

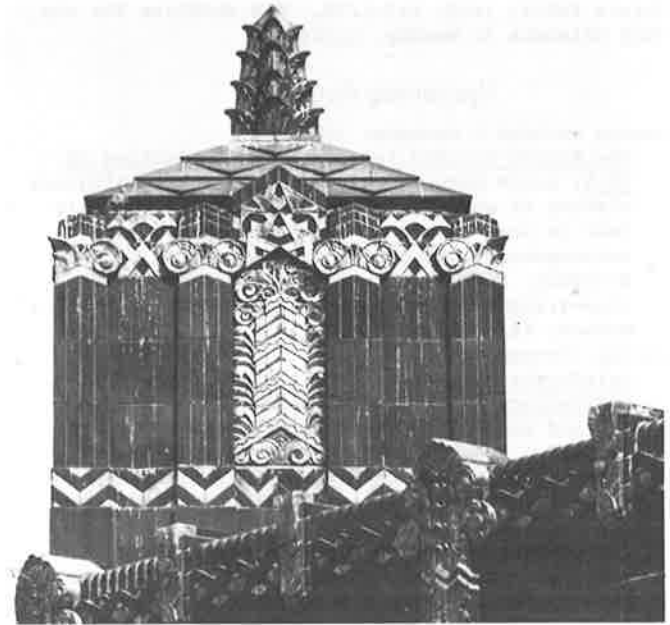
Oakland Art Deco

Paris in the 1920's -- Oakland in the 1980's. Anything in common? The answer is yes, a wonderful collection of Art Deco buildings in Oakland of local and national significance.

These buildings are part of a legacy of a style movement which swept the country in the late 20's and early 30's and flourished until the outbreak of World War II. The movement was primarily French in origin and takes its name (depending on your source) from the 1925 Paris Exposition (L'Exposition des Arts Decoratifs et Industriels Modernes) or the Society of Artist Decorators (La Societe des Artistes Decorateurs, known as the Art Decos). In any case, the Exposition was the culmination of planning that had begun in the years prior to World War I.

After being postponed by the war and then the post-war recovery, the Exposition opened to great international attention in April 1925. Most western European countries (except the defeated Germany) and Russia, Japan and Poland were represented. Until that time the movement had been concerned primarily with the decorative arts: clothing, textiles, objets d'art, china, crystal, furniture, flatware, bookbindings, etc. The Exposition's five main groups and 37 categories covered these areas but also included architecture. This provided many of the leading architects and designers with the opportunity to design architectural settings and entire buildings for the display of these decorative goods.

America was excluded from the exposition by the Exposition Committee because they judged that American designers and their designs were not "modern", as defined by the Exposition rules. This was further



Oakland Floral Depot Building, Telegraph Avenue & 19th St., Albert J. Evers, 1931. Special double-fired architectural terracotta used in a striking blue and silver color combination.

reinforced by President Hoover's observation that there was no modern art in America, which was not far from the truth. American designers were producing anemic copies of Renaissance, Baroque, Spanish, and Colonial Revival prototypes. The Exposition, when reported in the journals and circulated through the country in museum shows and department store settings, cleared the air. American designers, including architects, adopted the style with born-again optimism.

The result in this country and Oakland is a rapidly vanishing wealth of structures which cover a wide range of building types: high- and low-rise

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OHA Calendar

The OHA Calendar lists events, activities, and meetings related to history and preservation that may be of interest to OHA members. OHA News is looking for a volunteer to prepare the OHA Calendar. If you are interested or if you have items for listing, please contact Dean Yabuki, 842 Grosvenor Place, Oakland, California 94610, (415) 893-1278. The deadline for the May-July Calendar is Monday, April 4.

Upcoming Activities

Continuing through 1 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, SatSun Noon-4:30pm. Contact Lowie Museum, 642-3681.

Continuing through Fri 28 January

California College of Arts & Crafts 75th Anniversary Exhibits. 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, 273-3222.

Continuing through Mon 31 Jan

1915 Panama-Pacific Exposition Memorabilia Exhibit. 3rd floor exhibit area, San Francisco Main Library, Larkin & McAllister Sts., San Francisco. Contact S.F. Public Library, 558-3191

Continuing through Sun 20 Feb

Henry Snow and the Snow Museum. Exhibit on the life and work of natural historian Henry Snow and his museum, the predecessor of the Oakland Museum's natural sciences department. Oakland Museum, 1000 Oak St., Oakland. Free. Contact Oakland Museum, 834-2413.

Continuing through Sun 3 April

Camera Craft: Commercial Photography of the Sacramento Valley, 1900-1945. Oakland Museum, 1000 Oak St., Oakland. Free. Contact Oakland Museum, 834-2413.

Every Sunday 12:30-2:30pm

Pacific Heights Walking Tour. Heritage Walks. Meet at the Haas-Lilienthal House, 2007 Franklin St., San Francisco. \$2/Heritage member, \$3/general public. Contact Heritage, 441-3046.

Every Thursday noon-12:45pm

Heritage Lunchtime Walking Tours in Downtown San Francisco. Each tour is \$1/person. Contact Heritage, 441-3046.

*Jackson Square Historic District Tour. Meet at the corner of Montgomery and Washington Sts. by the Transamerica Pyramid, San Francisco.

*Banking Temples Tour Meet at the corner of Clay and Montgomery Sts. by the Transamerica Pyramid, San Francisco.

*Splendid Survivors Tour. Meet in front of the Hallidie Building, 130 Sutter St., San Francisco.

During February

Blacks in Early Oakland: 1850-1910. Oakland Public Library exhibit in conjunction with Black

History Month. Oakland Public Library, 125 14th St. at Oak St., Oakland. Free. Contact Oakland, History Room, 273-3222.

During February

Past and Present in the Works of Modern California Architects. Berkeley Architectural Heritage Association lecture series. TBA. Contact BAHA, 845-6591 weekday afternoons.

Tuesdays 1 Feb - 5 Apr 7:30-9:30pm

Historic Architecture of the East Bay. Mark Wilson, Author. Vista College Community Education class. University Christian Church, 2401 LeConte at Scenic, Berkeley. \$30. Registration at first class meeting. Contact Vista College, 540-8133.

