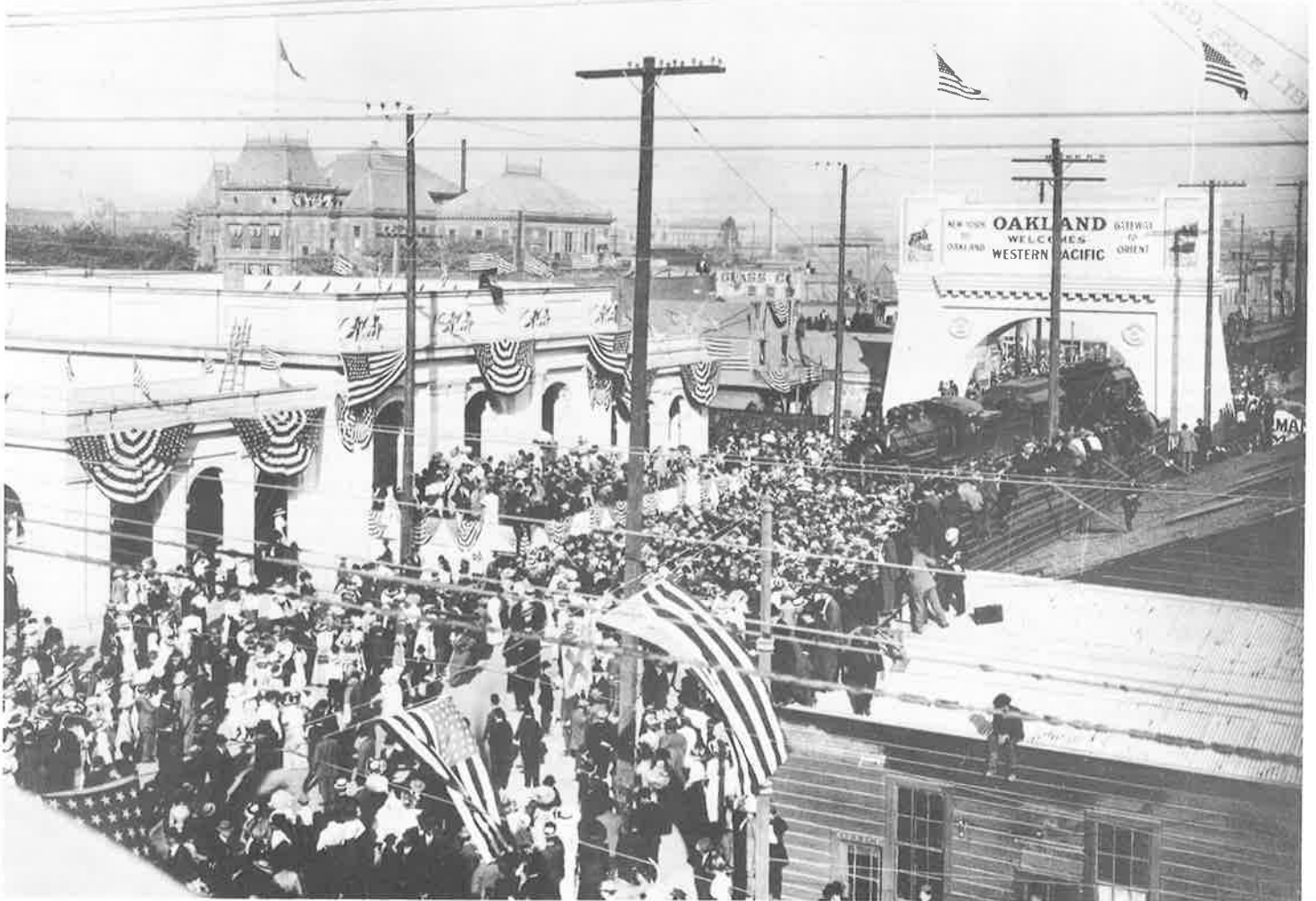


Landmarks Board Comes of Age



This fall marked the 21st anniversary of the creation of the Landmarks Preservation Advisory Board. In October 1973 Oakland enacted a preservation ordinance that formally established a citizens advisory board to identify the City's key historic resources and forward recommendations for designation to City Council. In the years since the Board's creation, 118 landmarks and five preservation districts have been designated. Even more importantly, public awareness of the value of the city's heritage has grown to the extent that Oakland's preservation reputation is one of the strongest in the state.

The past 21 years have seen earthquakes,

In 1910, Oakland welcomed Western Pacific to this grand new station, breaking the Southern Pacific monopoly and opening the waterfront. In 1974, Oakland welcomed the Western Pacific station as landmark #1. The Hall of Records, behind, is one of many fine Victorian buildings lost to progress in the 1950s. (Oakland History Room)

fires, recessions, and urban renewal, all threats to fragile historic resources. Throughout this tumultuous period, the Landmarks Board, meeting monthly, has provided a public forum where the value of preservation is discussed and debated.

Long before there was a landmarks program, city leaders showed foresight in maintaining symbols of Oakland's past. Under progressive Mayor Frank Mott in 1907, the city acquired three substantial



Mosswood was one of three important early Oakland estates acquired by the city in 1907. This stereo card (slightly reduced in size for your 3D viewing pleasure) is captioned "Mosswood about 1869 looking northeast. Picture shows Mr. J. Mora Moss." Today, Kaiser Hospital would be visible in the background. (Oakland History Room)

properties belonging to early Oakland settlers: the DeFremery House and grounds in West Oakland, the Moss estate at MacArthur and Broadway in North Oakland, and the Camron-Stanford House on the shore of Lake Merritt. The Moss and DeFremery estates were maintained as parks and the Camron-Stanford House as the city's public museum. Park bond money paid to acquire and maintain these properties. Important examples of city history were able to endure because new municipal uses were found to justify their upkeep.

Unfortunately dozens of other fine structures did not survive. After World War II, many were razed without even a passing mention in the local press, and certainly without a formal avenue for public comment. When the press did comment, typical headlines were "Proud Mansion Dies," "Demolition Closes an Era," "Landmark By the Lake Yields to Modern Era," "Noted Landmark to Be Razed." The word "landmark" was often used, but with no idea that "landmarks" could or should

be protected. The Latham House at 17th and Jackson, an 1873 mansard Victorian; the Alexander Young mansion in Adams Point, with 11 bathrooms, 40' chimneys, and a grand circular staircase; the 1852 Fallon house at 7th and Fallon, the oldest home in Oakland; the Goodall mansion at 1537 Jackson Street, a showplace with its own theater: these are but a sampling of irreplaceable landmarks that disappeared without a trace in the 1950s and 60s.

During this time there was no process where public sentiment could at least call for a look at alternatives to demolition. There was no general consensus on what was worth saving or what resources could be allocated to rescue historic properties. Passage of the National Historic Preservation Act in 1966 changed all this. The Act was a far-reaching measure that changed the direction of federal, state, and local preservation undertakings and responsibilities. The Act declared that the "historical and cultural foundations of the nation should be preserved as a living part of our community life and development." It authorized the Secretary of the Interior to "expand and maintain a National Register of districts, sites, buildings, structures, and objects" important to the understanding of American history and culture. It also established a grant program to aid states in preserving, acquiring, and developing properties listed on the National Register, and to assist the National Trust for Historic Preservation (an organization modeled on Great Britain's National Trust). Also created was an Advisory Council on Historic Preservation to advise the President and Congress and to comment on federally assisted projects affecting historic properties ("Section 106").

The 1966 act offered communities across the country tools for safeguarding



The Camron-Stanford house, shown in a 1910s postcard as the Oakland Public Museum, was the only "landmark by the lake" to survive the apartment mania of the 1950s and 60s.

historic resources. One year later the East Bay Junior League undertook a survey of pre-1917 structures in Alameda and Contra Costa counties. Trained volunteers fanned out to document and photograph old buildings. More than 1000 properties were located as a result. East of These Golden Shores, a book of photos and commentary produced by this pioneering survey, showed that traces of the region's past still existed and needed to be protected.

One precarious survivor was the Camron-Stanford House. In the 1960s ambitious plans for a new museum complex moved forward, making the old public museum's fate uncertain. Across downtown the Pardee House, home to a governor and two mayors, and the stately Romanesque revival First Unitarian Church (built in 1890 by Walter Mathews) stood in the path of the Grove-Shafter Freeway. A rare and intact block of 1870s Italianate commercial structures on Ninth Street between Broadway and Washington had escaped demolition (largely through neglect) and it too was identified as a unique resource worth preserving.

The call for a task force to study these and other properties and determine how they could be "saved" grew increasingly strong in the early 1970s. Interested citizens, led by community leader, housing activist, and Victorian devotee Marie Converse, began meeting with Planning Department staff in the spring of 1972 to develop a formal policy for recognizing city landmarks and districts. They wanted a process to involve the public in trying "to save the best of what remains." After reviewing policies in other cities including San Francisco and Alameda, the task force recommended creation of a landmarks



"5000 Pound Demolition Ball Crashes into Landmark": demolition of Maybeck showroom coincided with passage of landmarks ordinance. (Tribune clipping, O.H.R.)

advisory board that would accept nominations, research likely properties, and forward resolutions to the City Planning Commission and City Council for final approval. Both individual landmarks and districts could be designated, districts as an "S-7 Preservation Combining Zone."

