



Whitney Brothers/ Cliff House Properties Drawing Collection 1892 - 1976

GOGA 35155



Golden Gate NRA, Park Archives, Whitney Brothers/Cliff House Property Drawings, GOGA 35155

**Golden Gate National Recreation Area
Park Archives and Records Center**

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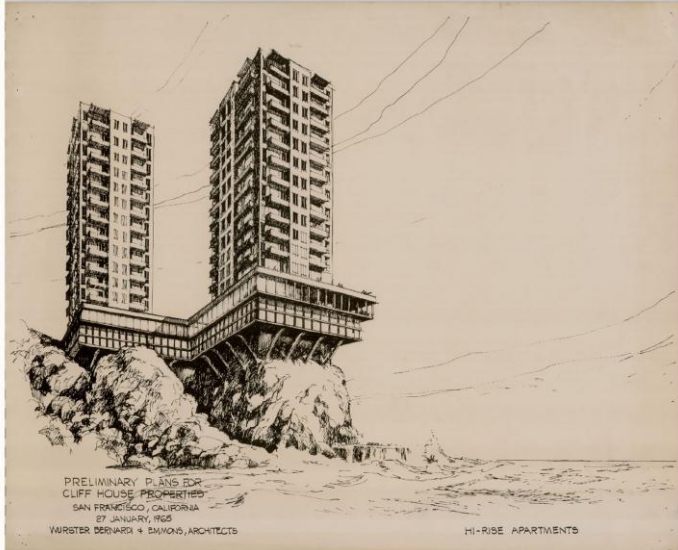
Susan Ewing-Haley, Park Archivist

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Introduction

Golden Gate National Recreation Area



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Park Description

Golden Gate National Recreation Area was established as a unit of the National Park Service by an Act of Congress on October 27, 1972. Golden Gate National Recreation Area encompasses a broad range of territories totaling some 80,000 acres in and around the Bay Area of San Francisco, California, as well as Muir Woods National Monument (established January 9, 1908) and Fort Point National Historic Site (established October 16, 1970). The park contains a great diversity of cultural and natural resources. The

park's museum collections include archeological materials, museum objects, and archives dating from pre-contact to the present. These cultural resources are preserved and maintained for the public by the Division of Cultural Resources and Museum Management, which includes the Park Archives and Records Center (PARC).

Golden Gate National Recreation Area has been collecting museum and archival collections since its earliest days as a national park. It holds almost five million three-dimensional and documentary artifacts. These are used by park staff, park associates and the public to manage, interpret and understand the various themes and resources of the park.

