

Proposed Uptown Shopping Center Threatens Floral Depot, Newberry, and Kushin Buildings

The proposed landmark designation for the Oakland Floral Depot Building at the northeast corner of 19th Street and Telegraph Avenue (See Sept.-Oct. 1982 *OHA News*) has brought into the open more detailed information about the new regional shopping center proposed next to Emporium-Capwell in Oakland's historic Uptown retail shopping district. (See Uptown history article elsewhere in this issue.)

The shopping center is being planned by Los Angeles-based Carter Haley Hale Stores, Inc., which owns the entire block containing Emporium-Capwell and the Floral Depot, and also owns much of the land across Telegraph Avenue from this block, including the Emporium-Capwell parking garage. Earlier reports on the shopping center, which was first announced last year, had suggested that the project would be limited to the property across Telegraph Avenue. However, *OHA* has learned that the development as presently envisioned by Carter Hawley Hale would also include the entire south half of the Emporium-Capwell block, apparently requiring removal of the Floral Depot Building and two other significant structures occupying the balance of the block: the J.J. Newberry Building at 1921-23 Broadway (which also has frontage on Telegraph), and the former Kushin's Shoe Store Building at the northwest corner of 19th and Broadway. Kushin's has recently moved to new quarters across Broadway, an action probably related to the shopping center proposal.

ART DECO TREASURES

The Oakland Floral Depot Building is one of the finest examples of Art Deco architecture in the Bay Area and one of the most important contributions to Oakland's rich and nationally-recognized collection of



Kushin and Newberry Buildings, adjacent to Emporium-Capwell, might be demolished. (Shown from the Broadway side)

Art Deco commercial buildings. This collection, mostly concentrated in the Uptown area, includes such structures as the I. Magnin Store and the Paramount Theatre, both among the most significant creations of noted architect Timothy Pflueger.

The Floral Depot building is distinguished by its striking combination of deep blue and bright silver terra cotta cladding and its imaginative corner tower. It was designed by San Francisco architect Albert J. Evers in 1931 for the Twentieth and Broadway Realty Company, which appears to have been controlled by the H.C. Capwell interests and which was also the developer of the Capwell (now Emporium-Capwell) store building, constructed in 1928-29. Evers' firm, Ashley, Evers and Hayes, was also involved in that project as the associate architect.

Continued on page 4 ►



Oakland Heritage Alliance 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, environment, and historical resources.

OFFICERS 1982-83

President.....	Leslie Flint
VP. Development.....	Melinda Young Frye
VP. Programs and Education.....	Edward Phillips
VP. Preservation Action.....	Gary Knecht
VP. Public Information.....	Douglas S. Brookes
Financial Officer.....	Brad Niebling
Membership Secretary.....	Jon Good
Recording/Corresponding Secretary.....	Jean Baggerman

BOARD OF DIRECTORS

Jean Baggerman (1982-84).....	523-9046
Philip Bellman (1982-84).....	532-5788
Douglas S. Brookes (1982-84).....	530-3638
Carolyn Douthat (1982-84).....	763-5370
Leslie Flint (1981-83).....	658-4915
Melinda Young Frye (1982-84).....	763-1642
Jon Good (1981-83).....	531-5086
Bruce Judd (1981-83).....	421-1680
Gary Knecht (1982-84).....	865-6382
Brad Niebling (1981-83).....	655-7318
Edward Phillips (1982-84).....	465-9829
Marlene Wilson (1981-83).....	655-3210

OHA was incorporated in 1980 as a California non-profit corporation. Membership dues and contributions are tax deductible.

© 1982 Oakland Heritage Alliance. 5569 Lawton Avenue. Oakland, CA 94618



CREDITS Editor: Beth Bagwell; *Design:* Blair Prentice; *Production:* Kati Johnson, Myra McCall; *Contributors:* Philip Bellman, Leslie Flint, Melinda Young Frye, Laura Niebling, Charles B. Oakland, William Sturm, Dean M. Yabuki, and the OHA Preservation Action Committee

OHA Calendar

The OHA Calendar lists events, activities, and meetings related to history and preservation that may be of interest to OHA members. To submit items for listing, contact Dean M. Yabuki, 842 Grosvenor Place, Oakland, CA 94610, (415) 893-1278. The deadline for the January-February 1983 calendar is Friday, December 3.

Upcoming Activities

- Thru Tues 30 Nov
California College of Arts & Crafts 75th Anniversary Exhibit. Oakland History Room, Oakland Public Library, 125 14th St. at Oak St., Oakland. Free. Hours: TuTh noon-8:30pm, WF 10am-5:30pm. Contact Oakland History Room (415) 273-3222.
- Thru December 1983
The Panama-Pacific International Exposition of 1915. Lowie Museum exhibit on the anthropological history of world's fairs, highlighting the 1915 fair in San Francisco. Lowie Museum of Anthropology, Kroeber Hall, UC Berkeley. \$1/adult, 25¢/child or senior. Hours: MTuThF 10am-4:30pm, Sat Sun noon-4:30pm. Contact Lowie Museum (415) 642-3681.
- Sat 13 Nov 1:30-3:30pm
Uptown Oakland Art Deco Terra Cotta Walking Tour. Dean Yabuki, architectural programmer. Friends of Terra Cotta and Uptown Friends. Meet in front of the Mary Bowles Building, 1718 Telegraph Ave., Oakland. \$2/FOTC or UF member, \$3.50/general public. Contact Dean Yabuki (415) 893-1278.
- Sun 14 Nov - Mon 22 Dec 1:00-5:00pm weekdays
Endangered Harvest: Farmlands in the Bay Area. People for Open Space exhibit. 106 Wurster Hall, UC Berkeley. Free. Contact UC College of Environmental Design (415) 642-4942.
- Tues 16 Nov evening
Terra Cotta Symposium. Margaret Henry, architectural historian, and Andrew Rabeneck, architect. Berkeley Architectural Heritage Association and Friends of Terra Cotta joint program. Odd Fellows Hall, 2288 Fulton St. at Bancroft Way, Berkeley. Reservations suggested. \$2.00. Contact BAHA (415) 845-6591 weekday afternoons.
- Wed 17 Nov 8:00pm
The Politics of Housing in the Twenties. Gwendolyn Wright, author. College of Environmental Design lecture series. 145 Dwinelle Hall, UC Berkeley. Free. Contact UC College of Environmental Design (415) 642-4942.
- Sat 20 Nov 8:00am-5:00pm
Sacramento Trip Commemorating California's Admission to the Union. California Historical Society. Includes the State Capitol, Crocker Art Museum, State Library, and lunch at the Sutter Club. Pick-up points in San Francisco and El Cerrito. Early pre-registration required. \$26/CHS member, \$31/general public. Optional transportation \$10 additional. Contact CHS (415) 567-1848.



