



# LANDMARK DESIGNATION REPORT



## Third Baptist Church Complex 1399 McAllister Street

Initiated by the Historic Preservation Commission, July 19, 2017  
Approved by the Board of Supervisors, November 14, 2017  
Signed by Mayor Edwin M. Lee, November 15, 2017

**Landmark No. 275**

[Type text]

Cover: Third Baptist Church, 2017.

The Historic Preservation Commission (HPC) is a seven-member body that makes recommendations to the Board of Supervisors regarding the designation of landmark buildings and districts. The regulations governing landmarks and landmark districts are found in Article 10 of the Planning Code. The HPC is staffed by the San Francisco Planning Department.

*This Draft Landmark Designation Report is subject to possible revision and amendment during the initiation and designation process. Only language contained within the Article 10 designation ordinance, adopted by the San Francisco Board of Supervisors, should be regarded as final.*

# TABLE OF CONTENTS

Criteria for Designation .....	5
Period of Significance.....	5
Statement of Significance.....	6
Building Description .....	7
Historic Contexts .....	9
Early Church History.....	9
Locational History .....	9
Ministerial History.....	11
Black Community Formation in the Western Addition.....	12
Midcentury Modern Ecclesiastical Architecture in San Francisco .....	14
Third Baptist Builds New Church in the Western Addition.....	14
African American Protestant Architectural Expression in San Francisco.....	17
Third Baptist Church: A Midcentury Modern Institutional Building .....	19
William F. Gunnison, Architect.....	20
Alfred W. Johnson, Architect .....	20
Rev. Frederick Douglas Haynes, Sr.: A Religious, Community, and Civil Rights Leader .....	22
Religious Leadership .....	24
Community Leadership and Civil Rights Activism.....	25
Haynes Runs for District Supervisor.....	29
Urban Renewal in the Western Addition .....	31
A Lasting Legacy.....	34
The Amos C. Brown Era.....	36
The Makings of a Minister and Civil Rights Activist.....	36
Community Programs at Third Baptist Church Expanded .....	38
A Leading Voice in San Francisco .....	40
Supporting Documentation.....	41
Integrity.....	42
Article 10 Requirements Section 1004(b) .....	43
Boundaries of the Landmark Site.....	43
Character Defining Features .....	43
Exhibit A: Significance Diagrams .....	46
Exhibit B: Location of Third Baptist Church Complex (Aerial).....	48
Exhibit C: Building Photos .....	49

Exhibit D: Select Newspaper Articles ..... 73  
Bibliography ..... 81  
Acknowledgements ..... 83  
Appendix: California Historical Landmark Form for the Original Site of the Third baptist Church  
(formerly the First Colored Baptist Church) ..... 84

# Third Baptist Church Complex

1399 McAllister Street

**Church construction date: 1952**

**Architect: William F. Gunnison**

**Youth Center and Fellowship Building construction date: 1956**

**Architect: Alfred W. Johnson**

This Article 10 Landmark Designation Report provides documentation and assessment to demonstrate the historical, cultural, or architectural significance for the purpose of local designation as a San Francisco City Landmark under Article 10 of the Planning Code. This document may reference previous studies and supporting documentation, such as historic context statements, surveys, state or national historic registries, and or other comparable documents. For more information regarding supporting documentation and source material, please reference the materials listed in the bibliography.

## CRITERIA FOR DESIGNATION

*Criterion A, Events:* Associated with events that have made a significant contribution to the broad patterns of our history.

*Criterion B, Persons:* Associated with the lives of persons significant in our past.

*Criterion C, Architecture:* Embody distinctive characteristics of a type, period, or method of construction, or that represent a significant and distinguishable entity whose components may lack individual distinction.

## PERIOD OF SIGNIFICANCE

1952-1971

The Period of Significance for the Third Baptist Church Complex is 1952-1971, reflecting the year the church was built under the leadership of Reverend Frederick Douglas Haynes, Sr. through the last year he remained as pastor.

## STATEMENT OF SIGNIFICANCE

The Third Baptist Church Complex is significant for the role it has played in the social, economic, and political advancement of African Americans in San Francisco under the guidance of civil rights leader, Reverend Frederick Douglas Haynes, Sr., and as a rare and notable example of Midcentury Modern ecclesiastical architecture in San Francisco.

Founded in 1852 as the First Colored Baptist Church of San Francisco, Third Baptist Church (renamed in 1855) was the first African American Baptist congregation formed west of the Rocky Mountains and remained the only black Baptist church in San Francisco until the early 1940s. Through its many community-oriented activities, Third Baptist Church has played an important role in promoting black community leadership as well as the social, economic, and political advancement of African Americans in San Francisco.

Longtime pastor of Third Baptist Church, Reverend Frederick Douglas Haynes Sr., who served in that capacity from 1932 to 1971, emerged as a highly influential leader in San Francisco's civil rights movement. Haynes participated in the longshoreman strike of 1934, the struggle to end race-based hiring restrictions at the Pacific Telephone & Telegraph Company, and was part of the Black Ministerial Alliance, a group of African American ministers who organized action against housing and job discrimination in black communities. In 1945, he was the first African American to run for a position on the San Francisco Board of Supervisors, running again in 1947 and 1951. Although he never held office, he paved the way for Terry A. Francois to become the city's first African American member of the Board of Supervisors in 1964. In 1996, the subsequent pastor of Third Baptist Church, Reverend Dr. Amos C. Brown, became the city's second African American member of the Board of Supervisors. The congregation's legacy of social justice activism and community leadership has continued under his tenure.

Third Baptist Church has occupied several other spaces over the course of its history. The property at 1399 McAllister Street is among several African American protestant churches constructed in San Francisco during the postwar period and is also one of the first churches in the city that broke from the traditional representations of ecclesiastical design to produce a new, simplified architectural expression that was thought to better articulate protestant beliefs through its simple and straightforward design approach. Many of these design elements are also characteristic of the Midcentury Modern style, which developed after World War II and became popular among Christian churches of this period. The current church building located at McAllister and Pierce Street was constructed by and for the congregation in 1952-1956. Its construction was part of a larger trend, as the two other "pioneer black churches" in San Francisco - First A.M.E. Zion and Bethel A.M.E. Church - similarly built Midcentury Modern church buildings in the Western Addition in the years following World War II. Newly established protestant congregations furthered this trend by adopting modern aesthetics and design features, as opposed to the more traditional features that had characterized earlier places of worship. Third Baptist Church stands out as an excellent example of protestant church architecture designed in the Midcentury Modern style that developed in San Francisco during the postwar period, and retains a high degree of physical integrity.

## **BUILDING DESCRIPTION**

The Third Baptist Church Complex is located at the southeast corner of Pierce and McAllister Streets in the Alamo Square Landmark District, part of the larger Western Addition neighborhood in San Francisco. The church complex is comprised of two buildings, including a main church building in which the sanctuary is located, and a youth center and fellowship building which houses a gymnasium, assembly hall, classrooms, conference rooms, and administrative offices. The site also includes a prominent, detached bell tower that fronts McAllister Street, as well as a parking lot sited at the northeast corner of the parcel. Third Baptist Church commissioned architect, William F. Gunnison, to design the sanctuary and bell tower in 1952. The youth center and fellowship building was designed by architect, Alfred W. Johnson, and built in 1956.

### ***Bell Tower***

The site's most prominent visual feature is the detached bell tower, which is visible from the nearby Alamo Square Park and surrounding blocks. The east and west elevations of the bell tower each display three raised vertical bands rising up to about two-thirds the height of the tower, while twelve ornamental square voids adorn the remaining top third of the bell tower. The north and south elevations each feature a wide, raised vertical band lightly scored with a square incision pattern. A vertical pattern of four square voids fills the top third of the tower on the north and south elevations. The lower half of the north elevation features a vertical ribbon of wood windows with divided lites. The bell tower is capped with an ornamental cross, added to the structure in 1959.

### ***Church Building***

The church building was designed by William F. Gunnison and erected in 1952. Built of frame construction, the structure is one story (double-height) with mezzanine and partial basement. It is rectangular in plan and features a hipped roof and prominent courtyard entrance at the corner of McAllister and Pierce Streets.

The church's primary façade faces north and is clad in stucco, as are the east and west elevations. The front entrance of the church is accessible from a circular, concrete courtyard. A curved red brick staircase leads up to the courtyard, which is inlaid with terracotta tile placed to form the shape of a star covering most of the courtyard. An octagonal baptismal font clad in Roman brick is sited at the center of the courtyard and of the star. Columns support a curvilinear entablature overhead. Terracotta terrazzo decorates the foot of the doorway, which is recessed and characterized by three pairs of metal frame glass doors.

The church's fenestration consists of wood windows with divided lites, a number of double-hung wood windows with horizontal muntins, and a single, inset, wood-frame, cross-shaped window at the center of the primary (north) façade. All windows are filled with textured yellow glass. The east and west elevations also contain wood windows with divided lites, which repeat in a vertically-oriented pattern resembling a ribbon. Ornamentation includes incised squares around the entrance of the sanctuary, and raised vertical bands extending from the ground floor to the roof on the north and east elevations. Due to a later addition to the rear of the church building, the south elevation is characterized by horizontal painted wood siding. On the west elevation, towards the southwest corner of the addition, are two metal sash slider windows filled with textured opaque glass.

The interior of the church consists of a vestibule/lobby, sanctuary, second-story mezzanine, and a partial basement that houses offices. A wall and second set of doors separate the lobby from the sanctuary. The mezzanine is located overhead, above the vestibule at the north side of the building. The sanctuary, which comprises the vast majority of the interior space, is a large, rectangular room containing rows of

pews in the nave divided by a central aisle leading up to the altar to the south. Stained wood wainscoting runs along all four interior walls, and the east and west interior walls feature long, vertical ribbons of wood windows with divided lites and textured yellow glass that illuminate the sanctuary with warm, yellow light. While the church exterior demonstrates a modern architectural approach, the building's interior displays a number of traditional elements, including wooden trusses with shaped brackets, brass hanging lamps, and wood paneled ceiling. The pulpit, altar, and choir loft are constructed of wood and raised and recessed into the south end of the church. The choir loft houses church organs and a drum set, which according to Reverend Amos C. Brown, pay homage to both the Western and African musical traditions that have influenced the Baptist faith.<sup>1</sup> Red fabric curtains adorn the south wall behind the choir loft with two identical decorative organ pipe systems flanking either side of the curtains. Behind the curtains is a second baptismal, which is regularly used by the congregation unlike the baptismal in the exterior courtyard. On the ceiling above the choir loft are 18 recessed squares that enhance the acoustics of the space while mimicking decorative elements of the exterior facades and bell tower.

### *Youth Center and Fellowship Building*

Designed by architect, Alfred W. Johnson, and constructed in 1956 as an addition, the youth center and fellowship building is a two-story with mezzanine rectangular structure with a flat roof. The north façade is inset from the outer edges and reads as a mostly solid wall with the exception of a multi-lite, wood sash, vertical ribbon window with textured yellow glass, located at the west end of the front façade. The vertical ribbon window stands out as the primary decorative feature of the building. Directly below the multi-lite window is a canopy covering a ground floor entrance to the building. Two additional entrances, as well as two multi-lite, wood sash, horizontal ribbon windows with yellow textured glass complete the fenestration of the ground floor exterior.

The interior of the youth center and fellowship building at the ground floor contains assembly space, conference rooms, and small classrooms and offices for the church's educational programs. A double-height gymnasium comprises the second floor of the 1956 addition and features simple trusses, skylights, and hardwood floors. Administration offices fill the mezzanine.

Photos of the building can be found in Exhibit C.

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<sup>1</sup> Amos C. Brown, Pastor Third Baptist Church, personal communication, June 9, 2017.

## HISTORIC CONTEXTS

### Early Church History

Founded in 1852 during the Gold Rush period, The First Colored Baptist Church of San Francisco (later renamed Third Baptist Church), was the first African American Baptist congregation formed west of the Rocky Mountains. Many African Americans had come to California during the Gold Rush period either as free men and women from the Northeast or as enslaved peoples from the American South who arrived with their owners and later purchased or petitioned local courts for their own freedom.<sup>2</sup> As described in the *Draft African American Historic Context Statement*, black religious organizations began to form in San Francisco during the mid-nineteenth century:

By the time African Americans first started arriving in California they had already built a thriving religious tradition apart from mainline White Protestant Christianity. Two groups that splintered off from the Methodist Church in the early nineteenth century were the African Methodist Episcopal (A.M.E) Bethel Church from Philadelphia and the A.M.E. Zion Church from New York. By the 1850s, black Baptists and Presbyterians had also founded separate churches catering to African Americans in San Francisco. At these churches, all of which were located at the edges of Chinatown, African Americans could worship in their own space and according to their own traditions. The churches also served as important community gathering places, where news was exchanged, friendships formed and reinforced, and business discussed.<sup>3</sup>

After being forced to sit in the balcony at the white-dominated First Baptist Church, a group of black Baptists in 1852 convened at the private residence of William and Eliza Davis, located on Kearny Street, and decided to form their own Baptist congregation – the First Colored Baptist Church. Among its founders were Abraham Brown, Thomas Bundy, Thomas Davenport, Millie Denton, Henry Fields, George Lewis, and Fielding Spots.<sup>4</sup>

### *Locational History*

In 1854, two years after it was founded, the First Colored Baptist Church moved into its first church building on Grant Street (formerly Dupont Street) between Greenwich and Filbert Streets. The church, which changed its name to Third Baptist Church in 1855 to “reflect its emergence as the third communion of Baptists founded in the city and its desire to be an inclusive church without racial designations,” moved to a building at Bush and Powell Streets in 1896.<sup>5</sup> That building, however, was destroyed during the 1906 earthquake and fire. In 1908, the congregation built a new church structure at Hyde and Clay Streets in the Nob Hill neighborhood where it stayed for 44 years until the mid-twentieth century. In 1952, in need of a larger space, Third Baptist Church relocated to the Western

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<sup>2</sup> State of California Department of Parks and Recreation, *Application for Registration of Historical Landmark for Third Baptist Church, 1642-44 Grant Avenue*; Tim Kelley Consulting, The Alfred Williams Consultancy, VerPlanck Historic Resource Consulting, and the San Francisco Planning Department, *Draft African American Citywide Historic Context Statement* (Unpublished Draft, 2015), 16-17.

<sup>3</sup> Kelley, Williams, VerPlanck, San Francisco Planning Department, 33.

<sup>4</sup> State of California Department of Parks and Recreation, *Application for Registration of Historical Landmark for Third Baptist Church, 1642-44 Grant Avenue*

<sup>5</sup> Third Baptist Church, [Thirdbaptist.org/tbc-yesterday](http://Thirdbaptist.org/tbc-yesterday), accessed April 4, 2017.

Addition where many of the city's African American residents lived – a pattern that occurred among many of the “older pioneer African American churches” during this time period.<sup>6</sup>

## Previous Sites of Third Baptist Church

Eliza Davis



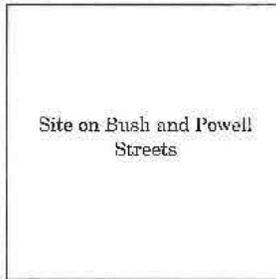
Third Baptist Church was founded in August of 1852 in the home of William and Eliza Davis on Kearny Street.



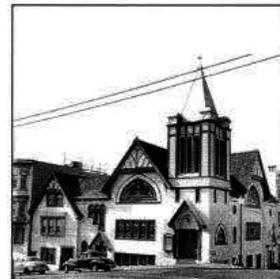
1854-1866: The original site of Third Baptist Church was on Grant Street (formerly Dupont Street) between Greenwich and Filbert



1867-1868  
Site on Jane and Natoma Streets (near Howard and Second Streets)



Site on Bush and Powell Streets  
The property was destroyed by fire in the 1906 earthquake. A new church was built in 1908.



1908-1952  
Site on Hyde and Clay Streets.

