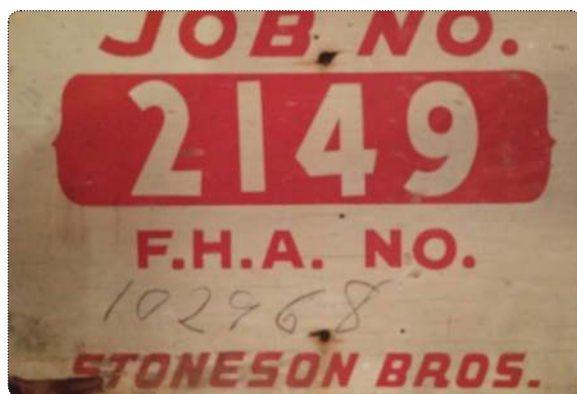
HISTORICAL NOTES



SF Call Bulletin newspaper clipping, dated 4 October 1941. (San Francisco Public Library History Center)



SF Call Bulletin newspaper clipping, dated 21 June 1941. (San Francisco Public Library History Center)



Original building site job sign which pre-dated house numbers and addresses (Courtesy Mrs. Beverly Desmond).

APPENDICES

APPENDIX A: Bibliography

APPENDIX B: Secretary of Interior's Standards

APPENDIX C: Instruction Packet and Affidavit for Pre-Application
Meeting, San Francisco Planning Department

APPENDIX D: Description of Lakeside, 1941

APPENDIX A: Bibliography

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APPENDIX B:
SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION

STANDARDS FOR REHABILITATION

The *Secretary of the Interior's Standards for the Treatment of Historic Properties* are common sense historic preservation principles in non-technical language. They promote historic preservation best practices when alterations or additions to the property are planned.

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.
2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.
3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archaeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

November 2015

LAKESIDE RESIDENTIAL DESIGN GUIDELINES

**APPENDIX C: Instruction Packet and Affidavit for Pre-Application
Meeting, San Francisco Planning Department**



SAN FRANCISCO
PLANNING
DEPARTMENT

INSTRUCTION PACKET AND AFFIDAVIT FOR Pre-Application Meeting

This packet consists of instructions and templates for conducting the Pre-Application Meeting. Planning Department staff are available to advise you in the preparation of these materials. Call the Planning Information Center at (415) 558-6377 for further information.

Planning Department
1650 Mission Street
Suite 400
San Francisco, CA
94103-9425

T: 415.558.6378
F: 415.558.6409

Note: A Pre-Application Meeting is required even if the horizontal addition referenced above does not increase the overall depth of the building. Similarly, a Pre-Application Meeting is required even if the vertical addition referenced above does not change the overall building height.

WHAT IS A PRE-APPLICATION MEETING?

The Pre-Application Meeting is a mandatory form of community outreach conducted by the project sponsor to receive initial feedback regarding certain project types prior to submittal to the Planning Department or the Department of Building Inspection. Adjacent neighbors and relevant neighborhood organizations are invited to attend this meeting which must take place during certain hours of the day and within a certain distance from the project site. The meeting's intention is to initiate neighbor communication and identify issues and concerns early on; provide the project sponsor the opportunity to address neighbor concerns about the potential impacts of the project prior to submitting an application; and, reduce the number of Discretionary Reviews (DRs) that are filed.

WHEN IS A PRE-APPLICATION MEETING REQUIRED?

- New Construction; or
- Any vertical addition of 7 feet or more; or
- Any horizontal addition of 10 feet or more; or
- Decks over 10 feet above grade or within the required rear yard (excludes roof decks); or
- All Formula Retail uses subject to a Conditional Use Authorization; or
- Section 313, PDR-I-B; or
- Community Business Priority Processing Program (CB3P); or
- Department Staff may request a Pre-Application meeting be conducted for any project.

WHY IS A PRE-APPLICATION MEETING REQUIRED?

The Pre-Application process is required for certain projects subject to Planning Code Section 311 or 312 Notification, or as required by other activities listed above. It serves as the first step in the process prior to building permit application or entitlement (Conditional Use Authorization, Variance, etc.) submittal. Those contacted as a result of the Pre-Application process will also receive a formal entitlement notice or 311 or 312 notification when the project is submitted and reviewed by Planning Department staff.