A sense of urgency drove the group. On Lake Merritt, the Earle C. Anthony Packard showroom by Bernard Maybeck faced demolition because the owner, Kaiser Corporation, needed a cleared site for parking. Despite pleas and letters from numerous individuals, Kaiser executives refused to reconsider. Ironically, on the very day the City Council voted to establish the new Landmarks Board, September 25, 1973, the demolition order was signed.

The coincidence was not lost on the press. Newspaper accounts were generally supportive of the new process. Expectations were high that the city's heritage would now get a fair hearing. Under the landmarks ordinance, the seven Board members were to represent the professions of history, architecture, real estate, city planning, and landscape architecture, as well as interested citizens. Mayor John Reading appointed realtor Heath Angelo, planner Lloyd Barron, planner Malcolm Carpenter, activist Marie Converse, historian Marcella Ford, architect A. Lewis Koue, and journalist Virginia Lawler to the first Board. The first staff person was Carlos Anglin.



James Wood, Marie Converse, and Lloyd Barron - the latter were original Board members - pose on Victorian Row, to announce City Council work session on landmarks ordinance in September 1973 (Tribune clipping, OHR)



Juxtaposition of Old Oakland and new Convention Center illustrates the development pressure that kept Landmarks Board in a watchdog - and sometimes controversial - role. (Phil Bellman)

Oakland's first city landmark was the Western Pacific Railroad Station at Third and Washington Streets. Its owner had announced his intention to clear the site for new development. The newly appointed Board members set about convincing him that preservation of this important symbol of Oakland's role as western terminus of the transcontinental railroad made civic and economic sense. The effort succeeded; the station was designated July 9, 1974.

From 1974 through 1979 the Board recommended and achieved designation for many of the City's most outstanding and beloved monuments, among them the Camron-Stanford, Moss, Pardee, and Cohen houses, Jack London's house, Heinold's First and Last Chance Saloon, the Paramount and Fox Theaters, the Tribune Tower, the Greene Library, and the First Unitarian Church. Early meetings also pressed forward on the creation of Preservation Park, an enclave of moved Victorians rescued from the Grove-Shafter freeway. Preservation Park was intended as the gateway to the City Center redevelopment project, and was designated Oakland's second S-7 district.

Visible progress was also being made on rehabilitation of the first S-7 district, Victorian Row on Ninth Street, and the Board carefully conducted design review every step of the way. The Oakland Museum opened a storefront annex on Victorian Row, the city began offering walking tours of historic downtown, and interest and commitment to preservation grew steadily.

As former OHA President Lynn Fonfa notes in her master's thesis, "Keeping the There There," the 1970s saw rising interest in local history in communities everywhere. Inspired in part by the bicentennial, as many as 10,000 local history organizations around the country were founded between

1970 and 1978. State and federal grants became available for historic surveys, and volunteer researchers came forward to help document community resources.

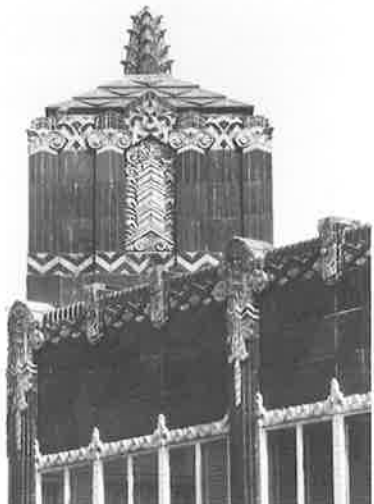
In 1979 Oakland's Planning Department, under director Norman Lind, received a grant from the California State Office of Historic Preservation for a citywide survey to systematically document and evaluate buildings and districts that showed potential architectural, cultural, or historic value. The survey's findings were intended to lay the groundwork for environmental review and provide decision makers with reliable information.

Survey methodology had come a long way since passage of the National Historic Preservation Act. Guided by a select Advisory Steering Committee, the new Oakland project sought to recognize the city's diversity. The intention was to look beyond civic monuments and ornate Victorians and document the social and cultural history of people from all walks of life. To emphasize this aspect, the project was called the Oakland Cultural Heritage Survey.

City Planner Chris Buckley created a system adapted in part from the San Francisco downtown survey, based in turn on methodology developed by Parks Canada. Guidelines from the National Register were also incorporated. Properties were rated under no fewer than 17 headings on a tally sheet. Numerical scores were intended to keep the process impartial and objective. A pilot project surveyed a dozen representative neighborhood centers, and produced neighborhood histories and inventory forms on about 100 significant properties, many of which were added to the Board's Study List. To date the Survey has researched and evaluated over 8000 Oakland buildings.



In the 1980s, annual Preservation Fairs were held at the Camron-Stanford House. Historian Sister Ethel Mary Tinnemann, Board chair, hosts the Landmarks Board booth at the 1986 fair. (Survey)



The creation of the Survey in 1979 would eventually impact the Landmarks Board in a number of ways. Within a short time, core members of the Survey's steering committee organized a new nonprofit with the intent of becoming the "citywide public voice for preservation." **Oakland Heritage Alliance** incorporated in the summer of 1980 and took on the task of preservation education through tours, lectures, and publication of a quarterly. Beginning with the spring 1981 **OHA News**, Landmarks Board actions were summarized and thus became known to a public beyond City Hall. Through the 1980s **OHA's** membership and visibility grew rapidly, building a constituency for the Survey and Landmarks Board. As a private preservation group, **OHA** was both an ally and a rival to the Board, offering unwavering support but also at times urging pure preservation stands that the Board was politically unable to adopt.

Through the 1980s the Landmarks Board's workload expanded as the Survey continued to identify potential landmarks. As the Central District and Adams Point surveys were completed, the most notable buildings were added to the Preservation Study List, which eventually grew to nearly 300 properties. In addition design review of existing landmarks kept the Board busy. From 1980 to 1985, the Board recommended an average of ten new landmarks for designation each year. These included several thematic clusters such as Carnegie libraries, early fire stations, the Borax Smith cottages, the commercial buildings of Old Oakland, the original town squares, and Victorian houses in Oak Center.

OHA and the Landmarks Board assumed co-sponsorship of the Survey, with the City Planning Department. Strong local support helped to assure continued state funding for the Survey. In 1986 Oakland was one of the first cities in California to join the Certified Local Government (CLG) program.

Floral Depot (Albert Evers, 1931) and Claremont Hotel (C.W. Dickey, 1906) were controversial nominations in the 1980s, though Board's "advisory" status had been designed to insulate it from political and economic concerns when determining a building's historical and architectural merit. (Floral Depot photo, Phil Bellman; Claremont, Survey, gift of John Beach)

Under this partnership of preservation agencies at the national, state, and local levels, localities whose landmarks boards and ordinances meet federal standards are accorded a greater role in such matters as review of National Register nominations, and are eligible to compete for grants. Since the CLG program fosters consistency and exchange of ideas nationwide, it provides valuable backing and credibility if a landmarks board encounters challenges to its actions, as began to happen in the Board's second decade.

Increasingly the Board's actions aroused debate, especially when they looked beyond the obvious "top 40" landmarks, or clashed with development interests as in the controversies over the Floral Depot and the Claremont Hotel. Owner consent had always been an unresolved issue. In late 1986, those Board members who were most vocal about designating properties over owner opposition were relieved of their positions by Mayor Lionel Wilson.

For the next two years the Board underwent a "course correction." Special meetings were held to re-evaluate the procedures and mission of the Board, and a moratorium on designating new landmarks and districts went into effect. Board vacancies went unfilled for many months and many meetings were canceled for lack of a quorum. Procedures for notifying and consulting with owners were formalized, and a numerical evaluation system based on the Survey's was adopted. Even with these measures, it was evident that without a comprehensive preservation policy, integrated into the General Plan, the city's preservation efforts were at a standstill.

In the summer of 1988, at the urging of Planning Commissioner Bruce Black, yet another task force came together, to work with staff to produce a Historic Preservation Element for the General Plan. The task force was chaired by Landmarks Board chair Frederick Hertz, and staffed by Landmarks Board secretary and Survey founder Chris Buckley, who would offer his preservation expertise and guidance to the task force and codify its recommendations. Representatives from the Landmarks Board, Planning Commission, neighborhood groups, OHA, and the real estate, business, and development communities worked together to tackle the issues of owner consent, demolition controls, and incentives. The task force studied the Survey's methodology and incorporated it into the Element. The Element identified deficiencies in existing preservation programs, and drafted an ambitious plan of action.

The task force process that was expected to take 12 months stretched out to more than four years. The 1989 earthquake caused the suspension of meetings for several months, and was a sharp reminder that historic resources are subject to natural and economic forces. The city's commitment to preservation was severely tested when buildings whose importance and permanence had never been questioned - the Paramount, Capwell's, St. Francis de Sales, the Tribune Tower, the Rotunda, and even City Hall - suffered earthquake damage and the decision had to be made to repair or demolish. With the benefit of this experience, the task force resumed meeting, and after extensive work and comment, the Element was unanimously adopted by the Mayor



New breed of landmarks: The Western Market in West Oakland was close to demolition when this picture was taken in 1986. Research established that it was local headquarters of Marcus Garvey and Father Divine. It is now Landmark #107, on the National Register, and rehabbed as Jubilee West's offices. (Survey photo)

and City Council in the spring of 1994.