Park Archives and Records Center

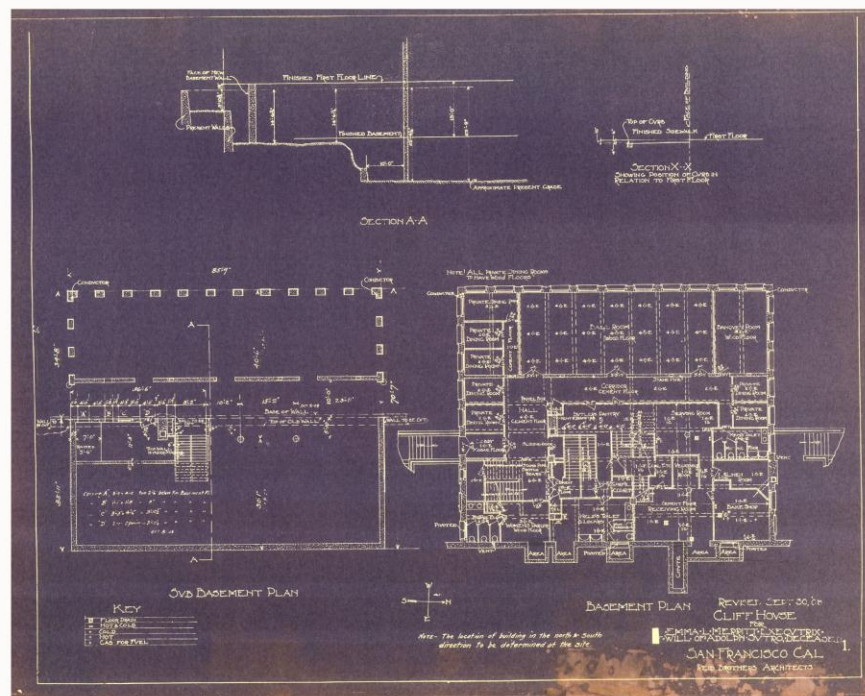
Historical Note

Archival collections acquired since the earliest days of Golden Gate National Recreation Area document the history and activity of the various sites and groups related to areas of the park, as outlined in the park's Scope of Collection Statement (1997). These include the United States Army (Bear Flag Revolt,



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Civil War, Spanish-American War, Mexican War, World War I, Army Air Service, Coast Artillery, Army medical facilities and issues, World War II, Army support during natural disasters, Viet Nam War, and Operation Desert Storm); Alcatraz (Army fortress, Army Disciplinary Barracks, and U.S. Penitentiary); the natural resources conservation movement resulting in the establishment of Muir Woods National Monument; agriculture in the Marin Headlands; Point Reyes Peninsula and Bolinas Lagoon areas; U.S. Lifesaving/Coast Guard Services; San Francisco maritime history (most of this material was transferred to the San Francisco Maritime National Historical Park at the time of its separation from Golden Gate NRA in 1988); San Francisco Earthquake and Fire of 1906; Panama Pacific International Exposition of 1915; and preservation of open space in the Bay Area. Also included in the PARC are many of the administrative records of the early park years. These document the development and expansion of Golden Gate National Recreation Area, planning, public involvement, and public programs and events in the park throughout its history.