Early December

Berkeley Architectural Heritage Association Christmas Party and Auction. Cost and location TBA. Contact BAHA (415) 845-6591 weekday afternoons.

Sun 5, 12, & 19 Dec. 4:00-5:00pm

California Historical Society 2nd Annual Christmas Teatime Concert Series. CHS Docent Association. Seasonal music and classical selections, includes tea and crumpets, and house tour. Whittier Mansion, 2090 Jackson St., San Francisco. Reservations suggested. \$5/person. Contact CHS (415) 567-1848.

Wed 15 Dec 5:30-8pm

Holiday Party. OHA and Camron-Stanford House Preservation Association. Includes book party for Oakland: Story of a City and refreshments. Camron-Stanford House, 1418 Lakeside Drive at 14th St., Oakland. Reservations required. Cost \$10. See article in this issue. Contact Leslie Flint (415) 658-4915.

 Regularly Scheduled Tours

Oakland Tours Program. These regularly scheduled free walking tours are on winter break and will recommence in April 1983. Specially arranged tours are available upon request. Tours directed toward school children are available on Tues and Wed mornings. Contact Trish Freitas, Oakland Tours (415) 273-3234.

Camron-Stanford House. Free house tours are offered Wednesdays 11am-4pm and Sundays 1-4pm. 1418 Lakeside Drive at 14th St., Oakland. (415) 836-1976.

Paramount Theatre. Tours are offered the 1st and 3rd Saturdays of the month, 10am. 2025 Broadway at 21st St., Oakland. \$1.00. Meet promptly at the box office entrance on 21st St. (415) 893-2300.

Dunsmuir House. Tours are offered Sundays at 1, 2, and 3pm. 2960 Peralta Oaks Court, Oakland. (415) 562-7588.

 Regularly Scheduled Meetings

Oakland Landmarks Preservation Advisory Board.

Meets the 3rd Wednesday of the month, 3:30pm, City Hall, Room 221, Washington & 14th Streets, Oakland. (415) 273-3941.

Oakland City Planning Commission. Meets the 2nd and 4th Wednesday of the month, 1:30pm, City Hall, Room 115, Washington & 14th Streets, Oakland. (415) 273-3941.

Oakland City Council. Meets every Tuesday evening, 7:30pm, City Hall, council Chambers, Washington & 14th Streets, Oakland. (415) 273-3266.

Oakland Heritage Alliance Board. Meets the 1st Monday of the month, 7:30pm. For location and agenda, contact Jean Baggerman (415) 523-9046.

Oakland Design Advocates. Meets the 2nd Wednesday morning of the month, 7:30am, Tom Lovely's Restaurant, 336 Grand Avenue, Oakland. (415) 893-6834.

Party to Launch New Book on City's History

On December 15, *Oakland Heritage Alliance* and the Camron-Stanford House Preservation Association are jointly sponsoring a party to honor Beth Bagwell, author of Oakland: Story of a City, the newly-published illustrated book on Oakland's history. The party, scheduled to coincide with the official date of publication by Presidio Press, will take place Wednesday, December 15, from 5:30 to 8 p.m. at the Camron-Stanford House, 1418 Lakeside Drive.

Ms. Bagwell will be on hand to autograph copies of her book, which will be available for purchase at the party. Use this opportunity to buy a fascinating book as a holiday gift, and have it autographed by the author as a special bonus!

The Camron-Stanford House will be decorated in Victorian style for the holidays, and there will be wine, hors d'oeuvres, and music for all to enjoy.

An extra added attraction will be a raffle. Among the prizes are:

- 1) Two days and one night for two at the Claremont Resort Hotel
- 2) One night for two at Gramma's Bed and Breakfast Inn
- 3) Dinner for two at the Broadway Terrace Restaurant
- 4) Hot tub for two at Piedmont Springs
- 5) Dinner for two at the Gingerbread House restaurant
- 6) Dinner for two at the Bay Wolf restaurant

Reservations are required. Tickets are \$10.00 per person, as it is a fund-raising event for both OHA and CSHPA. Invitations will be mailed in mid-November. You may mail your reservation now to OHA at 5569 Lawton Ave. Oakland 94618. If you'd like to know more about this event, please call Leslie Flint, 658-4915, evenings.

--Leslie Flint



Shopping Center continued from page 1

The Newberry Building is one of Oakland's best examples of Italian Renaissance/Baroque architecture expressed in a small commercial building. The second floor has a Michelangelesque quality in its bold detailing and the unusual scale relationships of its large windows and broad pilasters; the treatment recalls late nineteenth and early twentieth century buildings in many European cities, lending the building an especially urbane quality that complements the Emporium-Capwell store next door. The Newberry Building was built in 1923-24, probably as a speculative venture, by Marjorie E. and J.F. Hassler and is remembered by many old-time Oaklanders as the location of Sweet's (later Sands') Ballroom, which occupied the now-vacant second floor. Sweet's was one of the best-known ballrooms in the country during the Big Band era of the thirties and forties, hosting such performers as Artie Shaw, Bennie Goodman, Duke Ellington and Paul Whiteman. The architects were the Oakland-based Shirmer-Bugbee firm, which designed several other similarly sophisticated small commercial buildings in downtown Oakland during the 1920's speculation boom.

The former Kushin's Shoe Store--now vacant but being advertised for lease--was built in 1923 by the Lyon brothers, founders of the locally well-known Lyon Moving and Storage Company. It was designed by Edward T. Foulkes, one of Oakland's leading early twentieth century architects, best known for the Oakland Tribune Tower. The building has very rich Renaissance/Baroque ornamentation on the second floor, but it is most important for its strong architectural cohesion with the Newberry and Emporium-Capwell buildings.