Wednesdays 2 Feb - 27 Apr 1:00-4:00pm

Megalopolis By the Bay: Bay Area Regional History, 1906-Present. Chuck Wollenberg, Historian. Vista College short course. Lecture Hall, Oakland Museum, 1000 Oak St., Oakland. Free. Registration at first class meeting. Contact Vista College, 841-8431.

Thursdays 3 Feb - June 12:30-2:30pm

Oakland History. Tom Wolf, Oakland Historian. Laney College semester class. Lakeview Branch Library, 550 El Embarcadero at Lakeshore Ave., Oakland. Free. Registration at first class meeting. Contact Laney College, 834-5740.

Sun 6 Feb 3:30pm

Victorian Church Architecture in America. John Burrows, Architectural Historian/Ecclesiologist. Victorian Society of America/Northern California Chapter. St. James Episcopal Church, 12th Ave. & Foothill Blvd., Oakland. \$3.50. Off street parking available.

Mon 7 Feb through March 20

Be a Sport. A look at Oakland's rich tradition of amateur sports. The Storefront Museum, 9th & Washington Sts., Oakland. Hours: M-F, 11am-4pm. Contact The Oakland Museum, 273-3401.

Tues 8 Feb 7:30pm

Albert Pissis and the Flood Building. Bill Kostura, Historian. Heritage Monthly Program. Haas-Lilienthal House ballroom, 2007 Franklin St., San Francisco. \$2/Heritage member, \$3/general public. Contact Heritage, 441-3000.

Sun 13 Feb 1:30-3:30pm

Uptown Oakland Art Deco Terra Cotta Walking Tour. Dean Yabuki, Architectural Programmer. Uptown Friends and Friends of Terra Cotta. Meet in front of the Mary Bowles Building, 1718 Telegraph Ave., Oakland. \$2/UF, FOTC, or OHA member, \$3.50/general public. Contact Dean Yabuki, 893-1278. In case of rain, the tour will be cancelled.

Wed 16 Feb 7:30pm

Oakland Art Deco. Michael F. Crowe, Architectural Historian. OHA and Art Deco Society of California. OHA Evening Program. East Bay Chapter/American Institute of Architects Office, 315 14th Street, Oakland. \$2/OHA member, \$3/general public. Contact Ed Phillips, OHA Program Chair, 465-9829.

Sat 26 Feb 9am-4pm & Sun 27 Feb 11am-4pm

Oakland Museum 1983 Benefit White Elephant Sale. 1960 Embarcadero, Oakland. Free. Contact 653-0377.

During March

Historic Postcards of Oakland. An exhibit from a private collection. 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, 273-3222.

Tues 8 Mar 7:30pm

San Francisco Stick: The True Bay Region Style? Ward Hill, former Heritage staff member. Heritage Monthly Program. Haas-Lilienthal House ballroom, 2007 Franklin St., San Francisco. \$2/Heritage member, \$3/general public. Contact Heritage, 441-3000.

Sat 12 Mar 9:30am-5:00pm

In The Vernacular Symposium. Golden Gate National Recreation Area, National Park Service. TBA. Contact Karana Hattersley-Drayton, National Park Service, Fort Mason, San Francisco 94123.

Sun 13 Mar 1:30-3:30pm

Uptown Oakland Art Deco Terra Cotta Walking Tour. Dean Yabuki, Architectural Programmer. Uptown Friends and Friends of Terra Cotta. Meet in front of the Mary Bowles Building, 1718 Telegraph Ave., Oakland. \$2/UF, FOTC, or OHA member, \$3.50/general public. Contact Dean Yabuki, 893-1278. In case of rain, the tour will be cancelled.

Mid-April

Berkeley Historical Society Annual Dinner and Program. TBA. Contact Betty Marvin, 845-6591 weekday afternoons.

Thurs Fri 14-15 Apr Noon-7pm & Sat Sun 16-17 Apr 10am-4pm

Oakland Public Library Association Book Sale. Historic Firehouse, 14th & Grove Sts., Oakland. Free. Quality book donations needed. Contact Cityline, 444-2489. Special OPLA members presale, Wednesday night, Apr 13, 4-7pm.

Sat 23 9am-9pm & Sun 24 Apr 9am-4pm

Coastal and Village Rural Architecture in 19th Century West Marin. C. Malcolm Watkins and Joan Pearson Watkins, Curators. UC Extension Course. Tomales, Marin County. \$100/person, includes 2 lunches, dinner, and bus tour. Pre-registration required. Contact UC Extension Art History, 642-8840.

Fri 29 Apr 8:00am-5:00pm

2nd Anniversary Bus Tour to the Gladding McBean & Co. Terra Cotta Plant, Lincoln, California. Friends of Terra Cotta. Pick-up points in San Francisco (Calif. Historical Society, 2090 Jackson St.) and Oakland (Rockridge BART Station). Pre-registration required by 4/25; lunch not included. \$15/person (by 4/20), \$20/person (thereafter). Contact FOTC, P.O. Box 421393, Main Post Office, San Francisco 94142 or George Johnson, 567-1848 (days).

Sat 30 Apr - Sun 1 May 10am-5pm

Berkeley Architectural Heritage Association Benefit Garage Sale. Corner of University & Milvia, Berkeley. Donation of goods gladly accepted. Contact BAHA, 845-6591 weekday afternoons.

Thurs 5 May - Sun 8 May

1983 California Historic Preservation Conference. Theme: Preservation Is Working For

America. Chapman College, Orange County.

Contact Orange County Historical Commission (714) 834-5560.

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 Weds. mornings. Contact Trish Freitas, Oakland Tours, 273-3234.

Camron-Stanford House. Free tours are offered

Wednesdays 11am-4pm and Sundays 1-4pm. 1418 Lakeside Drive at 14th Street, Oakland, 836-1976.

Paramount Theatre. Tours are offered the 1st & 3rd

Saturday of the month, 10am. 2025 Broadway at 21st Street, Oakland. \$1.00. Meet promptly at the box office entrance on 21st Street, 893-2300.