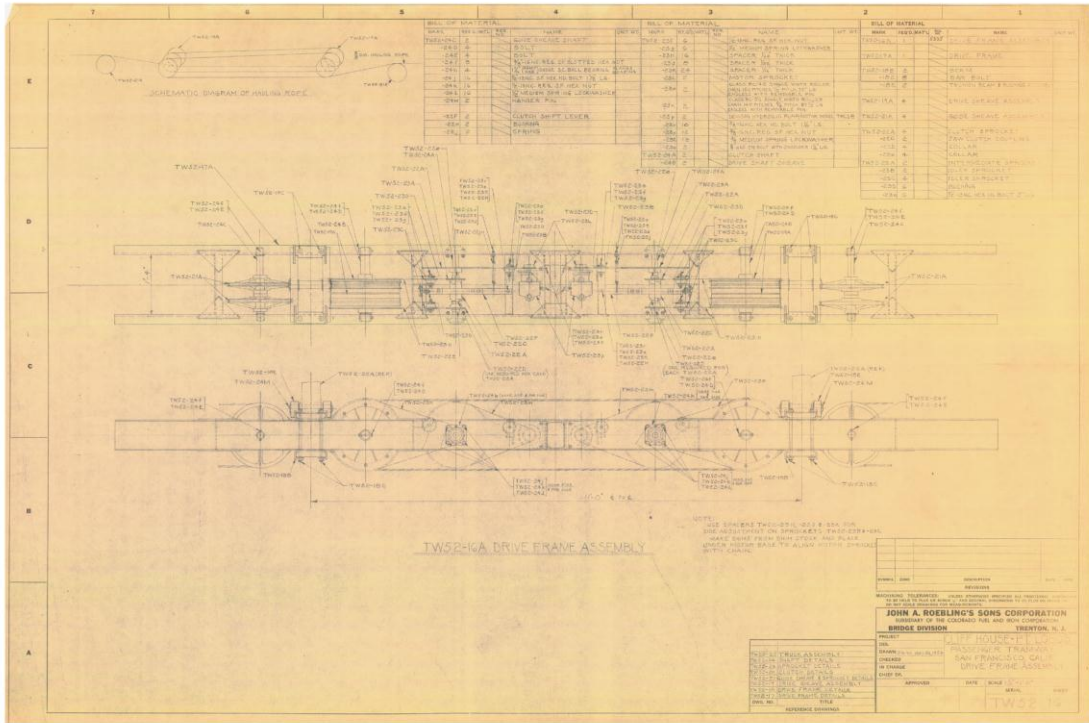


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The Park Archives and Records Center is located in an historic brick building, formerly a cavalry stable, on the Presidio of San Francisco. It was established in 1994 to receive approximately 4,000 cubic feet of transferred Army records and 300 cubic feet of archives and special collections from the Presidio Army Museum, following the official closure of the Presidio as an active Army post. It also houses all documentary (two-dimensional) materials pertaining to themes of the park as outlined in the Scope of Collection Statement (1997). The collections of the Park Archives and Records Center continue to grow annually, through the donation of materials by private individuals, transfer of inactive park records, and acquisition of valuable information and image collections relating to the scope of collections for the park. The Center contains facility records transferred from the United States Army pertaining to the Presidio of San Francisco, Forts Funston, Miley, Mason, Scott, Baker, Barry and Cronkhite, as well as other coast defense sites within the Bay Area, plus facility records created by the National Park Service for various park areas. Each year, additional material held by the Park Archives

becomes available for research through various projects to arrange and describe portions of the collection. New materials are continually becoming available for use to support many in-park projects and private research endeavors.

All materials in the PARC are open to the public, with the exception of inactive park records with privacy and proprietary information concerns. Collections and archives support services are available for walk-in research at scheduled times throughout the week (check with Archives staff for current schedule). Appointments are also available for research if unable to visit during walk-in hours.



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Copy Services

Photocopy equipment is available on-site at the Archives. Photocopies can be provided of all standard sizes as well as oversize materials. Color photocopying is available by special arrangement. Park staff performs all photocopying and fees are charged to recover the costs to the program. Duplicate photographs are available by order. Duplication fees are charged for all photographic work. Other media may be duplicated by special arrangement. Consult with Archives staff for current charges and payment information.

Rights and Publications

Researchers should review current regulations for use of archives materials, including any intended public or commercial use. Copies of archives collection materials are provided to researchers under the Fair Use provisions of the Copyright Law (Title 17, U.S.C.). Researchers must complete a Permission to Publish Contract with the Park Archivist for any other intended use of these materials (such as publication or exhibit). This contract spells out how photographic

or documentary material may be acquired and used and specifies correct citation information, as well as processes which may or may not be applied to images or documents from the collections. Archives staff will be happy to consult with individual researchers regarding their needs for commercial or public use of materials from the collections.

Legal Status of Holdings

Many holdings of the Golden Gate Park Archives and Records Center were acquired by the Presidio Army Museum or Park departments prior to the formal establishment of the archives program, and were therefore accepted without formal accessioning procedures. Little documentation on the provenance (or source) exists for most materials acquired by the Army prior to 1994, and for some materials acquired by the park during its early history (1970s). All materials received by the park since approximately 1980 have been formally accessioned and the park archives maintains on file either a formal Deed of Gift or a documented Field Collection form. For collections where provenance cannot be determined, the archives assumes that it owns the property rights to these materials, but does not own the copyright. It is the responsibility of the researcher to acquire permission from the copyright holder to cite, quote, or reproduce significant portions of any collection. The archives staff will assist researchers desiring to cite, quote, or publish portions of these early collections in determining, if possible, the copyright holder.

The Park Archives and Records Center also holds many collections developed by or for various government organizations or operations. These materials are considered to be in the public domain and may be used, cited, and quoted without restriction, provided they are properly credited to the archives and the collection. The archives contains no national security classified materials of any type.

Consult with archives staff for additional assistance.