The Kushin and Newberry Buildings, together with the Emporium-Capwell, I. Magnin, and the Paramount Theater make the west side of Broadway between 19th and 21st Streets one of the Uptown area's finest architectural assemblages, serving as the principle frontage of a possible Uptown historic district. The loss of the Kushin and Newberry buildings and the

Floral Depot would create a major gap in the heart of this district, isolating Emporium-Capwell, I. Magnin, and the Paramount on the north from such properties as the Fox Oakland Theater on the south, and would essentially destroy the continuity of the Broadway frontage.

All three buildings were included in the Oakland Cultural Heritage Survey (co-sponsored by OHA; see article elsewhere in this issue) with the Floral Depot and Newberry Building receiving State Historic Resources Inventory forms and considered eligible for the National Register of Historic Places. Landmark designation for the Floral Depot was proposed by the Landmarks Preservation Advisory Board as one of a group of such designations for properties deemed worthy of State Forms and currently on the board's Preservation Study List. (See July-August 1982 *OHA News*.)

LANDMARK DESIGNATION TABLED

At its August meeting, the board approved the landmark designation over the objections of Carter Hawley Hale, but with the strong support of OHA, Friends of Terra Cotta, and other organizations and individuals. (See Sept.-Oct. 1982 *OHA News*.) Carter Hawley Hale had asked the board either to withdraw the designation or to defer action until after the shopping center proposal was formally submitted, although Oakland landmark designation does not prevent demolition but can only delay it for up to ►



Floral Depot and Newberry Building, next to Emporium-Capwell (Telegraph Avenue side)



240 days. The landmark designation still required approval by the City Planning Commission and the City Council.

On September 22, the Planning Commission accepted Carter Hawley Hale's arguments for delay, supported by the City's Office of Economic Development and Employment, and tabled the designation until the shopping center proposal is further defined. This decision was made despite continued strong support for the designation from *OHA*, from Landmarks Board member Chris Pattillo (also representing Oakland Design Advocates), from architects, historians, and scholars throughout the country, from the Chinatown/Central District Council, and from dozens of concerned Oakland residents. Carter Hawley Hale's attorney, Felix Stuckey, said that alternatives for preserving the Floral Depot would be considered, including moving it to another location. Warren T. Issacs of the Central Business District Association supported Carter Hawley Hale, arguing that landmarks should not be designated without the owner's permission.

CARTER HAWLEY HALE PROPOSAL

Prior to the Planning Commission meeting, *OHA* met with Jerome Lipp, president of Carter Hawley Hale Properties, Inc., the subsidiary of Carter Hawley Hale Stores primarily responsible for developing new Carter Hawley Hale building projects. Lipp said that the shopping center plan calls for two new department stores and a multi-level enclosed mall with over 100 shops. One of the department stores is now planned to be on the Floral Depot/Newberry/Kushin site, while the remainder of the development would be across Telegraph Avenue. Lipp said that limiting the new development to the area west of Telegraph Avenue was "infeasible," and he also rejected the idea of putting the new store behind the facades of the existing buildings, stating that none of the stores under consideration as tenants would accept this kind of approach.

OHA POSITION

OHA is not opposed to the shopping center proposal in concept; in fact, *OHA* welcomes the proposal as a catalyst for stimulating reinvestment in the

Uptown area's older buildings and as an opportunity, if developed at the right location, for eliminating some of the open parking lots and other visual blight that surrounds the Uptown core. *OHA* believes the three buildings proposed for removal represent important resources that could easily be capitalized upon as showpieces in the shopping center project and in Oakland's revitalization. The buildings are in good condition, were designed for retailing, and would require minimal changes in functional design to integrate effectively into any new retail development. *OHA* believes that their removal would be a tragic waste from an economic as well as an architectural perspective.

OHA believes that project alternatives exist that permit development of the shopping center, which is welcome economically to Oakland, while preserving the three buildings. Limiting the new development to the area owned by Carter Hawley Hale west of Telegraph Avenue should be given further consideration. Variations of this alternative might include using nearby parcels not owned by Carter Hawley Hale, but which are now vacant, underutilized, or blighted and do not contain any historically or architecturally significant buildings. Many such parcels exist, including the city-owned parking lot behind the Fox Oakland Theater.

OHA is forming an Uptown Task Force to monitor further development of the shopping center proposal and to encourage Carter Hawley Hale, city agencies, and other decision makers to give further consideration to approaches that preserve the three buildings. To find out how to become involved, see "What You Can Do To Help," next page.

Ed. Note: The foregoing article is the result of work by several members of the OHA Preservation Action committee.





What You Can Do to Help

1. Make a small contribution to OHA.
OHA has already incurred considerable expense for costs associated with pursuing the issues of the Floral Depot landmark designation and the shopping center proposal. Any special contributions to help defray these expenses would be welcome. If you are not now a member of OHA, please consider joining. As a non-profit organization, we have no financial support except from dues, grants and contributions.
2. Help form the Uptown Task Force and encourage your friends to get involved.
Call Gary Knecht at (415) 839-2121 to get on the Task Force mailing list or to obtain further information.
3. Write to Carter Hawley Hale, Mayor Wilson, and local newspapers expressing your views on the retention of the Floral Depot, Newberry, and Kushin Buildings as part of the proposed shopping center. Because planning is still in the early stages, changes can be made now at comparatively little cost. Your well reasoned letters could make a big difference. Letters should be addressed as shown below. OHA would appreciate receiving a copy as well.

Mr. Jerome F. Lipp, President
Carter Hawley Hale Properties, Inc.
550 South Flower Street
Los Angeles, CA 90071

The Honorable Lionel J. Wilson, Mayor
City of Oakland
1421 Washington Street
Oakland, CA 94612

Letters to the Editor
Oakland Montclarion
6208 La Salle Ave.
Oakland, CA 94611

Letters to the Editor
Oakland Morning Tribune
P.O. Box 24424
Oakland, CA 94623

(For your letter to be accepted in these newspapers, you must give your name, full address, and telephone number.)

Trends: Downtown Rehabilitation

What can Oakland learn from the experience of other cities in rehabilitating older buildings? Examples abound of the economic and social gains.

