

# Alameda PRESERVATION Press

NEWSLETTER OF THE ALAMEDA  
ARCHITECTURAL PRESERVATION SOCIETY

A Presentation by Anthony Veerkamp

*Director of Programs, Western Office, National Trust for Historic Preservation*

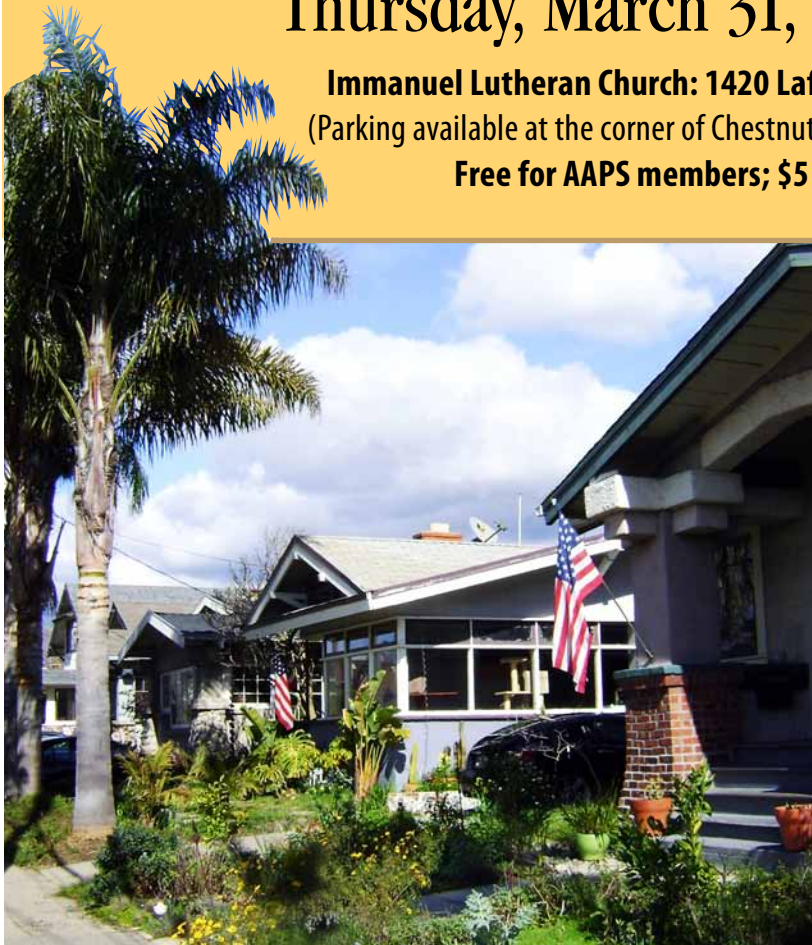


## Easements: An Alternative Preservation Tool

Thursday, March 31, 2011 at 7:00 pm

**Immanuel Lutheran Church: 1420 Lafayette Street, Alameda, CA**  
(Parking available at the corner of Chestnut Street and Santa Clara Avenue.)

**Free for AAPS members; \$5 for non-members**



Bungalows lining Burbank Street originally known as the South Shore Land Company's Bay Park Tract, today's Burbank-Portola Heritage Area. Photo: Valerie Turpen.

### Peace of Mind for Historic Property Owners

Preservation easements are one of the most powerful tools in the preservation toolkit. The opportunities presented by easements are great, both to preservation-minded property owners and the broader community. They serve as a significant incentive to owners to voluntarily act to preserve their historic properties in perpetuity, and can serve as an important incentive to jumpstart a community's historic inventory and designation program.

A "preservation easement" is a private legal right given by the owner to a qualified nonprofit organization or governmental entity for the purpose of protecting a property's preservation values. Typically, a preservation easement protects against changes to a property that would be inconsistent with the property's preservation, such as demolition of historic buildings, inappropriate alterations, or subdivision of land. The easement restrictions are generally incorporated into a recordable deed that is part of the property's title and is binding both on the present and future owners.