Donations to the Collection

The Park Archives accepts donations of historic material that meet the criteria established in the Scope of Collections Statement. Photographs, scrapbooks, personal correspondence, mementos, artifacts, and other materials which meet the scope of collecting and do not duplicate existing holdings will be considered for acceptance into the permanent museum collections of Golden Gate National Recreation Area. The National Park Service maintains its museum collections in perpetuity as collections that support the mission and programs of the individual receiving park, but makes no guarantee of public exhibit of its museum collection material. If you own materials that may be related to the themes of this park, please consult with an archivist regarding deposit of these materials in the park's museum collections. If accepted, your materials will be legally transferred to the ownership of the park through a Deed of Gift process.

How to Use This Finding Aid

This aid contains information on the contents and significance of a particular collection. Most archives finding aids contain the following elements: repository information, collection history (including source or provenance) and description of archives' arrangement and descriptive

activities; biographical or historical note on individual or corporate creator of the collection; series descriptions of the various groupings of material in the collection; a listing of the containers of the collection and their contents, usually to the level of the individual file folders, though some materials may be listed item by item. The finding aid also contains a Table of Contents and an Index to assist researchers in locating sections, topics or names of interest to them. After reviewing the finding aid, please discuss your specific needs with the archivist who will locate and retrieve the containers holding materials of interest for your research.

Please follow all Archives rules and regulations regarding research, the use of the research facility, and the handling of collection materials. These rules exist for the protection of the collections to ensure that they remain available and usable for generations to come. If you notice anything which appears to be out of order or damaged, please do not move it, but notify the archivist on duty.

Contacts

For additional information on the use of archival collections at the Golden Gate National Recreation Area, please write or call the following:

National Park Service
Golden Gate National Recreation Area
Attn: Park Archives and Records Center
Fort Mason, Bldg. 201
San Francisco, CA 94123

(415) 561-2807 or (415) 561-2808

Whitney Brothers/ Cliff House Properties Drawing Collection

Scope and Content

Title

Whitney Brothers/Cliff House Properties Drawing Collection, 1892-1976

Collection Number

GOGA 35155 (accession number GOGA-3234)

Creator

George & Leo Whitney (aka "Whitney Brothers) and George K. Whitney, Jr.

Volume

30 map folders and 2 oversize rolls containing approximately 550 items

Provenance

Collected by Whitney Brothers and George K. Whitney, Jr.

Scope Note

This collection of drawings was originally owned by the Whitney Brothers and their successors, and served as documentation of the various properties under their control. At one point, these holdings encompassed numerous commercial attractions in the Land's End area of San Francisco including the Cliff House, Sutro Baths, the Sky Tram, Playland At The Beach, the "World's Largest Souvenir Store," and various rides and food concessions.

In the 1920s, George and Leo Whitney (aka "The Whitney Brothers") began purchasing the beachside attractions at an early San Francisco amusement park known as "The Chutes." Eventually the Whitneys owned all the rides and concessions at the park and renamed it "Playland at the Beach." Over the course of the next several decades the brothers operated Playland and other nearby attractions under such diverse names as "Whitney Brothers," "Whitney's At The Beach," "Whitney Properties," "George K. Whitney Properties," and "Cliff House Properties."