Dunsmuir House. Regularly scheduled house tours will recommence Easter Sunday, 3 April. 2960 Peralta Oaks Court, Oakland. \$2.00. 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. 273-3941.

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

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

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

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

New OHA Members

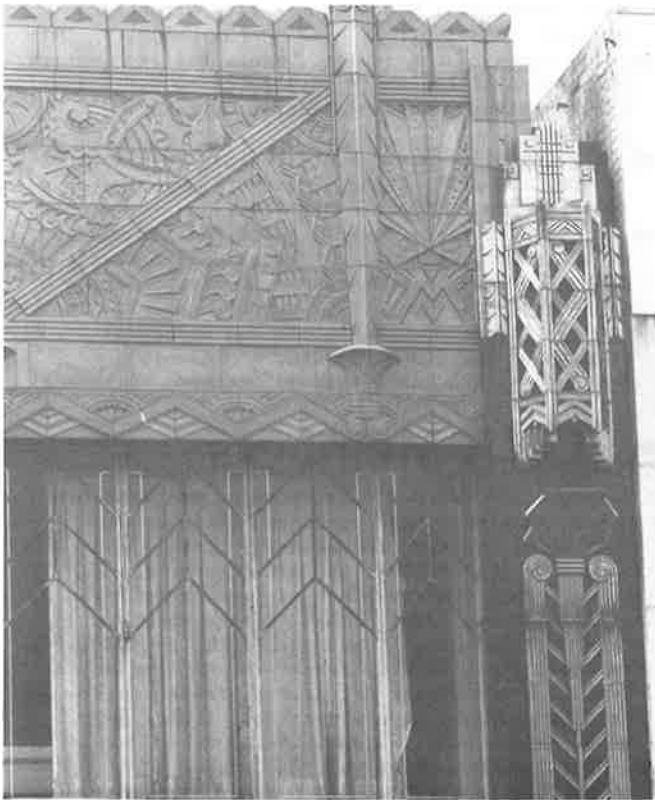
The Officers and Board of Directors of OHA wish to welcome and thank all those concerned citizens who have shown their interest in Oakland's history and preservation by joining OHA. Between October 8 and December 31, 1982, OHA's new members are as follows:

Bonnie L. Bamberg, James Barber, Marcia Bowen, Mr/Mrs John T. Chambers, Alfred/Eunice Childs, Sarah Everett, Vesta Fisk, Phyllis Frankfort, William D. Gall, Gensler & Associates Architects, Irvin Hamilton, Jr., James M. Hamrick, Dennis Harrison, Ernest Help, Anne Hines, Hansom Hom, Ishimaru Design Group/Jean Hering, Kati Johnson, Diane Kerrick, Edward Kleppinger, Judy Lamson, John MacDiarmid, Robert J. McBride, Larry McDonald, Cyanne McElhinney, Chris/Katie McLane, Greta/Frederick Mitchell, Moira Nichols, Peter Niles, D. Richard Norris, James Novoser, The Pardee Home Foundation, Elita M. Park, D. Max Perry, W.L. Ransom, Wolfgang H. Rosenberg, Betty Schwartz, Jane Spangler, Suzanne Tipler, and Kristi Wessenberg.

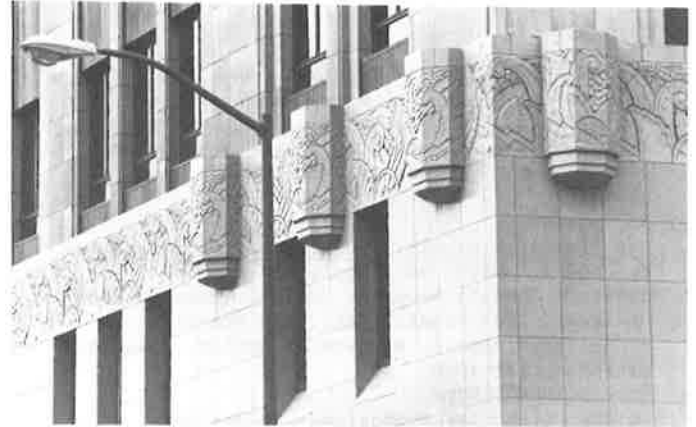
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commercial, theaters, churches, schools, residences, apartments and industrial buildings. It is sometimes called the "Skyscraper Style" with Rockefeller Center and the Chrysler Building in New York as the prime examples. But even more importantly, it should be thought of as an apartment style which signaled the new respectability of apartment living.

New building materials such as aluminum and decorative material such as monel metal were often used in conjunction with bronze, copper, polished stainless steel, etc. for rich effects. Terra cotta, with its ability to make color a permanent part of a building and its plastic quality to be formed into the required stylized decorative details, was especially popular. The night-lighting of buildings, including the use of neon, also enjoyed a surge of popularity. In some instances



Mary A. Bowles Building, 1721 Broadway/1718 Telegraph Ave., Douglas D. Stone, 1931. Classic Art Deco elements: zig-zags, exotic coloring, Egyptian Revival details, built-in light fixtures.