In Connecticut, for example, "the realization that preservation can be an important element in upgrading downtown came slowly to New Haven, as to most American cities." But increased respect for the city's architectural fabric grew partly as a consequence of the fact that "funds for giant new structures are no longer readily available and adapting existing buildings makes financial sense. The philosophic, as well as the economic, pendulum has also swung back, and the technique that critic Brendan Gill dubbed 'ritual disembowelment' has lost much of its popularity."

(The quotes are from an article on the rebirth of downtown New Haven in Vital Signs, a publication of the Connecticut Trust for Historic Preservation.) ▶



Eleven Hundred Broadway, originally the Security Bank & Trust Co. Building, built in 1911-12, is one recent Oakland example of a rehabilitation made economically attractive by ERTA tax incentives. The building continues its original use as commercial offices, but for new tenants.

During a recent visit to Hartford, CT for attendance at the annual meeting of the American Association for State and Local History, I had an opportunity to examine first hand many rehabilitation projects (both residential and commercial) helping to revitalize that city--especially the exciting Richardson Mall.

Billed as "an urban shopping center" the six-story 1890's brownstone, designed by turn-of-the-century architect Henry Hobson Richardson, has been reborn as a complex incorporating a tri-level shopping mall with 120 moderate and deluxe apartments. Located on Main Street, in the heart of Hartford's downtown, the building is linked to the city's major department store (Art Deco in style) next door. During my visit the shops and restaurants overflowed with customers.

Meanwhile, the blue collar town of Jersey City, NJ is revitalizing its industrial waterfront with more than \$2 billion of mixed use development--housing, shopping, and high tech industries--including the conversion of warehouses along with new construction. In another project, at the New Jersey end of the George Washington Bridge which crosses the Hudson River from Manhattan, a huge 1931 Ford auto plant will undergo a \$70 million adaptation for housing and shops, bringing substantial preservation tax credits to the developers.

Oakland can study such successful projects in other cities and take a fresh look at developers' incentives generated by the 1981 Economic Recovery Tax Act (ERTA), first outlined in the October-December 1981 *OHA News*.

The *Architect/Engineers Marketing Journal* for October 1982 reminds its readers of ERTA's provisions and notes that renovation of income-producing historic properties or buildings located in historic districts has gained momentum since this time last year. Characteristics of the new market include: (1) developers and real estate professionals becoming more active in it, (2) historic rehabilitation projects that are larger in scale, (3) a gradual shift from residential to non-residential projects, and (4) a growing appreciation of the need



Hotel Oakland, another example of creative rehabilitation, was made possible by joint public and private financing in which tax advantages played a part. The ground floor public rooms have been restored, while the upper floors were completely reconstructed for new senior citizens' housing.

for public and private sector cooperation in historic rehabilitation.

In summary, ERTA provides a 25-percent investment tax credit, combined with a 15-year cost recovery period, reversing a 30-year tax bias in favor of new construction as against building rehabilitation. For further details, contact the National Trust for Historic Preservation, Suite 859, 681 Market St., San Francisco, 94105.

By March of 1983 the Oakland Cultural Heritage Survey will have completed research on all the historic buildings in Oakland's central business district, making nomination to the National Register of such properties relatively easy. The tax incentives for adaptive re-use may then be taken advantage of. Call 835-4620 for details.

As Oakland examines many possibilities for the revitalization of its commercial core, especially the San Pablo Quadrangle/Uptown area and the Produce District, it is essential that we recognize and utilize the development and marketing trend of the country toward economic re-use of existing structures.

--Melinda Young Frye

Oaklands's Uptown:

"A silver-coated shovel in the mayor's hands digging into the ground

- A cheer from the throng that watched
- Then a puff of steam and the huge steam shovel swooping down
- So came the first turning of earth in the formal ground-breaking exercises for the mammoth new H.C. Capwell store at 20th and Broadway yesterday
- And Oakland's march to a greater era of commerce and industry had begun".

So it was that in the year 1928 an Oakland Times reporter euphorically described the celebration which triumphantly affirmed Oakland's Uptown, north Broadway commercial development. The northward movement of retail and office enterprises, which had begun in earnest about twenty-two years before the ground breaking for the store, in fact gained its greatest assurance from the presence of Capwell's, the city's largest department store, at 20th and Broadway. Its move there from its earlier location behind City Hall was a sophisticated marketing decision that was to prove very influential.

For the first fifty years of the city's life, major business activity centered upon 9th and Broadway. The first map of Oakland, drawn in 1853, marked 14th Street as the northern boundary of the city, beyond which stretched San Pablo and Telegraph avenues, the major thoroughfares into the city from the north. Business enterprises initially gathered near the waterfront at 1st and Broadway. Then, as transportation and other municipal services improved and population increased, buildings moved further up Broadway, the widest and most pre-eminently commercial street in the city. The Wilcox Block, built in 1868 at 9th and Broadway, was the city's first major commercial structure, dwarfing the more modest wood-framed edifices of earlier years.

Mr. Wilcox's imposing building was a harbinger of further upward development which occurred when Oakland became the terminus of the transcontinental railroad in 1869. Hotels, banks, stores, and



*Photo from the collection of Vernon Sappers
Two views taken about sixty years apart of
the intersection of Telegraph and Broadway:
c. 1895 (left) and c. 1955 (right)*

restaurants burst upon the scene to serve the needs of an increasing population. Major business activity moved to the area bounded by Washington and Broadway, 9th and 14th streets, the businesses being served by the horsecar lines which brought in customers from the surrounding residential areas.

By the century's turn, stores had moved further up Broadway, tugged by improved transportation facilities and increasing residential development in the northern part of Oakland. Broadway and 14th became the focal point of the economic and social life of the city. MacDonough's Theater on the southeast corner of 14th and Broadway provided regal entertainment to the carriage trade. A series of City Halls, located since 1868 at the corner of 14th and Washington, were the center of governmental functions. Commercial movement north of 14th and Broadway was still modest and slow in progress, most of upper Broadway being lined with small stores, houses, and flats. The juncture of Broadway and Telegraph Avenue, for example, featured a motley assortment of services: piano repairer, bicycle servicer, a barber, a plumber, and, not least, a sausage factory.