Previous sites of Third Baptist Church, excerpted from the book, *Third Baptist Church of San Francisco 150<sup>th</sup> Anniversary Celebration: 1852-2002* (Courtesy Third Baptist Church)

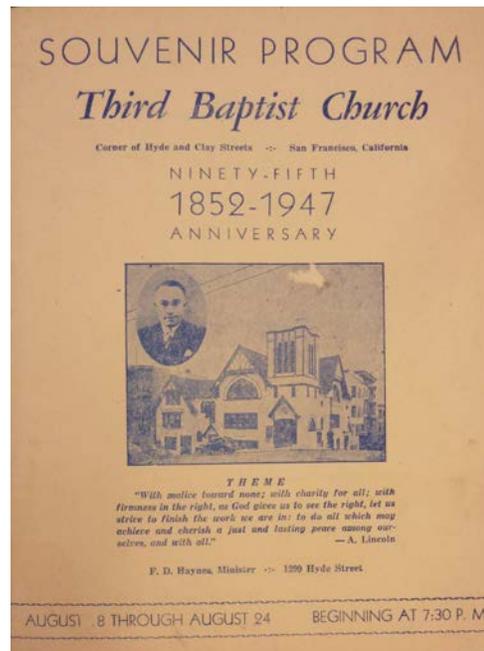
<sup>6</sup> Kelley, Williams, VerPlanck, San Francisco Planning Department, 108.

## Ministerial History

The church had no permanent pastor from 1852 to 1856, during which time white supply ministers presided over church services. Third Baptist hired its first black pastor, Reverend Charles Satchell, in 1856. Satchell came to San Francisco via Cincinnati and was a leader in the Abolitionist Movement. He and the subsequent pastors of Third Baptist Church are documented in the *State of California Application for Registration of Historical Landmark for 1642-44 Grant Avenue* (the church's original location):

Reverend Charles Satchell was the first regular pastor and the first African American pastor. He had been commissioned by the Home Mission Board of the American Baptist Convention to establish churches in the Midwest during the early 1850's. Other pastors serving the church during the first eight decades were: Thomas Howell, Arnold Medberry, John Francis, J.B. Knight, O.C. Wheeler, John R. Young, George Duncan, J.H. Kelly, J.M. Riddle, Allen Newman, J.A. Dennis, Elbert Moore, and James D. Wilson. The membership fluctuated between 13 and 243.<sup>7</sup>

Satchell had started a tradition of social activism and community leadership at Third Baptist Church that endured over the ensuing decades. This tradition expanded even more so during the 40-year tenure of Reverend Frederick Douglas Haynes, Sr., and eventually under the leadership of Reverend Amos C. Brown.<sup>8</sup> As described in the church's *160<sup>th</sup> Anniversary Documentary*, Third Baptist Church emerged in the late nineteenth century as an "institution of survival and provided creative means of calling forth pride in achievement to disprove the assumption of Negro inferiority."<sup>9</sup> It remained the only African American Baptist church in San Francisco through the 1940s, eventually blossoming into the largest black Baptist congregation in northern California.<sup>10</sup>



Souvenir Program showing former location of Third Baptist Church at Hyde and Clay Streets (Courtesy California Historical Society)

<sup>7</sup> State of California Department of Parks and Recreation, *Application for Registration of Historical Landmark for Third Baptist Church, 1642-44 Grant Avenue*

<sup>8</sup> Ibid.; Third Baptist Church, "Third Baptist Church of San Francisco: 160<sup>th</sup> Anniversary Documentary," 2012; Third Baptist Church, *Third Baptist Church of San Francisco 150<sup>th</sup> Anniversary Celebration, 1852-2002*, San Francisco: CC InnerVisions, 2003.

<sup>9</sup> Third Baptist Church, "Third Baptist Church of San Francisco: 160<sup>th</sup> Anniversary Documentary," 2012.

<sup>10</sup> For more information about the early history of Third Baptist Church, see the *Application for Registration of Historical Landmark for Third Baptist Church, 1642-44 Grant Avenue*, included in the appendix.

## Black Community Formation in the Western Addition

By the mid-twentieth century, Third Baptist's congregation had grown to the point where its home at Hyde and Clay Streets could no longer accommodate all who sought to worship there. As a result, church leadership devised plans for the building of a new church in the Western Addition, where a significant percentage of the city's African American population had lived since the years following the 1906 earthquake and fire. The neighborhood's black population continued to increase during the 1920s and 1930s, making the Western Addition "the center of Black life before World War II."<sup>11</sup>

The war years brought even more African Americans to the neighborhood as tens of thousands of Southern blacks relocated to San Francisco to work in the city's newly established wartime shipyards and defense plants. A citywide housing shortage coupled with housing discrimination resulted in few housing options for African Americans.<sup>12</sup> Following the enactment of President Franklin D. Roosevelt's Executive Order 9066 and the subsequent evacuation of persons of Japanese ancestry from San Francisco's *Nihonmachi*, or "Japanese People's Town," and their relocation to concentration camps, hundreds of properties were made vacant in this portion of the Western Addition.<sup>13</sup>

African Americans continued to settle in the neighborhood following the war, encouraged by real estate agents and racist policies such as redlining and racial covenants enacted in the city's older residence parks as well as the newly developed tract homes in the Sunset and Richmond. By 1960, over one third of the city's black population lived in the Western Addition.<sup>14</sup>

The Western Addition during this period blossomed into the primary hub of black culture and community in San Francisco, with churches playing an important role in this growing community. Prior to the war, most African Americans attended one of the three "pioneer" black churches in the city: First A.M.E. Zion, Bethel A.M.E., or Third Baptist Church, all of which originally operated in the Chinatown/Pacific Heights area. First A.M.E. Zion, however, had moved to 1669 Geary Street in the Western Addition in 1912 after its building was destroyed in the 1906 earthquake and fire (the Geary Street location was later demolished during the Redevelopment era). New churches, such as El-Bethel Baptist Church established in 1941 at 1320 Golden Gate Avenue, were also formed to serve the Western Addition's growing African American community.

In a strategic effort to relocate closer to its expanding membership base, both Third Baptist Church and Bethel A.M.E. Church moved to the Western Addition after the war.<sup>15</sup> Third Baptist Church purchased the property at Pierce and McAllister Streets for its new location, which at the time was home to the mansion of Captain Charles Goodall.

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<sup>11</sup> Kelley, Williams, VerPlanck, San Francisco Planning Department, 55.

<sup>12</sup> Kelley, Williams, VerPlanck, San Francisco Planning Department, 79; Donna Graves and Page & Turnbull, *Japantown Historic Context Statement*, San Francisco: Page & Turnbull, 2011, 44.

<sup>13</sup> Graves and Page & Turnbull, 42-45.

<sup>14</sup> Kelley, Williams, VerPlanck, San Francisco Planning Department, 92.

<sup>15</sup> *Ibid.*



Above: Workers remove the turret on the observatory in the cupola of the former mansion of Captain Charles Goodall at Pierce and McAllister Streets, which was demolished and replaced with Third Baptist Church in 1952 (Courtesy San Francisco Public Library Photo Collection)



Left: Deacon of Third Baptist Church, C.A. Harris, speaks with news reporter on the roof of the former Charles Goodall Mansion where Third Baptist Church now stands, circa 1952. Newscopy from *San Francisco News-Call Bulletin* describing the photo reads: "C.A. Harris, Deacon of Third Baptist Church, tells a news reporter of work by members of his congregation in demolishing pioneer mansion and their plans to use much of the old timbers in the construction of a new, modern church on the site." (Courtesy of San Francisco Public Library Photo Collection)

## Midcentury Modern Ecclesiastical Architecture in San Francisco

The Third Baptist Church Complex located at McAllister and Pierce Streets was constructed by and for the congregation beginning in 1952. It was one of the first African American protestant churches constructed in San Francisco during the postwar era and its design aesthetic represented a departure from the traditional Catholic-influenced architecture that had characterized nearly all Christian church buildings up until the mid-twentieth century. In addition, the Third Baptist Church Complex features design elements characteristic of the Midcentury Modern style.

### *Third Baptist Builds New Church in the Western Addition*

In 1950 under the leadership of Reverend Frederick Douglas Haynes, Sr., Third Baptist Church purchased the property at the northwest corner of Pierce and McAllister Streets on which sat the former mansion of Charles Goodall (built 1859) and began to devise plans to erect three buildings on the site. Two of the three planned buildings – the main church building and a youth center and fellowship building – were completed.



Left: Members of the Building Commission, circa 1952 (Courtesy California Historical Society)  
Right: Members of the Building Commission with Rev. Frederick D. Haynes Sr. (pictured bottom left) viewing plans for the new Third Baptist Church building at McAllister and Pierce Streets, circa 1952. (Courtesy Third Baptist Church)

A permit for the new church was approved on May 26, 1952 and the building was constructed by October of the same year. A 1952 article entitled, “Negro Baptists Migrate,” offers an account of the opening of the new building, which took place on October 21, 1952:

It was a great moment for the sisters and brothers of “Third Baptist” when, fresh from celebrating their centenary, they sang their last praises in the old church, and marched in a phalanx to the new. Each of them wore a white card bearing their name and the sub they were subscribing for the occasion. The cutting of the ribbon which formally opened the doors of the new sanctuary was performed by Deborah Johnson, the youngest member of the church, under the eye of Lee Robinson, chairman of the Building Commission. Letters of congratulations came from the White House, from Governor Earl Warren, and from the

church leaders; and Mayor Elmer Robinson spoke at a meeting at which the platform included Judge Twain Michelson of the Superior Court of SF, and Cecil Poole, Negro Deputy District Attorney for SF County.<sup>16</sup>



Above: Members of Third Baptist Church with Rev. Frederick D. Haynes, Sr. during dedication ceremony for the site of the new church, circa 1952. (Courtesy Third Baptist Church)

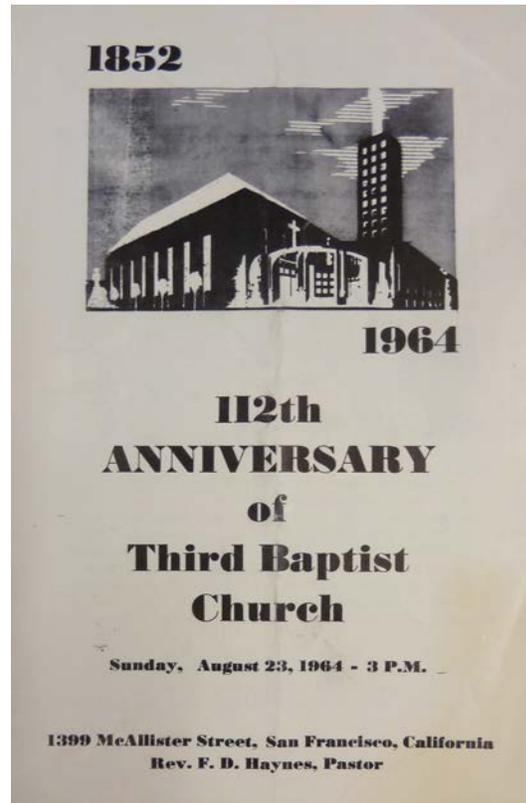
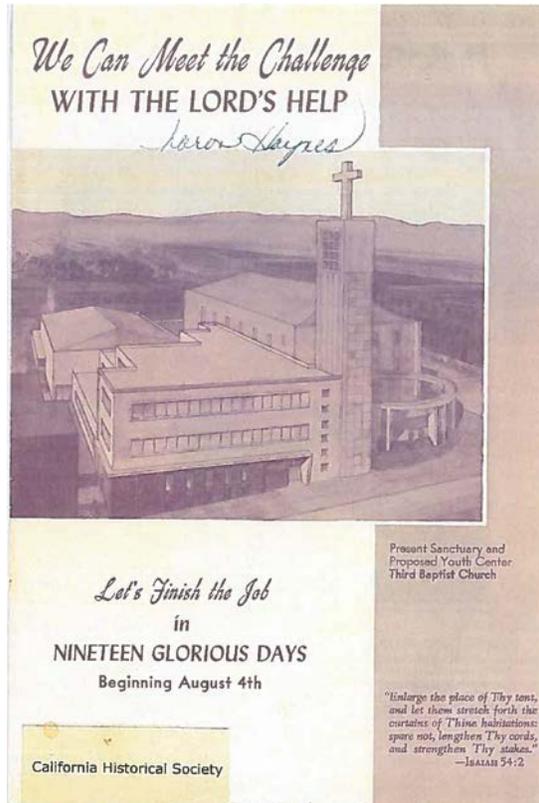


Above: Members of Third Baptist Church lay the cornerstone for the new church building at 1399 McAllister Street, 1952. (Courtesy Third Baptist Church)

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<sup>16</sup> "Religion: Negro Baptists Migrate," Frederick D. Haynes Sr. family papers, California Historical Society

The new building represented one of the largest Baptist churches in the city. Among its most prominent features are its bell tower and cross, visible from blocks away. In 1956, a two-story with mezzanine building was constructed for use as youth classrooms, assembly space, and a gymnasium. Plans to build a second youth building in the location of the current parking lot did not materialize.<sup>17</sup>



Left: Fundraising brochure depicting proposed youth center in foreground (not constructed) alongside existing church and auxiliary building (Courtesy California Historical Society)  
 Right: 112<sup>th</sup> Anniversary program brochure, 1964, showing the planned youth building that was not constructed (Courtesy California Historical Society)

<sup>17</sup> Frederick D. Haynes Sr. family papers, California Historical Society

## *African American Protestant Architectural Expression in San Francisco*

The congregation's relocation to the Western Addition from the Chinatown/Pacific Heights area in the years following World War II and the new, simplified architectural expression of its church buildings started a trend. Only a few years after Third Baptist Church was completed, the city's two other pioneer black churches – First A.M.E. Zion and Bethel A.M.E. Church – commissioned architect-designed church buildings in the neighborhood.

First A.M.E. Zion (2159 Golden Gate Ave.) shares similar characteristics with Third Baptist Church, such as its simple geometric elements, including a flat, inset primary façade, prominent tower structure, bare cross, and vertically-oriented panel of solid-colored, square-shaped multi-lite windows. Bethel A.M.E. Church, the third of the pioneer churches, moved into its new church building at 916 Laguna Street in 1969. It too, departs aesthetically from earlier ecclesiastical architectural traditions, emphasizing simple yet strong geometric shapes and patterns, and solid and unadorned walls.



A.M.E. Zion Church, built 1960



Bethel A.M.E. Church, built 1969 (Courtesy [foodpantries.org](http://foodpantries.org))

New protestant congregations formed to serve the neighborhood's growing African American population contributed to this trend by adopting modern aesthetics and design features that naturally aligned with protestant ideals of "simplicity and straightforwardness," corresponding to their beliefs in an "immediate personal relationship of man to God."<sup>18</sup>

According to architectural historians, Albert Christ-Janer and Mary Mix Foley, early protestant congregations moved into former Catholic Church buildings during and after the Reformation. Catholic architectural traditions, as the authors note, often "put on a display of the hierarchical power," resulting in what the authors describe as a "tension between the principles and needs of a protestant congregation and the symbolic meaning embodied in the architecture of a genuine Catholic church."<sup>19</sup> While protestant congregations often stripped church interiors of idols or symbolic ornamentation, elaborate exteriors remained.<sup>20</sup> In the nineteenth century, even when protestant congregations constructed their own church buildings, many were reproductions of earlier, Catholic-influenced styles. It was not until the mid-twentieth century when protestant churches began to

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<sup>18</sup> Christ-Janer and Folye, *Modern Church Architecture*, 243.

<sup>19</sup> *Ibid.*, 122.

<sup>20</sup> *Ibid.*

construct houses of worship that some would see as “an honest expression of their faith.”<sup>21</sup> The ideal protestant architectural expression, according to Christ-Janer and Foley, is simple in design, avoids figurative representation, use of idols, or works of art that are not part of the structure itself, and might include features such as clear, opaque, or single-color stained glass, bare crosses (as opposed to crucifixes), and simple materials.

Many of these aesthetic choices are reflected in the design of Third Baptist Church. The geometric emphases of the vertical ribbon windows, its bare crosses, and a lack of figurative representation fit squarely within the definition of “protestant architectural expression” discussed here.