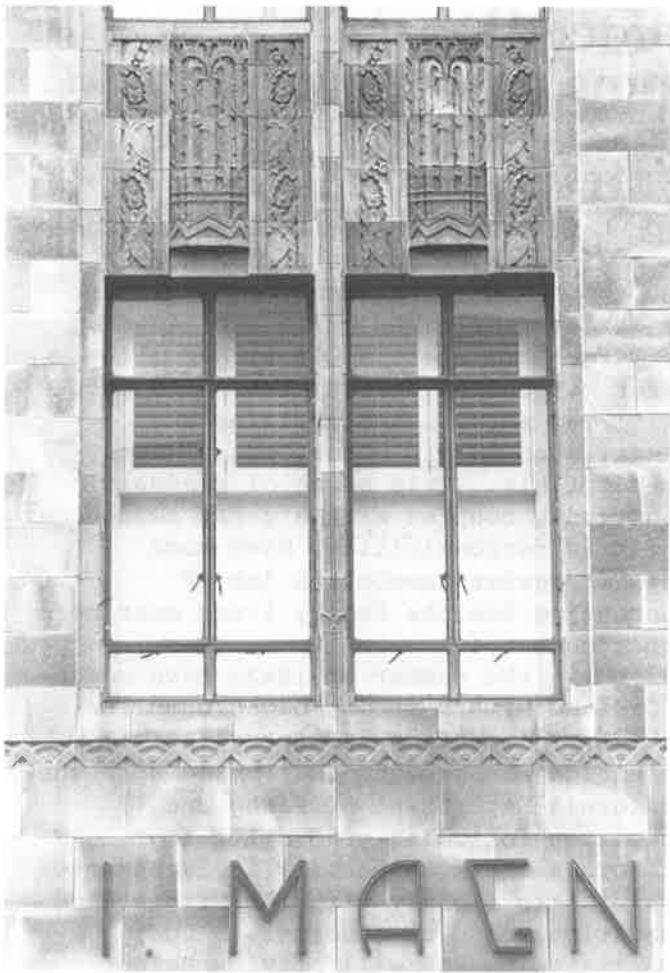
John Breuner Co. Building, Broadway & 22nd St., Albert F. Roller, 1931. The stylized floral motif is taken from the 1925 Paris Exposition. The light pods were used for night lighting which was becoming quite popular.

the lighting fixtures were an integral part of the building's design.

Virtually all of the important design elements or details which characterized the Art Deco style can be found in Oakland. Zigzags, sunrises, fountains, animals, flowers and various exotica in shapes and forms can be referenced from the numerous buildings which still remain in the city. This rich resource of buildings, however, is under constant threat, currently exemplified by the potential demolition of the Oakland Floral Depot.

The awareness and appreciation of the style is a fairly recent phenomenon. The Art Deco Society of California was formed this past October. The recent packed-house lecture at the Owl Gallery in San Francisco on the French designer Erte and the gallery exhibition of his work show not only the enduring talent of the 90-year-old designer, but also the growing public appreciation of his work. There are at least a half dozen shops in the Bay Area that specialize in artifacts or clothing from the period.

As previously noted, the Art Deco buildings of Oakland are significant. The obvious ones that come to mind are the Paramount Theatre (2025 Broadway) and the I. Magnin & Co. building (Broadway & 20th



I. Magnin & Co. Building, Broadway & 20th St., Weeks & Day, 1931. The aquamarine terra cotta and the zigzag and fountain designs in the window spandrels are typical Art Deco qualities.

St.). Both of these buildings have the classic qualities which exemplify the style: the Paramount with its splendid interior and facade inspired by one of the entrance gates to the 1925 Exposition; I. Magnin with its zigzags and stylized fountains in the window spandrels and rich aquamarine terra cotta cladding. But there are other buildings such as the Bank of Oakland (360 14th Street) with its stylized eagles or the Roselyn Dress Shop (333 14th Street) with its pale green terra cotta which are also important examples of the style. The Bellevue-Staten Apartments (492 Staten

Ave.) are well known for their Art Deco look although the entrance is exuberant Spanish Colonial Revival. Equally interesting are the apartments at 415 Bellevue with the clever use of decorative ceramic tile around the entry.

In addition to originally designed buildings, there are others that were Art Deco-ized or had Art Deco alterations. The Fox Oakland Theater (Telegraph Ave. & 19th St.) is just such an example. The marquee and entrance remodeling were done in the mid-30's by Alex A. Cantin, an associate of Miller and Pflueger, the firm responsible for the design of the Paramount Theatre. Cantin made similar alteration to other Bay Area theaters most notably the Alhambra and Castro Theaters in San Francisco. Some Victorian structures were subjected to this treatment in the belief that a "modern" exterior would make a shop, commercial building or apartment a more attractive economic commodity in a response to an ever deepening depression.

Perhaps it was the originality of the ornament and the often implied use of rich materials that made the style a continuing source of inspiration for designers during the period. Its associations with the skyscrapers of New York or sometime Mayan details gave it an American stamp which enhanced its already "modern" associations. ▶



Roselyn Dress Shop Building, 14th & Harrison Sts., C.W. McCall, 1931. The terra cotta is pale green. The panels above the windows appear almost as curtains raised on the fashion show inside.



Bank of Oakland Building, 360 14th St., John Stoll & F. Reimers, 1928. The stylized eagles and the s'graffito panels were acclaimed for their "modern" inspiration.

The full history of Art Deco architecture in Oakland and the country is yet to be fully explored and documented. Oakland's rich heritage can make a contribution to this history but only if public awareness grows to help the community understand that Art Deco has a value of importance equal to Oakland's wonderful Victorian heritage.

The February monthly program of the **Oakland Heritage Alliance**, to be held in conjunction with monthly meeting of the Art Deco Society of California, will provide just such a forum (see program flyer insert). All of the ideas, buildings, motifs, and history so far discussed and presented will be further illustrated and expanded upon at this slide lecture. 'Til that time, polish your tap shoes, get out your Glenn Miller albums, and gear up for a new look at Oakland's Art Deco heritage! ■

--Michael F. Crowe
Architectural Historian



Pardee House: Home to Museum

"The Pardees have always been comfortable with continuity."

For Dave Casebolt, Bay Area native and new administrator of the Pardee Home Foundation, this statement best sums up the Pardee family who built and lived in the large Italianate villa at 672 11th Street (at Castro Street) from 1868 until 1981. The phrase also explains why change, when it did occur, was almost imperceptible. This sense of gradual adjustment, coupled with a great awareness of family responsibility, have made somewhat easier Casebolt's job of documenting how the family lived over more than a century.

Hired in the summer of 1982, Dave comes to Oakland with a strong background in parks administration and interpretive collection management. He worked with the California Department of Parks and Recreation following graduation from California State University at Sacramento.

Dave works closely with the Pardee Home Foundation board of trustees, a body established by the will of Miss Helen Pardee, who died in November 1981. The board is comprised of Pardee family members and friends for whom the substantial home in West Oakland has long held special meaning. Together, Dave and the board are working out both short- and long-term plans for the restoration and development of the Pardee Home as a publicly-accessible historic house museum.

