Any third grade Alameda public school student knows the answer to this question. Do you? Can you walk down a tree lined Alameda street and point out which houses were built in the 1870s? What architectural elements are dead giveaways that a building was constructed after the turn of the twentieth century? Why was the post earthquake resurrection of San Francisco’s neighborhoods “old fashioned” before they were built? How did a young person of Alameda, building a home in 1906, rebel against his or her parents? What modern invention was unveiled at the San Diego World Fair in 1915 that would not become the “bees knees” until the roaring twenties because the news of WW I obscured its unveiling?

Paul Roberts will lead our journey through Alameda residential architectural history using illustrations of Alameda artist Damon Rodrigues, plus historical and modern photographs. Only the most savvy architectural historian will not learn something new.
or see something he/she has not seen before. We will even use visual architectural clues to learn about the social and economic development of Bay Area neighborhoods.

About Paul Roberts
Paul is a past president of AAPS when it was still the Alameda Victorian Preservation Society. He and his wife have restored and lived in three historic homes—one prairie-style and two Queen Anne Victorians. He has been actively involved in architectural preservation, serving and educating locally in Alameda and Marin counties. In addition to preservation, Paul is a collector of old furniture, decorative arts, books, and photographs. He and his wife currently live in an 1891 Queen Anne in San Rafael with their collections and two teens.

Damon Rodrigues
Nomad Illustration
As a California native, Damon’s source of inspiration comes from the natural beauty that surrounds him. His art is influenced not only by the geographic and cultural diversity that the San Francisco Bay Area is known for, but also by the landscapes of the Pacific Northwest, where he spent some time as a child.

From dramatic coastal scenes to rays of sunlight breaking through the trees, Damon’s use of color, light, and shadows is breathtaking. His eye for detail is captivating and makes you feel you are part of the scene.

On graduating from Encinal High in 1987, with world travel and his art education in mind, he took a leave from his job with UPS and enlisted in the Army where he enjoyed living in Northern Germany for several years prior to his tour of duty in Operation Desert Storm in the Persian Gulf. He finished his tour in ’91. Returning home to Alameda, California, he resumed his job at UPS and earned his degree in Illustration from The Academy of Art University, San Francisco.

In October 2009, his show, “Faces and Places” was on display at the Alameda Museum. It featured a variety of work, including paintings of old Alameda postcards, as well as portraits done in pen and ink, charcoal, oil and acrylics. Damon also paints decorative artwork, backdrops, stage props, and signage for special events and programs.

Damon met his wife, Stacey, after returning from the military, and together they have a daughter, Bailey, and a son, Evan. Story by Nancy Hird

Nominations are Requested for the Thirteenth Annual Preservation Awards
Have you noticed a commercial building in the city being renovated to be reused as a new business? Has your neighbor been hard at work removing aluminum siding from his home this past year, restoring it to its original beauty? Nominate them for a Historical Preservation Award.

Preservation Awards are conferred on restored properties in Alameda with historic or architectural significance. Nominated buildings may range in age from the 19th century through the 1940s, and their use may vary, including commercial properties, churches, governmental structures, single family homes and apartment houses. The awards showcase projects that preserve, restore or reuse historic property in a way that enhances its architectural character.

The nomination form is available in this newsletter or on the AAPS Web site. Please return the form on or before March 22, 2010 by mail, e-mail or fax to: Chris Buckley 1017 San Antonio Ave, Alameda, CA 94501 E-mail: cbuckleyaicp@att.net Fax: 510-523-1039 Telephone: 510-523-0411

www.alameda-preservation.org

to assist writers, monitor the site, and ensure content is appropriate.

nancy.alameda@att.net.
Please write “AAPS” in the subject line.
AAPS Contributes to Defeat of Measure B

The Alameda Architectural Preservation Society made a significant contribution to the Protect the Point organization to help cover the expense of educating voters about Measure B in the Alameda Special Election on February 2.

Even though the SunCal plans called for exclusion to Alameda’s Measure A at Alameda Point, the AAPS Board of Directors initially supported the opportunity for voters to determine a development solution. (Measure A stopped the destruction of Alameda’s Victorian structures and quieted traffic concerns in the 1970s.) Board members’ concerns were raised when SunCal’s Initiative and Specific Plan did not guarantee adequate preservation of the historic district buildings. As a result, AAPS joined a host of organizations and individuals in taking a public stand against Measure B.