Photo: Third Baptist Church, March 21, 1953. News copy for the photo reads, “CHURCH OF THE WEEK—Third Baptist Church, McAllister and Pierce-sts, has served the Negro population of San Francisco for over 100 years, celebrating their centennial last year. Rev. Frederick D. Haynes began his ministry with this in 1932 when it was located at Hyde and Clay-sts. He reports marked increase in attendance since moving into the modern new building last December.”(Courtesy San Francisco Public Library Photo Collection)

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<sup>21</sup> Ibid., 125.

### *Third Baptist Church: A Midcentury Modern Institutional Building*

The Third Baptist Church Complex also contains a number of design elements characteristic of the Midcentury Modern style. *San Francisco Modern Architecture and Landscape Design 1935-1970* offers a useful description of the Midcentury Modern style in San Francisco:

The number of new churches in San Francisco increased 69% from 1935 to 1955. By 1955 there were 430 churches in San Francisco. New religious buildings were primarily Christian churches and many embraced the exuberant forms characteristic of the Midcentury Modern and Expressionist styles...

Midcentury Modern is a term used to describe an expressive, often exuberant style that emerged in the decades following World War II. Influenced by the International Style and the Second Bay Tradition, Midcentury Modern was a casual, more organic and expressive style, and was readily applied to a wide range of property types. Custom-designed houses, residential tract developments, churches, and commercial buildings incorporated Midcentury Modern design...

Midcentury Modern is the most common Modern style built in San Francisco from 1945-1965. The style incorporates an array of design elements including cantilevered overhangs, projecting eaves, canted windows, projecting boxes that en-frame the upper stories, stucco siding, the use of bright or contrasting colors, spandrel glass, large expanses of windows, flat or shed roof forms, stacked brick veneer, asymmetrical facades, and occasionally vertical wood siding. Designers of church buildings experimented with the new shapes, materials, cladding and colors associated with Midcentury Modern. Historic references or revival influences are notably absent from the Midcentury Modern style. The term Midcentury Modern was generated by the public rather than scholars.<sup>22</sup>

The Third Baptist Church Complex displays a number of features that are characteristically Midcentury Modern. These include flat roof forms, projecting overhangs, stucco siding, articulated primary facades, use of stacked Roman brick veneer, strong right angles, simple cubic forms, a courtyard entryway, integrated planters, terrazzo paving, and a projecting vertical element (the ornamental cross on top of the tower).<sup>23</sup> Institutional buildings designed in the Midcentury Modern style, including churches, frequently incorporated extended rows of steel-sash ribbon windows and brick accents, both of which are visible in the Third Baptist Church Complex. Other design elements common to Modern architecture more broadly and which can be seen in the complex, especially in the 1956 addition, are corner windows and an emphasis on horizontal lines.<sup>24</sup>

In the 1950s, the new architectural approach of the Third Baptist Church Complex represented a dramatically different style than the congregation's former Tudor-inspired 1908 church building at 1269 Hyde Street. The Third Baptist Church Complex, thus, stands out as a rare and notable example of the new ecclesiastical architecture that developed in San Francisco during the postwar period. It also serves as a noteworthy example of a Midcentury Modern institutional building.

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<sup>22</sup> Mary Brown, *San Francisco Modern Architecture and Landscape Design, 1935-1970*, 71, 189

<sup>23</sup> *Ibid.*, 189-190, 194.

<sup>24</sup> *Ibid.*, 96, 106.

### ***William F. Gunnison, Architect***

William F. Gunnison (1891-1977) designed the church building and bell tower at 1399 McAllister Street. Gunnison practiced architecture in San Francisco from approximately 1922 to 1941, working out of his firm located at the Mechanics' Institute Building. His work consisted mostly of single and multi-family residences and commercial buildings, among which was the Bharatiya Mandal Hall at 440 Ellis (extant), a contributor to the Uptown Tenderloin National Register Historic District.<sup>25</sup>

### ***Alfred W. Johnson, Architect***

Alfred W. Johnson designed the 1956 youth and fellowship building addition. His other work primarily consisted of church, school, and government buildings. Born in Mt. Shasta, California on May 26, 1908, Johnson received his education at Cogswell Polytech College, Heald's Engineering School, Beaux Arts Institute of Design, San Francisco Atelier, and the San Francisco School of Business Administration. Biographical listings in the 1956, 1962, and 1970 American Architects Directory, as well as newspaper articles, reveal that Johnson was a member of the AIA Northern California Chapter and worked at numerous prominent Central California architecture firms for twenty years before opening his own architectural firm. His San Francisco office was located at 165 Jessie Street. Johnson exhibited photographs, drawings, and models of his work at the *5<sup>th</sup> Annual Art Festival* produced by the San Francisco Art Commission in 1951.<sup>26</sup> The Guild of America awarded Johnson a Third Prize Award for his work on Burlingame Presbyterian Church in the category of "Additions and Alterations for Church Architecture."<sup>27</sup>

Johnson's known works in San Francisco include: the Crespi Home School, Temple Methodist Church, Grace Evangelical Lutheran Church addition, a funeral chapel of N. Gray & Co. at 19<sup>th</sup> Avenue and Sergeant Street, and an office building addition to 550 California Street. His prominent works in other California cities include: Guy F. Atkinson Co. Headquarters in South San Francisco; the Peninsula YMCA, San Mateo Union High School Administration Building, and the City of San Mateo Police Department Building in San Mateo; First Presbyterian Church and Burlingame Presbyterian Church in Burlingame; Edna McGuire Elementary School in Mill Valley; Mt. View Presbyterian Church in Mountain View; Fremont Presbyterian Church in Sacramento; Hall of Justice and Records in Redwood City; Pacific Union College Church Complex in Angwin, CA. <sup>28</sup>

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<sup>25</sup> Architect Biography, on file at San Francisco Planning Department; Michael Corbett, *National Register of Historic Places Registration form for the Uptown Tenderloin Historic District*, 2007.

<sup>26</sup> San Francisco Arts Commission, *5<sup>th</sup> Annual Art Festival Program*, 1951; AIA 1956 Directory; AIA 1970 Directory.

<sup>27</sup> AIA 1962 Directory

<sup>28</sup> AIA 1956 Directory; AIA 1970 directory; Outsidelands website, "Grace Evangelical Lutheran Church," accessed July 7, 2017; Sunnyvale Presbyterian Church website, "Our History," accessed July 7, 2017.

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## *Souvenir Program*

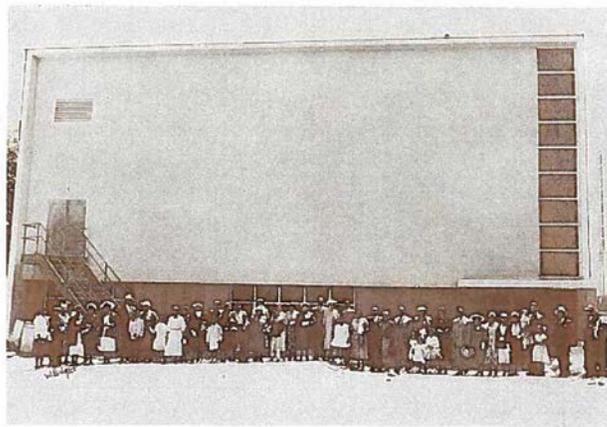
*Dedicated to God and Youth*

# Dedication of Youth Center

... and ...

# Fellowship Building

May 20 - June 9, 1957



## Third Baptist Church

1399 McALLISTER STREET — SAN FRANCISCO, CALIFORNIA

F. D. HAYNES, D.D., Pastor

MS 3355 A: 82/F.17 - God with & His Son C.

Souvenir Program celebrating dedication of Youth Center and Fellowship Building designed by Alfred W. Johnson (Courtesy California Historical Society)

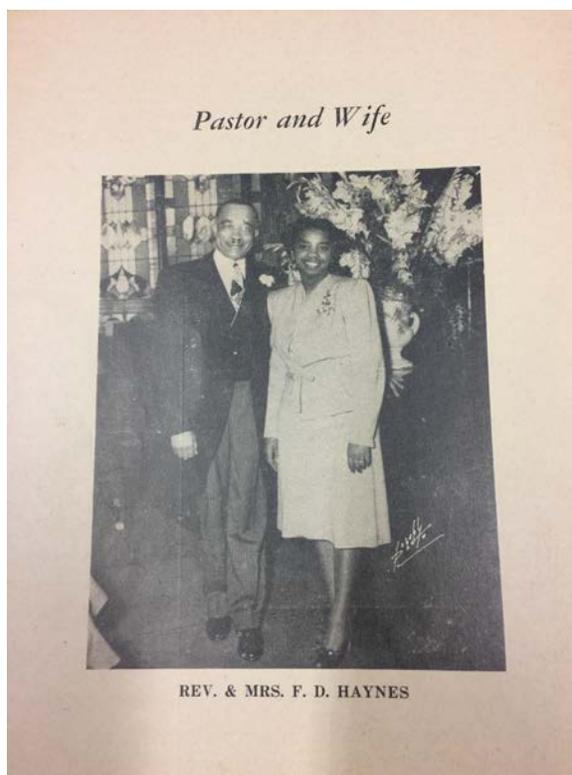
## Rev. Frederick Douglas Haynes, Sr.: A Religious, Community, and Civil Rights Leader

Frederick Douglas Haynes was born in Talcott, West Virginia in 1899. Orphaned as a child, he grew up with his sister in Pennsylvania before moving to Los Angeles in the early 1920s to attend Biola Institute, a Baptist Bible College. Following graduation he worked as an assistant pastor in Los Angeles where he organized the first junior church in the state. He was ordained in 1928 and moved to Fresno, California shortly thereafter to serve as the pastor of Second Baptist Church. He accepted the invitation to become pastor of San Francisco's Third Baptist Church in 1932.

Rev. Haynes served as Third Baptist's pastor from 1932 to 1971, during which membership grew from 150 to 3,000 individuals. While much of that growth coincided with an overall spike in the city's African American population during World War II, Rev. Haynes' leadership was a critical factor in that success. During his nearly 40-year tenure at Third Baptist, Haynes emerged as an important leader in the African American community and as an influential figure in local civil rights efforts. He also oversaw the church's move to 1399 McAllister in the Western Addition.

Haynes' wife, Charlie Mae (Crawford) Haynes, was a talented singer, devoted church worker, and a community leader in her own right. She was a long-time employee of the San Francisco Department of Social Services; was involved in church leadership as Youth Director, Youth Choir Director, and Counselor; and was a member of the NAACP and the San Francisco Opera Guild. In 1972, she became the first African American woman elected to public office as a representative of the San Francisco School Board.<sup>29</sup>

Like other African American church ministers of this time period, Rev. Haynes was formally educated and had prior ministerial experience.<sup>30</sup> While he had proven himself as a leader in Los Angeles and Fresno early in his career, Haynes made his most lasting contributions during the time he spent at Third Baptist Church in San Francisco. Described in one obituary as "one of the nation's foremost church figures," Haynes was widely known and admired for both his spiritual and community leadership.

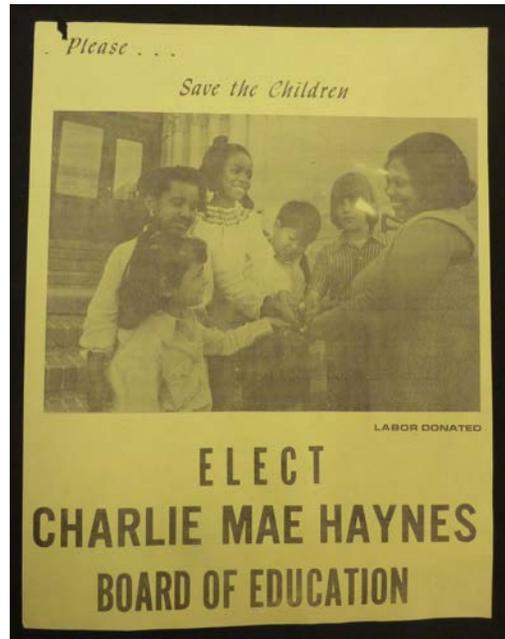
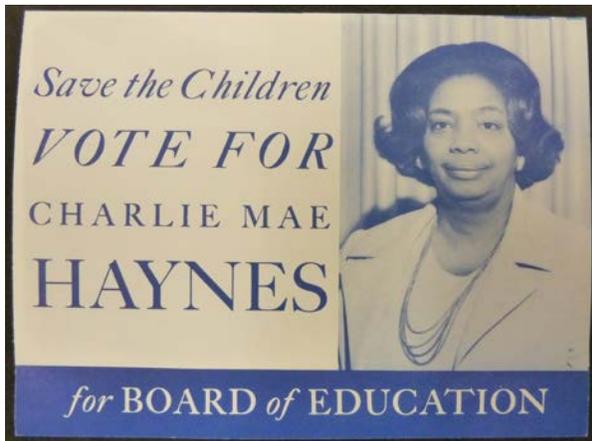


Above: Church program depicting Rev. Frederick D. Haynes, Sr. and Charlie Mae Haynes (Courtesy California Historical Society)

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<sup>29</sup> Biography for Charlie Mae (Crawford) Haynes, Frederick D. Haynes family papers, California Historical Society

<sup>30</sup> Broussard, 55.



Above: Campaign flyers for Charlie Mae Haynes, candidate for San Francisco Board of Education in 1972 (Courtesy California Historical Society)



Left: Coretta Scott King with Haynes, whom she endorsed for S.F. Board of Education in 1972 (Courtesy California Historical Society)



Right: *Sun Reporter* article published November 11, 1972 announcing Charlie Mae Haynes Board of Education campaign victory (Courtesy California Historical Society)

## Religious Leadership

Rev. Haynes was a tireless leader of his ministry and Third Baptist Church grew exponentially under his watch – from 50 to more than 3,000 members between 1932 and 1971. Haynes also oversaw the relocation of Third Baptist Church to its current edifice at McAllister and Pierce Streets in 1952. Dozens of outreach ministries offered opportunities for parishioners to deepen their spiritual enrichment and develop leadership skills and numerous social programs and activities promoted self-sufficiency and youth development. The following passage excerpted from a 1953 article printed in religious publication, *Fortnight*, describes the transformation of Third Baptist from a struggling to a thriving congregation:

Hospitals, private homes, and public platforms in the city know this well-groomed, almost dapper figure who moves from appointment to appointment with unhurried precision; but the date he keeps most gladly is on Sundays when he faces a flock which has grown remarkably since twenty years ago when he came to the Third Baptist Church as a young man... He was invited by unanimous vote to the pastorate of historic Third Baptist Church in 1932...Most of the members were then unemployed, and often the Sunday offering did not exceed thirty dollars. There were times when there was no money for the minister's salary. Undaunted, the lithe, zealous preacher...put heart into his people, and re-vitalized the church.<sup>31</sup>

Haynes' influence extended far beyond Third Baptist Church, however, as he held some of the highest-ranking positions available in the Baptist Church at state and national levels. His leadership positions over the years included: scholarship committee chair for the National Baptist Convention (beginning in 1954), president of the California State Baptist Convention (1960 to 1969), president of the S.F. Baptist Ministers Union, and membership in the Black Ministerial Alliance, a local organization comprised of African American ministers advocating for equity in housing, employment, health care, and public services. In 1958, the National Baptist Convention decided to hold its largest annual event in San Francisco where Haynes and Third Baptist Church hosted over 25,000 Baptists.<sup>32</sup>

*Sun Reporter* article announcing Haynes election as president of the California State Baptist Convention (Courtesy California Historical Society)



<sup>31</sup> "Religion: Negro Baptists Migrate," *Fortnight*, January 19, 1953.

<sup>32</sup> "Rev. Haynes – A Man For All People," *The Sun Reporter*, March, 6, 1971.