Meanwhile, partly inspired by special provisions for historic buildings in the city's Unreinforced Building Ordinance (July 1993), owners are increasingly taking the initiative and approaching the Landmarks Board to request designation. The Board and its current secretary Helaine Kaplan Prentice, author of the award-winning **Rehab Right**, offer valuable design advice to landmark owners, and additional incentives are proposed in the Preservation Element. Implementation of the Element's 66 action steps could take five years or more. The Landmarks Board now has a course to follow which, during its next 20 years, should see Oakland's heritage maintained, appreciated and enhanced. --Annalee Allen & Betty Marvin

This history is dedicated to those who have served as Landmarks Board members and staff from 1974 to the present:

BOARD: Heath Angelo, Lloyd Barron, Malcolm Carpenter, Marie Converse, Marcella Ford, A. Lewis Koue, Virginia Lawler, Leonard Verbar, Rick Ellis, Jackie Goudeau, Sister Ethel Mary Tinnemann, Jean Spees, Chris Pattillo, Betsy Steele, Peter Scott, Don Provost, David Hoard, Mitch Hardin, Gordon Henderson, Bert Bertolero, Celso Ortiz, Tim Weldon, Marji Shaw, Frederick Hertz, Barbara Armstrong, Laverne Wells-Bowie, Estelle Mannis, Anthony Pegram, Annalee Allen, Diana Becton-Brown, Andrew Carpentier, Les Hausrath, Creighton Fong.

STAFF (Secretary to the Board, City Planning Department): Carlos Anglin, Marc Herbert, Richard Lloyd, Chris Buckley, Helaine Kaplan Prentice. Volunteer assistance: Kathy Olson, Jean Moore.

Interested citizens are invited to apply for current and future openings on the Landmarks Board. See Oakland Briefing, p.8, and contact Helaine Kaplan Prentice, secretary to the Board, at 238-3911 #1.



Natural disasters give preservation an element of uncertainty: Survey coordinator Gary Knecht and architect Larry Mortimer lead a National Trust tour of Oakland two years after the earthquake - the day before the hills fire. Capwell's survived the quake and reopened for business, but the brick and terra cotta Beaux Arts building was totally remodeled.

Oakland City Landmarks and Preservation Districts, 1974-1994

- 1 Western Pacific Depot, 3rd & Washington
- * 2 Camron-Stanford House, 1426 Lakeside Dr.
- 3 Heinold's First & Last Chance Saloon
- 4 Tower to Fremont, Joaquin Miller Park
- * 5 Joaquin Miller Abbey, Joaquin Miller Park
- 6 J. Mora Moss Cottage, Mosswood Park
- * 7 Pardee House, 672 11th Street
- * 8 Alfred H. Cohen House, 1440 29th Avenue
- * 9 Paramount Theater & interior, 2025 Broadway
- * 10 Antonio Maria Peralta House, 2465 34th Av
- 11 Site of Rancho San Antonio Adobe, 34th Av
- * 12 Treadwall Hall, College of Arts & Crafts
- * 13 First Unitarian Church, 685 14th Street
- 14 Frederick B. Ginn House, 660 13th Street
- 15 Tribune Tower, 409-15 14th Street
- 16 Herbert Hoover House, 1079 12th Street
- 17 Jack London House, 1914 Foothill Blvd.
- * 18 YWCA, 1515 Webster Street
- 19 Lakeshore Highlands Portals, Trestle Glen
- * 20 Greek Orthodox Church, 950 Castro Street
- 21 Quinn House, 1605 Filbert Street
- 22 Arbor Villa Palm Trees, 9th Av./East 24th
- * 23 Fox Oakland Theater, 1807-29 Telegraph
- 24 California Cotton Mills, 1091 Calcot Pl.
- 25 Maclise Drug Store, 1633 San Pablo Avenue
- * 26 Locke House, 3911 Harrison Street
- 27 Oakland Municipal Auditorium, 10 Tenth St
- * 28 Oakland City Hall, 1 City Hall Plaza
- * 29 St. Augustine's Church, 29th & Telegraph
- 30 Earl Warren House, 88 Vernon Street
- * 31 Hotel Oakland, 13th-Harrison-Alice-14th
- 32 Caldecott Tunnel, State Highway 24
- 33 North Field, Oakland Airport
- 34 Montclair Fire House, 6226 Moraga Avenue
- 35 Brooklyn Fire House, 1235 East 14th St.
- 36 Point Oakland Fire House, 1681 8th Street
- * 37 Dunsmuir House & Carriage House
- 38 Old Survivor Redwood Tree, Leona Park
- * 39 Lakeside Park & Wildlife Refuge
- 40 Leimert Bridge, Leimert & Park Blvds.
- 41 Glenview Branch Library, 4231 Park Blvd.
- * 42 Asa White House, 604 East 17th Street
- 43 Four Carnegie Libraries:
 - a Golden Gate Branch, 5606 San Pablo
 - b Melrose Branch, 4805 Foothill Blvd.
 - c Temescal Branch, 5205 Telegraph
 - d 23rd Avenue Branch, 1441 Miller Av.
- 44 King's Daughters Home, 3900 Broadway
- 45 Morcom Amphitheater of Roses
- 46 Parks Chapel AME Church, 476 34th St.
- 47 James White House, Preservation Park
- * 48 Charles Greene Library, 659 14th St.
- 49 Southern Pacific Mole Site, 7th St.
- 50 McMullen House, 2748 Grande Vista
- * 51 McCrea House & Indian Campground, at Holy Names College Campus
- 52 Grand Lake Theater & Sign, 3200 Grand Av.
- 53 William Bamford House, 1235 East 15th St.
- 54 James Presho House, 1806 10th Avenue
- 55 Seymour Davisson House, 1527 Union St.
- 56 DeFremery House, 1651 Adeline St.
- 57 Capt. H.E. Nichols House, 2304 9th Av.
- 58 Williams Block, 1148-56 East 12th St.
- 59 Central Block, 1102 E.12th [DEMOLISHED]
- 60 Portland Hotel-Henry House, 470-82 9th St
- * 61 Dunn Block, 721-25 Washington Street
- 62 Oriental Block, 716-24 Washington St.
- 63 Victor H. Metcalf House, 750 14th St.
- 64 LaSalle Hotel, 491-97 9th Street
- 65 Central Pacific Depot, 464-68 7th St.
- 66 Bowman Brown Building, 727-35 Washington
- 67 Hume-Wilcutt House, 918 18th Street
- 68 Wilcox Block (Gladstone), 821-33 Broadway
- 69 Delger Block, 901-33 Broadway
- * 70 Cathedral Building, 1615 Broadway
- 71 Holland-Canning House, 954 16th Street
- 72 Reed-Henshaw House, 974 16th Street
- 73 Campbell House, 1014 16th Street
- 74 Gladding-Chickering House, 970 16th St.
- 75 Cattaneo Block, 5006-10 Telegraph
- 76 Lloyd Hotel Building, 477-87 9th Street
- 77 Arlington Hotel Bldg., 484-94 9th Street
- 78 Gooch Block (Ratto's), 817-29 Washington
- 79 Jefferson Square, 6th-7th-Jefferson-MLK
- 80 Lincoln Square, 10th-11th-Harrison-Alice
- 81 Southern Pacific Station, 16th & Wood St.
- * 82 1100 Broadway
- 83 St. James Episcopal Church, 1549 12th Av.
- 84 Brooklyn Presbyterian Church, 1433 12th
- 85 Hebern Electric Code Bldg., 8th/Harrison
- 86 Latham Square Fountain, 15th & Telegraph
- 87 St. Joseph's Home, 2647 East 14th Street
- 88 Howden Building, 325-43 17th Street
- 89 Financial Center Building, 405 14th St.
- 90 Lafayette Square, 10th-11th-Jefferson-MLK
- Mary R. Smith Trust Cottages (4):
- 91 Initial Cottage, 23-27 Home Place West
- 92 Grace Cottage, 1101-05 McKinley
- 93 Evelyn Cottage, 3001 Park Blvd.
- 94 The Lodge, 2901 Park Blvd.
- * 95 U.S.S. Potomac, 1660 Embarcadero
- * 96 Civic Center Post Office, 201 13th Street
- 97 Necklace of Lights, Lake Merritt
- * 98 Oakland Iron Works, 2nd St. at Jefferson
- 99 Oakland Technical High School, 4500 B'way
- 100 Oakland Title Insurance Bldg., 401 15th St
- 101 White Building, 327-49 15th St./Webster
- 102 Roos Bros. Building, 1500-20 Broadway
- 103 Chryst House, 1600 Fernwood Drive
- 104 3034-40 Richmond Blvd.
- 105 Tower (Saxtorph) House, 1937 8th Avenue
- 106 Leamington Hotel/Annex, 1800-26 Franklin
- * 107 Western Market-Liberty Hall, 1483 8th St
- 108 Fricke Bldg., 565 11th St. [DEMOLISHED]
- 109 Wetmore Houses, 571-83 11th [DEMOLISHED]
- 110 Posey Tube Portal, 415 Harrison Street
- 111 Ellen Kenna House, 1218 East 21st Street
- 112 Lake Merritt Hotel, 1800 Madison Street
- 113 Palace Apartments, 1560 Alice Street
- 114 Safeway Offices, 5701-59 East 14th St.
- 115 Chinese Presbyterian Church, 265 8th St.
- 116 St. Paul's Episcopal Church, 110 Montecito
- 117 University High School, 5714 M.L. King
- 118 Temple Sinai, 356-68 28th Street

S-7 Preservation Districts

- 1 Preservation Park, 11th-Castro-14th-MLK
- 2 Victorian Row, 7th-Clay-10th-Broadway
- 3 Preservation Park Extension, 10th-Jeff'n
- 4 Downtown Brooklyn/Clinton, 1100s E.12th
- 5 10th Avenue, portions of 1900-2100 blocks

* These landmarks are also listed on the National Register of Historic Places

Oakland Briefing

■ LANDMARKS BOARD SEEKS NEW MEMBERS

The Oakland Landmarks Preservation Advisory Board is soliciting applications for new members. The Board identifies historic landmarks in the city of Oakland, holds design review hearings on historic properties, and advises the City Planning Commission and City Council on preservation issues.