A Historic Place

The Alameda Point Historic District was determined eligible in 1992 for the National Register of Historic Places. Eligibility qualifies the buildings for a 20% federal tax credit for improvements made to historic structures, making rehabilitating them economically feasible. The district is also on the city of Alameda’s Monument List. In addition to the Alameda Point historic district, some buildings such as the Flight Control Tower were at risk for demolition under the Specific Plan advanced by SunCal. AAPS strongly supports preservation and reuse of salvageable Naval Air Station buildings. The organization has repeatedly requested a study be completed to determine alternate uses for the structures.

A Vision for the Future

Many members envision a light industrial complex, educational/vocational campuses, the VA Medical Clinic and supporting businesses to provide a solid tax base at NAS as a viable alternative to thousands of houses.

Our Web site is Looking Good

The AAPS Web site has a new look and many new features. You can join or renew your membership online and pay with Paypal®. Newsletters are available online, as well as other forms important to members. Check our calendar in the right column for upcoming lectures and current topics important to the preservation community in Alameda.

All this was made possible by the hard work of AAPS board member Kevis Brownson and a committee of Jeannie Graham, Kevin Frederick, and Holly Sellers devoted to the project. Our address is still the same: www.alameda-preservation.org.

Free Trees & Shrubs

IN 1–15 GALLON CONTAINERS

Selection includes:

- Deodar Cedar
- Linden
- Oak
- Redwood
- Viburnum
  and more!

FOR MORE INFORMATION CALL CHRIS BUCKLEY AT 510-523-0411
Life After Measure B

Congratulations! The Alameda Point Initiative, Measure B, was defeated with a resounding 85% NO votes. Any election that has a separation of 20% could easily be called a landslide victory. I’m not sure how one would describe an election that has a 70% separation. I believe the residents of the City of Alameda have spoken loud and clear. Yes, you better believe it!

But what was the message the voters were sending? Was Measure B voted down because of SunCal’s lack of integrity, lack of a viable plan to deal with the transportation and traffic impact, the reduction of the number of historical buildings to be preserved, circumventing the land remediation requirements, increasing the density of housing, SunCal’s failure to discuss its Specific Plan, etc. Most likely, a little bit of all of the above.

No matter what, it was the Ballot Initiative itself, written by SunCal, that the city residents voted upon. The Initiative was 283 pages long, and it encompassed three major issues:

1. The exemption of Alameda Point from Measure A (density limits).
2. A General Plan and Zoning Amendment that would allow approximately 4,700 housing units or more.
3. SunCal’s Development Agreement (DA) that strictly benefited the developer’s exposure of financial obligations and provided complete developer control and oversight of Alameda Point for the next twenty-five years.

Needless to say, after the election SunCal’s Specific Plan is not in compliance. However, this plan was very problematic from the beginning. It does not provide necessary transportation infrastructure to support a massive development of 4,700 to 5,500 homes. It calls for over three quarters of a mile of 5 to 6 story housing units, with no set back, reaching the height of 60 feet, with high-density housing placed above residential parking. This type of housing project configuration, with parking on the first level would alleviate SunCal’s requirement to perform environmental clean up of the land to a residential standard, as publicly stated by a SunCal representative. His plan is very similar to types of developments you may see in Emeryville. However, it is not in keeping with Alameda’s approved Community Reuse Plan (1997) and Preliminary Development Concept (PDC) (2005). These two plans have been accepted and approved by the City Council, which acts as the Alameda Redevelopment and Reuse Authority (ARRA). The community volunteered 15,000 hours of their time developing our vision that is reflected in the Community Reuse Plan, and the ARRA spent over $3.5 Million in finalizing the Preliminary Development Concept. This was a massive visioning process.

Alameda Point’s Preliminary Development Concept is the plan that SunCal agreed to pursue after being selected as the City of Alameda Master Developer. The PDC reflects adaptive reuse of existing historical structures. The Navy and local historical groups have recommended that 83 historical buildings be retained. The SunCal Plan calls for only 50 historical structures to be retained, which is less than half of the overall square footage of these structures. Many of the structures have already been brought up to code and are a prime source of lease revenue. SunCal’s proposed demolition of historical structures was part of their high-density residential core plan. All of SunCal’s proposed public benefits, as described in their Specific Plan are already included in the City of Alameda’s community plans. The Sports Complex promised by SunCal is almost identical to the plan designed by the community in 1997 (thirteen years ago).