## *Community Leadership and Civil Rights Activism*

African American ministers have long taken served as important leaders in their communities. In San Francisco, African American ministers such as Rev. Haynes and his contemporaries became “major figures in local civil rights activities” and “blacks throughout the Bay Area respected their status and leadership.”<sup>33</sup> San Francisco’s African American population grew significantly during and after World War II and along with it, a growing number of black community leaders. Haynes and a number of his peers – namely Robert B. Flippin, director of the Booker T. Washington Community Center, and Dr. Carlton B. Goodlett, a prominent physician, newspaper publisher, and civil rights leader – were some of the few whose presence in San Francisco predated World War II. This elite cohort of black leaders “helped set the stage for a substantial broadening of the black leadership class during the World War II era” and “assume[ed] commanding leadership roles in pushing for full equality and greater opportunity for black San Franciscans.”<sup>34</sup>

Haynes’ participation in a number of interracial organizations such as the Prince Hall Masonic Lodge, the Urban League, and the NAACP further solidified his standing both within and outside of the African American community. He was appointed to several civic bodies including the San Francisco Library Commission and the Mayor’s Committee for Civic Unity, a group that advocated for equity in housing and employment. Many white politicians looked to Haynes as a point of contact with the African American community and as a critical figure in helping to sway the support of black voters.<sup>35</sup> During his 1967 reelection campaign, former San Francisco Mayor John Shelley wrote to Haynes requesting his support, endorsement, and consul during the campaign: “It is a matter of considerable personal importance to me to be able to count on you as being one of my prime advisors.”<sup>36</sup> U.S. Vice President Hubert Humphrey, too, lobbied for Haynes’ endorsement during his 1968 run for president: “After the election, if I am elected as President, I will need your advice and support and prayers. May I count on you?”<sup>37</sup>

Rev. Haynes’ civil rights activities spanned decades and initiatives. He participated in the Black Thursday march of 1934, during which longshoremen and dock workers went on strike in protest of unequal opportunity, he played a key role in the Pacific Telephone Company’s decision to end its discriminatory hiring practices, he advocated for passage of a Fair Employment Practice ordinance through his work on the San Francisco Citizens Committee, and he frequently spoke alongside other high profile civil rights leaders such as the local NAACP chapter president and the United San Francisco Freedom Movement chairman.<sup>38</sup> In the 1960s, Third Baptist Church hosted a Civic and Social Actions Committee and organized a weekly “Race Relations Sunday” event.<sup>39</sup>

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<sup>33</sup> Broussard, 63.

<sup>34</sup> Broussard, 74 and 183.

<sup>35</sup> *Ibid*, 66.

<sup>36</sup> Letter from John Shelley to Haynes, Sr., March 6, 1967, Frederick D. Haynes, Sr. family papers, California Historical Society.

<sup>37</sup> Letter from Hubert Humphrey to Haynes, Sr., October 31, 1968, Frederick D. Haynes, Sr. family papers, California Historical Society.

<sup>38</sup> Virginia Smith, “Over 4000 People Gather to Mourn Religious Leader,” *The Peninsula Bulletin Weekly*, March 6, 1971; “S.F. Negro Rally Today at City Hall,” date and source unknown, Frederick D. Haynes, Sr. family papers, California Historical Society.

<sup>39</sup> Third Baptist Church documents, Frederick D. Haynes, Sr. family papers, California Historical Society.



A right hand to the late Dr. Martin Luther King in the early days of the civil rights movement. Here he joins King, Abernathy and other leaders at a Cow Palace rally.

You would always find Rev. Haynes in the CENTER of community, civic, political and religious

Baptist there were only 5



Rev. Haynes confers with Congressman Philip Burton, Rev. Mac Davis of Long Beach, Dr. J.H. Jackson and Dr. C.B. Goodlett, his personal physician and advisor on political affairs.

Above: Newspaper clippings from a *Sun Reporter* article published after Haynes death in 1971. Haynes was an influential political leader and collaborated closely with other civil rights activists such as Martin Luther King Jr. and Dr. Carlton B. Goodlett (Courtesy California Historical Society)

One of Haynes' top civil rights priorities was educational equity. Under Haynes' direction, Third Baptist Church contributed financial support to the Student Movement Fund, a youth-oriented organization aimed at fighting segregation, and also to Dr. Martin Luther King Jr.'s effort to support, as described in a letter from Haynes to King, "the activities of our youth, particularly, the students that are fighting for equal rights."<sup>40</sup> In the spring of 1960, Rev. Haynes invited civil rights leaders, Dr. Martin Luther King, Jr. and Dr. Ralph Abernathy, to a citywide mass meeting on the topic of minority youth in the San Francisco public education system to address what he called "a hideous and sinister movement within the framework of our school system."<sup>41</sup>

Haynes also sought to build the economic capacity and alleviate poverty among African Americans in San Francisco. It was during Haynes' tenure when Third Baptist Credit Union was formed (which later merged with American Baptist Credit Union) and when a major affordable housing project in the Western Addition was spearheaded in order to provide low-cost housing to the city's growing African American population. While the housing development was not completed until 1972 – a year after his passing – it was named the Frederick Douglas Haynes Gardens in his honor.

It was during the Haynes era when Third Baptist Church began its long tradition of serving as a platform for nationally-known black figures, civil rights activists, intellectuals, artists, and cultural icons. Among those who spoke or performed at Third Baptist Church during this period were: civil rights leader, Dr. Martin Luther King Jr.; W.E.B. Du Bois, who along with his wife – author, artist, and activist, Shirley Graham Du Bois – chose Third Baptist Church as the venue for their West Coast lectures and Du Bois' 90<sup>th</sup> birthday celebration; musician, actor, and civil rights activist, Paul Robeson; and world-famous entertainer, activist, and French Resistance agent, Josephine Baker.

Right: A 1958 Third Baptist Church special event program featuring Mahalia Jackson, known as the "Queen of Gospel." Gospel music has continuously been an integral component of Third Baptist Church's spiritual and educational services. (Courtesy Third Baptist Church)

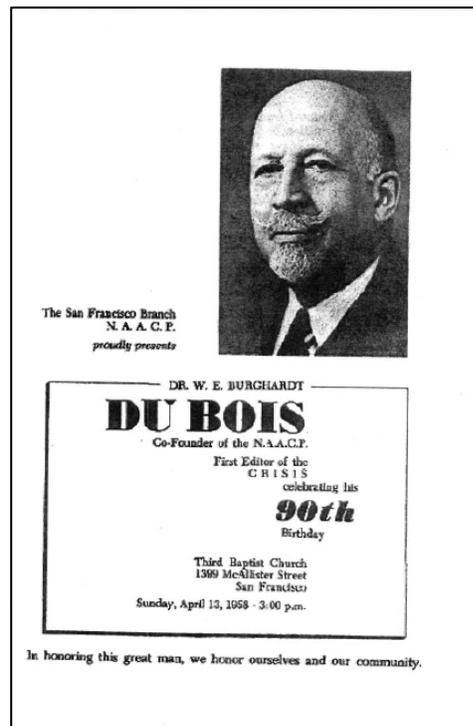
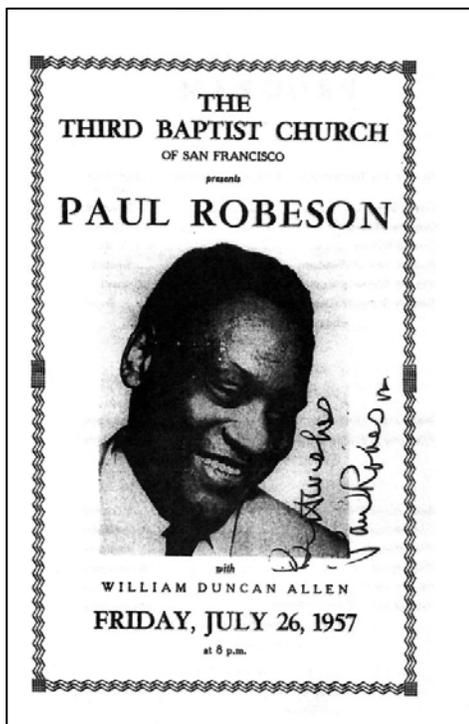


<sup>40</sup> Letter to Dr. A.L. Davis, Jr. from Rev. Frederick D. Haynes, June 27, 1960; Letter to MLK Jr. from Rev. Frederick D. Haynes, June 27, 1960, Frederick D. Haynes, Sr. family papers, California Historical Society.

<sup>41</sup> Ibid.



Above: W.E.B. Du Bois, founder of the National Association for the Advancement of Colored People (NAACP) addresses the members of Third Baptist Church in 1958 (Courtesy African American Historical and Cultural Society)



Above: Third Baptist Church special event programs (Courtesy Third Baptist Church)

## Haynes Runs for District Supervisor

In 1945, Haynes became the first African American to run for the San Francisco Board of Supervisors, running again in 1947 and 1951. Although he was unsuccessful in securing a seat on the Board, his campaigns elevated the causes he cared so deeply about. A campaign flyer reads: "I have pledged myself to fight to my dying day to wipe out discrimination against minority races in the economical, political, and social life of our city, state, and nation."<sup>42</sup> As a candidate, Haynes defended labor unions and called for an end to discrimination in employment and housing, racially restrictive covenants, and segregation in public spaces and places of business.



Above: An *SF Reporter* article published September 20, 1947 showing Rev. Haynes as he files for the office of City Supervisor (Courtesy California Historical Society)

In 1951, Haynes received the endorsement of key civil rights, labor, and left-leaning organizations: the San Francisco Ministerial Alliance, the Union Labor Party – AFL, the San Francisco CIO Council, and the Fillmore Democratic Club. The following passage was taken from statement written by Dr. Haynes announcing his candidacy for Supervisor and published by the *Sun Reporter* on September 1, 1951:

Once again we have come to the task of selecting a mayor and members of the Board of Supervisors of our city. During these perilous times it is important that every citizen gives serious consideration to the election of men of integrity, honesty and intelligence, to public office. I feel that the selection of representatives of minority groups, such as Mexican-Americans, Japanese and Chinese-Americans, and Negroes, is a significant and important undertaking. Minority people should have representatives in every election campaign. During the campaign of 1945 and 1947 it was my good fortune and honor to have been selected as the candidate of the Negro community for the Board of Supervisors. I am happy to say that I not only received the support of the majority of my own group, but also the support of thousands of other citizens in our city...

<sup>42</sup> Campaign flyer for Frederick D. Haynes' run for Supervisor, Frederick Douglas Haynes, Sr. family papers, California Historical Society.

The fact that Haynes received 36,000 votes in 1951 “was impressive for a black candidate in the early 1950s,” and evidence that “some whites also voted for Haynes.”<sup>43</sup> While he lost the election, Haynes’ campaigns spurred the emergence of the local African American community as a political force to be reckoned with. From that point forward, white politicians in the city sought support from black voters and African Americans were increasingly appointed to positions on civic boards and commissions.

**JOIN THE FIGHT TO ELECT HAYNES SUPERVISOR**

*Do You Know*

**For:**

1. An End to Jim-Crow in Our City
2. Jobs for ALL Without Discrimination
3. Strict Rent Control and Low Cost Housing
4. Repeal of Sales Tax
5. Decent Transportation
6. Defense of Labor Unions

**F. D. HAYNES**

**FOR SUPERVISOR**

*What is the Biggest...*

**F. D. HAYNES**

For SUPERVISOR

HEADQUARTERS  
1768-A SUTTER STREET  
FI 6-3075

California Historical Society

**Shame and Disgrace in San Francisco?**

**IT'S**

- ▼ Racially Restrictive Covenants! Discrimination in Housing!
- ▼ Segregation and Discrimination Against the Negro People and Other Minorities in Hotels, Restaurants and Other Public Places!
- ▼ Police Brutality and Attacks Upon the Negro People and Other Minorities!
- ▼ Discrimination in Employment! Mass Layoffs and Firing of Negro Workers and an Organized Attempt by the Employers to Drive Them From the City!

**F. D. HAYNES SAYS...**

FOR 14 YEARS A REGISTERED DEMOCRAT AND SAN FRANCISCO CITIZEN AND CIVIC LEADER

**CANDIDATE for SUPERVISOR**

**VOTE NOV. 4th**

Endorsed By:

- San Francisco Ministerial Alliance
- Union Labor Party — A.F.L.
- San Francisco C.I.O. Council
- Fillmore Democratic Club

**"I Have Pledged Myself to Fight to My Dying Day to WIPE OUT Discrimination Against Minority Races in the Economical, Political and Social Life of Our City, State, and Nation."**

California Historical Society

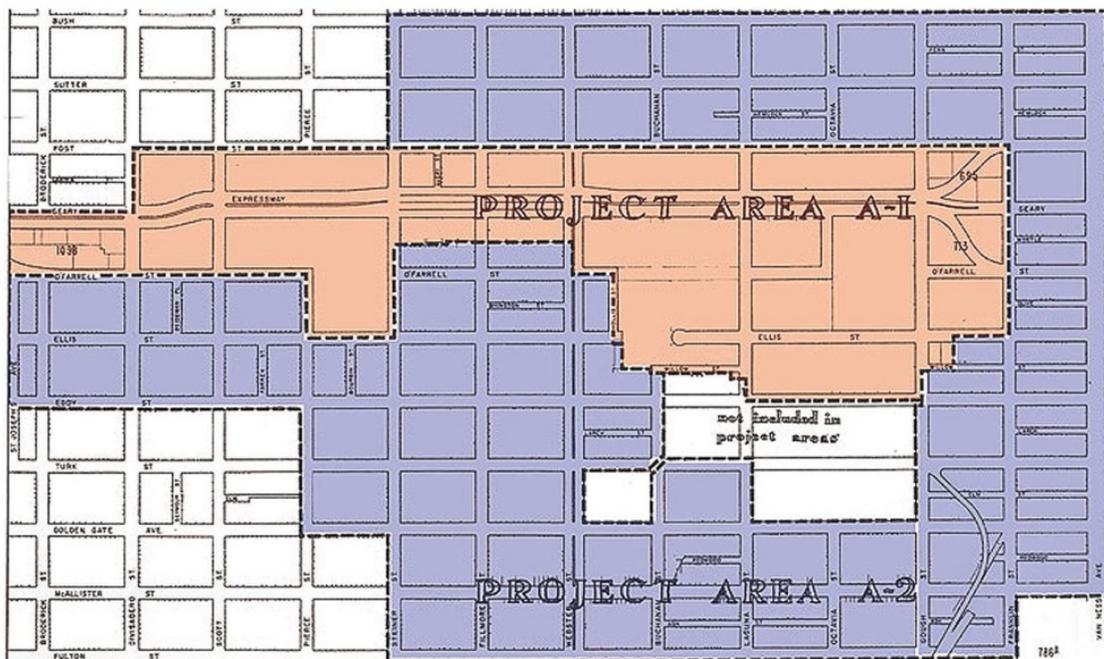
Above: Haynes Supervisorial Campaign flyer (Courtesy California Historical Society)

<sup>43</sup> Broussard, 238.

## Urban Renewal in the Western Addition

From 1948 to 1970, several neighborhoods in San Francisco were radically transformed via a series of urban renewal projects carried out by the San Francisco Redevelopment Agency and partially funding from the federal government. Title 1 of the Housing Act of 1949 made funding available nationwide for urban renewal projects that aimed to address poor housing conditions and “blighted slums.” The new legislation made it possible for local municipalities to acquire private property using eminent domain and replace what it deemed as substandard housing with new units. Some urban renewal projects involved the construction of new conference and shopping centers as a means of advancing economic goals as well.

The SFRA carried out eight redevelopment projects before 1970, “with the five most substantial being Western Addition A-1 and A-2, Diamond Heights, Golden Gateway, and Yerba Buena Center.” The Western Addition, where Third Baptist Church is located, was one of the neighborhoods most affected by urban renewal in San Francisco. A 1939 study by the Works Progress Administration had found that “over half of the properties in the Western Addition...were substandard.”<sup>44</sup> Two redevelopment projects took place in the Western Addition: the A-1 project, which redeveloped the neighborhood known as Japantown, and A-2, which focused on a much larger area of the Western Addition. Third Baptist Church fell just outside the boundary of Project Area A-2, which was a “60-block, 277-acre swath of the Western Addition,” shown in the map below.



Map showing Redevelopment Project Areas A-1 and A-2 Source: San Francisco Redevelopment Agency

<sup>44</sup> Kelley, Williams, VerPlanck, San Francisco Planning Department, 125.