Oakland-watchers have recently noticed a handsome new coat of paint on the home. This is merely the first and most visible of the many tasks being undertaken. Reference to numerous historic photographs of the house over the years and careful analysis of the paint layers found on different areas of the building's exterior pointed to the four colors chosen. The body and major architectural trim on the house are a warm cream and shades of light gold, while the window sash is a deep



Dave Casebolt, new administrator of the Pardee Home Foundation, will direct the restoration of the Pardee House and the cataloguing of its historical contents.

Italian red. The front door may be temporarily black until such time as the budget allows restoration of a hand-grained finish that appears to have been original.

From a modern teakwood desk (in appropriate contrast to the Victorian furnishings that fill the home); Dave directs workmen in exterior structural repair and expects to move to necessary interior work later this winter. Because the house was always occupied by responsible family members, it has deteriorated little, but some maintenance is currently needed.

A thorough perusal of the extensive archival collection is one of Dave's major tasks now. He has found 19th-century purchase receipts for furnishings and household alterations an invaluable source for documenting decisions that must be made concerning structural restoration and an interior furnishings plan.

Noting his guiding principle for the project, Casebolt states that "Quality being so important, we must move slowly and cautiously." The mass of materials to be catalogued, in addition to physical restoration, combine to prevent the public opening of the property for as much as five years, although a speedier opening is hoped for.

It is expected that the Pardee Home, when open, will complement related Oakland sites. Its story is unique and thus different from those of the Camron-Stanford House, Dunsmuir House, or the Oakland Museum's History Gallery. Casebolt believes that the Pardee story presents an unparalleled opportunity to show the "real life of real people" who lived in Oakland and had a significant impact on Sacramento, California, the nation, and the world.

As governor of California during the 1906 earthquake and fire (the period of restoration now seen in the recently restored State Capitol building), George Pardee reached out in a variety of humanitarian causes - prison issues, civil ►



A treasure of national significance, the Pardee House was the home of three generations of Pardees between 1868 & 1981. Located at 11th & Castro Sts., the house is undergoing restoration work and will eventually be opened to the public.



service reform, and water systems - with profound effect, both in his own time and now.

Casebolt has been impressed by the number of pedestrians who pause on their way downtown to express an interest in the project and to note their appreciation for its preservation as a symbol of the neighborhood. The sense of place provided by this landmark is seen in comments that "our community is evidenced in this house."

The Pardee Home board and administrator welcome the Preservation Park project around them, calling it an "outstanding idea" and agreeing that it will give an appropriate background to the house. Nonetheless, the Pardee Home is private with clearly marked boundaries separating its surrounding garden from the City's three-block development. All believe that a cooperative plan can be created to preserve this century-old private dwelling as Oakland's special treasure, linking the city to state and national history. ■

--Melinda Young Frye

Briefing...

The "Briefing" column summarizes recent developments monitored by the OHA Preservation Action Committee, which meets the third Monday of each month. The Committee needs help in responding to these developments effectively. If you are interested in assisting the Committee please call Gary Knecht, OHA Vice President for Preservation Action, at 865-6382.

VICTORIAN ROW BUILDINGS DEMOLISHED

● In November, the two buildings at 469 & 485 10th Street were demolished by Storek & Storek, developers of the Old Oakland/Victorian Row project, after a 120-day postponement had expired for issuance of a demolition permit for 469 10th Street. The postponement had been imposed because the buildings are in the city's S-7 Preservation Zone. The Storeks

plan to use the site as a temporary parking lot and eventually as an entry plaza to Victorian Row. OHA and others had supported retention of the buildings (see September-October and November-December 1982 OHA News).

UPTOWN SHOPPING CENTER UPDATE

● OHA is continuing efforts to preserve the Oakland Floral Depot, Newberry, and Kushin Buildings, located on Telegraph Avenue and Broadway above 19th Street. Carter Hawley Hale Stores, Inc., owner of the buildings and of the adjacent Emporium-Capwell department store, is considering demolishing the three structures for a new regional shopping center (see November-December 1982 OHA News). In November, OHA nominated the Floral Depot Building for inclusion in the National Register of Historic Places. The nomination is scheduled for consideration in February by the State Historic Resources Commission, whose action will be the primary determinant of whether the building will be added to the Register. Although the building's inclusion in the Register will not provide any additional protection for the structure from the shopping center proposal (unless Carter Hawley Hale seeks federal funds for the development), inclusion may help convince Carter Hawley Hale and its local supporters of the building's importance and bolster arguments for its retention. It is still critical that letters be sent to Mayor Wilson, Carter Hawley Hale and the Oakland Tribune urging preservation of the Floral Depot, Newberry and Kushin buildings (see page 6 of November-December 1982 OHA News for specific instructions).

REMODELING PROPOSED FOR OLD ROOS BROTHERS STORE

● If an architect's rendering now hanging in a second floor window is any indication, the old Roos Brothers store at the northeast corner of Broadway and 15th Street may soon undergo a major remodeling as part of its conversion to office use. This very handsome 4-story structure is basically Chicago Style with



An architect's rendering indicates that an insensitive remodeling is being planned for the old Roos Brothers Store (north-east corner of Broadway & 15th St.)