Under the Landmarks Ordinance, the seven member Board must include at least one architect, one landscape architect or city planner, one real estate broker or person with significant experience in real estate, and one Oakland historian. Other members should have demonstrated interest and experience in preservation. Professional qualifications in related fields such as archaeology are also welcome. Board members must be Oakland residents, and are appointed by the Mayor and Council. The appointment is for a three year term. The Board convenes once a month, currently on the second Monday at 4 pm. Board members also make occasional site visits, and are expected to attend at least one training seminar or workshop a year on preservation-related topics.

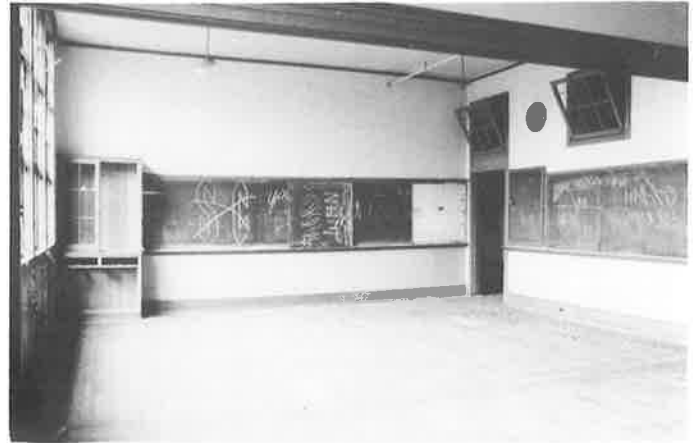
For additional information on present or future openings, contact Helaine Kaplan Prentice, secretary to the Landmarks Preservation Advisory Board, at 238-3911.

■ HOP ON THE OLD MERRITT COLLEGE ROLLER COASTER: END IN SIGHT?

While the status of the development of Old Merritt College (aka Martin Luther King Jr. Plaza) may have changed twenty times over by the time you read this, at the moment the development seems once again on track. We expect City Council in late January to approve two Disposition and Development Agreements (DDAs) with the developer, IDG/Baner.

The developer has now received two extensions of the Exclusive Negotiating Agreement (ENA) during his pursuit of enough leases for Phase 1 of the development. These agreements will spell out the terms whereby the site will, in stages, be transferred to the developer. Actual renovation of the main historic structure, and possibly improvements to the manual arts wing and the free-standing gymnasium, can begin almost immediately after DDA approval once a loan of \$11 million of Section 108 HUD funds is obtained. The developer has already completed extensive construction drawings.

Current potential tenants include



Typical classroom interior at University High School has hardwood floors, large operable windows, transoms, high ceilings, sliding blackboards, and built in storage. (NOVA)

California State University, Hayward; a senior center in the existing auditorium; the Red Cross; non-profits including Parent Child Development, Head Start, and Family Services of the East Bay; as well as new offices of the IDG Architects. Because the National Park Service and the State Office of Historic Preservation have approved the plans for renovation, historic tax credits in the range of \$2 million will be available for the project. The current positive outlook for a happy ending to this long-running saga comes after a rocky period. Difficulties encountered by the developer in securing leases in a difficult economy encouraged City officials to consider taking the project over at one point, while retaining the architect/developer on a fee basis.

Significant delays and expenditures have occurred over siting of the senior center. The gymnasium was considered as a site, partially based upon concerns that the Measure K bond funds that will finance construction of the facility mandated City ownership in perpetuity. This assumption turned out to be false - a long-term lease is permissible. But the developer, City Architect's office, and an independent cost estimator could not reach agreement on whether the gym could be renovated for the \$2.6 million in Measure K funds available (closer to \$2.1 million after City staff costs). With City officials leery of placing the senior center in the gymnasium, and no firm tenant signed up for the manual arts wing (the single story structure on the southwestern end of the main building at Aileen and Martin Luther King Jr. Way), further delays resulted as plans were hatched to demolish these structures. Ironically, for once a developer was not the instigator of the proposed demolitions, but City officials. These demolitions were contemplated even

though the historic tax credits would have been lost for the project, as well as placing the National Register of Historic Places designation of the site at risk.

Much confusion has reigned over what exactly is historic at the site. The National Register nomination by North Oakland Voters' Alliance (NOVA) included the gymnasium and the manual arts wing, as well as the main structure. NOVA's city landmark application for the site was whittled down by the Landmarks Board to the Charles Dickey-designed main structure - a narrowing subsequently ratified by the Planning Commission and, several years later, by the City Council. The entire site is listed on the National Register. Indeed, State Office of Historic Preservation staff recommended listing "...at the state level of significance... because of the buildings' association with the University of California's Education Department, and thus the history of pedagogical education in California."

Stay tuned - an actual preservation victory may be looming! Major credit must be accorded the perseverance of architect Jim Ishimaru, whose respect for the structures and belief in the possibility of developing them led him to make four different efforts over the last ten years!

For more information call Robert Brokl or Alfred Crofts at 655-3841. You can also subscribe to the NOVA newsletter, with its monthly Merritt College update, for \$10 a year: P.O. Box 20486, Oakland CA 94620.

--Robert Brokl

■ MONTGOMERY WARD PROJECT

The Montgomery Ward building at 29th Avenue and East 14th Street may yet be occupied by new tenants. In October Orbit Properties, joint venturer with Montgomery Ward, started work on a plan for "reuse" of the 8-story, 900,000-plus square foot former store and catalog distribution center for the western states.

Orbit had originally hoped to get a loan from the Office of Economic Development and Employment (OEDE) and had studied several rehab and restoration alternatives including demolition of some or all of the four buildings on the site. None of the alternatives "penciled out" from OEDE's viewpoint, and there has been pressure from the St. Elizabeth chapter of Oakland Community Organizations (OCO) to demolish the "eyesore."

Eddie Orton of Orbit Properties claims never to have demolished a building, and hopes to save the Ward's building. Kaila Westerman, development manager for Orbit, explained that Orbit could not get funding from the city because tenants would not

commit to lease spaces. Recognizing that it is difficult for tenants to visualize the restored spaces, Orbit decided to rehab the building first, without help from the city, so that prospective tenants could see clean and interesting spaces to lease. With the great views and freeway access and proximity to the Port of Oakland, Orbit says the spaces should be competitive, and hopes OEDE will make some funding available for seismic upgrading once tenants start lining up for leases.

Under the reuse plan, Orbit started to clean up and paint the building and repair windows. Work stopped in late November due to concern by Ward's management in Chicago over OCO's petition for demolition.

Many former Ward's employees still live in the area and have stopped by to inquire about what is happening. Westerman told OHA that Orbit plans to invite these former employees to participate in an oral history project. Montgomery Ward closed its store in Oakland in 1985, but the building has been cared for continuously, and Ward's has committed to reoccupying the first two floors. FoodsCo is interested, and Eden Housing is studying the site for elderly housing. OHA sees this as a positive first step in restoring the National Register-eligible building and developing it for mixed use. OHA and Brooklyn Neighborhood Preservation Association have written to support the project. Neighborhood residents and others who support reuse of this historic resource are encouraged to send additional letters of support care of OHA. --Xandra Grube



This late-1920s view of Ward's, looking southeast on East 14th Street, shows its glass and concrete construction and vigorous geometric detailing, now partly concealed by parking structure and storefront additions. (Oakland History Room)

■ ROTUNDA ON LINE?

The National Register listed Rotunda Building opposite City Hall Plaza is the focus of a new economic development strategy. Dubbed the Rotunda Innovative Technologies District program, the plan envisions emerging telecommunications applications as the magnet for attracting new businesses to vacant office space in a 12 block area downtown, with the Rotunda as the hub. As presented to the City Council by the Office of Economic Development and Employment (OEDE) early this year, uses for the Rotunda would include an educational center offering and evening classes for workers and residents, technology transfer offices for federal laboratories and agencies dealing with commercial applications of technology developed by federal scientists, and an entrepreneurial center providing an incubator program for startup companies.