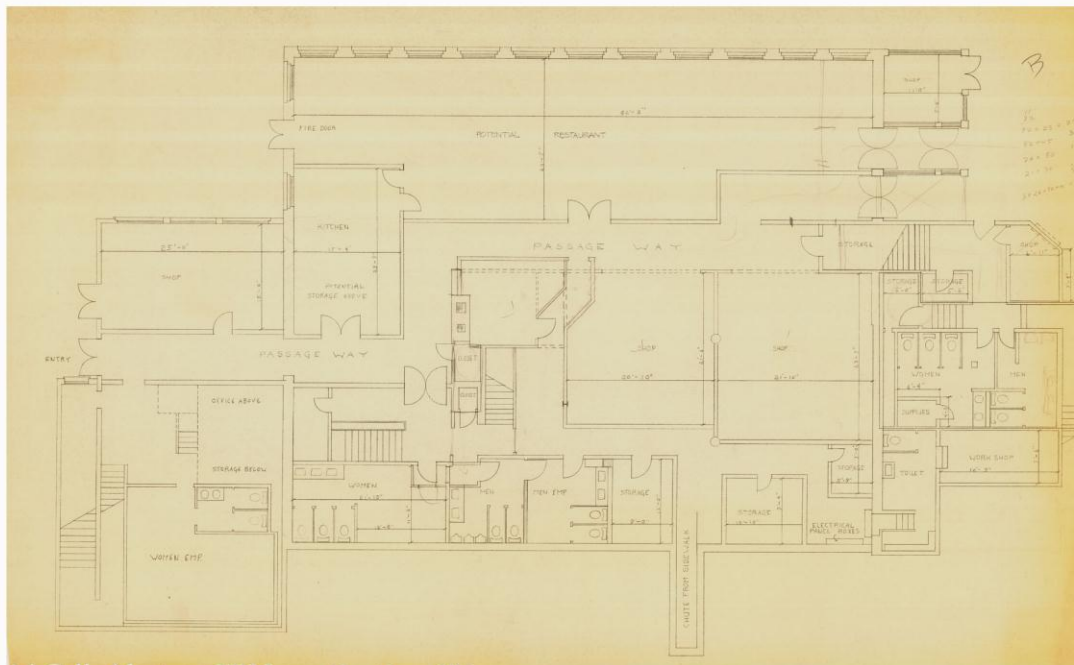
In 1937 the Whitneys expanded their holdings by purchasing the then-vacant Cliff House and reopening it to the public. In 1952 they purchased nearby Sutro Baths and Museum, which by then also contained an ice skating rink. They closed the baths that same year and focused operations on the museum areas and indoor ice skating rink.

During the 1940s and 1950s the Whitney family continually upgraded their attractions by replacing aging rides with newer ones and adding concessions such as the Sky Tram. They also remodeled the exteriors of many of their structures, including adding redwood facades to both the Cliff House and Sutro's. In 1958 management of the Whitney properties was transferred to George K. Whitney, Jr., the son of one of the original

brothers. The area fell out of favor during the 1960s and the Whitneys started closing down attractions beginning with the Sky Tram and Sutro's in 1965. Sutro Baths burned to the ground in a spectacular fire the following year, while Playland operated until 1972. During this era, numerous plans for redeveloping the "Cliff House Properties" were drawn up but none were ever implemented.

The National Park Service purchased most of the former Whitney holdings in 1978 (with the exception of the Playland site) to maintain the land as open space. George Whitney and Cliff House Properties gave up their permit to operate the Cliff House and its concessions around 1980, at which time the concession was granted to Mr. Danny Hountalis. The former Playland site fell outside the park's legislative boundaries and was subsequently developed as condominiums.

This collection of drawings was purchased by Ms. Marilyn Blaisdell in 1980(?) from George Whitney, Jr., who at the time was vacating his offices in the Cliff House and disposing of many of his possessions and files. According to Ms. Blaisdell, these drawings were kept in several flat file drawers in the basement of the Cliff House and served the Whitneys as 'working files' that were used in the day-to-day operations of their holdings.



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Significance: This collection of drawings spans the years 1892 through 1974 and documents primarily the development of the Cliff House and Playland areas during that period. The majority of drawings date from the 1930s to 1960s, though, and relate to the Whitney Brothers' operations and their largely unrealized plans for development of the area. Many of these drawings date from the period 1966-1974 and show a wide variety of proposals for redeveloping the area as a condominium complex. These latter drawings

also include numerous perspective renderings and photographs of architects' models of proposed structures.

Several earlier, pre-Whitney drawings appear within the collection including a c.1892 plan of Sutro Baths (the earliest drawing in the collection) and a series of 1908 drawings showing the present Cliff House prepared by Reid Brothers Architects for Dr. Emma Merrit Sutro.