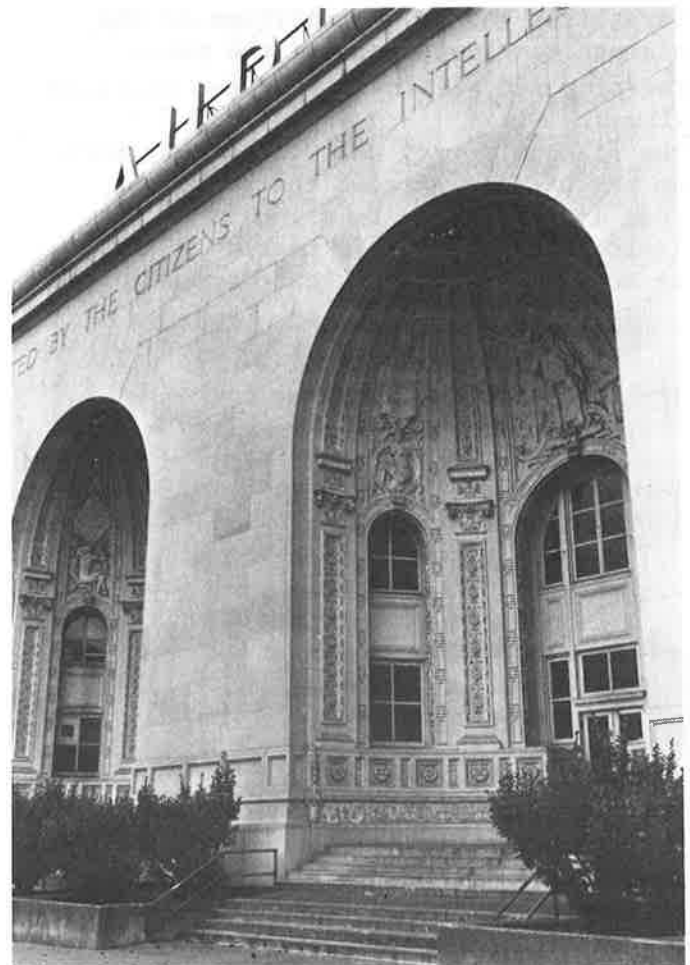
characteristic large 3-part windows. However, it also has Gothic ornamentation and is clad in richly mottled brown-pink terra cotta. It was built in 1923 by the Roos Brothers, with its most recent major tenant, West Coast Furniture, having moved out several months ago. The building's Gothic ornamentation complements that of the Cathedral Building across Broadway and is characteristic of the work of architect William Knowles, who used Gothic motifs in his two most monumental Oakland projects, the Elks Club and Athens Club (now both demolished). The ground floor is unusually intact, retaining the original recessed main entry.

The rendering shows the ground floor to be totally remodeled with curious-looking bay windows replacing the center sections of the 3-part windows on the upper floors. The facade treatment is shown to be extended to include the Hartfield Building next door on Broadway so that the two buildings will look like a single structure.

The owner-developer, John Toothman, recently completed a total remodeling of an old industrial structure at the southeast corner of 4th and Franklin Streets in the Produce Market, replacing that building's unusual embossed metal siding with wood.

OAKLAND AUDITORIUM REHABILITATION BEGINS

● On December 31, the Oakland Auditorium temporarily closed so that work can begin on an extensive rehabilitation project involving among other things major repairs to the roof and to the arena floor. The exterior will remain essentially unchanged, except for wheelchair ramps to be added along the east and west elevations. The architecturally important interior spaces, most notably the theatre, will also be virtually unchanged except possibly for new paint colors. The project is designed by the Ratcliff Architects, who also designed the Hotel Oakland restoration. ▶



The Oakland Auditorium is undergoing extensive rehabilitation. It is noted for its terra cotta ornamentation (pictured above) and its handsome theater.

● DECISION ON HIGHLAND HOSPITAL PARKING POSTPONED

Late in 1981, Alameda County proposed additional parking at Highland Hospital, based on a 1975 study which identified six design alternatives (see October-December 1981 OHA News). The hospital, designed in phases by county architect Henry Meyers in the 1920's, is on a large triangular site bounded by 14th Avenue, Vallecito Place, and East 31st Street. The complex is a Spanish Baroque extravaganza, dominated by the twin-towered administration building on top of a hill overlooking the intersection of 14th Avenue and Vallecito Place and approached by an elaborate series of stairs and terraces. Three of the six parking alternatives involved demolition of the administration building and the other three proposed elimination of the terraced stairway.

The Alameda County Board of Supervisors does not want to approve the parking unless it has community support. A neighborhood meeting was therefore held last November at which strong opposition



The magnificent facade of the original Highland Hospital administration building is threatened by plans to expand parking facilities.

was expressed to the six alternatives based both on the damage they would have on the complex's architectural integrity and on potentially increased traffic. OHA had suggested that if more parking was needed, additional levels could be added to one of the existing lots. The County is now developing additional alternatives, which when completed will be presented at another community meeting.



● NEW FRONT FENCE AND PARKING AREA INSTALLED AT CAMRON-STANFORD HOUSE

The long-range improvement program for the grounds of the Camron-Stanford House at the northeast corner of Lakeside Drive and 14th Street has completed another phase with the installation of an elaborate Victorian-style iron fence mounted on top of a low wall along the front property line and installation of a paved parking area on the north side, replacing the former dirt parking area. The front fence and wall is based on the original treatment shown in old photographs. ■

Oakland Landmarks Board Actions

At its November and December meetings, the Oakland Landmarks Preservation Advisory Board took the following actions:

NOVEMBER

Heard presentation by Dennis Owens of Storek & Storek on conditional use permit for temporary parking lot on sites of demolished buildings in Victorian Row, 469-485 10th Street (see Briefing); asked Owens to return with improved plans, a time limit for the parking lot, and assurance that lot will eventually be converted to a plaza. Recommended approval of Planned Unit Development proposal for Preservation Park. At OHA's request, added approximately 130 properties to Preservation Study List (which may delay a demolition permit for up to 60 days), consisting of all properties rated "A" and "B" during 1980-82 phases of Oakland Cultural Heritage Survey (see November-December OHA News); OHA had also requested "C" properties that received State Historic Resources Inventory Forms; however Board deferred consideration of "C's" until later date. Ordered preparation of landmark designation resolution for Hume-Wilcutt House at 918 18th Street, a 2 1/2 story towered Queen Anne built in 1890. Heard presentation by Pastor Lester Hughes expressing concern over future of Clawson



The Oakland Landmarks Board has requested that the Hume-Wilcutt House (918-18th St.) be designated a city landmark.

School at 3315 Magnolia Street; discussed possible landmark designation for the school. Received letter from City Architect responding to Board's concern that new street lights in Victorian Row be of a more Victorian character than those proposed; the letter reiterated the original proposal as the best choice. Added Highland Hospital Administration Building to preservation study list at request of OHA and Brooklyn Neighborhood Preservation Association.