In San Francisco, as the rest of the country, “many of the housing units destroyed [as part of urban renewal projects], while perhaps substandard, were not replaced with equally affordable housing.” In San Francisco, “6,000 housing units were destroyed in redevelopment areas by 1969, with less than 1,000 units built to replace them.”<sup>45</sup> Other impacts of urban renewal projects included the displacement of large numbers of people, particularly low income communities of color, and the destruction of historic buildings.

A-2 also set the Redevelopment Agency on a new course, however, as a number of permanently low and moderate housing projects were developed as part of A-2. This change in approach was largely due to the involvement of African American community organizations, churches, and individuals who joined the SFRA staff. By 1969, a coalition comprised of community organizations in the Western Addition known as the Project Area Committee (PAC) formed to serve as an official representative of the neighborhood in dealings with the Redevelopment Agency. It included the influential Western Addition Community Organization (WACO) as well as the Baptist Ministers Union, of which Rev. Haynes was president.

A 1969 article published by the *Sun Reporter* documents a meeting between PAC and the Redevelopment Agency and demonstrates the neighborhood’s political adeptness and its demand for a planning process that included community representation and oversight:

...The new group, representing 45 organizations, is called the Project Area Committee and was formed during the last week in consultation with Percy Steele of the Urban League and many other community leaders.

Dr. Wesley Johnson, PAC spokesman, commented to the Agency: "You're always asking us, 'What do you people want? Well, now we're going to tell you what we want.'" Johnson, Rev. Hannibal Williams of WACO, Rid Ridley of the EOC and Ulysses Montgomery then explained PAC's position. Williams made it pointedly clear that WACO, the organization responsible for the U.S. District Court injunction halting forced relocation in the Western Addition, favored housing construction and was willing to work with the Redevelopment Agency in this endeavor.

PAC spokesmen proposed that the agency grant official recognition to the new organization as the representative of the total Western Addition community. The 11-point program presented by PAC included the following recommendations: Encourage residents' involvement in all phases of the Western Addition urban renewal project to the fullest extent possible; Submission of all proposals for the A-2 area to PAC, before submission to HUD or any other agencies, for approval; Completion of a survey of the Western Addition prior to determining urban renewal plans for the A-2 area; And continuation of present agency programs for rehabilitation by non-profit community groups of buildings owned by the agency...

The multitude of community support for PAC includes the Japanese Nihon Machi Development Corporation, the Baptist Ministers Union, the John Hale Medical Society, the EOC, the Buchanan YMCA and the Midtown Park Committee for an Integrated Community.<sup>46</sup>

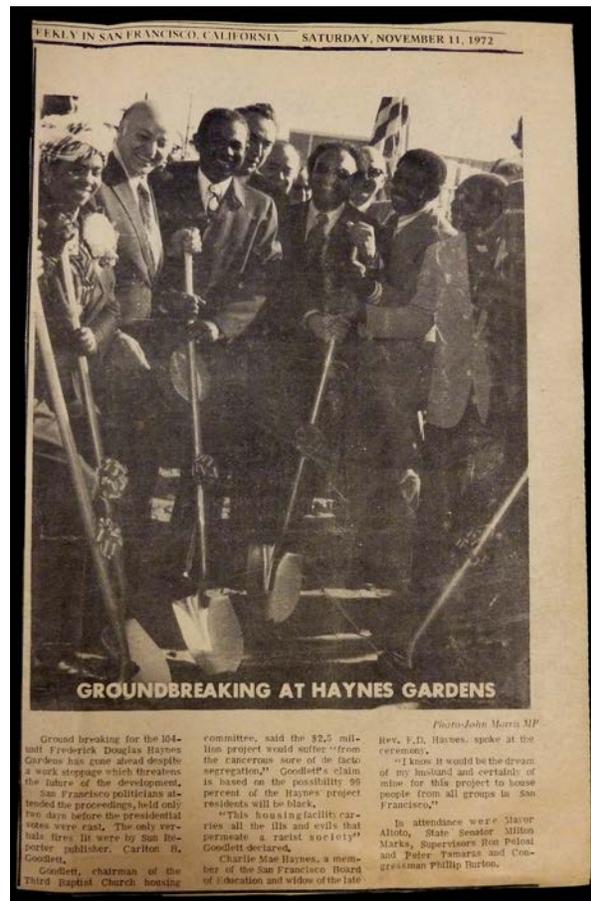
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<sup>45</sup> Mary Brown, *San Francisco Modern Architecture and Landscape Design, 1935-1970*.

<sup>46</sup> Marion Fay, "A-2 Housing: Western Addition Power and Unity," the *Sun Reporter*, January 11, 1969.

Compared to the earlier A-1 redevelopment project, the A-2 project included more low-cost housing as a direct result of the demands made by groups like PAC and the International Longshore and Warehouse Union (ILWU). In addition, several black churches partnered with the SFRA to develop affordable housing projects in the neighborhood. Third Baptist Church, as well as Bethel A.M.E. and Macedonia Baptist Church, were among those actively partnering with the SFRA. According to Carl Williams, the former Deputy Area Director for the SFRA A-2 Project, this new approach established during the A-2 Project sparked the transformation of the Redevelopment Agency into a developer of affordable housing, a role it played until the agency was eliminated in 2011.<sup>47</sup>

Still, an estimated 13,500 individuals were displaced as a result of A-2 “with 60 percent forced to move out of the Western Addition and 15 percent away from San Francisco altogether.”<sup>48</sup> Some did return once the new affordable housing projects were constructed but by 1971, “the Family Service Agency of San Francisco recommended that the agency cease any further demolition activity or relocations from A-2 because of a worsening citywide housing crisis.”



Right: A 1972 article (original source unknown) documents the groundbreaking ceremony for Frederick Douglas Haynes Garden, an affordable housing development initiated under the tenure of Rev. Haynes but not completed until after his death (Courtesy California Historical Society)

<sup>47</sup> Williams, Carl, former Deputy Area Director for the San Francisco Redevelopment Agency, Western Addition Area, A-2 Project, personal communications with author, February 27, 2018.

<sup>48</sup> Kelley, Williams, VerPlanck, San Francisco Planning Department, 127.

## *A Lasting Legacy*

As the pastor of Third Baptist Church for nearly 40 years, Reverend Frederick Douglas Haynes, Sr. oversaw a dramatic growth in the church's membership and budget, forged the creation of numerous community programs and services, and spearheaded the construction of its new church - one of the earliest properties built by and for African Americans in San Francisco. Upon his passing in 1971, Haynes' significant contributions as a religious and community leader were highly celebrated. The following passage, published in a tribute to the late pastor, aptly describes the religious leader's emphasis on social justice:

Under Rev. Haynes' driving dedication to social justice, Third Baptist Church developed into a bastion of strength, a refuge and a forum for courageous men and women hounded and punished by the Establishment for their vigorous exercise of dissent and independence.

Haynes' accomplishments also speak to the tireless work of those with whom he collaborated, namely, the members of his congregation and fellow community activists engaged in local and national civil rights struggles. As noted by Broussard, while "the persistent and determined struggle had not achieved racial equality for black San Franciscans or black westerners by the mid-1960s" significant ground had been made in many cases and African Americans commanded more political power than any prior time period.<sup>49</sup>

Upon Rev. Haynes passing in 1971, Assistant Pastor Rev. James Spencer assumed the role as interim pastor. In 1972, Haynes Sr.'s son, Rev. Frederick Douglas Haynes, Jr. became the congregation's next permanent pastor, although he served in that capacity only three years before his untimely death in 1975. During that short time period, however, Rev. Haynes, Jr. was able to make several important contributions, including the creation of a prison ministry and the completion of a job his father had started - building a large affordable housing development in the Western Addition. It was named the Frederick Douglas Haynes Gardens in honor of the late reverend.

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<sup>49</sup> Ibid.

Below: Dozens of Bay Area newspapers featured stories about Rev. Haynes Sr. and the thousands who attended his funeral services following his death in 1971. (Courtesy California Historical Society)

**THOUSANDS PAY TRIBUTE TO REV. DR. HAYNES**

A NEWS JOURNAL DEDICATED TO THE CAUSE OF THE PEOPLE

**The Sun Reporter** 20¢

OVER TWENTY-FIVE YEARS OF SERVICE TO THE ENTIRE BAY AREA

VOLUME XXV, NUMBER 2 PUBLISHED WEEKLY IN SAN FRANCISCO, CALIFORNIA SATURDAY, MARCH 6, 1971

**5 BLACKS SUE PARKMERCED**

SEE PAGE 3

PAGE 24 - THE SUN REPORTER, Saturday, March 6, 1971

**Thousands Pay Tribute To Dr. Frederick Douglas Haynes**

REV. F. D. HAYNES leaves Third Baptist for his home. All guests. Mrs. Charline Mae Haynes, Mrs. Haynes' daughter, Mrs. Haynes' daughter, Mrs. Haynes' daughter.

DR. CAROL... WILLIAM PEYOR... MARJALA JACKSON... MRS. ELIZABETH HARRIS... MRS. NAOMI BELL... REV. JAMES SPENCER... WILLIE L. BROWN... FATHER EUGENE BOTLE... MISS BEVERLY CARTER... DR. J. H. JACKSON... MR. FORREST FITCHETT...

**BULLETIN** 10¢

WEEKLY A COMMUNITY NEWSPAPER

VOLUME 4 NUMBER 16 "A VOICE OF THE PEOPLE" SATURDAY, MARCH 6, 1971

**Rev. Dr. Frederick Douglas Haynes**

**Over 4000 People Gather to Mourn Religious Leader**

By Virginia Smith, Religion Editor

Following his death on Thursday, February 25, 1971 the Rev. Dr. Frederick Douglas Haynes, Sr. was funeralized on March 2nd, in the Third Baptist Church which he built and nurtured into one of the largest Baptist Churches in the nation.

Rev. Haynes was born in Virginia. At the age of four, both parents died leaving him to the love and guidance of a sister in Pennsylvania. He came to Los Angeles as a youth after hearing the call "Go West, Young Man, Go West."

He finished High School and worked his way through four years at Biola Institute. He was licensed to preach at the age of 17, under the guidance of the late Dr. L. B. Brown, he organized the first Junior Church in the State.

Dr. Haynes was ordained by a Council presided over by the late Dr. W. C. Carter, he served his first church, Second Baptist in Fresno before being called to the Third Baptist Church, San Francisco in 1932. This church has developed from a small membership of sixty persons to over three thousand, from an annual income of less than \$11,000, to more than \$150,000 yearly to support its local educational and civic projects across the nation.

Dr. Haynes' philosophy of life is reflected in his favored passage from the Book of Acts, "One World,"—"and hath made out of one blood all nations of men." Before the causes of civil justice became a popular fight, he championed the struggle of the common man. During the bloody strike of the dock workers in the early 30's he marched with the Longshoremen through downtown San Francisco in effort to awaken a spiritual awareness to their problems of injustice and unequal opportunity. After the migration of many people from the Southern areas of this country in the early 1940's he aided their needs and challenged them to get an education and he would

outside his own Denominational circle. He served as President of the California Baptist State Convention for eight years. In addition, he received the highest honors in fraternal and related bodies, he pioneered in politics and served with distinction on City and County Commissions in San Francisco.

On Sunday, September 6, 1970, Bishop College of Dallas, Texas, conferred upon him the Honorary Degree of Doctor of Divinity. The ceremony took place as a part of the regular morning worship service at the Third Baptist Church in the presence of the congregation. The citation was read by the Dean of the College as he presented Rev. Haynes to the President, Dr. Curry who hooded him in appropriate fashion and issued the Degree. This was the second time in the 89 years of Bishop College an Honorary Degree was conferred in the absence of the faculty, staff and student body.

The thousands of people who filled and overflowed the church both in Sunday service and during the funeral are living examples that this was a man willing to give all of his strength to the cause of spiritual guidance. He was a man of deep racial pride, but a man of all men.

"Lord, Don't Move The Mountain" was sung by the famed Mahalia Jackson as the Rev. Dr. Haynes lay in a slate gray coffin in the front of the church pulpit, in full view of the people he touched with the words of Jesus and many representatives from the Political and Civic life of the city of San Francisco.

Dr. Haynes is survived by his wife, Mrs. Charline Mae Haynes, and four children; Rev. F. D. Haynes, Jr., Pastor of Jerusalem Baptist Church in Palo Alto, Harvey Haynes of Oakland, Sharon and Douglas both of San Francisco.

## The Amos C. Brown Era

In 1976, Reverend Amos C. Brown became pastor of Third Baptist Church where he continues to serve alongside his wife, first lady of the church, Jane E. Brown. The legacy of civil rights activism that was established under previous pastors, most notably Rev. Frederick D. Haynes, Sr., has continued to grow ways under the leadership of Rev. Brown.

### *The Makings of a Minister and Civil Rights Activist*

Brown was born in Jackson, Mississippi in 1941, the son of a preacher and the youngest in a family of eight children. He received his education at Morehouse College, Crozer Theological Seminary, and the United Theological Seminary where he earned a doctorate degree in ministry; his doctoral dissertation was entitled, "Establishing an Educational Standard for an African-American Baptist Church in the 21<sup>st</sup> Century."

Prior to joining Third Baptist Church in 1976, Rev. Brown served as pastor of Saint Paul's Baptist Church in West Chester, Pennsylvania and Pilgrim Baptist Church in St. Paul, Minnesota. While in West Chester, Brown "had the signal honor of being the first Black, first Clergyman and youngest member to serve on the West Chester Area School Board in its history" and "in 1967, he led a campaign which caused the West Chester Borough Council to enact one of the strongest open housing ordinances in the nation."<sup>50</sup> In St. Paul, Brown "served as a member of the St. Paul Planning Commission, NAACP President, three sessions as Chaplain of the Minnesota State Senate," and founded the Benjamin E. Mays Fundamental School.<sup>51</sup>

Brown began his career in social activism at the age of 14 in response to the lynching of Emmitt Till in Mississippi in 1955. The horrific murder motivated Brown to organize the NAACP's first ever youth council in the state of Mississippi the same year. In 1956 at the age of 15, Brown's mentor, the late NAACP Field Secretary, Medgar Evers, brought him to San Francisco to attend the national convention of the NAACP. It was at that time when Brown first met Dr. Martin Luther King, Jr. Brown spoke during the convention's Youth Night as the president of the Mississippi Youth Council, and met other inspirational leaders including Clarence Mitchell, Roy Wilkins, Ruby Hurley, and A. Philip Randolph who made a profound impact on him. It was also during this NAACP convening when Brown first worshipped at Third Baptist Church, not knowing that he would return decades later in 1976 to become its pastor.

It was during his undergraduate studies at Morehouse College from 1959-1964 when Brown again met Martin Luther King, Jr. and joined him in the civil rights struggle. Brown was one of eight students to have taken the only college course ever taught by King, held during the spring semester of 1962. While at Morehouse, Brown served as president of the school's NAACP chapter and served as youth field secretary for the NAACP for the states of Georgia, Mississippi, and South Carolina. During his summers he volunteered as a Freedom Rider in Mississippi. As part of his civil rights activism, Brown led a "Kneel-in" at the white First Baptist Church in Atlanta, successfully desegregating the Southern Baptist institution. He was also instrumental in the desegregation of Tybee Beach in Georgia, where he

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<sup>50</sup> Biographical Sketch of Amos C. Brown, Frederick D. Haynes, Sr. family papers, California Historical Society,

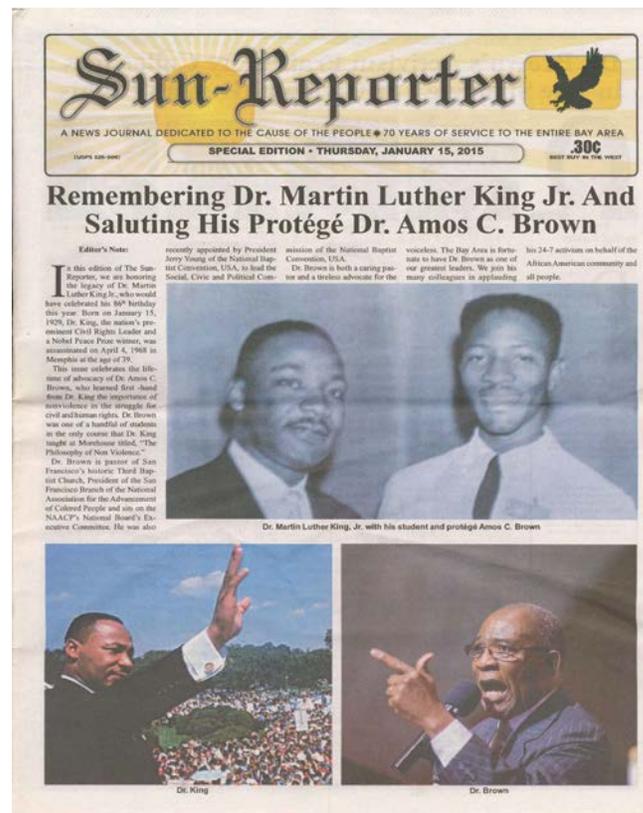
<sup>51</sup> Ibid.

organized a “Wade-in.” Rev. Brown was later elected as the National Chairman of the Youth Committee, a role he performed from New York City.