Index/Added Entries

Amusement Parks – California—San Francisco
Bathhouses – California—San Francisco
Bernard & Emmons, Architects (San Francisco, Calif.)
CDD Architects (San Francisco, Calif.)
Ciampi, Mario
Cliff House (San Francisco, Calif.)
Cliff House Properties (San Francisco, Calif.)
Gaidano, Mario
Hammon, Jensen & Wallen, Surveyors (San Francisco, Calif.)
Heiman, S.
Playland At The Beach (San Francisco, Calif.)
Punnett, Parez & Hutchinson, Civil Engineers (San Francisco, Calif.)
Reid Brothers Architects (San Francisco, Calif.)
Restaurants – California—San Francisco
Sutro Baths (San Francisco, Calif.)
Sutro, Adolph, 1830-1898
Whitney, George K.
Whitney, George K., Jr.
Whitney, Leo

Preferred Citation

“[Item description], GOGA 35155, [Drawer & Folder number], Whitney Brothers/Cliff House Properties Drawing Collection.”

Processing information

Processed by John A. Martini. Completed in July 2002.

Sutro Area History

Timeline

Pre-history – Area is site of at least two Ohlone villages
1769 - Spanish sighting of what eventually became known as Point Lobos
1822 - Mexican independence and transfer of Spanish territory

1846 – U.S. conquers California
1850 – California becomes a state
1858 – “Seal Rock House” built near present corner of Great Highway and Balboa
1863 – First Cliff House constructed
1868 – Cliff House enlarged
1882 – Cliff House and adjacent heights purchased by Adolph Sutro
1894 – Sutro Baths open
1896 – Cliff House burns on Christmas Day
1897 – Second Cliff House opens
1907 – Second Cliff House burns
1909 – Third Cliff House built
1920s – “Chutes at the Beach” opens
1930s – George and Leo Whitney purchase attractions at Chutes and create Playland
1937 – Whitney Brothers purchase Cliff House
1947 – Camera Obscura built behind Cliff House
1949 – Cliff house enlarged and remodeled with a “moderne” façade
1952 – Whitney Brothers purchase Sutro Baths and add “moderne” façade
1952 – Swimming pools closed at Sutro’s
1955 – Sky Tram opens
1963 – “Worlds Largest Souvenir Store” adjacent to Cliff House burns
1965 – Sutro’s and Sky Tram close.
1966 – Sutro’s burns
1972 – Playland closes. Golden Gate NRA created
c.1979 – GGNRA purchases Cliff House and Baths site from Cliff House Properties
1980 – NPS opens Cliff House Visitor Center in former Sky Tram station
2002 – Cliff House remodeling begins; Visitor Center and North Annex demolished

Collection and Series Description

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“General” Maps and individual structures, 1892-1969

Volume: 4 map folders

Arrangement: Geographical by area or structure, thereunder chronological

Format(s): Maps and drawings--Various duplication processes

Description: These are general maps and plans of areas owned by the Whitneys, and include drawings of individual buildings and unidentified structures. Many of these are surveyors' boundary maps and insurance maps.

“Cliff House” Architectural drawings, restaurant and environs, 1908-1976

Volume: 6 map folders

Arrangement: Chronological

Format(s): Maps and drawings --Various duplication processes

Description: These drawings focus on the Cliff House's evolution beginning with the 1908 architectural drawings through numerous remodelings and alterations to its floor plans. Many plans are undated. Drawings include architects' proposals that were not carried out. Also included are drawings for the Sky Tram because of its geographical proximity to the Cliff House.

“Playland” Maps and individual attractions, 1939-1963

Volume: 3 map folders

Arrangement: Alphabetical by structure or area, thereunder chronological

Format(s): Maps, drawings, and architectural--Various duplication processes

Description: These drawings focus on the Playland-at-the-Beach area, beginning with general maps and layouts of the area then progressing to individual buildings, attractions, concessions and rides.