*continued on page 2...*

**Preservation Easements** . . . continued from page 1.



*The 1300 block of Pacific Avenue at Bay Station, built by Marcuse & Remmel is a choice architectural district of note. Photo: Valerie Turpen.*

**Potential Tax Deductions for Easement Donations**

Preservation easements are specifically encouraged by the U.S. Government through an important economic incentive: property owners who donate qualified preservation easements to qualified organizations may be eligible for a charitable deduction from their federal income taxes for the easement value.

The governmental entity or nonprofit organization receiving the easement must have the preservation of historic places as a part of its mission and the commitment and resources to enforce and monitor the easement. Most organizations require that easement donors provide a cash contribution together with the easement to assure that the organization will have resources to enforce the easement restrictions, as required by the IRS. The California Preservation Foundation is an example of a nonprofit organization that accepts preservation easements.

In order for a historic structure to qualify for the tax deduction, it must be a "certified historic structure" which is a building, structure, or land area individually listed on the National Register of Historic Places or a building (but not a structure or land area) located in a National Register historic district and certified by the Secretary of the Interior as contributing to the district's historic significance. The term also applies to buildings contributing to locally designated historic districts that have been certified by the Secretary of the Interior as meeting the same general qualifications of a National Register district.

Although there are less than 100 buildings in Alameda that are actually on the National Register (most of these buildings are on the Register as contributors to the Park Street National Register District), the City's Historic Building Study List indicates that Alameda has several thousand buildings that appear eligible for the Register, mostly as part of potential National Register districts.

If a tax deduction is sought, the easement's value must be determined through a qualified appraisal. Typically, the only way to establish the fair market value of an easement is the difference between the property's fair market value before and after the granting of the easement. This measures the loss of market value resulting from the donation.

Because there are different types of preservation easements—and different contexts in which they are applied—their effect on market value may differ significantly, depending on a number of factors, including: (1) the types of restrictions included in the easement; (2) the developmental potential of the property; and (3) regulations applicable to the property.

In the words of the IRS, "if the façade was already subject to restrictions under local zoning ordinances, the taxpayer may, in fact, be giving up nothing or very little. A taxpayer cannot give up a right that he or she does not already have". Thus there is no "rule-of-thumb" approach to easement valuation. At one time, an article by an IRS analyst stated that the "proper valuation of a façade easement should range from approximately 10-15 percent of the value of the property." But in 2007, the IRS released a Chief Counsel Advice Memorandum that concludes that "there was, and is, no 'generally recognized' percentage by which an easement reduces the value of property."

**Easements as a "Back-up" Preservation Strategy**

Finally, preservation easements can serve as a back-up to historic preservation regulations, such as Alameda's demolition protections for Historical Monuments, Study List and pre-1942 properties. Although local preservation laws have rarely been repealed or overturned in their entirety, historic designation of individual properties—or even entire historic districts—can be withdrawn by a municipality facing a threat or court challenge by a developer, or based on the persuasion of a politically powerful force.

It therefore makes sense to have more than one arrow in your quiver. Government regulations do not offer failsafe protection. Preservation easements offer preservation-minded owners the peace of mind that no matter who purchases the property in the future, or whatever changes occur in the regulatory environment, their historic property will be protected.

**Our Speaker**

Anthony Veerkamp is Director of Programs with the Western Office of the National Trust for Historic Preservation, where he has worked since 1993. He provides preservation field services throughout an eight-state region, focusing on public policy and issues related to sustainability and climate change. Anthony is a graduate of Boston University's Masters Program of Preservation Studies, and holds a Bachelor of Arts degree in Economics and Art History from McGill University in Montreal.

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## #3 ALAMEDA HISTORICAL MONUMENT

# Alameda High School 2200 Central Avenue

**Year of Construction: 1924-26**

**Architect: Carl Werner**

**Architectural Style: Classical Revival**

**Original Owner: Alameda Unified  
School District**

**Date Monument Status  
Conferred by City Council: 5/25/1977**

**Date added to National Register of  
Historic Places: 5/12/1977**

Like a monumental Greek temple, Alameda High School's classic, columned façade faces a block of Central Avenue renowned for its powerful grouping of historic and visually-complementary buildings.