DECEMBER

Received revised plans presented by Storek & Storek for temporary parking lot at 469-485 10th Street; recommended approval of conditional use permit (Patillo opposed). Were advised of School District request that any action on landmark designation for Clawson School be deferred for further study by the District. Approved landmark designation resolution for Hume-Wilcutt House (approval by City Planning Commission and City Council still required). Delayed action until January on landmark designation resolution for Broadway Building (originally First National Bank of Oakland Building) at 1401-19 Broadway at owner's request; designation had been proposed by City Planning staff. Were advised by staff that approximately 130 properties approved at November meeting for addition to Preservation Study List will not be added until volunteers for assisting notification of property owners become available. Ordered preparation of landmark designation resolutions for Cathedral Building, 1601-15 Broadway; Delger Block, 901-33 Broadway; and Overland House, 101-7 Broadway. Changed notification policy at request of Warren Issacs, Central Business Association, to notify property owners of Board's proposals to order preparation of landmark designation resolutions. Approved supporting proposed National Register listing of Oakland Floral Depot Building (see Briefing). Discussed disbandment of Fremont's Historic Architectural Review Board. ■

Oakland History Room: The City's Memory

In 1894, the Oakland City Directory contained the following statement concerning the city's library:

"Provision has been made for filing and indexing for reference all pamphlets, leaflets and printed papers of local interest, and such programs of public occasions and other documents and contributions to current history of the city of Oakland as may be of use in forming the basis of a local history collection..."

So began the loan collection which today is known as the Oakland History Room. Originally called the California Room, the Room began life as a distinct section of the library when the present main library was opened in 1951 at 14th and Oak Streets. Although the resources of the Room cover the history of California, the focus and the uniqueness of the collection reside in its concentration upon the history and development of the city of Oakland.

The Room contains collections of books, magazines, pamphlets, newspaper clippings, photographs, postcards, programs, trade catalogs - in short, anything of a printed nature which would tell about the life and times of the city's people. A 1904 program from Ye Liberty Theater, the menu from the 1912 Hotel Oakland opening, the "Flatlands" newspaper from the 1960's, a postcard view of the Key Route Inn - all reveal something about the way Oaklanders lived, felt and saw their daily lives.

For those interested in genealogy, the Room contains the Oakland City Directories, 1869-1943, the Alameda County Voting registers, 1867-1894, and many county and city histories covering names of thousands of people. For those seeking the histories of particular houses and other buildings, the City Block Books, 1877-1925, provide a unique record of property ownership. The Sanborn Insurance Maps, showing structures in block areas, yield a vivid record of building activity



View northwest from 13th & Broadway, c.1908: Oakland's fourth City Hall (with clock tower) and first public library (left of City Hall).

--Photo from the Oakland History Room

from 1882-1925. Much additional information on people, places, and buildings can be gleaned from the Room's extensive newspaper clipping file, extending back to 1920, and the "Oakland Tribune" yearbooks, colorful volumes covering the city's activities from 1911-1949.

The picture collection in the Room covers all subjects of the city's life from 1865 to the present. Street scenes, buildings, horse cars, ferryboats,



saloons, markets, theaters - the myriad times of Oakland are vividly reflected through the lens of the camera. An extensive postcard collection supplements the photography file, depicting in color varied scenes from the city's past - the Hotel Oakland, streetcars, Idora Park. Many picture albums, published from 1878 through the 1920's, provide additional graphic coverage of earlier years.

An assemblage of programs covers a wide spectrum of various events - music, dance, art, theater, sports, garden shows, circuses. From a baseball game in 1872, to a rock concert at the Oakland Auditorium, the city's cultural activities are fully reflected in this unique file.

A special Jack London collection highlights the literary endeavors of one of Oakland's most celebrated writers. First editions and many editions inscribed by the author are included in a complete assemblage of London's published work. A London research file includes letters, photographs, pamphlets, newspaper and magazine articles concerning the author. Also included in the Room's literature holdings are letters and works by Ina Coolbrith, Joaquin Miller and other local writers.

Current indexing of local newspapers and magazines keeps track of recent developments in the city. Future historians will have a detailed record of today's happenings in Oakland.

The Oakland History Room is a unique and vital resource. Use it. Support it. It is, in a sense, the memory of the city. ■

--William Sturm

Librarian, Oakland History Room

Ed. note: The Oakland History Room is the primary research facility for the Oakland Cultural Heritage Survey (see following article). Survey volunteers are trained in using many of the OHR's resources. The OHR is located on the second floor of the Oakland Main Library Building, 14th & Oak Sts. It is open TuTh noon-8:30pm, WF 10am-5:30pm. For information, call 273-3222.

New Coordinator for Survey

Last November, Gary Knecht was hired by the Oakland City Planning Department to replace Laura (Pan) Niebling as coordinator of the Oakland Cultural Heritage Survey. An architectural designer, an administrator, and a small-businessman, Knecht has been actively involved in the preservation field for the past eight years. He is currently an OHA director, acting president of Friends of Terra Cotta, Inc., and a member of the Alameda Historical Advisory Commission. From 1978 to 1980 he worked on a similar survey of architectural and historical resources in the city of Alameda. A native San Franciscan, Knecht has lived in the East Bay for the past 18 years. He holds a masters degree in architecture from the University of California, Berkeley.

Niebling, who has been with the Survey since its inception as volunteer, assistant coordinator, and finally as coordinator, recently resigned to pursue other professional interests.

Much of the work of the survey is done by volunteers whose excellent research work has made the Oakland Survey an example to other surveys throughout the State. If old records, maps and newspapers are of interest to you; if you like detective work; if Oakland's built environment fascinates you; and if you would like to help preserve Oakland's best, consider becoming a Survey volunteer. If you can give as little as 2 hours per week, if you are conscientious and can write, type, file or do historical research, the Survey needs your help! For more information, contact Gary Knecht at 273-3941.

The Survey office is located in room 622 of City Hall (1421 Washington St.); hours 8:30am-12:30pm, Monday-Friday. The office was moved to City Hall in November after 18 months at the Camron-Stanford House in an effort to cut costs. The impressive results of the first 2 years of the Survey can be seen at the new Survey office. ■



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, environmental, and historical resources.