Three major factors soon changed the character and direction of downtown development. In 1906, the earthquake and fire



Postcard, Oakland Public Library Collection

The two views clearly show the contrast in the Uptown district from its residential character to its commercial nature.

in San Francisco drew many displaced persons and businesses to the relatively unscathed shores of Oakland. Spurred by the increasing population, housing construction in Rockridge, Adams Point, Grand Avenue and Piedmont moved apace. And the appearance of the automobile, almost ubiquitous after 1915, made the downtown more accessible to residents in these northern areas. All these factors enticed businesses further up Broadway in an effort to intercept customers on their way down to the stores.

A prominent sign of the upward commercial advance was the completion of the First National Bank in 1908 at the gore of Broadway and San Pablo Avenue, a majestic edifice which dwarfed Mr. Wilcox's now somewhat shabby building. Kahn's (now Liberty House) moved from 12th and Washington up to the southwest corner of 16th and Telegraph Avenue in 1913, and the following year, the Federal Realty Building (known popularly as the Cathedral Building) displaced the sausage factory at the juncture of Telegraph and Broadway. Steel-framed office and bank buildings rose high upon the upper stretches of Broadway, rivaling the new 1913 City Hall in splendor.

In the sanguine era of the 1920's, Uptown land values ballooned, and retailers cast covetous eyes upon the affluent residents

A History

of north Oakland. In the 1920's, the auto, and not the trolley, began determining the desirability of commercial location. South of 14th Street still maintained its economic viability, but old-time entrepreneurs began to get nervous. When, in 1928, Capwell's broke ground for their new store, and the Fox Oakland Theater opened its rococo doors on Telegraph Avenue, business interest had definitely moved away from the old downtown section.

Undaunted by the Depression, businessmen erected major structures in the Uptown section in the early Thirties. The Art Deco aesthetic cast its glitter and sheen upon several new buildings, which, in the space of two years, arose around 20th and Broadway. The years 1930 and 1931 witnessed the opening of the Gray Shop, I. Magnin and Co., the Paramount Theater, Breuner's furniture store, and the elegant Oakland Floral Depot. In 1931 Capwell's could smugly proclaim in their shopping news, "In three short years, other businesses have opened on all sides of Capwell's, and we welcome them, knowing that they, too, will find this the metropolitan shopping center." Also, in the space of three "short" years, 1931-1934, the Downtown Merchants Association completed a building modernization and parking facility project south of 14th Street to entice customers to the older retail section. The war was on between Uptown and Downtown, and would be waged with major and minor skirmishes, through the 1950's.

Today, the various projects in Oakland's downtown--City Center, Trans Pacific Centre, Uptown development--begin a fresh chapter, a new beginning, in the history of the city's commercial life. The new will replace the old, as the forlorn sausage factory was replaced by the Cathedral building. Or the old will be revived, as Mr. Wilcox's building has been revived through restoration. Downtown and Uptown may be more integrally linked, acquiring a new character and identity. Time, as the old cliché runs, will tell.

--William Sturm

Briefing...

● INTERMODAL TRANSPORTATION CENTER PROPOSAL STUDY SIDETRACKED

On October 5, the City Council unanimously suspended a \$250,000 study to determine if an \$8,000,000 INTERMODAL TRANSPORTATION CENTER should be built next to the South Prescott Neighborhood and the West Oakland BART station (See June-July 1981 *OHA News*). The second phase of the study had just been completed by JHK and Associates, transportation consultants, and had concluded that the project was economically feasible if major transportation companies would move there. The center would allow passengers using Amtrak, BART, AC Transit, Trailways, Greyhound, Peerless Stages, and taxis to transfer between these transit systems at a single location.

When initially proposed, the center included options that could have removed buildings from South Prescott, a neighborhood of Victorian cottages developed in the 1870's and 1880's and believed to have been inhabited originally by railroad workers. However, at the Council meeting, the consultant said that the center could be built without removing any residences.

The council based its decision on continued strong opposition from residents of the South Prescott neighborhood and indications from Greyhound that it was no longer interested in locating in the center.

● ROSE GARDEN DOWNZONING APPROVED

On October 5, the city council approved rezoning the ROSE GARDEN NEIGHBORHOOD from R-70 (high density residential) to R-35 (special one-family residential). The rezoned area is bounded by the Piedmont line and by Oakland, Grand, and Santa Clara Avenues, excluding property fronting on those streets.

The neighborhood has many large and distinguished Craftsman, Shingle Style, Colonial Revival, Victorian, and other styles of late nineteenth and early twentieth century houses but the area's character was being eroded rapidly by construction of large new condominium complexes. As a result of the rezoning, no more condominiums can be built there.



An example of contrast in the Rose Garden neighborhood between cottage and condos

The rezoning successfully culminates a 2-1/2 year effort by the Rose Garden Neighborhood Preservation Association (see Spring 1981 *OHA News*). The rezoning had been delayed repeatedly pending completion of the Mayor's Housing Task Force Report (see Oct.-Dec. 1981 *OHA News*), which was finally accepted by the council several weeks prior to the downzoning approval and which in its recommendations had described the downzoning as warranting "early consideration".

● SAUSAL CREEK UPDATE

Recent news on SAUSAL CREEK has been encouraging. Three sections of the creek between Foothill Boulevard and Dimond Park were originally proposed for culverting by the Alameda County Flood Control and Water Conservation District as an "emergency" project due to bank erosion from last winter's heavy rains. However, the project was scaled down to installation of somewhat less environmentally destructive gabions (rock-filled wire mesh screens) by the U.S. Soil Conservation Service, after creek-side residents expressed strong opposition to the culverting project and formed Citizens to Save Sausal Creek (CSSC). The gabions were intended as a temporary solution to repair damage caused by the rains, while the District developed a permanent plan for the entire stretch below Dimond Park. (See July-August 1982 *OHA News*).

As a result primarily of CSSC pressure, the gabion proposal has been changed to the more sensitive approach of installing "sackcrete" retaining walls at selected locations and replanting vegetation on ►

the banks. Meanwhile, the District called in four outside consultants (including two members of the U.S. Army Corps of Engineers) to analyze the creek. Although the consultants' recommendations vary on some details, they essentially agreed that the basic cause of the erosion problems was soil saturation of the upper banks due to water runoff from the immediate areas, and that the creek itself had little to do with the problems. Their recommendations focused on relatively minor and inexpensive measures to redirect the runoff. One of the reports noted that the originally-proposed box culvert would also solve the problem, but would be much more expensive. The question now is to what extent the District will incorporate the consultants' recommendations into its permanent proposal for the creek, which is expected to be submitted next spring. For further information, call CSSC members Iskander Guy, 534-2724, or Charles Perry, 536-8176.