The benefits to project sponsors include: early identification of neighbor concerns; ability to mitigate neighbor concerns before project submittal; a more streamlined, predictable review from the Planning Department; and, elimination of delays associated with Discretionary Reviews.

The benefits to the neighbors include: the opportunity to express concerns about a project before it is submitted and eliminating the need to file a Discretionary Review.

INSTRUCTIONS

Prior to filing any entitlement (this includes but is not limited to Building Permits, Variances, and Conditional Use Authorizations) the Project Sponsor must conduct a minimum of one Pre-Application meeting if the proposed scope of work triggers such a meeting, as referenced on the previous page.

This meeting must be held in accordance with the following rules.

These groups and individuals must be invited to the meeting:

- Invite all Neighborhood Organizations for the relevant neighborhood(s). Note that the number of organizations extends beyond just your neighborhood association. The full list for your area can be found by first typing “neighborhood groups” in the search bar at www.sfplanning.org. Then, click on the relevant neighborhood on the map to find the neighborhood organization list in spreadsheet format. If the property is located on the border of two or more neighborhoods, you must invite all bordering neighborhood organizations.
- Invite all abutting property owners and occupants and property owners and occupants directly across the street from the project site. Please be sure to include all occupants of the subject building. (Note: Sec. 313 PDR-I-B projects require mailing to owners and occupants within a 300 foot radius). Refer to the Neighborhood Notification handout, available at www.sfplanning.org, for clarification.
- One copy of the invitation letter must be mailed to the project sponsor as proof of mailing. Invitations shall be sent at least 14 calendar days before the meeting. The postal date stamp will serve as record of timely mailing.

Note: When the subject lot is a corner lot, the notification area shall further include all properties on both block faces across from the subject lot, and the corner property diagonally across the street.

The meeting must be conducted at one of these places:

- The project site;
- An alternate location within a one-mile radius of the project site (i.e. community center, coffee shop, etc.); or,
- The project sponsor may opt to have a Pre- Application Meeting held at the Planning Department instead of the project site, for a fee. A planner will be available for questions.

The meeting must be held within specific timeframes and meet certain requirements:

- Meetings are to be conducted within 6:00 p.m. -9:00 p.m., Mon.-Fri.; or within 10:00 a.m. -9:00 p.m., Sat-Sun. If the Project Sponsor has selected a Pre-Application Meeting held at the Planning Department, this meeting will be conducted during regular business hours.
- A sign-in sheet must be used in order to verify attendance. Note if no one attended.
- Preliminary plans must be available at the meeting that include the height and depth of the subject building and its adjacent properties, and dimensions must be provided to help facilitate discussion. Neighbors may request reduced copies of the plans from the Project Sponsor by checking the “please send me plans” box on the sign-in sheet, and the Project Sponsor shall provide reduced copies upon such request.
- Questions and concerns by attendees, and responses by Project Sponsor, if any, must be noted.

Note: Please see the Department Facilitated Pre-Application Meeting form at www.sfplanning.org for more information. Refer to the Planning Department Fee Schedule, which may be obtained from the Planning Department's website at www.sfplanning.org/planning or in person at the Public Information Counter (PIC) located at 1660 Mission Street, San Francisco, CA 94103. For questions related to the Fee Schedule, please call the PIC at 415.558.6377.

For accountability purposes, please submit the following with your Application:

- ☐ A copy of the letter mailed to neighbors and neighborhood organizations (use attached invitation) AND a letter with postmark as proof of mailing;
- ☐ A list of those persons and neighborhood organizations invited to the meeting;
- ☐ A copy of the sign-in sheet (use attached template);
- ☐ A summary of the meeting and a list of any changes made to the project as a result of the neighborhood comments (use attached template);
- ☐ The affidavit, signed and dated (use attached template);
- ☐ One reduced copy of the plans presented to the neighbors at pre-application meeting.