Elaborate dedication ceremonies for the neo-classical central building and the East wing on August 18, 1926, reflected the pride of Alamedans in their new high school. "Alameda credited with the finest high school on the Pacific coast," reported the *Alameda Times-Star*, among three and a half pages of pictures and articles praising the new buildings.

Carl Werner, an architect who spent most of his working life in Alameda, had designed the buildings. The West Wing, built in 1958 was designed after his death by the firm of Warnecke and Warnecke. Across Walnut Street, the first Church of Christ Scientist, designed by Werner five years before the high school, is a cameo image of the large building and forms a powerful unit with the school.

The relationships of the exterior features of the campus buildings create an easy visual flow from one building to the next. For example, the eye follows the roof cornice of the two-story central building to the cornice line, placed between the second and third stories, of the recessed wing.

The school's massive auditorium, located in the central building, is of special note. The ceiling is covered with intricate plaster designs. Traces of blue and cream-colored paint, chosen to match heavy velour curtains of blue and tan, are visible. The original-decorated chandeliers remain.

*Story excerpt from the City of Alameda Historic Preservation Element, 1980.*

## Historic Elements in Alameda

This is the first in a series of articles on Alameda's Historical Monuments based on information in the *Historic Preservation Element* of the Alameda General Plan. Alameda has over 10,000 buildings constructed prior to 1930. In order to preserve and document Alameda's rich heritage, the City adopted the Historic Preservation Ordinance and created the Historical Advisory Commission in 1975.

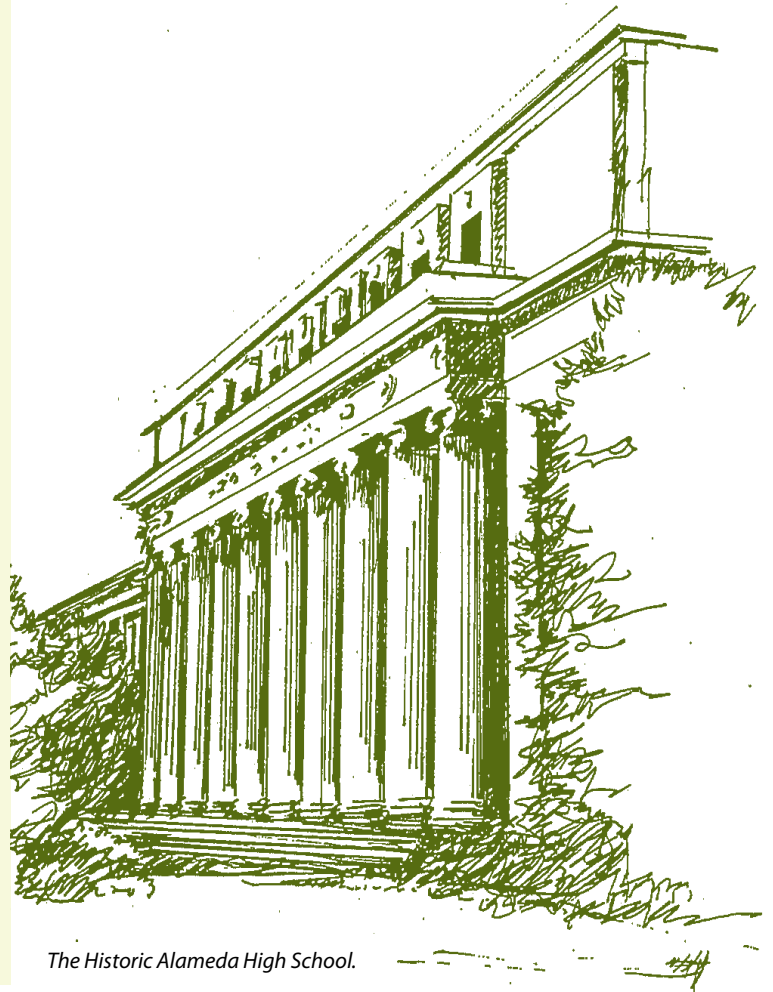
In 1980, the City adopted a Historic Preservation Element of the Alameda General Plan. The City became a Certified Local Government in 1987, a title given by the state which requires the City to have a historic preservation ordinance, and an advisory board whose members meet professional proficiency standards. The Commission became a Board in 1990. The Historic Preservation Ordinance established procedures for identifying and designating City Monuments, the Historical Building Study List, and Historic Signs.