All this and a restored historic building too? Yes, according to city staff. In addition to the economic growth generated by the program, the plan would also "allow the city to set an example for the private sector on creative reuse of older historic structures." However, the city, which acquired the Rotunda in 1991, has yet to determine cost or scheduling for repair and retrofit of the earthquake damaged building. Last September OEDE was to develop a Request for Proposals for an architectural and engineering study of the requirements and costs to bring the building back into use. In January City Council was asked to authorize preparation of the same document. According to the Oakland Tribune, councilmembers were concerned about the pace of progress, a concern which has also been voiced by the Chamber of Commerce. **Oakland Heritage Alliance**, along with other members of the preservation community, has been pressing for a definite commitment to complete the

repairs and improvements by the end of 1996 so that this prominent Broadway landmark can be put back into service, regardless of the fate of the innovative technologies plan. --Carolyn Douthat

■ BROADWAY BUILDING AND ENVIRONS

In December the City Council approved a contract with Carey and Company for architectural work on the interior rehabilitation of the Broadway Building at the gore of San Pablo and Broadway.

The Beaux Arts building, a primary contributor to the National Register eligible Downtown Historic District, was acquired by the city over a year ago, along with the buildings between it and the Rotunda. The city plans a new administration building on part of the site, linked internally to the strengthened and restored Broadway Building. Under a separate contract, Carey and Company is also mapping the Broadway Building's terra cotta exterior to determine the extent of repair or replacement needed for restoration of the facade.

Carey's work, which is expected to be completed in the spring, will be used by the design/build teams competing for the overall City Hall Administration Project. The Request for Proposals for the entire project was sent out late last year to three teams selected in a 1992 competition: Dinwiddie Construction/BDI Inc./Michael Graves/Michael Willis, Hensel Phelps Construction/Fentress Bradburn & Associates/Muller & Associates, and Charles Pankow Builders/Lincoln Property Co./Heller & Leake/Sue Associates. Responses to the RFP are expected this spring.

In the meantime, the final EIR on the project is scheduled for release in March, when it will be reviewed by the Planning Commission and City Council. The project cannot be approved by Council until the EIR process is completed and the document certified. --Carolyn Douthat

This panorama from the top of City Hall shows an unusual back view of the Rotunda (Kahn's Department Store, left foreground; C.W. Dickey, architect, 1913-14) and the Broadway Building (First National Bank, right; Llewellyn B. Dutton, 1907-08), and the proposed administration building site between. (Pacific Novelty Co. postcard, c.1920)



■ SWAN'S MARKET

The former Swan's Market at 10th and Washington Streets in the Old Oakland historic district is part of a site the city wants developed as a mixed use housing and commercial project. The entire site includes the blocks bounded by 9th, 10th, Washington, and Jefferson Streets, and the portion of the block between Jefferson and Clay and 8th and 9th Street currently occupied by Housewives Market.

Swan's was originally known as the Oakland Free Market, a name later changed to the Sanitary Free Market and, in 1927, to the 10th Street Market. Constructed in 1917 and added to several times through 1940, the building served as a public market with individual vendors selling a variety of produce and other foodstuffs, not unlike the present Housewives Market. Notable for its colorful terra cotta ornament depicting the fish, fowl, and produce sold within, Swan's was rated as individually eligible for the National Register of Historic Places by the Oakland Cultural Heritage Survey in 1984.

Over the years the market continued to provide a wide variety of household merchandise until it closed in the mid 1980s. Subsequently, part of the property was acquired by Storek and Storek, the developers of Victorian Row, who at one point proposed to resurrect it as an upscale food emporium. The bankruptcy of the Storeks and damage to the building from the Loma Prieta earthquake put the building in limbo, where it has remained. It is now owned by the Oakland Redevelopment Agency, along with the other pieces of the development site.

The city has for many years seen development of housing in this area as essential to creating a critical mass of patrons for retail business in Old Oakland and environs, and as a way to bring more activity to downtown in the evenings and on weekends. One earlier, and now somewhat notorious, proposal for the Housewives Market site was the ill fated Lucas Dallas project which fell apart when developer William Dallas ran afoul of the law.

Last summer OEDE issued a Request for Qualifications for development of the three block area. After reviewing the RFQ, both the Landmarks Board and **Oakland Heritage Alliance** expressed concern that retention of Swan's was not encouraged, nor was its historic character emphasized as an asset to the project. In response to these concerns, OEDE asked Landmarks Board staff to prepare information for the three competing development teams, and will include a representative from **Oakland Heritage Alliance** on the developer



Tenth Street frontage of Swan's, before the earthquake, showing terra cotta ornament and large glass transoms and storefronts. Building is now boarded up; the plywood is adorned with Jim Kushera's swan-motif mural based on a 1950s menu from Swan's Coffee Shop in the building. (Survey photo)

selection committee. The teams are now working on detailed proposals with submittals due to the city early this year. --Carolyn Douthat

■ MILLS HALL REOPENS

Mills Hall, the 1871 original building of Mills College, is now beautifully restored and once again functioning as the heart of the campus. Although it survived the 1906 earthquake (in fact, housed many survivors), it did not fare so well with Loma Prieta. According to the college publication *At Mills*, the college had to address three main problems: repair the seismic damage and upgrade the structure; repair and refinish the original interior and exterior materials and create a light and airy interior by removing layers of alterations; and install modern utilities, including data cabling to link with the new campuswide computer network. Looking back to its original function, Mills Hall once again houses academic and administrative offices, including the President's office, classrooms, and residences.

The renovation was funded by FEMA, the State Office of Emergency Services, alumnae, trustees, and private donors. Esherick, Homsey, Dodge & Davis was the San Francisco architectural firm in charge of the renovation. Mills Hall is on the National Register of Historic Places and is a California State Historic Landmark.

--Helen Lore

OHA Update

■ ANNUAL MEETING

Two Oakland luminaries highlighted OHA's Annual Meeting in October at the First Congregational Church. Senator Nicholas Petris was honored for his long-time support of historic preservation in Oakland as well as in all of California. Chief Neil Honeycutt, retired Assistant Chief of the Oakland Fire Department and newly appointed Chief of the Fire and Rescue Branch of the California State Office of Emergency Services, presented a fascinating slide lecture on the history of the Oakland Fire Department. An avid historian, Chief Honeycutt took us through the Department's development from the



Senator Nicholas Petris accepts OHA's thanks for his work on behalf of preservation, at the annual meeting.

■ SPECIAL OFFER FROM OLD HOUSE JOURNAL

You can subscribe to Old House Journal at a 17% discount and also benefit **Oakland Heritage Alliance**. Regularly \$24 a year, this monthly magazine on the restoration and maintenance of pre-1939 houses is \$20 a year through OHA, which keeps \$10 from each subscription. Renewals as well as new subscriptions qualify for this special offer. Orders should be sent to the OHA office, with checks for \$20 made out to **Oakland Heritage Alliance**. For more information call the office at 763-9218.

--Helen Lore

Chief Honeycutt's presentation included the Oakland Point firehouse, left, now seriously earthquake- and fire-damaged and likely to be demolished. When built in 1895, it had electric latches to open the horse stalls when the alarm sounded. (Survey, courtesy of Neil Honeycutt)

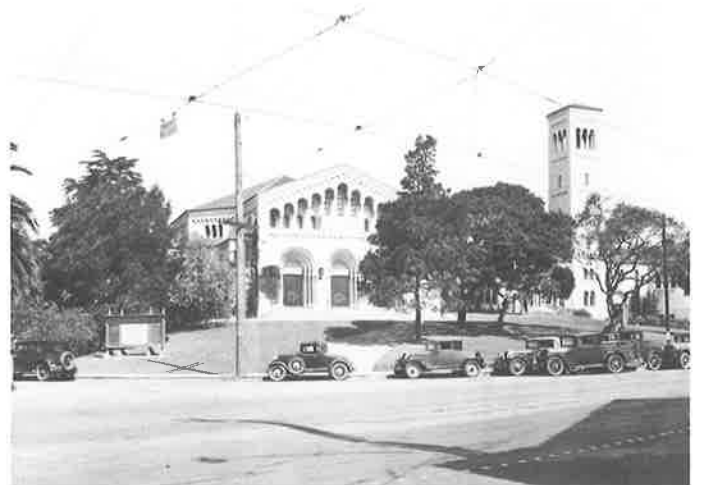
First Congregational Church at 26th and Harrison Streets, below, was the site of OHA's annual meeting. This photo is from a set of 1930s street scenes at the Oakland History Room.



beginning of Oakland as a town up through present times. The firefighters, the firehouses, the way of fighting fires and the politics of it all were dramatically portrayed in his slides and anecdotes.

President Marlene Wilson conducted the business part of the evening in which volunteers were thanked and 1994-95 board members were elected. Returning for two-year terms were Michael Crowe, Holly Babe Faust, and Betty Marvin. Creighton Fong was thanked for his undaunted enthusiasm and helpfulness in staging events as well as for his four years as treasurer.

Church member Margaret Tuttle treated members to a tour of the elegant Italian Renaissance church. First Congregational was built in 1925 to designs by architect John Galen Howard, and is listed as an A on the Study List of the Oakland Landmarks Preservation Advisory Board. --Helen Lore



■ VOLUNTEERS

The OHA Board wishes to recognize and thank the following members and friends who volunteered their assistance to the organization in the last year. Without their participation **Oakland Heritage Alliance** could not have provided its educational programs and leadership in preservation advocacy. To be welcomed to this elite group, call **OHA**, 763-9218.