Notice of Pre-Application Meeting

Date

Dear Neighbor:

You are invited to a neighborhood Pre-Application meeting to review and discuss the development proposal at _____, cross street(s) _____ (Block/Lot#: _____; Zoning: _____), in accordance with the San Francisco Planning Department's Pre-Application procedures. The Pre-Application meeting is intended as a way for the Project Sponsor(s) to discuss the project and review the proposed plans with adjacent neighbors and neighborhood organizations before the submittal of an application to the City. This provides neighbors an opportunity to raise questions and discuss any concerns about the impacts of the project before it is submitted for the Planning Department's review. Once a Building Permit has been submitted to the City, you may track its status at www.sfgov.org/dbi.

The Pre-Application process serves as the first step in the process prior to building permit application or entitlement submittal. Those contacted as a result of the Pre-Application process will also receive a formal entitlement notice or 311 or 312 notification after the project is submitted and reviewed by Planning Department staff.

A Pre-Application meeting is required because this project includes (check all that apply):

- ☐ New Construction;
- ☐ Any vertical addition of 7 feet or more;
- ☐ Any horizontal addition of 10 feet or more;
- ☐ Decks over 10 feet above grade or within the required rear yard;
- ☐ All Formula Retail uses subject to a Conditional Use Authorization;
- ☐ PDR-I-B, Section 313;
- ☐ Community Business Priority Processing Program (CB3P).

The development proposal is to: _____

Existing # of dwelling units: _____	Proposed: _____	Permitted: _____
Existing bldg square footage: _____	Proposed: _____	Permitted: _____
Existing # of stories: _____	Proposed: _____	Permitted: _____
Existing bldg height: _____	Proposed: _____	Permitted: _____
Existing bldg depth: _____	Proposed: _____	Permitted: _____

MEETING INFORMATION:

Property Owner(s) name(s): _____

Project Sponsor(s): _____

Contact information (email/phone): _____

Meeting Address*: _____

Date of meeting: _____

Time of meeting**: _____

*The meeting should be conducted at the project site or within a one-mile radius, unless the Project Sponsor has requested a Department Facilitated Pre-Application Meeting, in which case the meeting will be held at the Planning Department offices, at 1650 Mission Street, Suite 400.

**Weeknight meetings shall occur between 6:00 p.m. - 9:00 p.m. Weekend meetings shall be between 10:00 a.m. - 9:00 p.m., unless the Project Sponsor has selected a Department Facilitated Pre-Application Meeting.

If you have questions about the San Francisco Planning Code, Residential Design Guidelines, or general development process in the City, please call the Public Information Center at 415-558-6378, or contact the Planning Department via email at pic@sfgov.org. You may also find information about the San Francisco Planning Department and on-going planning efforts at www.sfplanning.org.

Affidavit of Conducting a Pre-Application Meeting, Sign-in Sheet and Issues/Responses submittal

I, _____, do hereby declare as follows:

1. I have conducted a Pre-Application Meeting for the proposed new construction, alteration or other activity prior to submitting any entitlement (Building Permit, Variance, Conditional Use, etc.) in accordance with Planning Commission Pre-Application Policy.
2. The meeting was conducted at _____ (location/address) on _____ (date) from _____ (time).
3. I have included the mailing list, meeting invitation and postmarked letter, sign-in sheet, issue/response summary, and reduced plans with the entitlement Application. I understand that I am responsible for the accuracy of this information and that erroneous information may lead to suspension or revocation of the permit.
4. I have prepared these materials in good faith and to the best of my ability.

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

EXECUTED ON THIS DAY, _____, 20____ IN SAN FRANCISCO.

Signature

Name (type or print)

Relationship to Project (e.g. Owner, Agent)
(if Agent, give business name & profession)

Project Address

Pre-Application Meeting Sign-in Sheet

Meeting Date: _____
Meeting Time: _____
Meeting Address: _____
Project Address: _____
Property Owner Name: _____
Project Sponsor/Representative: _____

Please print your name below, state your address and/or affiliation with a neighborhood group, and provide your phone number. Providing your name below does not represent support or opposition to the project; it is for documentation purposes only.

