From: harvey smith
To: Major, Erica (BOS)
Subject: Landmark Status for the Mothers Building - File number 220275
Date: Saturday, April 9, 2022 7:52:06 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

April 8, 2022

To: Erica Major

Erica.Major@sfgov.org

Subject: Landmark Status for the Mothers Building - File number 220275

I am writing in support of establishing San Francisco landmark status for the Mothers Building at the San Francisco Zoo. My motivation is two-fold – professional and personal interest.

I often do tours of New Deal sites in San Francisco. These tours get a very enthusiastic response particularly due to the incredible murals at Coit Tower, Rincon Annex, the Beach Chalet and Maritime Museum at Aquatic Park. Of course, sadly missing from any tour are the murals of the Mothers Building, which like the others are local and national treasures.

On a personal level, my two sons are now are in their forties, but I have vivid memories of taking them to the zoo gift shop then housed in Mothers Building. Our entire family marveled at the remarkable murals and the magic that they created when visiting inside the building. It is unfortunate that the current generation of young families does not have this opportunity, but the restoration of the building could bring this experience back for future generations.

Another highly significant aspect of the Mothers Building is that the indoor mural work was done by women artists, Dorothy Puccinelli and Helen Forbes, and the outdoor mural work by Helen, Margaret and Ester Bruton. Although there were prominent women artists in the Coit Tower project, they were not in the other major San Francisco New Deal mural projects. Restoration of the Mothers Building and its murals would honor this unique women-centered effort.

Please consider moving forward with landmark designation as soon as possible. Our two national organizations will follow your progress with interest.

Sincerely,

Harvey Smith

President, National New Deal Preservation Association

Advisor, Living New Deal

Here is a link to my book - https://url.avanan.click/v2/___http://www.arcadiapublishing.com/9781467132398/Berkeley-and-the-New-Deal___.YXAzOnNmZHQyOmE6bzo4Yzl4MTU0ZjlhZDYzNmIxNjE3YWNmMjM3ZDMzMjlkNjo2OjU2Mjc6ZWRiNzY3OTI0NzNiZWRiYmY0ZjUyM2IxNzFhMWE2YTA0OGFmZDE4MzYyNTBiMjQ1MDc1YzdkNGM0OWIzYWRiNzp0Ok4. Follow the National New Deal Preservation Association and the Living New Deal by signing up to receive occasional updates. Join LND's Email List. The latest or previous newsletters are at each website - https://url.avanan.click/v2/___www.newdeallegacy.org___.YXAzOnNmZHQyOmE6bzo4Yzl4MTU0ZjlhZDYzNmIxNjE3YWNmMjM3ZDMzMjlkNjo2OjBlNjQ6ODcxMWRiZDIxYWZlNTQ3NzBlMmViZmMxOTU0NmI0NTcwZWM4NjdmN2YyZWE0ZDFjOTdiOWIyODU0NGMyNDM3MTp0Ok4 and https://url.avanan.click/v2/___www.livingnewdeal.org___.YXAzOnNmZHQyOmE6bzo4Yzl4MTU0ZjlhZDYzNmIxNjE3YWNmMjM3ZDMzMjlkNjo2Omt0Y2E6MGU0ZTU1OWQ1ZWYxMWYyZDUzNmJlNDY0MWE2OWRmNWIzYjQwMTJhZjFmMGY4MDkzYzliZDNjZTc5YWY5NGU1Yzp0Ok4. Join us in pushing for a *New* New Deal!