● ANOTHER BART PROPOSAL FOR MADISON SQUARE

The board of directors of the Bay Area Rapid Transit (BART) district has given preliminary approval to a private developer's proposal to construct a seventeen-story OFFICE BUILDING ON THE BART-OWNED BLOCK bounded by Oak, 8th, Fallon, and 9th Streets across from BART headquarters and the Lake Merritt station. The proposal stems from a recently-adopted BART policy to promote development around its stations as a means of increasing its income.

Although the site is now a BART parking lot and the proposal will therefore not remove any important buildings, preservationists are concerned because the project is grossly out of scale with the surrounding Victorian homes and 1915-era low-rise apartment buildings, and would bisect the neighborhood, further fragmenting it and eroding its residential character. They see it as a further incursion across the fragile boundary that formerly separated the residential neighborhood from the cluster of nearby civic buildings that includes the Alameda County Courthouse, the Oakland Museum, and Laney College. Observers say the fragmentation process began when the BART headquarters building



ABAG/MTC Building under construction at Madison Square, facing Victorian homes

itself was built on what used to be Madison Square, the park around which the neighborhood was centered; the process was accelerated by the new BART-sponsored ABAG-MTC headquarters now under construction across 9th Street from the proposed seventeen-story tower. (See June-July 1981 *OHA News*).

Neighborhood residents fear that these high-intensity office developments could in turn stimulate still other similar developments in the surrounding blocks, completing the neighborhood's destruction. The proposal is especially disturbing to residents because after approval of the ABAG-MTC building, BART had assured them that it would not propose any more office development in the neighborhood nor oppose any proposal to rezone the area to residential uses. Strong opposition to the office tower proposal was expressed by the East Bay Asian Local Development Corporation. The project still requires further city approvals.

● VICTORIAN ROW DEMOLITION POSTPONED

On September 8, the city planning commission agreed to a request by Storek & Storek, developers of the Victorian Row project, to postpone indefinitely the Storeks' proposal to demolish the small one-story Delger Block Annex at 469 10th Street (see Sept.-Oct. 1982 *OHA News*). However, the Storeks could demolish the building in any case as soon as the current 120-day delay of the demolition has expired, or at the end of a possible one-time 120-day extension of the delay period, if such an extension is imposed.

Oakland Landmarks Board Summary

At its September and October meetings the Oakland Landmarks Preservation Advisory Board took the following actions (in addition to actions on Oakland Floral Depot described in front page article):

SEPTEMBER

Recommended approval of new paint color scheme for ENOCH H. ANL GEORGE C. PARDEE HOUSE at 672 11th Street....Recommended approval of new blue awning for recently restored HENRY EVERS BUILDING at 719 Washington Street....Approved landmark designation resolutions for: VICTOR H. METCALF HOUSE, recently moved to NW corner of 14th and Brush Streets; MI RANCHO BUILDING, originally the Central Pacific Railroad's main Oakland passenger depot, at 462-68 7th Street; and PORTLAND HOTEL, (originally Henry House) at 468-82 9th Street....Discussed board participation in CAMRON-STANFORD HOUSE PRESERVATION FAIR....Decided to initiate landmark designation for Queen Anne style house at 918 18TH STREET....Heard presentation by OHA boardmember Carolyn Douthat, representing the Brooklyn Neighborhood Association, on the San Antonio Community Council's publi-



The Pardee House, 11th St. at Castro, in preparation to be opened as a museum

cation of CLINTON PARK NEIGHBORHOOD RESOURCES SURVEY (see Sept.-Oct. 1982 *OHA News* and agreed to tour the area with Douthat.

OCTOBER

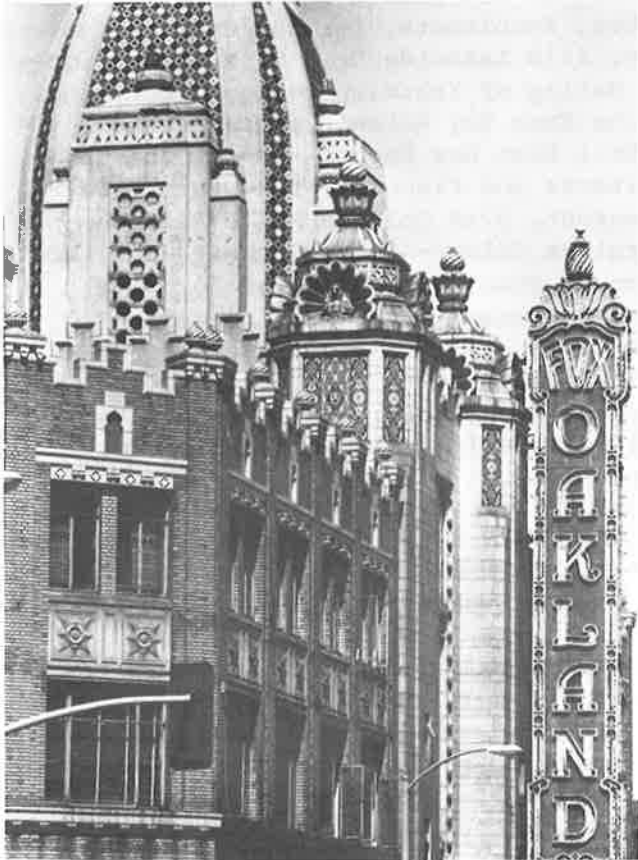
Reviewed proposed public improvements for 10th Street, Washington Street, and Broadway in VICTORIAN ROW and recommended approval of brick sidewalk paving and pollarded London plan trees (sycamores) as street trees; recommended that Victorian Row street lights be given further study expressing preference for a Victorian style fixture....Discussed results of CLINTON PARK tour....Received letter from City Planning Department requesting comments on areas to be selected for 1983-84 OAKLAND CULTURAL HERITAGE SURVEY; City Planning Department suggested remainder of Central District, Prescott (Oakland Point), Clinton, Adams Point, and 23rd Avenue as possible candidates....Received communication from ADAMS POINT PRESERVATION SOCIETY requesting to be kept informed of any actions taken regarding nineteen properties of historic and/or architectural importance in the neighborhood....Received list of approximately 300 properties receiving State Historic Resources Inventory forms during 1980-81 and 1981-82 OAKLAND CULTURAL HERITAGE SURVEY; list shows construction dates, architects, evaluation ratings, and National Register eligibility....Discussed communication from State Historic Preservation Officer (SHPO) asking whether the city wanted to become a "Certified Local Government," which would enable it to assume some of the historic preservation review functions now performed by SHPO for federal projects and private rehabilitation projects using historic preservation tax incentives. ■