NAME/ORGANIZATION	ADDRESS	PHONE #	EMAIL	SEND PLANS
1. _____				<input type="checkbox"/>
2. _____				<input type="checkbox"/>
3. _____				<input type="checkbox"/>
4. _____				<input type="checkbox"/>
5. _____				<input type="checkbox"/>
6. _____				<input type="checkbox"/>
7. _____				<input type="checkbox"/>
8. _____				<input type="checkbox"/>
9. _____				<input type="checkbox"/>
10. _____				<input type="checkbox"/>
11. _____				<input type="checkbox"/>
12. _____				<input type="checkbox"/>
13. _____				<input type="checkbox"/>
14. _____				<input type="checkbox"/>
15. _____				<input type="checkbox"/>
16. _____				<input type="checkbox"/>
17. _____				<input type="checkbox"/>
18. _____				<input type="checkbox"/>

Summary of discussion from the Pre-Application Meeting

Meeting Date: _____
Meeting Time: _____
Meeting Address: _____
Project Address: _____
Property Owner Name: _____
Project Sponsor/Representative: _____

Please summarize the questions/comments and your response from the Pre-Application meeting in the space below. Please state if/how the project has been modified in response to any concerns.

Question/Concern #1 by (name of concerned neighbor/neighborhood group): _____

Project Sponsor Response: _____

Question/Concern #2: _____

Project Sponsor Response: _____

Question/Concern #3: _____

Project Sponsor Response: _____

Question/Concern #4: _____

Project Sponsor Response: _____

APPENDIX D: Description of Lakeside, 1941



Site of 95 Denslowe, first house on the east side of the street, 1940. (SF Public Library History Center)



South elevation of 95 Denslowe during construction, 1940-41. (SF Public Library History Center)



95 Denslowe's first residents, the Adams' sisters, c. 1941. (SF Public Library History Center)

LAKESIDE VILLAGE

Although Sunday rides in the family Ford often included stops at houses in San Francisco that were "Open For Inspection", it had never crossed my mind that we might move from our rented flat on the Green Street hill. In mid-1940, our rides always seemed to take us to the same place, a brand-new empty street in a huge former truck-garden field which had recently sprouted fire hydrants and granite-poled street lamps among the wildflowers and weeds. As time passed, a house began to grow in the middle of one block, right near a fire hydrant, a street light and a street sign which read "Denslow Drive/Wyton Lane". The fire hydrant was the scene of frequent squabbles between me and my little sister, as we both wanted to "ride horsey" on it; we also spent a lot of time swinging round and round the street sign's pole. We visited the house-in-progress quite often, and I would imagine how I could play in its rooms, but when my parents finally asked us how we would like to live there (only two weeks before the actual move) I couldn't believe it!

June 20, 1941 was moving day; my parents wisely packed us off to a friend's home until the confusion was over. Then we were brought HOME! The echo of the formerly empty house was now muffled by the presence of four people, furniture, cartons, and carpets. We explored the house from top to bottom, inside and outside, tested the burglar alarm system, and then, having familiarized ourselves with our new home, we set out to re-explore a somewhat familiar neighborhood that was to be ours from then on.

The flatness of the fields was broken by big mounds of earth dumped during basement excavations and street grading; blue lupine, California poppies, milkweed and nastursiums grew all over these little hills. We picked some of the flowers, only to be disappointed by their wilting after a few hours.

LAKESIDE VILLAGE (page two)

The bugs were fascinating to me, a former flat-dweller. Pincher-bugs (ear-wigs), sowbugs that rolled up into little balls--sometimes I would lift up an abandoned flower pot, uncovering a nest of these bugs. Snails also inhabited the neighborhood; although they squished terribly when stepped on, they weren't nearly as repulsives as the slugs! We killed slugs by pouring a box of salt on them, then watched them fizzle and foam to death.

The sidewalk in front of our 35' x 100' lot was the only sidewalk on our side of the street. I soon discovered that sand and rollerskates do not mix, so my skates were temporarily retired until the rest of the sidewalks for the block were put in.