TOURS/EVENTS: Carol Adams, Annalee Allen, Drew Anderson, Tom & Carolyn Armour, Eileen Baker, Julie Barron, Tanna & Sal Bellia, Phil Bellman, Tom & Sharon Bjornson, Gloria Borchman, Bob Brokl, Julia Brown, Mary Brown, Larry & Sheila Callaghan, Marina Carlson, Claudia Carroll, Alice Chambers, Ernest Chann, Yanie Chaumette, Bill Coburn, Rissa Coplan, Al Crofts, Joan Dark, Louis & Judy Delli Gatti, Carol Doty, Riley Doty, Cathy Dunn, Holly Babe Faust, Leslie Flint, Creighton Fong, Bernard & Ines Fraenkel, Eleanor Futscher, Ann Gardner, Gary Goss, Xandra Grube, Gene & Teri Harris, Jacci Harris, Dennis Harrison, Don Hausler, Susanne Hirshen, Jean Horewitz, Richard Kane, Jennifer Katz, Robin Kelly, Harlan Kessel, Gary Knecht, Mark Liolios, Helen Lore, Nancy Lovejoy, Shirley Mannette, Betty Marvin, Gwen McCormick, Marty McGrew, Dvora Metz, Mr./Mrs. Gary Meyer, Larry Moehrke, Sharon Moore, Randy Murray, David Nicolai, Maxine O'Guinn, Pat Patricelli, Anita Pender, Ed Phillips, Robert Reid, Melissa Rosengard, Naomi Schiff, Doug Shortes, Chantal Simmonetto, Barbara Smith, Nancy Smith, Jane Spangler, Emily & Fritz Sparks, Lisa Springer, Berenice Stoner, Hank Stuart & Tom Matson, Betty Thomas, Donn Tice/Maurine Heard, Sister Ethel Mary Tinnemann, Dolores Thom, Jim Tooney & family, Mary Triest/Kym Ross, Don & Shirley Tyler, Don & Betty Violich, Marlene Wilson, Diane Winters, Valerie Winemiller, Dean Yabuki, Betsy Yost, and Oakland High School Keywanettes members.

PRESERVATION ACTION: Annalee Allen, Bruno Brandli, Marina Carlson, Bill Coburn, Carolyn Douthat, Alan Dreyfuss, Holly Babe Faust, Xandra Grube, Fred Hertz, Naomi Schiff, Jane Spangler.

SURVEY: Jane Spangler, Jennifer Katz, Betty Marvin, Eugene Peck, Marlene Wilson.

OHA NEWS CONTRIBUTORS: Annalee Allen, Phil Bellman, Robert Brokl, Douglas Brookes, Bill Coburn, Carolyn Douthat, Alan Dreyfuss, Donald Hausler, Jennifer Katz, Helen Lore, Mike Lydon, Beverly Higuera Madera, Betty Marvin, Phil McArdle, Kathy Olson, Jane Spangler, Bill Sturm, Donald Wardlaw, Aicha Woods.

MAILINGS: Jerry Bowling, Betty Johnson, Winifred Walsh, Sue Wong. --Helen Lore

■ COHEN HOUSE LECTURE

The Victorian Preservation Center of Oakland is presenting a lecture by Hank Dunlop on "California Treasure: The Rich Veins of Material at the Cohen Bray House." This lecture on 19th century decorative arts in California takes place Sunday, February 19, 3 pm, at Nahl Hall on the California College of Arts and Crafts campus. A reception will follow.

Professor Dunlop, a nationally known expert on 19th century interiors, will give insights into the diverse collections of furniture, textiles, glass, ceramics, metal, and photographs in the collection of Oakland's landmark Cohen Bray House. Built in 1884, the house was a wedding gift to Emma Bray and Alfred Cohen, son of A.A. Cohen, chief attorney for the Central Pacific Railway and the "Big Four." The rail barons' power extended beyond business and commerce to influence the styles of living for merchant class families, and the Cohen Bray House reflects that influence. Artifacts include documented "high end" Herter Brothers furniture, a quilt made for Emma Bray by her classmates at Mills College, Oriental porcelains, and mundane objects used in everyday life.

Admission to the lecture and reception is \$10 general, \$8 Victorian Preservation Center members. Reservations must be made by sending a check to VPCO, Box 5899-139, Berkeley CA 94705. For information on becoming a member, call 532-0704. --VPCO



Decorative arts at the Cohen Bray House: uniquely intact interiors offer an unparalleled opportunity to experience the Victorian era firsthand. (Betty Marvin)

City Landmarks Board Actions

The Oakland Landmarks Preservation Advisory Board meets on the second Monday of each month. Meetings are open to the public. Landmark designation is recommended by the Board to the Planning Commission and City Council. Landmarks are subject to a 240-day delay in issuance of demolition permits. Exterior alterations require approval by City Planning staff, at the recommendation of the Board. Five districts and 118 landmarks have been designated since the Board was created in 1973. Meetings are at Lakeside Garden Center, 666 Bellevue, second Mondays, 4 pm.

Board members are Annalee Allen, Andrew Carpentier, Creighton Fong, Les Hausrath, Estelle Mannis, and Jean Spees. Secretary is Helaine Kaplan Prentice.

AUGUST

Board approved design review application for an elevator tower and a canopy over an existing door at Parks Chapel AME Church, 476 34th Street, an Oakland landmark, to meet requirements of the Americans with Disabilities Act (ADA).

Board approved application by Kirk Peterson, architect, for a bandstand addition to the James White house, an Oakland landmark in the Preservation Park S-7 district. Plans call for a trellis and landscaping; staff recommended moldings along the beams.

Board continued to address Broadway access and window signage at the Smart and Final store in the Delger Block, 901-33 Broadway, a city landmark in the Old Oakland-Victorian Row S-7 district.

Board heard a design review request from John Lewis, owner of the earthquake- and fire-damaged firehouse building at 1681 8th Street, for permission to demolish. It had not yet been officially determined hazardous; staff had contacted Jubilee West about incorporating the facade in new construction.

The James White house in 1984. Ten years later, Board approves a bandstand addition for a successful cafe in Preservation Park. (Survey photo)



Holmes Books is an Oakland institution. Its 1925 building, with recessed storefronts and terra cotta trim, is a fine intact example of '20s commercial architecture. (Survey photo)

Board discussed proposed closing of the Holmes bookstore at 272-74 14th Street (rated B+ on the Study List, and historic under the URM ordinance). The family said the building had to be sold to pay heirs. Moral support was extended by the owner of the Merritt Bakery, recently faced with similar problems. Board asked if landmark status would be helpful.

Board noted a Request for Qualifications (RFQ) issued by the Office of Economic Development and Employment for Swan's Market, an earthquake-damaged historic building under the URM ordinance, eligible for the National Register, rated B+ on the Study List, and located in the Old Oakland Victorian Row S-7 district. One proposal called for demolition of half the building, retaining the oldest part. Board requested to be involved in the decision process; it was suggested that the Housewives' Market businesses could move into the Swan's building.

SEPTEMBER

Representatives of Smart and Final were reluctant to make requested changes to the entry at the Delger Block because of security; Board asked them to return at a future meeting. Discussion of Swan's Market, and of demolition of the Oakland Point firehouse, also continued.

Board approved a Notice of Intent submitted by the Oak Center Neighborhood Association, West Oakland Commerce Association, and **Oakland Heritage Alliance**, to designate the Shorey house, 1782 8th Street, an Oakland landmark. Board also discussed the nearby Mary Netherland house, 714 Pine Street, in the path of the replacement Cypress freeway.

Board heard a status report on the Montgomery Ward building at 2825 East 14th Street (see Briefing). Annalee Allen

advised that National Register tax credits might be useful, and might be unavailable if part of the structure is demolished.

Board discussed the Draft Environmental Impact Report/Environmental Impact Statement on the lease of Naval Supply Center property to the Port of Oakland for inter-modal rail and container cargo facilities, and reiterated concerns about mitigations.

Board had been asked to participate in preliminary review of plans by the Diocese of Oakland for a new church on the site of the demolished Sacred Heart Church.

Board sent a letter of congratulation to the developer of the two neo-Victorian houses constructed on a vacant lot in the 10th Avenue Preservation District; the neighborhood was happy with the designs, by architect Kirk Peterson.

Secretary Helaine Prentice reported that she had attended a meeting of the Oakland Museum Board, where she was told they would neither support nor oppose landmark designation of the Museum.

Current and expected Board vacancies were discussed (see Briefing: applications are invited).

OCTOBER

Campos/Loving Architects presented seismic retrofit plans for the YWCA at 1515 Webster Street, an Oakland landmark listed on the National Register (Julia Morgan, 1913). Plans were approved, after discussion of handicap access, removing and dropping floors, matching brick, adding fire escapes, and constructing a shear wall from the basement to the fourth floor. Jean Spees was concerned that the shear wall could block light to the day care center in the building.

Board adopted a preliminary landmark eligibility rating for Borax Smith's Red House, 817 East 24th Street, nominated by



Julia Morgan's Beaux Arts YWCA building at 15th and Webster Streets soon after its completion. Note that there is no street at the left: 15th Street was not cut through until the early 1920s. (Oakland History Room)



This large Italianate villa was Borax Smith's "honeymoon cottage." It has been nominated for landmark status by its owner, who got it from the Smith family and describes it as "magical." (Mely Quan/Landmarks Board files)

its owner, Mely Quan. This was Borax Smith's home in the early 1880s before he developed the better known (but vanished) Arbor Villa a block away.