Many of the existing buildings, such as the Bachelor Officer Quarters (BOQ) and Enlisted Men’s Quarters (EMQ) were used to house Navy personnel. These buildings could easily be used for future housing or campus opportunities. A full range of job generation must be part of any future redevelopment.

One cannot help but wonder why SunCal insisted that Alameda residents go through the exercise of a Ballot Initiative – Measure B. After defeating SunCal’s Ballot Initiative by 85%, they again want “another bite of the apple.” The following is a quote from SunCal’s most recent press release to date: “We are committed to working with the City and the community to ensure the successful re-use of Alameda Point,” Soyka said. “To that end, we submitted an Optional Entitlement Application (OEA) to the City and are actively engaged in the environmental review process.”

Once again, I commend Alameda citizens for your united effort to defeat SunCal’s Measure B Initiative. I encouraged all of you to stay engaged with the course of action to assure that your voice continues to be hard loud and clear throughout this entire process. Hold us, your elected officials accountable!

Doug deHaan
Vice-Mayor, City of Alameda

We are delighted that three of our members have contributed to this edition of Alameda Preservation Press. All AAPS members are welcome to submit articles that pertain to preservation efforts in the city or other topics that are relevant to our organization.
Dear AAPS Members

WOW—We have started the new decade with some spectacular results for AAPS causes and events. It was great to see about 250 preservation minded attendees at our January meeting with author Therese Poletti. Her presentation at the Alameda Theatre about architect Timothy Pflueger was terrific. I was amazed to learn how many buildings he designed and how little formal architectural education he had. If you haven’t seen Therese’s book “Art Deco San Francisco” it is worth looking for in the library or in book stores.

Early February saw the defeat of Measure B, a campaign many of us dedicated hours of walking and talking to influence this outcome. Now, the real work has to begin. It is vital that we come together, as a community, to determine how we want Alameda Point to be developed. The historic buildings need attention before they deteriorate beyond repair and we must find a way to maintain our historic district.

The launch of our new Web site went so smoothly and is the nicest preservation site that I have seen. Kevis Brownson and the committee donated their time to give us such a user friendly communication tool. They deserve a real round of applause for developing this Alameda showcase. Thanks to Valerie Turpen for the photo montage as the header. PayPal® is up and running for anyone who wants to pay their dues or make donations. The Blog to allow members to share restoration experiences will be up and running as soon as we find a volunteer blog editor to assist writers, monitor the site, and ensure content is appropriate.

I announced at the Holiday Party that we may not have a Preservation Awards ceremony due to lack of projects. The response I heard was one of disappointment. We have also been wrestling with the poor attendance at the ceremony. Judith Lynch has volunteered to help spice it up. I am not sure exactly what Judith has in mind, but I can tell you the awardees will not be made public before the event. The venue will be at the beautiful Auctions by the Bay Theater at the Naval Air Station donated by Allen Michaan. Allen was recognized last year’s ceremony for his contribution of the wonderfully appointed art deco theater used for his auctions. The event will take place on the evening of May 13th.

Again, we need volunteers to help us reach our goals. Opportunities include:

• A Blog Editor who can spend a few minutes each day to monitor the Web site is our top priority at the moment
• Brian McDonald can always use people to help him distribute posters in Alameda shops and restaurants. Contact Brian at 510-301-6206 or e-mail him at chiwito@chiwito.com
• Bring, set up and serve refreshments at General Membership Meetings. AAPS pays for all expenses
• Anyone with a journalistic talent is invited to help write articles for our newsletters

Members who get involved not only serve our community, but make new friends and have fun doing so. The opportunity to learn is limitless. Please contact me to become involved in any of these necessary activities. My e-mail address is nancy.alameda@att.net. Please write “AAPS” in the subject line.

Nancy Hird
AAPS President 2010

For more information, please contact:
Alameda Architectural Preservation Society
P.O. Box 1677 • Alameda, CA 94501
510-479-6489
www.alameda-preservation.org
Newsletter Design: Valerie Turpen 510-522-3734
1998: Important Beginnings

APS and the Alameda Museum share a significant anniversary. Thirteen years ago each organization initiated an event that spotlights historic preservation and vintage architecture. AAPs inaugurated the Historic Preservation Awards, and the Museum began the “Kids & Queen Victoria” exhibit. Now both events are going strong at thirteen years of age, and they have been incorporated into the official Historic Preservation Season in Alameda. (We have to call it a season because too many events are scheduled to fit into one month.)