In its January 15, 2015 cover story celebrating the legacies of both Dr. Martin Luther King and Dr. Amos Brown, the *Sun-Reporter* notes the shared experience of the two leaders:

[Reverend Brown] learned first-hand from Dr. King the importance of nonviolence in the struggle for civil and human rights. Dr. Brown was one of a handful of students in the only course that Dr. King taught at Morehouse titled, “The Philosophy of Nonviolence.”<sup>52</sup>

Brown married Jane E. Smith, a student and fellow civil rights activist at Spelman College in Atlanta whom he met while enrolled at Morehouse College.<sup>53</sup> Smith stood beside Brown at the “Kneel-in” at First Baptist and later graduated from North Central College with a master’s degree in business. In 1976, the couple relocated to San Francisco where Rev. Brown became the pastor of Third Baptist Church. Smith later established her own real estate business in San Francisco so that African Americans would have equal opportunities to acquire housing. The Browns have three children.<sup>54</sup>



Left: On January 15, 2015, the *Sun Reporter* published a special edition paper that celebrated the lifetime work and achievements of Dr. Martin Luther King Jr. and his protégé, Dr. Amos C. Brown (Courtesy Third Baptist Church)

<sup>52</sup> Ashley-Ward, Amelia, “Remembering Dr. Martin Luther King, Jr. And Saluting His Protégé Dr. Amos C. Brown,” *Sun Reporter*, January 15, 2015.

<sup>53</sup> David P. Cline, Oral Interview with Amos C. Brown, March, 2, 2013.

<sup>54</sup> The Browns’ three children are David Brown, Kizzie Brown-Duah, and Amos C. Brown, Jr. David Brown is an actor in Los Angeles and founder of his own Film Festival “India Night.” He has done much to help aspiring actors, film producers and writers get their start in the motion picture profession. The Brown’s daughter, Kizzie Brown-Duah, is a social worker and community developer in New York. She shares with her husband, Kingsley Duah, a successful real estate and tailing business called, “The Privélege Group.” The eldest son, Amos C. Brown, Jr., is a manger in the Parks division of the Genesis automobile dealership in Los Angeles County.

### *Community Programs at Third Baptist Church Expanded*

In the last 40 decades since Rev. Brown was called to minister at Third Baptist Church, the congregation has enacted a variety of new social and educational initiatives in response to community needs. Initiatives range from youth and educational programs, refugee support services, and senior citizen outreach, to civic engagement, voter registration, and affordable housing development. The strong emphasis on youth development promoted under Rev. Haynes' tenure deepened under Rev. Brown's leadership. As recounted in a biographical sketch of Dr. Brown:

Upon assuming the pastorate of Third Baptist Church in June of 1976, he immediately led the congregation to assess the social and spiritual needs of the community. A blue ribbon committee spent considerable time studying the needs of the church and community. One finding was that the educational needs were great among Blacks in San Francisco. On the heels of this study, there was a crying need for someone to be an advocate for Black educators who were experiencing unjust employment practices. It was Pastor Brown who led the first successful boycott of the schools, calling attention to the plight of Black students and professionals...From this successful effort, the church was inspired to establish a summer school program for students K-12. Currently there are 248 students enrolled in the program.<sup>55</sup>

Educational programs begun during the tenure of Reverend Brown include the Freedom Summer School, established in 1978; the "Back on Track" K-12 mentoring and afterschool program, a collaboration between Third Baptist and Temple Emanu-El Congregation; the "Student of Promise: Closing the Achievement Gap Initiative," another collaboration between the church and Temple



Above: Rev. Amos C. Brown addresses congregation at Third Baptist Church (Courtesy Third Baptist Church)

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<sup>55</sup> Biographical Sketch of Amos C. Brown, Frederick D. Haynes Sr. family papers, California Historical Society

Emanu-El aimed at improving the educational outcomes for blacks, Latinos, and Asian Pacific Islanders; and the Charles A. Tindley Academy of Music, aimed at keeping gospel musical traditions alive. Many of these programs take place in the ground floor of the youth center and fellowship hall or in the gymnasium. The gymnasium also continues to provide a space for young members of the congregation and the surrounding neighborhood to engage in physical activity, and serves as a venue for one-on-one physical and mental health services and counseling. In addition, Third Baptist Church has continued to offer its hallmark college scholarships to youth members of its congregation. As a longtime chair of the church's scholarship committee, Mrs. Jane E. Brown has raised over \$100,000 towards college scholarships.<sup>56</sup>

Brown's legacy of community outreach also includes aid to African refugees of war and an effort to develop transcontinental ties between the U.S. and Africa. Brown learned the importance of being what he refers to as a "world citizen" during a trip to Africa in 1964 through a program called Operations Crossroads Africa. Amidst the humanitarian crisis spurred by wars in Ethiopia and Eritrea in the 1970s, Third Baptist sponsored over 2,500 refugees and opened the African Refugee Resource Center (first housed in the basement of the youth center and fellowship building) to help resettle thousands of refugees in need of housing. The first refugees to arrive stayed at the home of Rev. Brown and his wife, Jane E. Brown, who turned their living room into temporary housing for refugees until the church was able to lease a large Victorian flat at 1341-1342 McAllister to serve as a more permanent shelter for refugees. Named the "Refugee House," the property is still owned by Third Baptist Church and continues to function in the same capacity. In the 1990s, Brown was one of the founding organizers of an African-African American Summit held in Côte d'Ivoire, Abidjan, Ivory Coast in Africa. Through the summit, organizers sought to "build relationships across the Atlantic...to really help Africa go to the next level in terms of development in areas of education, economic empowerment, and community development."<sup>57</sup>



Right: Reverend Amos C. Brown in front of Third Baptist Church, circa 1970s (Courtesy Third Baptist Church)

<sup>56</sup> Third Baptist Church website, [Thirdbaptist.org/tbc-yesterday](http://Thirdbaptist.org/tbc-yesterday), accessed May 11, 2017.

<sup>57</sup> David P. Cline, Oral Interview with Amos C. Brown, March, 2, 2013.

## *A Leading Voice in San Francisco*

Third Baptist Church during the Rev. Brown era has continued to serve as an important political voice for African Americans in San Francisco. Reflecting on the role that Third Baptist Church has played in the community, First Lady Jane E. Brown, stated: "Third Baptist has always been a leader. So I expect it will continue. If there's something in the community that needs to be done, usually Third Baptist takes the lead."<sup>58</sup>

Through its socially progressive practices and policies, Third Baptist Church has remained at the forefront of social issues in San Francisco. For example, Rev. Brown ordained the first female preacher and deacon and has encouraged women to assume leadership positions within the church, a decision that was not met without controversy. In response to Dr. Brown's action, the California State Baptist Convention expelled Third Baptist Church from the convention, although the church was eventually reinstated. Third Baptist has also offered onsite HIV and AIDS testing, and in 2008 opposed Prop 8, created by opponents of gay marriage.<sup>59</sup> Trustee Ministry Chairman of Third Baptist Church, Preston J. Turner, describes the church as having "a social conscience."<sup>60</sup>



Above: Rev. Amos C. Brown with San Francisco Mayor Edwin Lee behind the pulpit of Third Baptist Church (Courtesy Third Baptist Church)

Third Baptist Church has a long tradition of hosting key figures in progressive politics and black arts and culture. The church has frequently served as the venue of choice for politicians wishing to address African American audiences and constituents in northern California: Jesse Jackson made Third Baptist one of his first stops during his 1984 U.S. presidential campaign and in 2002 President William Clinton attended the church's 150th anniversary celebration in honor of Dr. Brown, his longtime friend and early supporter. One of the church's landmark events was a cultural program entitled, "50 Years of Choral Music from 3<sup>rd</sup> Baptist Church," which celebrated the longstanding choral traditions that had become a fixture of the church.<sup>61</sup>

As a reputable and influential community leader, Rev. Brown has been invited to sit on several boards and commissions such as the National Baptist Convention on Civil Rights, the San Francisco chapter of the NAACP (where he served as president), and the Board of Directors of the NAACP. In 1982, Brown was appointed by then-Mayor Diane Feinstein to serve on the Community College Governing Board, and was elected for a second term in 1984. In 1996 Brown became the second African American

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<sup>58</sup> Third Baptist Church, "Third Baptist Church of San Francisco: 160<sup>th</sup> Anniversary Documentary," 2012.

<sup>59</sup> Leslie Fulbright and Matthai Kuruville, "Prop 8 rivals seek support in black churches," *SF Gate*, October 22, 2008.

<sup>60</sup> Oral communications with Preston J. Turner, Trustee Ministry Chairman of Third Baptist Church, March 29, 2017.

<sup>61</sup> Clarence Johnson, "The New S.F. Supervisors/To Amos Brown, This Job is Fulfillment of Destiny," *SF Gate*, May 28, 1996; Leah Garchik, "Clinton to help celebrate," *SF Gate*, June 19, 2002; David P. Cline, Oral Interview with Amos C. Brown, March, 2, 2013.

to hold a seat with the San Francisco Board of Supervisors when he was appointed by former Mayor Willie Brown; he was elected to carry out a second term in 1998.<sup>62</sup>

In 2015 the *Sun-Reporter* published a special edition that highlighted the accomplishments of Dr. Brown. In one of the contributing articles, the Rev. Al Sharpton was quoted as saying: "Amos C. Brown personifies Black activism, the Black church and Black tradition, in an unparalleled and unique way. For one man to serve so strong, for so long, puts him in a category by himself."<sup>63</sup>

London Breed, who at the time of writing is the president of the San Francisco Board of Supervisors and District 5 representative, has been a lifelong member of Third Baptist Church. In a documentary video celebrating the church's 150<sup>th</sup> Anniversary, Breed – who was then the executive director of the African American Art & Culture Complex – reflected on the significance of Third Baptist Church:

Third Baptist for me is a partner. It's about bringing community together. It's about teaching us about our history to make sure we never forget how important it is for us to maintain our spiritual center and at the same time using our history and understanding what our community is really about and taking the opportunity to be engaged politically in order to make things better for our community.<sup>64</sup>

Under the leadership of Dr. Amos C. Brown, Third Baptist Church continues to fulfill a critical role in promoting black community self-determination and advocating on issues that matter to San Francisco's African American population. Having come of age in the South during the Civil Rights era, Amos Brown actively participated in desegregation activities like Freedom Summer, studied under Dr. Martin Luther King, Jr. in the only college course King ever taught, and proved himself as an influential young leader of the NAACP during his high school and college years. Dr. Brown's ministerial calling brought him to Third Baptist Church in 1976 where he expanded upon the activist underpinnings of previous ministers, including Rev. Frederick Douglas Haynes, Sr.

## SUPPORTING DOCUMENTATION

The history of Third Baptist Church, formerly the First Colored Baptist Church of San Francisco, is documented in two existing preservation planning documents: the *State of California's Application for Registration of Historical Landmark* for the church's original location at 1642-44 Grant Avenue (formerly Dupont Street) in San Francisco, and the *Draft African American Historic Context Statement*. Additional information about the history of the church and its role in the civil rights movement is documented in *Black San Francisco: The Struggle for Racial Equality in the West, 1900-1954* by Albert S. Broussard, as well as church archives and source documents, including several anniversary books published by the church and archival documents on file at the California Historical Society, the San Francisco African American Historical and Cultural Society, the San Francisco History Room of the San Francisco Public Library, and in local newspapers. A bibliography for further information about the history of Third Baptist Church is included at the end of this document.

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<sup>62</sup> David P. Cline, Oral Interview with Amos C. Brown, March, 2, 2013

<sup>63</sup> Gail Berkley, "Dr. Brown's Activism Praised By Colleagues In The Struggle For Civil and Human Rights," *Sun-Reporter*, January 15, 2015.

<sup>64</sup> Third Baptist Church, "Third Baptist Church of San Francisco: 160<sup>th</sup> Anniversary Documentary," 2012.

## INTEGRITY

The seven aspects of integrity used by the National Register of Historic Places, the California Register of Historical Resources, and Article 10 of the Planning Code are: location, design, materials, workmanship, setting, feeling, and association in relation to the period of significance and criteria for designation identified above. The property maintains integrity in all seven aspects.

The Third Baptist Church Complex maintains a high degree of integrity as it relates to the church's historic significance as a beacon of African American community leadership, and as an advocate for the social, economic, and political advancement of African Americans in San Francisco. The complex maintains the same location and setting since its construction for the Third Baptist congregation in 1952-1956 under the guidance of Reverend Frederick Douglas Haynes, Sr. through the end of its period of significance in 1971. The complex also maintains strong feeling and association with its historical significance as it continues to be owned and operated by Third Baptist Church. The congregation remains the largest African American Baptist congregation in Northern California and continues to carry on its legacy of social activism. The interior spaces of both the church and the youth center and fellowship building convey the complex's historical use as a church, assembly space, and educational venue—uses that continue to the present.

The Third Baptist Church Complex also maintains a high degree of physical integrity in the areas of design, materials, and workmanship. Few alterations have been made to the buildings since their construction. According to building permit records, the "double face church cross sign" that sits atop the bell tower was added in 1959. Several in-kind repairs and a modest horizontal addition were made to the rear of the sanctuary after it was damaged by a fire in 1961. Other minor alterations include the installation of handicap doors in 1987 and the sealing of two interior doors in the church assembly hall in 1993. As the alterations were minor in scope, the buildings retain significant integrity of design and materials to convey both their architectural and historical significance.

# ARTICLE 10 REQUIREMENTS SECTION 1004(B)

## Boundaries of the Landmark Site

Encompassing all of and limited to Lot 013 in Assessor's Block 0778.