The Oakland Cultural Heritage Survey extends its special thanks to the following organizations for their contribution of funds for office space and utilities during the 1982-1983 Survey Year: Buttes Gas and Oil Co., Pacific Telephone and Telegraph, and Safeway.

Additional thanks are due the Oakland Public Library for the use of a surplus bookcase and file cabinet.

OHA Update

On October 15, OHA elections were held at the annual membership meeting, which took place at a "before" party at the soon-to-be-restored Fox Oakland Theater. Six board members were elected for two year terms by members voting in person or by proxy. The six are: Jean Baggerman, Phil Bellman, and Edward Phillips, all new to the board; and Carolyn Douthat, Melinda Young Frye, and Gary Knecht, being reelected to continue serving. Since OHA's board terms are staggered, the remaining six board members' terms will not end until next October, and they will continue in office, with the exception of Beth Bagwell, who is resigning because of the press of other professional commitments. Doug Brookes has been appointed by the board to serve out the unexpired portion of her term.



The Fox Oakland, undergoing restoration, was the scene of the OHA annual members' meeting.

At the first meeting of the new board, the following officers were elected by acclamation:

President - Leslie Flint
 V.P. for Development - Melinda Young Frye
 V.P. for Programs & Education - Ed Phillips
 V.P. for Preservation Action - Gary Knecht
 V.P. for Public Information - Doug Brookes
 Financial Officer - Brad Niebling
 Recording & Corresponding Secretary - Jean Baggerman
 Membership Secretary - Jon Good

Concluding in late August were the last five in a series of nine summer OHA NEIGHBORHOOD WALKING TOURS. These informative architectural and historical neighborhood introductions were well attended and received. Most of these tours were based on the research of the Oakland Cultural Heritage Survey.

Marlene Wilson repeated her excellent tour of the Rose Garden neighborhood; Dean Yabuki also repeated his detailed tour of the Lakeshore Commercial District and the neighboring Lakeshore Highlands "residential park" along Trestle Glen; Leslie Flint gave her excellent tour of the Lakeside neighborhood including the special treat of visiting Schilling's Garden's, now owned by the Bechtel family; Barbara Smith gave her fascinating tour of the historic Mountain View Cemetery; and Aaron Gallup and Dean Yabuki gave an informative tour of the Mills College campus.

Many thanks go to the OHA members who prepared these informative tours of some of Oakland's most interesting neighborhoods and sites, as well as preparing written histories to hand out.

Special thanks go to Dean Yabuki for coordinating this year's expanded summer tours program, while also handling the editing and production of the histories and tour maps. Additional thanks go to Bill Sturm for editorial assistance and to Maryanne McGurn for production assistance on the handouts.

The thoroughly researched material handed

Continued on page 14 ►



out on the tours is planned to be reproduced for sale. It is hoped that new tours can be generated and given in the future. Any OHA member interested in helping plan future OHA Neighborhood Walking Tours, please contact Dean Yabuki (415) 893-1278.

● On October 3, Lakeshore Homes Association, in cooperation with OHA, offered a LAKESHORE/TRESTLE GLEN NEIGHBORHOOD WALKING TOUR. An attentive group of Association members explored the history and architecture of their neighborhood in a tour given by Dean Yabuki. Lakeshore Homes is also distributing the extensive history prepared by Dean and Carol Van Steenberg free to its members. This history was also distributed to Crocker Highlands School for classroom instruction. Both the tour and the history were based on the research of the Oakland Cultural Heritage Survey.

On October 16 and 17, Dean repeated this tour twice for students in Tom Wolf's Laney College Oakland history class. Students in the class include Oakland Tours Program guide trainees. Tom's fascinating and highly respected course on the history of Oakland has been instrumental in developing public interest and pride in Oakland's heritage. It is planned to be repeated next spring and is free to the public.

● On September 19, OHA participated in the annual OAKLAND PRESERVATION FAIR sponsored by the Camron-Stanford House Preservation Association. The fair took place at the historic Camron-Stanford House and grounds on the shore of Lake Merritt. OHA had an informational table staffed by OHA members to answer questions about OHA and its activities. There was also an extensive campaign to promote the city landmark designation of the Oakland Floral Depot Building (see front page). Many thanks go to the 75 citizens who wrote to Oakland Planning Commissioners urging designation.

Special thanks go to Barbara and Sam Skelly and Dean Yabuki for organizing the OHA members and directors who staffed the table, and Gary Knecht and Carolyn Douthat for preparing the Oakland Floral Depot campaign materials.

● In conjunction with the Oakland Festival at the Lake, held in October, OHA, East Bay Chapter/American Institute of Architects, architect/developers Storek & Storek, and Alameda County Festival Association sponsored an OAKLAND FACADES COMPETITION to celebrate Oakland's built environment.

The winners in the residential categories were: Best Restoration-- Peter Carlson for his Brooklyn house; Best Alteration-- Shen/Glass, Architects, for a downtown apartment building; Best New Facade-- Swatt and Stein, Architects and Planners, for a house in the Oakland hills; Best Use of Decorative Color-- John Noble for his Brooklyn house; and Best Whimsical Facade-- Dick Fosselman of Flying Colors for an Adams Point house.