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

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CREDITS Editor: Philip Bellman;
 Contributors: Chris Buckley, Michael Crowe, Vera Dahle, Leslie Flint, Melinda Young Frye, Gary Knecht, William Sturm, Dean Yabuki; Production: Lucia Hopper and Kati Johnson

OHA Update

● This year OHA will present quarterly educational evening programs covering a variety of preservation and history-related topics. The first program will take place on Wednesday, February 16, with a slide lecture presentation by architectural historian Michael F. Crowe on "Oakland Art Deco," 7:30-9:30pm at the East Bay Chapter/American Institute of Architects office, 315 14th Street (between Webster and Harrison Streets), Oakland. The donations of \$2.00/OHA member and \$3.00/general public include light refreshments.

This program is co-sponsored by the newly formed Art Deco Society of California of which Crowe is founding co-president. Crowe has also been actively involved in Oakland, having helped give informational training sessions of Oakland's distinctive Uptown for Uptown Friends and (as an OHA member) wrote the "Oakland Art Deco" feature article on page 1.

This year, city planner Ed Phillips is program chair. If you are interested in helping plan OHA programs, please contact Ed at 465-9829.

Related to this first 1983 program are two public walking tours of Uptown Oakland offered by Uptown Friends and Friends of Terra Cotta and given by architectural programmer and former OHA Director Dean Yabuki (see OHA Calendar 2/13 & 3/13).

● Plans are already being made for next summer's OHA Oakland Neighborhood Walking Tours. Many of the popular architectural and historical walking tours offered last year will be repeated and new tours, presently under development, will be added. Dean Yabuki will again coordinate the series, helped by Bill Sturm and Maryanne McGurn.

Most of these fine neighborhood introductions are based on the research of the Oakland Cultural Heritage Survey (see May-June 1982 OHA News). If you are interested in helping plan the series or would like to generate a potential new tour, please contact Dean Yabuki, tour coordinator, 893-1278.



● Recently, the November-December **OHA News** noted the sudden and untimely death of California historian Father William N. Abeloe, curator and restoration project director for Old Mission San Jose and an **OHA** member. It was erroneously implied that the Mission Peak Heritage Foundation, a local history organization, was responsible for the mission project. The Committee for the Restoration of Mission San Jose is responsible for the restoration. Of \$3.1 million needed for reconstruction of this 1809 adobe church in Fremont, \$2.3 million has been raised. Construction is underway. Preliminary site work has been completed and the footings for the massive buttresses on the north side of the church have been poured. The new project director is Father Michael Norkett, Pastor of St. Joseph's Parish, Mission San Jose.

Information on the project can be obtained from the Committee for the Restoration of Mission San Jose, P.O. Box 3314, Mission San Jose, CA 94539, (415) 657-1797.

● Last spring, **OHA** co-sponsored the successful 1982 California Historic Preservation Conference in Oakland at the Oakland Museum and Oakland Auditorium. This year the 8th Annual California Historic Preservation Conference is set for May 5-8 and will be hosted by the Orange County Historical Commission. The Conference will be headquartered at Chapman College with events held throughout Orange County. This year's theme is "Preservation Is Working For

America!" For further information contact the Orange County Historical Commission, (714) 834-5560.

● The **OHA News** Editorial Board will publish 4 regular issues during 1983. With sufficient funds and volunteer assistance, 2 special issues may be produced as well. The **OHA** Board of Directors extends its special thanks to the California Tamarack Foundation for having funded **OHA News** during 1982.

Your participation in the **OHA News** is welcomed! Help is needed with writing, photography, word processing, design & layout, and mailing. If you would like to volunteer, please contact Phil Bellman, 532-5788 (h) or 632-9606 (w).

With this issue of **OHA News**, Phil Bellman will serve as the volunteer editor. Phil has been a regular contributor to the **OHA News** and prepared the "Preservation in Progress" special insert for the May-June 1982 issue. Phil is the Associate Director of the American Heart Association, Alameda County Chapter, and edits the educational publication "Heart Briefs."

● On December 15, **OHA** and the Camron-Stanford House Preservation Association co-sponsored a holiday book signing party in honor of the publication of Beth Bagwell's Oakland: The Story of a City.

The Camron-Stanford House Victorian Christmas tree, guitar music provided by San Francisco Conservatory of Music's Doug Hensley, good food and wine, and 150 guests ►

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): Membership Programs \$15 Family (2 votes)
 OHA News Publicity Landmark Nominations Landmark Assistance \$25 Organization (1 vote)
 Preservation Action Summer Tours Development Fund Raising other \$100 Sponsor (1 vote)
 \$ _____ Additional contribution



OHA UPDATE continued from previous page

combined to make this event a smashing success. This was OHA's first fundraiser and we are pleased to report that it raised over \$1600, which was divided equally between OHA and CSHPA.

Beth Bagwell was present to autograph her book, described by Bill Sturm, librarian of the Oakland History Room, as "a cohesive, well-written history of the city, one which places Oakland's development within the context of state and national history...Colorful, lively, and well-paced." Over 75 copies of the specially discounted book were sold at the event. Reports have it that this fine Oakland history book has been selling very well at many retail outlets throughout Oakland.

Special thanks go to OHA President Leslie Flint and CSHPA President Elaine Oldham for organizing this successful and enjoyable event. ■

Holiday Party Acknowledgements

OHA and the Camron-Stanford House Preservation Association wish to thank the donors of the holiday raffle prizes for their support and contribution to the success of this recent fundraising event:

Claremont Resort Hotel
 Bay Wolf Cafe
 Broadway Terrace Restaurant
 John Brown Kitchenwares
 Courtyard Restaurant
 Diggery Inn
 Gingerbread House
 Gramma's Bed & Breakfast Inn
 J. Nesbit's China
 Norman's Restaurant
 Piedmont Book Company
 Verbatim

Oakland History Notes

Located on the present site of Highland Hospital, California College (a Baptist school) opened in 1886. Situated in the sedate suburban area of Highland Park, the school offered traditional college courses, as well as training for the Baptist seminary. Closing in 1910, the buildings were eventually demolished. Highland Hospital was erected in 1926.

Postcard courtesy Oakland Public Library



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