## Character Defining Features

Whenever a building, site, object, or landscape is under consideration for Article 10 Landmark designation, the Historic Preservation Commission is required to identify character-defining features of the property. This is done to enable owners and the public to understand which elements are considered most important to preserve the historical and architectural character of the proposed landmark. Character-defining features include all primary exterior elevations, form, massing, structure, architectural ornament and materials identified as:

- Existing siting of the church complex, including: the church building, its attached courtyard entryway with platform, raised staircase, and curvilinear entablature at the corner of McAllister and Pierce Streets; a bell tower connected to the church building by the curvilinear entablature at the top of the staircase; and the youth center and fellowship building located in the southeast portion of the property towards the rear of the site

## Church Building

### *Exterior*

- One-story (double height) with mezzanine, rectangular building plan
- Hipped roof

### Bell Tower

- Detached rectangular bell tower
- Scored border and three raised vertical bands on the east and west elevations of the bell tower
- Scored square pattern, indented from each side on the north elevation of bell tower
- Vertical wood ribbon windows with divided lites on north elevation of bell tower
- Decorative square voids toward the top of the bell tower on all sides
- Cross ornament at top of bell tower

### Courtyard at north elevation

- Brick staircase at the corner of Pierce and McAllister Streets with integrated red brick planters
- Courtyard featuring a concrete platform that leads to the main entrance of the sanctuary
- Columns and curvilinear entablature above courtyard at front of entrance, sited at the corner of McAllister and Pierce Streets
- Decorative terracotta tile shaped as a star and inlaid into the concrete platform at the top of staircase at Pierce and McAllister Streets
- An octagonal baptismal font clad in Roman brick veneer, located at the center of the concrete platform at the main entrance

#### North elevation

- Primary façade facing McAllister Street
- Terracotta terrazzo at front entrance
- Recessed primary entrance to sanctuary, characterized by three pairs of metal frame glass doors
- Ornamental incised squares surrounding entrance of sanctuary
- Ornamental raised vertical bands extending from first story to roof and surrounding windows on north elevation
- Double hung wood windows with horizontal muntins, filled with yellow glass on north elevation
- Inset wood-frame cross-shaped window with yellow glass on primary façade

#### East elevation

- Vertical wood ribbon windows with divided lites on east elevation
- Double hung wood windows with horizontal muntins, filled with yellow glass on east elevation
- Raised vertical band ornamentation extending from first story to roof on east elevation

#### West elevation

- Wood vertical ribbon windows with divided lites on west elevation

### *Interior*

- Lobby
- Existing volume of sanctuary space
- Pews
- Stained wood wainscoting
- Mezzanine
- Wooden trusses with shaped brackets
- Brass hanging lamps
- Raised and recessed wooden pulpit, altar and choir loft, with 18 recessed ornamental squares on ceiling above, two identical decorative organ pipe systems flanking either side of an interior baptismal, and space for drums and a church organ

## **Youth Center and Fellowship Building**

### *Exterior*

- Two-story with mezzanine, rectangular building plan
- Flat roofline
- Inset north facade
- Multi-lite, wood sash, vertical ribbon window with textured yellow glass at north façade
- Multi-lite, wood sash windows with textured yellow glass at first floor of north facade
- Canopy

### *Interior*

- Presence of assembly and educational space at the first floor
- Gymnasium on second, double-height floor with simple trusses, skylights, and hardwood floor

## **PROPERTY INFORMATION**

**Historic Name:** Third Baptist Church Complex

**Popular Name:** Third Baptist Church

**Address:** 1399 McAllister Street

**Block and Lot:** 0778/013

**Owner:** Third Baptist Church

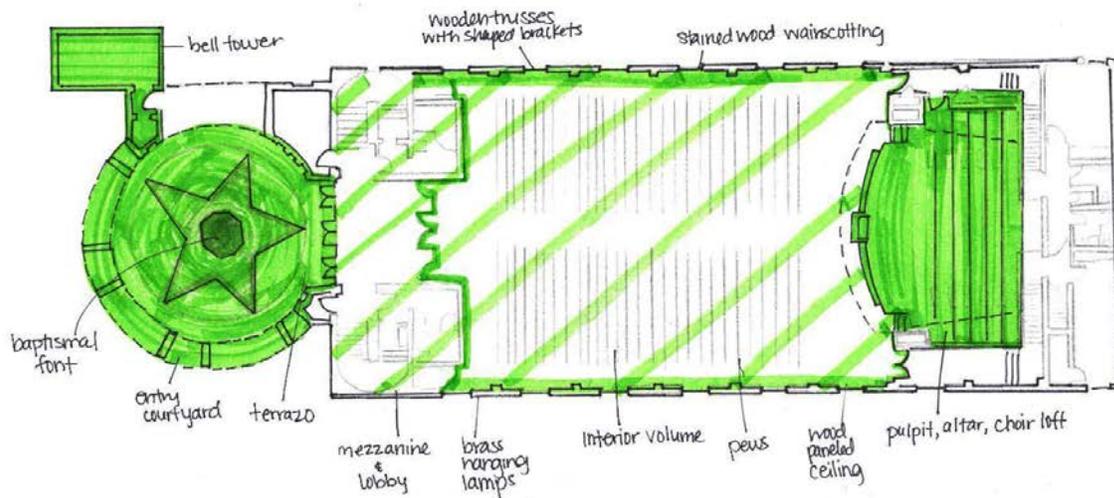
**Current Use:** Church

**Zoning:** RM-1 – Residential-Mixed, Low Density

## EXHIBIT A: SIGNIFICANCE DIAGRAMS

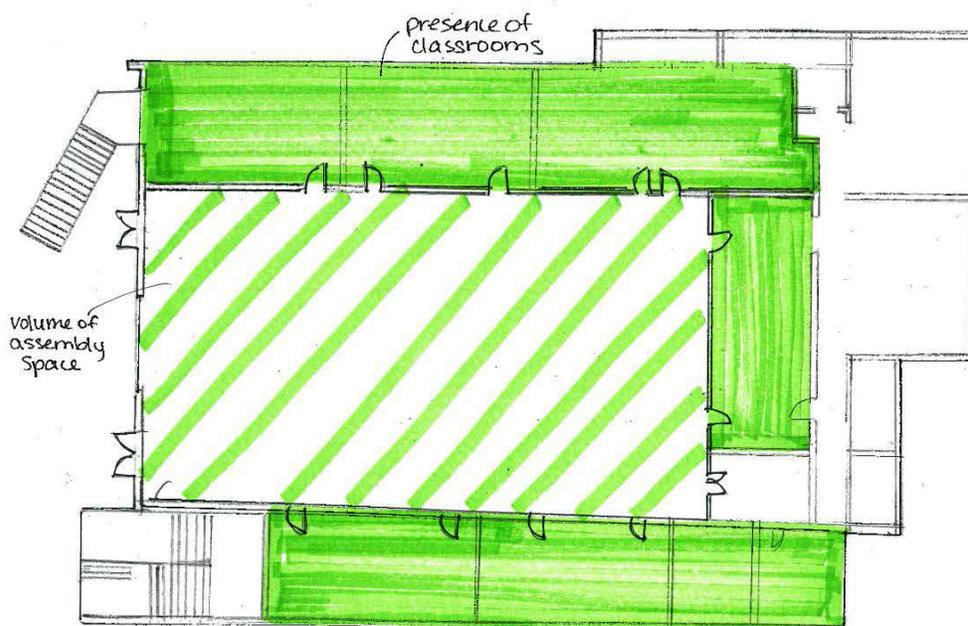
The following diagrams illustrate the location of interior character-defining features of the Third Baptist Church Complex, as described above. Character-defining features are labeled below and shaded or hatched in green. Hatches demarcate interior spaces where volume is a character-defining feature.

### Church Building

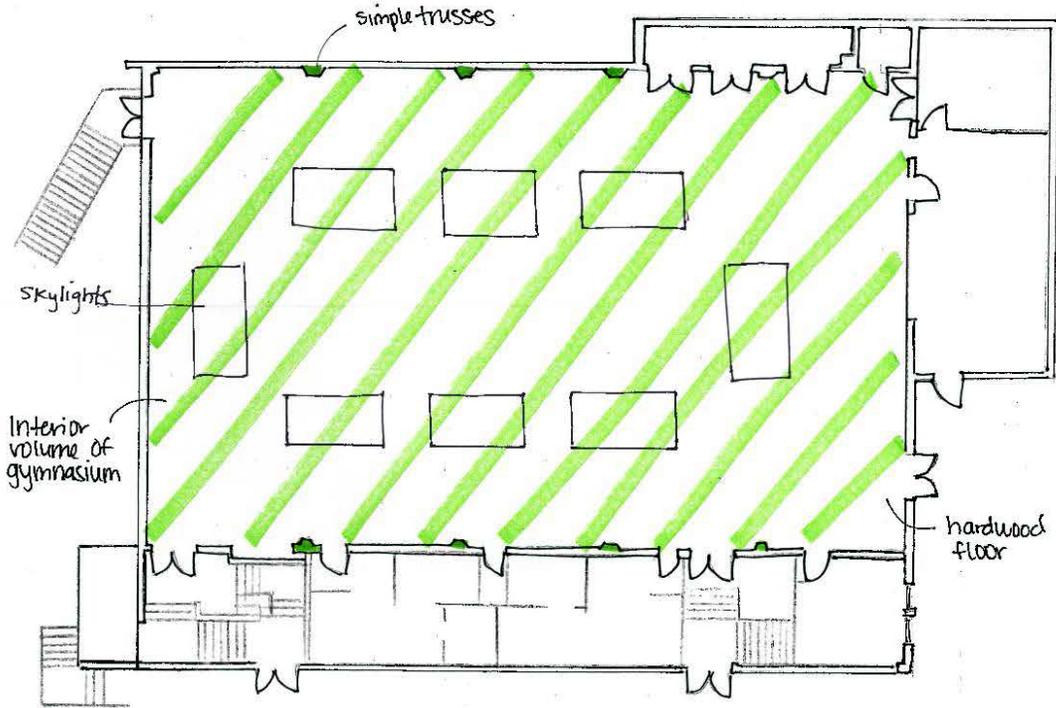


### Youth Center and Fellowship Building – First Floor

The significance diagram below illustrates character-defining features of the interior, including the presence of an assembly space and classrooms/office space.

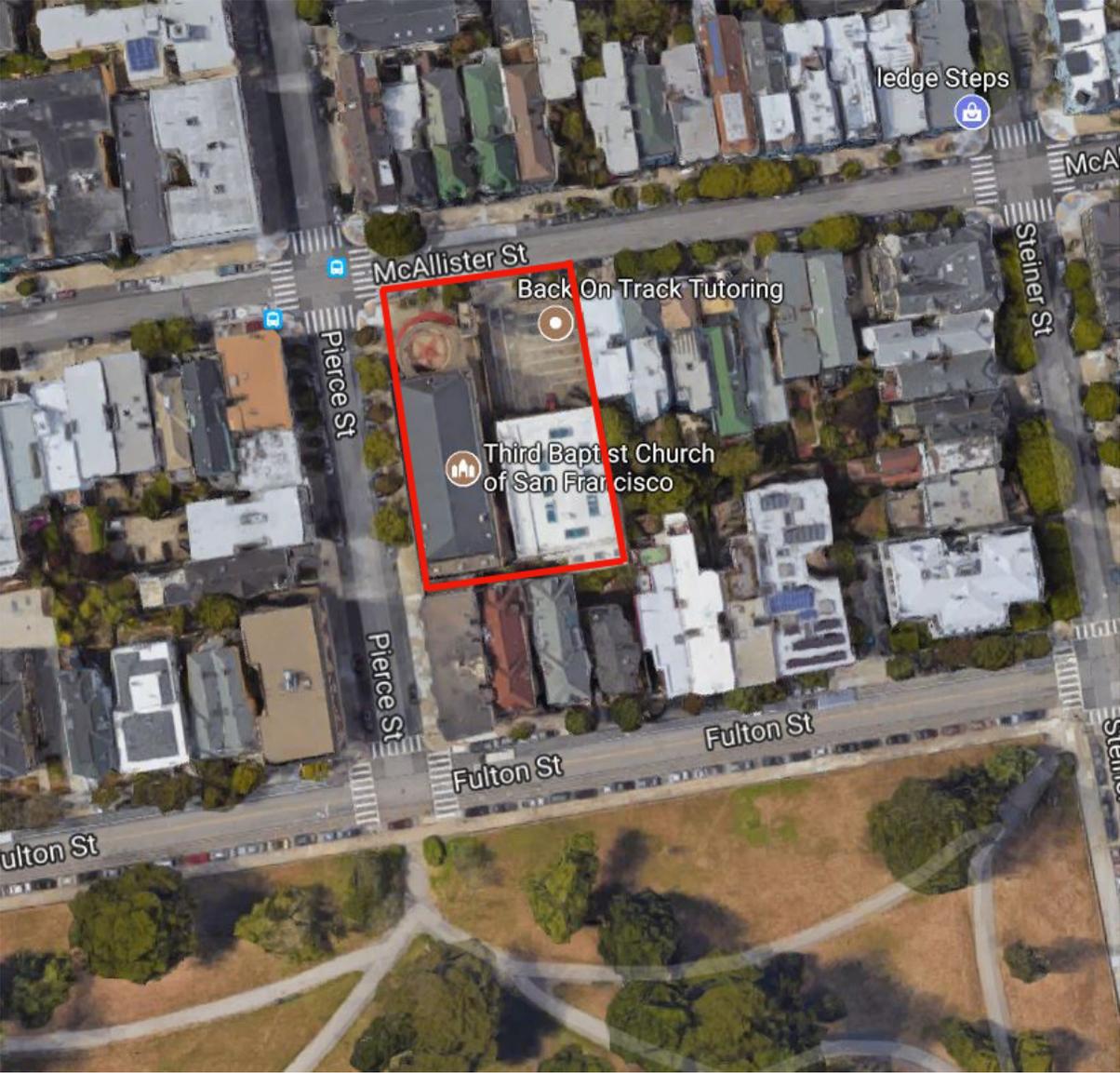


Youth Center and Fellowship Building – Second Floor



# EXHIBIT B: LOCATION OF THIRD BAPTIST CHURCH COMPLEX (AERIAL)

The aerial photo below shows the location of the Third Baptist Church Complex, outlined in red.



**EXHIBIT C: BUILDING PHOTOS**

## CHURCH EXTERIOR



Bell tower, stairway entrance and courtyard, and primary (north) elevation of the main church building (constructed 1952). View southeast.



North elevations of bell tower and main church building. View south.



Detail of vertical wooden ribbon windows on bell tower. View southwest.



East elevation of church building, vertical wood ribbon windows with divided lites and yellow glass, and south elevation of bell tower. View northwest.



East elevation of church building and bell tower as seen from parking lot located on the church property. View west.



Upper portion of bell tower illustrating decorative scored borders, raised vertical bands, square voids, and cross ornament. View west.



West façade of main church building. View east.



Detail of west façade of main church building. View southeast.



Cornerstone on the primary (north) elevation of the main church building. View south.



West elevation of bell tower and top portion of curvilinear entablature near top of stairs at front entrance. View southeast.



Brick staircase, courtyard, integrated red brick planters, columns and curvilinear entablature at the church entrance, sited at the corner of McAllister and Pierce Streets. View southeast.



Brick staircase, courtyard, columns, and curvilinear entablature at church entrance. View southwest.



Primary (north elevation) of main church building. View south.



Detail of cross-shaped window on primary (north elevation) of main sanctuary building. View southwest.



Octagonal baptismal font clad in Roman brick and terracotta star inlaid in concrete platform in the courtyard directly in front of the entrance to the church building. View northwest.



Octagonal baptismal font at front entrance of church, view south.



Primary entrance to main church building, view southwest.



View southeast from courtyard.

**CHURCH INTERIOR**



Church lobby and staircase to mezzanine. View southeast.



Vestibule/church lobby. View west.



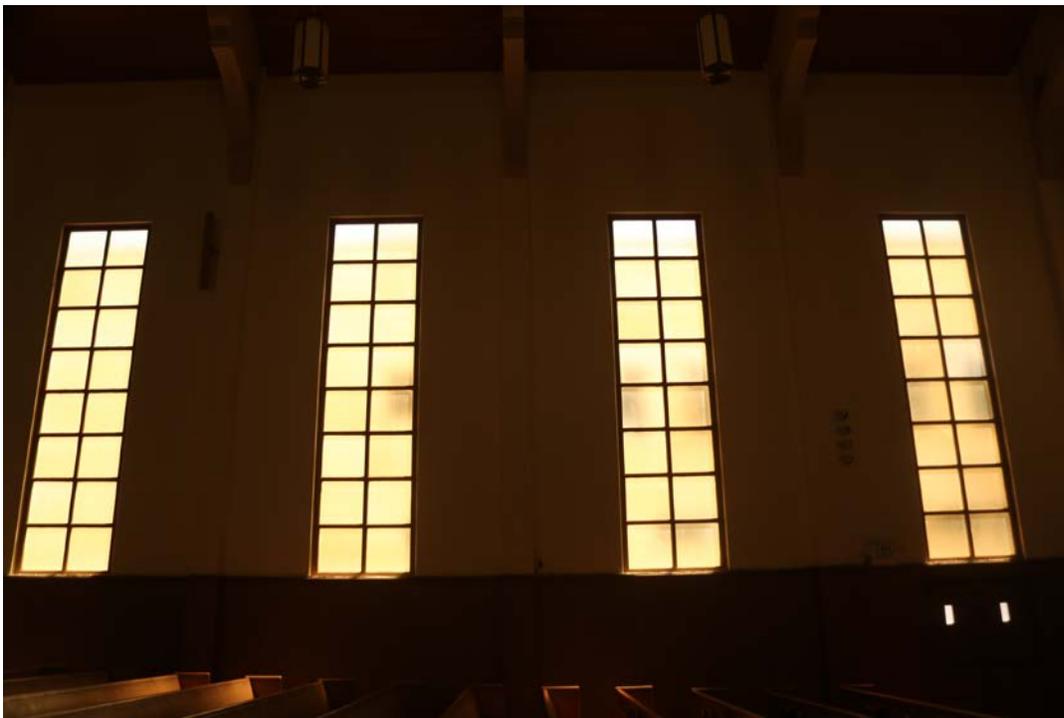
Sanctuary. View north.