The public pedestrian lane along the south side of our white-fenced lot had a plank-walk two boards wide. Two blocks up the lane was Junipero Serra Boulevard; after a few months of my mother having to go a mile to the tract developer's office to pick up the mail, the post office finally consented to deliver our mail to an RFD-type mailbox at the head of the lane.

The lane was the first place to look if we children had gone out of sight. A distinctive sun-ray pattern on the soles of our shoes made it easy for my mother to locate us by following our sandy footprints. We tracked so much sand into the house that we had to take a bath in the basement laundry tubs before we were allowed upstairs.

The ever-present fog was a shocking, depressing change after the years of living in the sunny Cow Hollow neighborhood. The dampness of the fog would even cause our house burglar-alarm to short out and ring in the middle of the night, scaring us all half to death.

LAKESIDE VILLAGE (page three)

With little between our house and the zoo and beach three miles away, it was so empty and quiet that we could hear the ocean's roar, as well as the roar of the lions and elephants at feeding time. The noon blasts of the Daly City fire siren each day also carried clear to our house. The foreman's referee whistle signaled the start of work, lunch breaks and quitting time for all the crews that were building other houses in the area.

Across the street from us was another lone house, with an older married couple and their grown son; our friendship was based on their cat, Tony, who had kittens in their draperies--one of those kittens was given to us! Then began the unexciting weekly chore of hauling kitty's sandbox on our red wagon to the end of the block, dumping it, and refilling it with clean sand, of which there was plenty.

Two blocks away from us was the developer's lumberyard and warehouse. The old Italian night watchman sat in a little shack there, but would walk around the neighborhood once each evening, always stopping to talk to us over the fence.

Across Nineteenth Avenue and its abandoned streetcar tracks was the site of the future campus of San Francisco State College. The Treasure Island World's Fair had just closed and all of the trees and plants from the fair now stood in cans and planter boxes until such time as they would be planted on the college campus. There were also several areas of pine woods. A football field with temporary bleachers was the only hint of the campus which was supposed to be started within a year or two; the attack on Pearl Harbor postponed those plans for quite a while.

The nearest grocery store and shopping street was almost a mile away on Ocean Avenue. There were two possible ways to get there. We could walk up

LAKESIDE VILLAGE (page four)

Nineteenth Avenue past The Gully, a forbidding weed-grown area, then along the abandoned streetcar tracks, dragging the little red wagon behind us. Or, we could go up the lane to Junipero Serra Boulevard and catch the infrequent Municipal Railway bus.

Going to church and catechism class or Girl Scout meetings involved a long one-mile walk, often in the dark, and usually in the cold, miserable fog. My mother would take shelter in the branch library (in a converted store) to wait for us to emerge from catechism.

When I started Junior High School in 1944, my schoolmates introduced me to a series of well-established, adventurous and legendary short-cuts to school, over fences and through yards of very tolerant folks in Ingleside--these trails were the only acceptable ways to go to school and were passed on by "show and tell" methods from generations to generations of students; I wouldn't be surprised to learn that they are still in use.

The delivery men weren't the same ones as in the old neighborhood; I missed the iceman and the man who yelled, "Egg-ogg-egg!" ("Rags-bottles-sacks!"), but

LAKESIDE VILLAGE (page five)

out in Lakeside we had the Egg Man from Petaluma, and Tony the Vegetable Man with his old Ford truck full of produce, with scales and wicker baskets swinging from the sides. Of course, the Golden State Dairy and the New Process Laundry still called.

Just before school opened, I met a few children who had moved into houses on Junipero Serra Boulevard. As houses on our block were completed, families with children moved in, but there were no girls my age. Nevertheless, we all played at one another's houses until expelled by some noise-weary mother. One mother across the street was our idea of the "perfect mother" because she really let us play, pound on the piano, listen to the radio serials (not allowed at my house), do cooking, and put on plays; she never kicked us out!