“Proposals, Miscellaneous” Maps and drawings, 1925-1970s

Volume: 8 map folders

Arrangement: Roughly chronological

Format(s): Maps and drawings --Various duplication processes and tissue overlays

Description: These drawings include a variety of proposals for redevelopment of the Playland-Cliff House-Sutro areas, many of which are unsigned and undated. The earliest is a 1925 proposal for a "Sutro Heights Amusement Park" that may be an early concept of Playland. Most apparently date from the 1960s, although identification is difficult due to the fact that most are unsigned and undated, while others are tissue overlays of unidentified plans.

"Proposals, Gaidano" Drawings, 1966-1974

Volume: 7 map folders
Arrangement: Chronological, then by numbered drawing within sets
Format(s): Drawings -- Various duplication processes

Description: These drawings were prepared by San Francisco architect Mario Gaidano, and span the period July 1966 through 1974. The drawings are organized into sets of numbered sheets showing various elevations, floor plans, etc. They show an evolution of proposals for redeveloping the Cliff House-Sutro Baths area following the fire that destroyed Sutro's in 1966.

"Proposal Boards & Portfolio" Presentation graphics, ca 1960s

Volume: 2 boxes
Arrangement: By apparent creator
Format(s): Drawings, presentation boards, photographs -- Various duplication processes

Description: These boxes contain several unattributed and undated presentation boards and photographs of architectural models, and a 1965 presentation portfolio showing proposal drawings for the Cliff House Properties areas. Unattributed drawings *may* relate to Mario Gaidano.

"Oversize Drawings" Topographic surveys, 1944-1963

Volume: 2 oversize rolls
Arrangement: Chronological
Format(s): Maps-- Various duplication processes

Description: Topographical surveys of Whitney properties prepared in 1944 and 1963. The 1944 set contains only two of three sheets. The 1963 drawing is a single large sheet.

Drawer and Folder List

<p>Drawer 471</p> <p>“General”</p>	<p>Folder 1: Miscellaneous Buildings</p> <ul style="list-style-type: none"> ▪ Camera Obscura (1947) ▪ Cliff House Music Hall (1960) ▪ Cliff House North Annex (1963) ▪ Pronto Pup (1964-1969) ▪ Sutro Baths (c1892) <p>Folder 2: Whitney Bros. & Cliff House Properties -- Insurance Maps (showing buildings and interiors) (1952 & 1954)</p> <p>Folder 3: Miscellaneous Structures, Unidentified</p> <p>Folder 4: Surveys and Boundary Maps – Cliff House, Sutro Baths, Playland, etc. (1920-1966)</p>
<p>Drawer 472</p> <p>“Cliff House”</p>	<p>Folder 1: Cliff House – 1908 construction plans by Reid Brothers & 1974 remodeling plans by CDD Architects</p> <p>Folder 2: Cliff House – Floor plans and alterations (1945 – 1976)</p> <p>Folder 3: Cliff House – Floor plans and alterations, undated</p>
<p>Drawer 473</p> <p>“Cliff House”</p>	<p>Folder 1: Cliff House – Mario Gaidano remodeling plans (1969)</p> <p>Folder 2: Proposed Developments, Playland and Cliff House area (1965-1976)</p> <p>Folder 3: Sky Tram (1954-1955)</p>