“Kids & Queen Victoria” originated at the Alameda Museum in 1998. It is the only show throughout the land devoted to writing, art, crafts, and sculpture produced by students in Kindergarten through 5th grade who are studying the Victorian era in Alameda. Local luminaries preside over the opening reception, including the late Mayor Ralph Appezzato, Mayor Beverly Johnson, Council member Frank Matarrese and Doug deHaan, and Superintendent of Schools Ardella Dailey.

Queen Victoria herself learned about this display named in her honor, and each spring she assumes the body and attends the show. The children serenade her with “God Save the Queen” and “The Alameda Anthem,” they bow or curtsy in proper greeting, and then she makes her progress through the Museum to review their art.

The opening reception this year is Saturday, May 1, 2010, 11:00 a.m. until noon. Practice your bow or curtsy; then greet the Queen with a dignified “Good morning, Your Majesty.” The show is cosponsored by the Historical Advisory Board, the Alameda Museum, and the Alameda Education Foundation. For more information leave a message at 510-748-0796.

Story by Judith Lynch

CELEBRATE HISTORIC PRESERVATION SEASON 2010 IN ALAMEDA

- **Tuesday March 2, 7:30 p.m.**
  City Council proclaims Historic Preservation Season 2010.

- **Thursday March 25, 7:00 p.m.**

- **Saturday, April 24, 1:00–4:00 p.m.**

- **Thursday April 29, 7:00 p.m.**

- **Saturday May 1, 11:00 a.m.–noon**

- **Thursday May 13, 7:00 p.m.**

- **Saturday, May 15, 11:00 a.m.**

- **Saturday, May 22, 1:00–4:00 p.m.**

- **Thursday May 28, 7:00 p.m.**
Déjà vu, or History Repeats Itself

Well, sort of repeats. It’s 61 years ago, in Alameda, May 18, 1949 to be exact. As the 80th anniversary approached of the First Transcontinental Railroad that arrived in Alameda, the California Centennial Commission had finally approved the Alameda Historical Society’s (now Alameda Museum) bronze plaque language. Like today, it’s never easy to please everybody, and the debate over the official placement of this September 6, 1869 memorial was underway. Let’s digress a bit.

Alameda was Ready for the Railroad

It was Oakland's problem that led to Alameda's railroad glory. Sacramento had been the end of the line via rail from the east. Passengers were then transferred to river steamers on the Sacramento River and finally to San Francisco via ferry. The Western Pacific Railroad was being built from Sacramento, via Altamont Pass and into Oakland through Niles Canyon. A.A. Cohen's railroad was already operational in 1864, thus it was he and his partners that received the first train, when Oakland's terminus wasn't completed in time.

City Council approved the concept of a memorial, subject to City Manager approval, following a request by the Alameda Gold Rush Centennial Committee and the Alameda Historical Society that the plaque be erected at the extreme west end of Pacific Avenue some 3,429 feet west of Pacific and Main Street, in what was then, the Naval Air Station's turning basin (lagoon). Most people agreed that the placement should be where it could best be appreciated, so the intersection at Lincoln and Webster was selected.

But by October 5, 1950, a year and a half later, Judge Daniel H. Knox, chairman of the Alameda Historical Society plaque committee, appeared before City Council to suggest a new design, as placement in the intersection or sidewalk at the NW corner of Lincoln and Webster had been rejected by the Centennial Commission. The concept of a plaque combined with a bench was approved, but Councilman Leland Sweeney doubted the bench addition. By August 1951, the 12-foot bench with center plaque was under construction.

October 24, 1951 was selected to commemorate the bench and coincide with the centennial purchase of the original town site from the Peralta Estate. Several dignitaries participated, including Joseph R. Knowland and remembrances by Mrs. Matilda Anway, whose mother had been one of the 11 persons on that first train.

Recent Car Crash Causes a Call for Action

So where does the déjà vu come in? Last November, while driving to Encinal High with my daughter, I saw a mini van that had only moments before, crashed into the bench/plaque. Police were present, nobody appeared hurt, but the car was smashed with concrete everywhere due to the bench supports breaking on all ends. It looked like an explosion. I returned with my camera, thinking to add to the Museum's photo collection someday. Thankfully, the plaque was unharmed.