In the commercial categories, the winners were: Best Restoration-- Camron-Stanford Restoration Assistance and Mighetto & Youngmeister, Architects, for the Camron-Stanford House, 1418 Lakeside Dr.; Best Alteration-- Jean Hering of Ishimaru Design Group, Inc., for the East Bay Asian Resource Center, 484 9th St.; Best New Facade-- Swatt and Stein, Architects and Planners, for Noble Pies restaurant, 5244 College Ave.; Best Use of Decorative Color-- Peter J. Botto for the Paramount Theater, 2025 Broadway; Best Whimsical Facade-- Ace Architects for Figaro Ice Cream, 5554 College Ave.; and Best Contribution to Street Life-- Storek & Storek, Architects, for the Arlington Hotel restoration, 9th and Washington Streets.

An additional honor for the Best Contribution to Freeway Life was awarded to Renaissance Rialto Theaters, Inc., for the Grand Lake Theater and rooftop sign, 3200 Grand Ave.

The judges for this first Oakland Facade Competition were: Donn Logan, FAIA, president, East Bay Chapter/AIA; Bruce Judd, AIA, an OHA Director; Helaine Kaplan Prentice, Oakland City Planner and co-author of Rehab Right; and Diane Ketcham, architectural critic, Oakland Tribune.

A photographic exhibit of the winning entries was on display at the East Bay Chapter/AIA office during October. ▶



Many thanks go to Jean Baggerman, a new OHA director, for organizing the competition, and to the judges for their participation.

● On October 7, before the FERNWOOD COMMUNITY CLUB biennial dinner at the Oak Knoll Officers Club, OHA director Ed Phillips gave a presentation on the Oakland Cultural Heritage Survey and on a history of the Fernwood neighborhood. More than 200 Fernwood residents attended the dinner while over half that number remained for Ed's program.

● The ARCHITECTURAL COLOR PHOTOGRAPHY WORKSHOP, planned for last September, was cancelled due to a lack of pre-registrations. Photographer Allen Stross has consented to offer the workshop again at some later date. Tentative plans are to reschedule these instructive sessions next spring.

● With this issue of OHA NEWS, Beth Bagwell completes her tenure as editor. Beth has shepherded OHA News through a successful year and now plans to pursue other professional interests.

Assuming the editorship for 1983 is Phil Bellman, a new OHA director. Phil is familiar to OHA News readers as a writer and photographer for preparing the extensive Preservation in Progress insert to the May-June 1982 issue of OHA News.

The OHA board extends its sincere thanks to Beth for the time and energy she devoted as editor during OHA News' second year and its best wishes to Phil for his efforts during 1983.

Phil would like to invite OHA members to participate actively in OHA News. If you ▶

are interested in writing or photography or have any suggestions for future issues, please contact Phil Bellman at (415) 532-5788, evenings and weekends. ■

Father Abeloe Dies

Father William Abeloe, 49, a well-known California historian who led the drive to restore Mission San Jose, died in his sleep on October 9. Father Abeloe, the author of four books on California history and a charter member of OHA, was a native of Oakland and had served as a teacher and pastor in Oakland, El Cerrito, Lafayette, and Fremont. Last year he was assigned full time to be permanent curator for the restoration of the old Spanish Mission San Jose. The restoration drive, which has so far raised more than \$1 million, continues. For information contact the Mission Peak Heritage Foundation, care of St. Joseph's Church, 43148 Mission Blvd., Fremont.

New OHA Members

The officers and board of directors of OHA wish to welcome and thank all those concerned citizens who have shown their interest in Oakland's history and preservation by joining OHA. Between August 8 and October 7, 1982, OHA's new members are as follows:

Pat Augustine, Phil Augustine, Mr./Mrs. John Blaisdell, Edmund A. Clausen, Catherine Croucher, Michael F. Crowe, Aaron Gallup, Eric C. Haag, Miriam D. Hurley, Jan Kaufman, Dick Kolbert, Jessie R. Lee.

Bob/Josie Maynard, Mr./Mrs. John H. Noble, Kathy Olson, Kirk E. Peterson, AIA, Judy Russoniello, Fannie K. Smith, Barbara Smith, Beverly Solo, Jan Strong, and Jill Thiele.

Oakland Heritage Alliance, 5569 Lawton Avenue, Oakland, California 94618

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 will make OHA a more effective organization.

Name _____

New Renewal

Address _____

Change of Address only

City, Zip _____

\$5 Senior/student/limited income (1 vote)

Phone Numbers (H) _____ (W) _____

\$10 Individual (1 vote)

I would like to serve on the following committee(s): Preservation Action Programs

\$15 Family (2 votes)

OHA News Publicity Landmark Nominations Landmark Assistance

\$25 Organization (1 vote)

Membership Summer Tours Development, Fund Raising other

\$100 Sponsor (1 vote)

\$ _____ Additional contribution



Survey Enters Fourth Year

Oakland's Cultural Heritage Survey, in its fourth year of work, is continuing the process of describing, researching and photographing Oakland's buildings and other resources. This year the survey staff and volunteers will complete the documentation of the Central District, examining some 600 properties. For the most notable historic, architectural, or cultural features, they will fill out State Historic Resource Inventory forms. This year's survey includes the Waterfront, site of the beginnings of Oakland and home of the produce Market, as well as the Lakeside area, which contains the remnants of the Schilling Gardens Estate along with twentieth century development such as the Oakland Auditorium.

With continued funding from the State Office of Historic Preservation, the Survey is a project of Oakland's City Planning Department. This year OHA and the Landmarks Preservation Advisory Board are local sponsors.

Volunteers, especially researchers, are always needed. For more information, please call the Survey office at 835-4620 or leave a message at 273-3941.

--Laura Lee Niebling
Survey Coordinator

Ed. Note: For a list of properties for which state forms have been prepared in previous survey years, call the numbers shown above.

Oakland History Notes

The MacDonough Theater on the southeast corner of Broadway and 14th Streets was Oakland's first major theater. Opening in 1892, MacDonough's offered the finest of theatrical performances to the "carriage-trade". Ending its days as a movie house, the building was razed in 1956 for the present First Interstate Bank building.

Postcard courtesy of Oakland Public Library



Oakland Heritage Alliance
5569 Lawton Avenue
Oakland, California 94618

Non-profit organization
U.S. POSTAGE
PAID
Oakland, California
Permit No. 31

Address Correction Requested

DATED MATERIAL — PLEASE
DO NOT DELAY DELIVERY