Tag, hide-and-seek, sardines, and kick-the-can were popular street games, but since the neighborhood was in its infancy, so were the trees and shrubs; there were no good places to hide in broad daylight; ^{we} ~~he~~ played the hiding games after dinner at dusk. As there was so little automobile traffic, we could play right out in the middle of our street; we were very possessive about Our Street rights, and resented being told by the police inspector up the block that we couldn't play there. Since much of the block across the street remained undeveloped until after World War II, we used that land for our Children's Victory Gardens and for our underground huts. A typical hut was a 4-5' deep pit dug out of the ground and covered over with abandoned boards, leaving only a small entry space. We stashed all kinds of treasures there in cigar boxes and band-aid cans; any food was usually attacked by mice or bugs. Each of us had our own hut, but we'd visit back and forth; a good hut could usually hold five or six kids.

LAKESIDE VILLAGE (page six)

Many front yards held a pile of loam; waiting for the lawn to be put in. Loam clods were great weapons to throw against garage doors or children.

The outbreak of World War II affected us differently than people in the older established neighborhoods of San Francisco. The city decided that in case of air raid warnings, fire engines were to be driven out of the firehouses and their sirens sounded. Our nearest firehouse was more than two miles away; often we were unaware of air raid drills until the block warden came from house to house informing everyone.

Air raids were very scary for over-imaginative little children. We would have to grab blankets, slippers, pillows, and the cat and head down to the sub-basement. Later the playroom window was blocked out with a roll-up shade made of old blankets so that we could use that room as a more comfortable shelter.

The streetlights were dimmed out with khaki paint on top and on the oceanward side; there was VERY little light shed on the street.

House windows had decals reading "Air Raid Warden" or Block Warden". Back yards and vacant lots were converted to victory gardens. One group of neighbors a few blocks away had matching name-signs on their individual plots. Houses partially built were allowed to be finished on the double; then, because of the government freeze on building, no more houses were started "for the duration."

Camp Boyle (we kids spelled it Camp Boil), an Army tent-camp complete with barbed-wire fencing, sprang up overnight on the State College property; convoy trucks carrying soldiers and equipment moved day and night along Nineteenth Avenue. A high-school neighbor girl suddenly started asking me and

LAKESIDE VILLAGE (page seven)

my sister to go on walks over to the camp where she would chat and flirt with the soldiers through the barbed-wire fence. Later on, one of her boyfriends, an Army Air Corps pilot, buzzed her family's house with his P-38 fighter plane one Sunday afternoon and knocked off part of their chimney! We were out in the back yard when it happened and could even see the pilot's teeth as he grinned and waved at us!

Lakeside has grown up and changed radically since 1940. Narrow Denslowe Drive is lined with parked cars of commuting students who attend State College one block away. The Biological Sciences building across Nineteenth Avenue casts its giant shadow on our neighbor's yards. The "M" streetcar runs every seven minutes on the streetcar tracks, carrying commuters, students, and shoppers to the twenty-six-year-old Stonestown Shopping Center next to the college campus. A chainlink fence down the middle of the six-lane Nineteenth Avenue hopefully discourages people from jaywalking across the heavy traffic which is hurtling toward Freeway 280 three blocks away.

There are One Hour Parking and One Way street signs on bent and battered poles up and down the blocks of Lakeside. The once-spindly trees in front of the houses are about twenty-five feet tall. The formerly white-stucco tract houses with white picket fences have been repainted several times; many houses are in bright modern colors; several front fences have been removed. Some of the houses are rental property. The house at the corner has been converted to a Baptist Student Center and ^{Camp}~~Camp~~. Wyton Lane's plank-walk was replaced long ago by cement; shrubbery arches high over the walkway; the lane now gets constant foot-traffic from students and commuters. A playground is on the site of the warehouse. The last vacant lot disappeared more than two decades ago, lupin, poppies, nastursiums and all. Lakeside's first-generation children have grown

LAKESIDE VILLAGE (page eight)

up, married, and moved away; perhaps ten charter families remain on our block of seventy houses. The neighborhood is racially integrated to a degree, but is still predominantly white. A new generation of young families is starting to move in; their children would find . . . incredible the story of Lakeside Village in its early days.