The City placed caution tape, but in January, after the holiday break, I saw everything gone, as if it had never been there! I immediately contacted Chris Buckley of AAPS and was assured that a replacement was in the works. There ensued an e-mail debate over exact replacement or a monument with separate new metal benches, like those found on Webster. Even the idea of placement into the sidewalk surfaced (pun intended). It was Kevin Frederick of AAPS that researched the old newspapers that contributed greatly to the process of today versus yesterday's relevance. Yes, how to do the monument was a hot topic, déjà vu.

Thanks to my photos of how the bench looked before complete removal, Kevin's research, and AAPS being consulted by the City, replacement, as close to original as possible is underway. It mattered that our ancestors put great effort and thought into creating this monument. As President of Alameda Museum, I thank the City of Alameda Public Works Department for doing their best and honoring the Museum. The center monument was poured in January and then shaped. In early February the bench leg supports were formed. It should be completed soon. Maybe we can do a small re-dedication event as part of Preservation Season.

Call Robbie Dileo at 510-865-1767 if you want to volunteer. To see the pictures or the newspaper clippings which include the 10th anniversary re-dedication, visit the Alameda Museum Web site at www.alamedamuseum.org and click the EPHEMERA tab.

By Robbie Dileo with help from Kevin Frederick
IN THIS ISSUE:

• Back to Basics—What’s a Stick?
• President’s Letter
• AAPS Contributes to Defeat of Measure B
• Life After Measure B
• Preservation Season Events
• History Repeats Itself

AAPS SCHEDULE of EVENTS for 2010

MARCH 11
Back to Basics—What’s a Stick?
by Paul Roberts
IMMANUEL LUTHERAN CHURCH

MAY 13
Thirteenth Annual Preservation Awards
AUCTIONS BY THE BAY THEATER

AUGUST 22
Rutter Walk: NAS Alameda
by Dick Rutter
MEET OUTSIDE AUCTIONS BY THE BAY THEATER

SEPTEMBER 26
Alameda Legacy Home Tour

OCTOBER 14
Green Restoration/Rehab/Reuse
by Angie Klein
IMMANUEL LUTHERAN CHURCH

OCTOBER 21
Candidates Forum
Meet the Candidates for
Mayor & City Council
IMMANUEL LUTHERAN CHURCH
AAPs is now seeking nominations for the annual Historic Preservation Awards ceremony. Preservation Awards are conferred on restored properties in Alameda with historic or architectural significance. Nominated buildings may range in age from the 19th century through the 1940s, and their use may vary, including commercial properties, churches, governmental structures, single family homes and apartment houses. The awards showcase projects that preserve, restore or reuse historic property in a way that enhances its architectural character.

The awards debuted in 1998, when AAPs honored Alameda’s renovated City Hall, three restored Victorians, and two rejuvenated commercial buildings. Examples of other award recipients are the U.S.S. Hornet aircraft carrier museum, Kofman Auditorium in the Historic Alameda High School, the Delanoy Building, the Masonic Temple, the Neptune Palace Hotel, the Alameda Theatre, and the Clamp Swing building. Many residential properties have also been honored, including homes which have removed asbestos or vinyl siding and restored the original siding, millwork and windows.

Please return this form on or before March 22, 2010. E-mail, mail or fax to Chris Buckley, 1017 San Antonio Ave, Alameda, CA 94501 Fax (510) 523-1039, Telephone (510) 523-0411, E-mail cbuckleyaicp@att.net.

Address of property being nominated _____________________________________________________________________

Name of property, if any _______________________________________________________________________________

Please note the type of use (single family home, three-unit apartment, warehouse) ___________________________________

For commercial buildings, please list the name of the building, individual business, or store space, if any ___________________

__________________________________________________________________________________________________

Please check one category:

________ One or two unit residential property with major exterior restoration.

________ All other properties. (Nomination can include any activity that preserves, maintains, restores, or reuses the exterior or publicly accessible interior of a significant older property in a manner that retains or enhances its historic architectural character.)

Name, address and phone number of property owner (if known) _________________________________________________

__________________________________________________________________________________________________

Date you submitted this nomination ______________________________________________________________________

Your name, street address, phone number and e-mail address ___________________________________________________

__________________________________________________________________________________________________

Why does this property merit a Preservation Award? Please write your reasons. ____________________________________

__________________________________________________________________________________________________

__________________________________________________________________________________________________

If possible, please enclose a photograph, rendering, scanned image or slide of the property. Before and after shots are particularly welcome. (We will handle these carefully and return them.)