Eric Hoffknecht, architect for Alameda County Public Works Agency, presented a master plan for Highland Hospital, 1411 East 31st Street, on the Study List, preliminarily rated A, and determined eligible for the National Register. A new 8-story hospital building and 9-story parking garage (partly below grade) are to be built behind the existing structure. He said the county plans to upgrade the historic buildings when funds are available.

Prentice reported on 809-15 Washington Street in the Victorian Row district, damaged by fire: a design review application was expected at the next meeting.

In open forum, Earl Johson commented on plans to demolish the Mission Motel at 9235 MacArthur Boulevard. The motel has been vacant and boarded up for about five years, but it survived the earthquake unscathed, and had a B+ rating from the Survey, making it a historic building under the URM ordinance. Johson wanted to reuse the motel for housing, and felt it deserved to be a landmark. Board agreed to place it on the November agenda.

Prentice reported on discussions with the Holmes Book Company; creation of a nonprofit foundation to save the business was being considered. She also reported on designs for new doors to the parking entrance at the Bellevue-Staton (492 Staton Avenue), on the National Register.

Annalee Allen reported that the City Council Public Works Committee reviewed and discussed OHA's report on economic incentives for preservation, prepared by



Carolyn Douthat, including the proposal for a preservation revolving fund. Allen also reported on a tour of the newly renovated Mills Hall (see Briefing).

NOVEMBER

John Lewis, owner of the firehouse on 8th Street, again requested permission to demolish the building. Board was unable to take action because no quorum was present.

Oakland firefighter Greg Rose presented an application to designate Fire Station #10, 172 Santa Clara Avenue, a landmark. It is the oldest operating firehouse in the city, 1905. The exterior was remodeled with artificial stone in the 1930s, but the interior is uniquely intact. Mely Quan spoke in favor of designation of Borax Smith's Red House. Board congratulated both applicants for their research and interest in history, and set both hearings for December.

Board heard a pre-application presentation by Willie Pettus for a redesign of Lafayette Square, the block bounded by 10th, 11th, and Jefferson Streets and M.L. King Jr. Way, a city landmark in the Preservation Park S-7 district. The design was described as reflecting the history of the site from 1853 to the present. This was one of the original seven public parks deeded to the city, and the original site of Chabot Observatory. A round artificial hill in the new design was intended to echo the observatory dome.

Representatives of the Office of Housing and Neighborhood Development, Oakland Community Housing Inc., and Toler Heights Neighborhood Association spoke against placing the Mission Motel on the Study List. OCHI and OHND said they were far along with a project to develop 90 new owner-occupied townhouses on the site.

Earl Johnson said he had been attempting to landmark and develop the property because there was still a sign advertising it for sale. Board asked for clearer information on ownership and status of the project.

Secretary Prentice reported that the Planning Commission had approved landmark nomination of Temple Sinai. She was attempting to interest Holmes Book Company in landmark designation, had attended a meeting with St. Paul's Episcopal School about their expansion plans which would demolish the Casa Romana-Oakland Club building at 124 Montecito, and had written a letter to the San Francisco Chronicle responding to their derogatory article on Port View Park. The Oakland Museum Foundation Board had endorsed landmark designation of the Museum.

Andrew Carpentier reported on plans for redesign of the gardens at Dunsmuir House, 2950 Peralta Oaks Court, an Oakland city landmark; research was needed on the historic landscape.

Betty Marvin of the Oakland Cultural Heritage Survey reported on the Survey's work under its 1993-94 Certified Local Government grant: reconnaissance-level surveys of selected districts in the San Antonio neighborhood, and of unreinforced masonry buildings citywide. She described some of the discoveries of the URM survey, and said the Survey hoped its findings would help promote sensitive retrofitting of URM buildings. About 200 buildings were evaluated as "historic" under the URM ordinance, qualifying them for State Historical Building Code and design review by the Landmarks Board.

Behind its remodeled facade, Fire Station #10 retains its Craftsman interior, firepole, and early signal equipment. (Greg Rose/Landmarks Board files)





Mission Motel on old Highway 50 called itself "Oakland's finest and largest." Mission architecture symbolized the California dream. (Survey photo)

Marvin and Prentice reminded the Board of the Certified Local Government workshop in Sacramento. The possibility of a local workshop based on Carolyn Douthat's OHA-sponsored economic incentives paper was discussed. Annalee Allen reported on the October meeting of the Historic Preservation Element Working Group.

DECEMBER

Board voted to accept final eligibility ratings and resolutions recommending landmark designation for Borax Smith's Red House and Fire Station #10.

Board reviewed plans for fire repairs at 809-15 Washington Street in the Victorian Row district, and encouraged reconstruction of the facade as originally built, and replacement of missing ornament.

In response to a Notice of Intent by Earl Johson to nominate the Mission Motel as a landmark, Board voted 3-2 to place the property on the Study List, following testimony by numerous speakers. Built in 1938, the motel was located on the main highway into Oakland from the south and east, and its California Mission imagery typifies the romantic period of automobile travel. It is now a rare surviving example of its type. Johson hoped to rehabilitate the buildings and provide housing and community services; neighborhood association representatives favored the OCHI-OHND proposal to redevelop the site with owner-occupied townhouses. Board members asked whether OCHI and OHND were aware of the building's status as a historic structure under the URM ordinance or its A rating in the 1985 Citywide Preliminary Survey, and Annalee Allen pointed out that if federal funding is used, Section 106 review could apply.

Betty Marvin reported on the Certified Local Government workshop in Sacramento,

and distributed pertinent information. Topics included the Section 106 process, the California Register, and "making connections" with local elected officials. Board presented Marvin with a resolution of commendation on the completion of the San Antonio and Unreinforced Masonry reconnaissance surveys under the 1993-94 Certified Local Government grant program.

Helaine Prentice reported on changes that improved the YWCA seismic upgrade plans, and on a meeting about security at Joaquin Miller Abbey with representatives of the Alameda County Historical Society and Office of Parks and Recreation. Board briefly noted good news about the McElroy house at 401 Lee Street (appreciative new owner restoring it as a single family residence) and the Nabisco Shredded Wheat plant (being reoccupied by a cereal manufacturer). --Kathy Olson



Nabisco plant, recently proposed for apartment conversion, returns to industrial use. (Betty Marvin)



OHA Calendar

The OHA Calendar lists events, activities, and meetings related to history and preservation that may be of interest to OHA members. Practical deadline for entries occurs at each solstice and equinox. To submit items for listings, contact Oakland Heritage Alliance or Donald Wardlaw, 2214 Thirteenth Ave., Oakland, 94606. (268-9524)

Upcoming Activities

- ongoing, "Threads of Strength: People, Groups and Organizations of the Afro-American Community," Center for Afro-American History & Life, 5606 San Pablo Ave., Oakland, 658-3158.
- through mid April, "Early Berkeley Postcards", Berkeley Historical Society, 1931 Center St., 848-0181.
- through April 14, (M-F. 7-7, Sat. 8-4, Sun. 10-4), "Recent Sculpture by Linda Fleming," The Oakland Museum Sculpture Court at City Center, 1111 Broadway, free, 238-3401.
- thru May 14, (W-Sat. 10-5, Sun. 12-7), "Twilight and Reverie: California Tonalist Paintings 1890-1930," The Oakland Museum, Oak & 10th Streets, \$4/\$2 (members free).
- Thursday in March, Lecture series on the architecture and history of San Francisco, topics include the pre-1906 City Hall, the moving of buildings in old San Francisco, and the history of residential hotels, San Francisco Heritage, call for details, 415-441-3004.
- Late March, early April, "Housing Workshop," explores the fit and opportunities of affordable housing and historic preservation, California Preservation Foundation, San Diego, Fresno & Woodland, call for details, 763-0972.
- February 5, Sun., 3 pm, lecture by Sara Boutelle on Julia Morgan, First Baptist Church, 2201 Telegraph; information, 653-3576
- February 11, TBA "1995 Preservation Design Awards Program," benefit, California Preservation Foundation, Town & Gown Club, Berkeley, call for details, \$50 763-0972.
- February 19, Sun. 3pm, "California Treasure: The Rich Veins of Material at the Cohen Bray House," Lecture/reception, 19th century decorative arts in Calif., Assoc. Prof. Hank Dunlop, Nahl Hall, Founders Library Bldg., CCAC, Victorian Preservation Center, \$10/\$8, RSVP, 532-0704.
- February 25 through June 11, (W-Sat. 10-5, Sun. 12-7), "Pacific Dreams: Currents of Surrealism and Fantasy in California Art, 1934-1957," The Oakland Museum, Oak & 10th Streets, \$4/\$2 (members free).
- March 10 through August 13, (W-Sat. 10-5, Sun. 12-7), "Photographs from the Permanent Collection," renowned local collection, The Oakland Museum, Oak & 10th Streets, \$4/\$2 (members free).
- March 23-May 23, "New Homes in the Firestorm Area", juried exhibit, AIA East Bay, call for location and details, 464-3600.
- April 8, Sat., "Soiree," annual fundraiser, black tie, grounds of Fort Scott, Presidio, San Francisco Heritage, call for details, 415-441-3004.