<p>Drawer 474</p> <p>“Playland”</p>	<p>Folder 1: Playland – Construction Drawings & General layout (1939-1946)</p> <p>Folder 2: Playland – Buildings (1946-1963)</p> <ul style="list-style-type: none"> ▪ Storage Building ▪ Fascination Building ▪ Hamburger Takeout ▪ Pronto Pup ▪ Old Spinning Wheel ▪ Candy Store <p>Folder 3: Playland – Rides and Attractions</p> <ul style="list-style-type: none"> ▪ Funtier Town ▪ Kiddie Koaster ▪ Trimmer Ship ▪ Kookie Kube ▪ Gyro Ride ▪ Mad Mine Ride ▪ Rodeo Ride ▪ Racing Derby ▪ Space Copter ▪ Helicopter Ride ▪ Sky Fighters ▪ Magic Carpet ▪ Dodge ‘em Cars ▪ Mirror Maze
<p>Drawer 475</p> <p>“Proposals – Miscellaneous”</p>	<p>Folder 1: Mounted Concept Drawings (color)</p> <ul style="list-style-type: none"> ▪ Cliff House dining room ▪ Motel at Great Highway and Balboa ▪ Sutro Baths backdrop (??) <p>Folder 2: Miscellaneous Proposals -- unassociated</p> <p>Folder 3: “Sutro Heights Amusement Park Proposal” by S. Heiman, Architect, San Francisco, c1925 (Fragile)</p> <p>Folder 4: Miscellaneous Proposals -- associated drawings. No dates or architectural firms noted</p>

<p>Drawer 476</p> <p>“Proposals – Miscellaneous”</p>	<p>Folder 1: Miscellaneous Proposals – Citywide development plan by Mario Ciampi, Architect (1965)</p> <p>Folder 2: Miscellaneous Proposals – Associated concept drawings and tissue overlays, found stapled. Undated and unsigned. (Possibly Gaidano?)</p> <p>Folder 3: Miscellaneous Proposals – unassociated sketches and tissue overlays. Undated and unsigned.</p> <p>Folder 4. Miscellaneous Proposals – unassociated plans and drawings. Undated and unsigned. (1960s and 1970s?)</p>
<p>Drawer 477</p> <p>“Proposals – Gaidano”</p>	<p>Folder 1: Cliff House Properties – Plans. Mario Gaidano, Architect, undated</p> <p>Folder 2: Cliff House Properties – Plans. Mario Gaidano, Architect (July-September 1966)</p> <p>Folder 3: Cliff House Properties – Plans. Mario Gaidano, Architect (October-November 1966)</p> <p>Folder 4: Cliff House Properties – Plans. Mario Gaidano, Architect (May – December 1968) (Sets of plans)</p>
<p>Drawer 478</p> <p>“Proposals – Gaidano”</p>	<p>Folder 1: Cliff House Properties – Plans. Mario Gaidano, Architect (January – July 1969) (Sets of plans)</p> <p>Folder 2: Cliff House Properties – Plans. Mario Gaidano, Architect (August – September 1969)</p> <p>Folder 3: Cliff House Properties – Plans. Mario Gaidano, Architect (October 1969) (Sets of plans); and single plan (1974)</p>
<p>Drawer 479</p> <p>“Boxed boards & drawings”</p>	<p>Box 1: Proposed Developments for Cliff House Properties</p> <ul style="list-style-type: none"> ▪ Portfolio of concept drawings by Bernard & Emmons (1965) ▪ Presentation boards with concepts for Playland site ▪ Mounted USGS map of San Francisco <p>Box 2: Proposed Developments for Cliff House Properties – Presentation boards with site plans, perspective drawings and architectural models. Undated and unattributed. (Possibly by Gaidano?)</p>

Oversized Rolled Plans

Roll 1 of 2	<ul style="list-style-type: none">- “Topographic Map / Whitneys-At-The-Beach / Scale 1”=4’ / Prepared by Hammon, Jensen & Wallen / November 1959 / Map Revised March 1963” Color map, showing vegetation. - [Same as above] Black & white map. No vegetation designated. Otherwise identical to preceding map. 2 copies.
Roll 2 of 2	<ul style="list-style-type: none">- Topographic map of San Francisco, stamped “Mario J. Ciampi” - “Topographic Survey / George K. Whitney / Punnett, Perez & Hutchinson, Civil Engineers / September 23, 1944” Sheet 3. Shows property boundary south of Cliff House along Pt. Lobos Blvd. - “Topographic Survey / George K. Whitney / Punnett, Perez & Hutchinson [illegible]. Shows property boundary around Cliff House, deck and portion of North Annex.