Sanctuary. View north.



Church Building interior: sanctuary, mezzanine, pews. View northwest.



Vertical wood sash ribbon windows with divided lites and yellow glass, east interior wall.



View south.



View south taken from mezzanine. Curtain is lifted, revealing baptismal.



Choir loft in foreground, baptismal in rear. View south.



Choir loft and baptismal. Acoustic square voids overhead. View south.



Pulpit and choir loft. View southeast.



Baptismal, located behind choir loft.



Mezzanine. View north.



Mezzanine. View northwest.



Window into children's room on mezzanine. View northwest.



Children's room on mezzanine. View west.

## YOUTH CENTER AND FELLOWSHIP BUILDING EXTERIOR



North elevation youth center and fellowship building, view south.



North elevation, canopy detail. View southeast.



Breezeway between youth center and fellowship building and sanctuary building. View south.



Multi-lite, wood sash windows with textured yellow glass at first floor. Northeast corner of north façade. View south.



Multi-lite, wood sash windows with textured yellow glass at first floor, near northwest corner of north façade, view southwest.



Vertical wood ribbon windows with textured yellow glass on north elevation of youth center and fellowship building, view south.

## YOUTH CENTER AND FELLOWSHIP BUILDING INTERIOR: SECOND FLOOR



Gymnasium interior at second floor, view southwest.



Gymnasium interior at second floor, view south.

## YOUTH CENTER AND FELLOWSHIP BUILDING INTERIOR: FIRST FLOOR



Entry to classroom for Charles A. Tindley Academy of Music.



Conference room on ground floor, view northeast.



Assembly space, view southeast.

## EXHIBIT D: SELECT NEWSPAPER ARTICLES

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# Religion

## Negro Baptists Migrate

FREDERICK DOUGLASS HAYNES, pastor of the largest Negro congregation in northern California, was orphaned when he was four, and began to battle on his own for a living at the age of ten. Now tall, slightly greying, and serious, he looks through rimless octagonal spectacles at a world where he has a place of honor. He works in a littered book-lined study where a silver crucifix catches his eye when he looks up from his desk. Behind him is a line-drawing of his benign, resolute head, with a perpendicular flick of neatly clipped moustache. On the wall to his right is a framed certificate pronouncing that he has earned the degree of Doctor of Divinity. Hospitals, private homes, and public platforms in the city know this well-groomed, almost dapper figure who moves from appointment to appointment with unhurried precision; but the date he keeps most gladly is on Sundays when he faces a flock which has grown remarkably since twenty years ago when he came to the Third Baptist Church as a young man.

**Dedication.** Last fortnight Dr. Haynes presided over a series of dedication services in a brand new edifice at the corner of Pierce and McAllister streets in San Francisco. His congregation of 3,700 members has raised \$225,000 for this building, with its patio, and a tower crowned by a cross. Architect's plans include educational and administrative plants for which they have yet to raise



FREDERICK DOUGLASS HAYNES: he moves from appointment to appointment with unhurried precision.

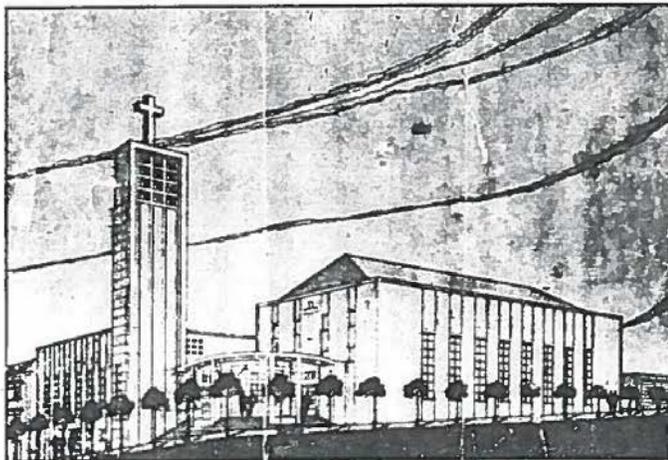
another \$275,000.

He was invited by unanimous vote to the pastorate of historic Third Baptist Church in 1932, when an average congregation of 150 worshipped in premises at the corner of Clay and Hyde. Most of the members were then unemployed, and often the Sunday offering did not exceed thirty dollars. There were times when there was no money for the minister's salary. Undaunted, the lithe, zealous preacher, now with six years of pastoral experience in Fresno, pitched in and faced the world's harsh jangled

music, as he had once before on the brink of his teens. He put heart into his people, and re-vitalized the church. The depression was followed by World War II which emptied Nisei dwellings and increased the Negro population of SF from 4,500 to over 50,000. Dr. Haynes seized his opportunities, so that last year his old church bulged at the seams. Many stood throughout the services, and every Sunday some people had to be turned away.

**Victory Parade.** It was a great moment for the sisters and brothers of "Third Baptist" when, fresh from celebrating their centenary, they sang their last praises in the old church, and marched in a phalanx to the new. Each of them wore a white card bearing their name and the sum they were subscribing for the occasion. The cutting of the ribbon which formally opened the doors of the new sanctuary was performed by Deborah Johnson, the youngest member of the church, under the eye of Lee Robinson, chairman of the Building Commission. Letters of congratulation came from the White House, from Governor Earl Warren, and from the church leaders; and Mayor Elmer Robinson spoke at a meeting at which the platform included Judge Iwan Michelson of the Superior Court of SF, and Cecil Poole, Negro Deputy District Attorney for SF County.

Dr. Haynes, reflecting upon the centenary and the great step which has been taken, likes to tell an anecdote about a Professor of Princeton University who taught oaring for thirty years. On his retirement he was asked in an interview what he got from teaching men how to pull a boat going forward and looking back, for thirty years. He replied: "I would rather be in the company of ten men who are looking back and going forward, than of ten thousand men who are looking forward and going back." The members of Third Baptist, with their fresh tiled tank in which, according to the scriptural precedent of Christ's immersion in the river Jordan, they will baptize believers, are proud of their past. The mortality of California Baptist churches in the gold rush days was over 50%. The nine persons who first met in the home of Eliza Davis formed the nucleus of a sturdy cell of righteousness in a world brazenly going to the devil. Third Baptists find much to shake their heads about in the world today, and are wanting to preserve the purity of faith so that their successors who look back from 2053 will find them worthy.



THE NEW THIRD BAPTIST CHURCH.

It was a great day when they sang their last praises in the old church and marched in a phalanx to the new.

Article published in *Fortnight*, January 19, 1953  
Courtesy California Historical Society (MS3355A:  
B1/F3/Printed Material - Frederick D. Haynes Sr. family  
papers)

## Rev. Haynes Elected to Head California State Baptists

Rev. F. D. Haynes, pastor of Third Baptist Church, was elected president of the California State Baptist Convention at the 17th annual session, meeting here last week at Third Baptist.

Rev. Haynes, who has served as pastor of Third Baptist Church for more than twenty-five years, has been an active member of the California convention since its origin, having served as the convention's vice president, and president of the Ministers' Council.

He succeeds Dr. L. B. Moss, of Riverside, who has led the convention for eleven years as its president.

The Sun-Reporter was unable to get a statement from the new president because he left Monday night for Nashville, Tenn., where he is attending the annual meeting of the Baptist Sunday School Publishing Board.

Other officers elected include: Rev. H. B. Charles, of Los An-

geles, vice president; Rev. A. C. Dones, of Oakland, secretary, and Rev. J. Kirpatrick, treasurer.

The next session of the con-



REV. F. D. HAYNES

vention will be held in Los Angeles.

# What's Doing This Week?

Among activities scheduled for Bay Area organizations are the following.

## **Mrs. King Reception**

The public is invited to the reception to be held for Mrs. Martin Luther King, wife of the civil rights leader, at 8 o'clock Monday evening in the Rose Room of the Sheraton-Palace Hotel.

Coretta Scott King is in the Bay Area to present a "Freedom Concert" at 3 o'clock Sunday afternoon at the Third Baptist Church, 1399 McAllister street.

Monday's reception is cosponsored by the church, the National Council of Negro Women and Bay Area Women for Peace.

Reservations may be made with Joyce McElvane, HE m j o c k 1-8242; Ella M. Bean, VAlencia 6-9376, or the church, FIlmore 6-4426.

A donation of \$3 will be asked.

# Segregation Dead, Says Negro Pastor

The Rev. Martin Luther King Jr., who led the Negro bus boycott in Montgomery, Ala., two years ago, declared here yesterday that "segregation is dead as a doornail."

"The only thing I'm uncertain about is the day of its burial," he said.

He attributed the death of segregation to the Supreme Court decision outlawing it in public schools, and to world opinion and the "power of God."

The young minister said he had assumed his duties in Montgomery with a deep concern for "social justice and social problems.

"It wasn't enough for me to just preach on Sunday without trying to correct the social conditions that often make people bad," he said.

The Rev. Mr. King addressed a standing-room-only congregation of more than 1000 persons yesterday morning in the Third Baptist Church, 1399 McAllister street.

*A San Francisco Chronicle* article published February 24, 1968 documents a visit and address that Reverend Martin Luther King Jr. gave to more than 1000 people at Third Baptist Church, Courtesy Third Baptist Church

## S. F. Negro Rally Today At City Hall

San Franciscans of all races and creeds will unite at noon today in a disciplined and purposeful observance of "Jobs and Freedom Day."

The ceremony, to be held in front of the City Hall will underscore aims of the Washington civil rights march.

Fredricka Teer Kushner, organizer of both the local observance and of San Francisco participation in the Washington march, said the City Hall program would last an hour and would be followed by a silent march to the Federal Building.

The Rev. Joseph Wong, assistant pastor of St. Francis of Assisi Church, will deliver the invocation and Mayor George Christopher will read his proclamation designating "Jobs and Freedom Day."

Louis Freeman of radio station KDIA will be master of ceremonies. Speakers will include William Becker of the Jewish Labor Committee; John Delurey, president of the Catholic Interracial

Council; the Rev. F. D. Haynes, pastor of the Third Baptist Church; and Dr. Thomas N. Burbridge, president of the local chapter of

the National Association for the Advancement of Colored People and chairman of the United San Francisco Freedom Movement.

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# REV. HAYNES - A MAN FOR ALL PEOPLE



You would always find Rev. Haynes in the CENTER of community, civic, political and religious

Frederick Douglas Haynes, a native of Virginia. He was orphaned at the age of 4. He went to Los Angeles after graduating from high school and worked his way through Bible Institute, a Baptist Bible college there, for four years. He was licensed as a preacher at the age of 17, whereupon he organized the first junior church in the state while serving as an assistant pastor in Los Angeles. He was ordained in 1928 and took over the pulpit of the Second Baptist Church in Fresno. He came to San Francisco four years later, serving as pastor of Third Baptist church here until his death, Wednesday, Feb. 24. When he came to Third Baptist there were only 50



He guided the S.F. Baptist Ministers' Union to great prominence. members and a budget of \$1,500 annually. Currently there are more than 3,000 members and the budget exceeds \$150,000. Rev. Haynes served as president of the California State Baptist Convention and the S.F. Baptist Ministers Union. Last year, he received an honorary doctorate from Bishop College in Dallas.



Rev. Haynes confers with Congressman Philip Burton, Rev. Mac Davis of Long Beach, Dr. J.H. Jackson and Dr. C.B. Goodlett, his personal physician and advisor on political affairs.



A right hand to the late Dr. Martin Luther King in the early days of the civil rights movement. Here he joins King, Abernathy and other leaders at a Cow Palace rally.



With members of his congregation Mrs. J.H. Patrick, W.H. Pryor and Deacon J.H. Patrick.



(MORE ABOUT REV. HAYNES ON PAGES 24 and 25)

Government officials and civic leaders from cities in several Western States met in San Francisco in 1967 to discuss formation of a local coalition to deal with ghetto problems. Rev. Haynes, along with Kenneth Wright, Bishop Donald Tippitt, Bayard Rustin and Wilmont Sweeney, were architects of the pilot project in San Francisco.



When the National Baptist Convention met in San Francisco in 1967 Rev. Haynes was host to over 25,000 baptists from throughout the country. He greets NBC's president Dr. J.H. Jackson and Mrs. Jackson as pastor T.R. Provost looks on.

A tribute to Rev. Haynes published in the *Sun Reporter*, March 6, 1971  
Courtesy California Historical Society (MS3355A: B1/F7  
Frederick D. Haynes Sr. family papers)

## **A Great Lady Passes**

As it must to all mortals, death came to Charlie Mae Haynes, Wednesday, May 28. For the third time in nine years, Historic Third Baptist Church held a memorial service for and buried a member of the Haynes family. For well-nigh fifty years the F.D. Haynes family served Third Baptist parishioners, as well as the wider San Francisco community, and made a significant contribution to the Baptist conventions of the nation.

In 1945, Ms. Haynes the late Dr. F.D. Haynes, Sr., and for 26 years she served with distinction as the first lady of the Third Baptist Church, where she endeared herself to the entire fellowship. On Sunday, February 10, 1980, a memorable day occurred at Third Baptist Church, when Charlie Haynes' "Day of Roses" was presented. This celebration of the honoree's life of personal dedication and community service had the appropriate theme: "A Gracious Lady--A Humble Servant."

Ms. Haynes was the first Black woman to be elected to public office in San Francisco. when in 1972 she was elected to the San Francisco Unified School Board. In her wake two Black women have been elected to office: Ella Hill Hutch and Doris Ward, members of the Board of Supervisors from the 4th and 7th Supervisorial Districts, respectively. Ms. Haynes' most important contribution to education in San Francisco was the popularization of her campaign slogan: "We must save and serve the children!" We are pleased that this gracious woman, who displayed an unquenchable faith in the goodness of her fellow man, was able to hear the song of praise of her work, and allowed to smell the sweet fragrance of roses, while she yet alive amongst us.

It was appropriately written by Pastor J. Alfred Smith, Sr., a son of Third Baptist Church, during his early ministerial training, when he described in the memorial services of Ms. Haynes June 4, 1980, as follows:

Historically speaking, Sister Haynes was musicianship glorified, womanhood dignified, motherhood sanctified, Christian service magnified, and she was a Christian believer satisfied...Philosophically, Sister Haynes had the vision of Joan of Arc, the compassion of Mother Teresa, the voice of Marian Anderson, and was in a class by herself unique, soulful interpretations of Heaven's lyrics. Biblically speaking, she had the pragmatism of Martha, the spirituality of Mary, the wisdom of Esther, and the beauty of the Queen of Sheba."

A grateful San Francisco community will long remember Charlie Mae Haynes and long be the beneficiaries of her caring for people. We promise to never forget that the unchanging mission of public education is to "save and to serve the children." Charlie Mae rekindled our faith in the importance of love and of caring for somebody. She proclaimed as life's mission the need "to reach out and touch somebody."

Because Charlie Mae Haynes touched our lives, ours is a better community.

*Sun Reporter*, June 5, 1980  
Courtesy California Historical Society (MS3355A: B1/F5  
Frederick D. Haynes Sr. family papers)

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### **Planning Department**

John Rahaim, Director

Tim Frye, Historic Preservation Officer

### **Project Staff**

Desiree Smith, Department Preservation Planner, research, writing, and photography

### **Additional Support**

Rev. Dr. Amos C. Brown

Shannon Ferguson

Jamie Muntner

Perla Silva

### **Photography**

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**APPENDIX: CALIFORNIA HISTORICAL LANDMARK FORM FOR THE ORIGINAL  
SITE OF THE THIRD BAPTIST CHURCH (FORMERLY THE FIRST COLORED  
BAPTIST CHURCH)**