May (date and time to be announced), "The Berkeley Legacy of Fredrick Law Olmsted," annual house tour, Berkeley Architectural Heritage Association, 841-BAHA



May 21, Sun. 1:00-5:00, "Adams Point," OHA House Tour, stay tuned for further details, 763-9218.

June 1-4 (Thurs.-Sun.), "California Preservation Foundation State Conference," California Preservation Foundation, Riverside, call for details, \$50 763-0972.

Regularly Scheduled Exhibits & Tours

- Alameda Historical Museum, walking tours of historic Alameda, 1st. & 3rd. Sat., 1pm, 2324 Alameda Ave., \$5/\$3.50 members, 521-1233.
- Ardenwood Regional Preserve, April-Nov., Th-Sun. 10-4; tour Patterson House hourly Sat. & Sun./variable Th-F., Ardenwood Blvd., Fremont, \$5/\$3 (Sr.)/\$2.50 (Jr.), 796-0663.
- Berkeley Historical Society, museum, archives, walking tours, Th.-Sat 1-4, 1931 Center Street (Veteran's Memorial Bldg.), 848-0181.
- Camron-Stanford House, 1876 Italianate house museum at Lake Merritt, (W. 11-4 & Sun. 1-5), 1418 Lakeside Dr., \$2/\$1, free first Sun., 836-1976.
- Dunsmuir House, Colonial Revival mansion, 2960 Peralta Oaks Court, Oakland, 562-0328.
- Hayward Area Historical Society Museum, (M-F. 11-4, Sat. 12-4), 22701 Main Street, Hayward, \$1/\$0.50 (children), 581-0223.
- Judah L. Magnes Museum, Jewish ceremonial & fine arts, historical artifacts, Sun.-Th. 10-4, 2911 Russell St., Berkeley, 849-2710.
- McConaghy House, 104 year old farmhouse, Th-Sun., 1-4, 18701 Hesperian Blvd., Hayward, \$3/\$2 (Sr.)/\$0.50 (children), 276-3010.
- Paramount Theatre, Art Deco movie palace, Tours 1st & 3rd Sat 10am, 2025 Broadway, \$1, 893-2300.
- Pardee Home Museum, 1868 Italianate Villa, Pardee family residence 1868-1981, tours by reservation, (Th.-Sat. 11, 1 & 2:30), 672 11th St., \$4/\$3 (Sr.), accompanied children free, 444-2187.
- Presidio, National Park Service walks, every Sat. 11am, meet at main parade grounds, 10am, free, (415) 556-0865.
- San Francisco Heritage, Victorian & Edwardian Pacific Heights, Sun. 12:30-2, Haas-Lilienthal House Tours, Sun. 11-4, W. 12-3:15, Chinese New Year Architectural Walking Tour (Jan.)-call for date & time, 2007 Franklin, \$4/\$2*; *Srs./Jrs., (415) 441-3004.

Regularly Scheduled Meetings

- Oakland Heritage Alliance. OHA Board of Directors meets on the first Monday of the month, 7:30pm; for agenda and location, contact OHA, 763-9218.
- Preservation Action Committee: contact OHA, 763-9218, for time, place and agenda.
- Landmarks Preservation Advisory Board, 2nd Mon., 4 pm.
- City Planning Commission, alternate Weds., 1:30 pm.
- City Council, every Tuesday evening, 7:30pm.
- All city meetings at Lakeside Garden Center, 666 Bellevue Avenue. Contact City Planning Dept., 238-3941, for Landmarks Board and Planning Commission agendas.





New OHA Members

The Officers and Directors of Oakland Heritage Alliance welcome and thank all those concerned citizens who have shown their interest in Oakland's history and preservation by joining OHA. OHA's new members (July through December 1994) are:

Mr./Mrs. Bert Avery, Patricia Chattock, Sherrie Cotter, Julie Durkee, Dennis Evanosky, Guy Frank/Delphine Ragalia, Margitta Gardner, Geoffrey Haines family, David Harrell, Tracy Helmsworth, Sarah Hampson/David Copell, Linda Katner, Marcello Lenfranchi, Karen Long, Donald Lyon, Beverly Wagler Matson, Barbara McEnerney, Nancy Page, Della Peretti, Mr./Mrs. Harley Pinson, Sara Piovia, Joe & Ruth Pruss, Mely Quan, Linda Reid, Victoria Robinson, Ellen Rosenau, Dena Sandmeyer, Theodore & Adrienne Savetnick, Alexandra Sheets, Peggy Speck, Lulit Taka, John Thorland, Sandra Threlfall, Glenn Tirsell, Linda Toland, Maria Vermiglio, Ben Visnick, Larry White, Brian Wiese, Ralph & Velma Williams, Dorris & Harry Wolf, Aicha Woods, Erika Woods.

Donors

Special thanks to those joining/renewing as:

PATRON (\$250): Willard & Aila Dawe

SPONSOR (\$100): Phil Bellman/Betsy Yost, Linda & Les Hausrath, Oakland Police Officers Association, Helen Rogers, Steve/Marlene/Miriam/Jacob Wilson.

ORGANIZATION/BENEFACTOR (\$50): John & Marion Blackmer, Elisabeth Gorski, Susanne Hirshen/Preservation Park, Harlan & Esther Kessel, Terry Kulka, Gaye Lenahan, Allen Michaan/Renaissance Rialto, Jane McConville/Peter Carlson, Pardee Home Museum, Gary & Kiki Pound, Theodore & Adrienne Savetnick, George & Helene Strauss.

DONATIONS: Jerry Bowling/Libby Jacobsohn, Jon & Mio Good, Linda & Les Hausrath, DeWitt Johnson, Virginia Robles, Barbara Stone.

Oakland Heritage Alliance News

CONTRIBUTORS

Annalee Allen, Phil Bellman, Robert Brokl, Carolyn Douthat, Xandra Grube, Helen Lore, Betty Marvin, Kathy Olson, Helaine Kaplan Prentice, William Sturm, Donald Wardlaw

EDITORIAL BOARD

Annalee Allen, Carolyn Douthat

EDITOR/PRODUCTION

Betty Marvin

OHA NEWS welcomes contributions--research projects large or small, historic photos, reports on preservation issues or events. Contact Betty Marvin, 849-1959, or OHA, 763-9218.

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Oakland Heritage Alliance

P.O.Box 12425, Oakland CA 94604 763-9218

Oakland Heritage Alliance, a California nonprofit corporation since 1980, was formed to bring together community groups and individuals sharing an interest in the history of Oakland, and in the preservation and conservation of the city's archaeological, architectural, cultural, environmental, and historical resources. Membership dues and contributions are tax deductible.

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JOIN OHA TODAY! Your annual tax-deductible membership dues include the OHA News and announcements of all OHA activities. Additional contributions and your active participation make OHA a more effective organization.

Name	_____	() New	() Renewal
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Oakland History Notes

The Fairlawn Hotel

In a city of diverse and variegated architecture, the Fairlawn Hotel must surely rank as a bird of rare plumage in the aviary of strange edifices. When the hotel opened at the southwest corner of Fruitvale Avenue and Galindo Street in July 1907, the Oakland Tribune aptly described the building as "picturesque in the extreme... It is constructed of stone on the lines of an old Roman castle... Containing three floors and basement, and with sixty-three rooms, either single or en suite, the hotel's rooms are finished in either golden or weathered oak, mahogany or birdseye maple with furniture, carpets and hangings to harmonize."

Completed at a cost of \$100,000, the Fairlawn stood in the heart of Oakland's fashionable and still somewhat rural suburb of Fruitvale. "The hotel is only 35

minutes ride from San Francisco," touted one early advertisement. "Take the Fruitvale Avenue car from the Station; it stops in front of the door."

Owned by Mrs. M.L. Zappettini and presided over by Mr. M.L. Rose, whose impeccable credentials included manager-ship of San Francisco's renowned Occidental Hotel, the Fairlawn became a glittering center of Fruitvale's social activity. An elaborate wedding banquet at the hotel on July 16, 1909, featured champagne, "spring chicken fried, ice cream neapolitan, and Vienna rolls. Immediately after the dinner, the happy couple left for the south, where they will spend their honeymoon." On July 25, 1907, St. Elizabeth's parishioners held a fund-raising banquet for church expansion. "Mrs. Zappettini has donated liberally toward defraying the expenses of the banquet and entertainment." On June 11, 1908, the Fairlawn was host to a grand musicale by students of Miss Elsie Eugenie Harwood. The piano recital earned "high encomiums" from an appreciative audience.

When the Fairlawn sought a liquor license in 1910, local residents rose in ire. The Fairlawn Social Club, with more than 400 members, many of them young women, desired to enliven its gatherings with a touch of Bacchus. City elders feared the worst, proclaiming that the club was being formed "for the purpose of entertaining automobile parties going along the boulevard."

In 1930 the Fairlawn was renamed the Greystone Hotel, and in 1952 the Fruitvale Residence Club. Since 1988 the building has functioned as the Grace Joy Lodge, a boarding house. Still unknown to posterity is the name of the architect of the Fairlawn - Oakland's only Roman castle.

--William W. Sturm

(Oakland History Room)



Oakland Heritage Alliance
P.O. Box 12425
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