These documents, including:

- *Historic Preservation Ordinance*
- *Historic Preservation Element*
- *List of the Historical Monuments*

are available for the public's review at

[www.cityofalamedaca.gov/About-Alameda/Historic-Preservation](http://www.cityofalamedaca.gov/About-Alameda/Historic-Preservation)



*The Historic Alameda High School.*

## Paul's Newsstand has a Few Stories to Tell

Late in 2010, members of the Roschitsch family gathered in Alameda to prepare their family home to be sold. While going through the collection of three generations, photos and newspaper clippings emerged telling the story of Joseph M. Roschitsch.

Known to family and friends as "Joe," he was the oldest child of Max and Katherine Roschitsch, immigrants from Austria. The family settled in Alameda at 1832 San Antonio Avenue where they raised seven children. Jack Lubeck, a grandson, who grew up in the home questioned his uncle Fred Roschitsch about the discovery and the story of "Newsboy Joe" came to light.

Joe sold newspapers at Chestnut Station in the morning, crossing town to sell the later paper at the corner of Santa Clara Avenue and Park Street. Known for being small in stature and having a shuffling walk, he kept to his station at the corner, rain or shine, contributing to the support of his family.

A prolonged heat spell hit the Bay Area in the fall of 1939 and made the headlines, which Joe proclaimed from his location. Joe himself fainted while on duty and was revived by passing friends. He completed his days work and went home, unable to return on Saturday morning, that evening September 23, 1939 he died at the age of 28—a victim of heat prostration.

As a tribute, the Park Street merchants placed a floral wreath upon Joe's news rack leaning against the light pole on his corner while the headlines of Alameda and Oakland papers declared his passing. The *Alameda Times-Star* stated, "He died Saturday night as he lived, with a smile on his face. It was that smile, which accompanied every paper he sold, that won him thousands of friends in the 15 years he sold papers at Santa Clara Avenue and Park Street." His funeral service and a high mass held at St. Joseph's Church was attended by hundreds.

Jack Lubeck brought Joe's story to the Alameda Museum. "I was amazed by the articles and photos I found of Joe and became very attached to his story as a newsboy," said Jack, "I wanted to bring it to the attention of Alameda." This new information caused some confusion, for the story of the structure known as Paul's Newsstand had a different beginning until that moment.



Newsboy Joe sold papers at his corner daily, rain or shine. Photo: Jack Lubeck.

Following Joe's loss, the newsstand was built in December, 1939 for the next news vendor to claim this highly-traveled corner—Paul Manning. A native of Ohio, Manning was confined to a wheelchair after losing the use of his legs in an automobile accident in 1922. The sale of newspapers supported his family, that included three young children.

Park Street merchants propelled by John J. Mulvany, Vice President of the Bank of America, and city officials provided materials for the stand. Mr. Mulvany regularly bought morning papers from Paul on his way to work and felt badly for Mr. Manning, sitting out in the rain selling papers in his wheelchair.

The building was constructed by boys learning the carpenter's trade in the National Youth Administration workshop. The NYA was a New Deal agency in the United States operated as part of the Works Progress Administration (WPA).

During World War II, the newsstand was a major gathering point for Alamedans, eager for news of the war. A public address system was added in 1942 so Manning could broadcast the news of the day. Paul Manning operated the newsstand until his death in July 1949, whereupon it was run by other members of the Manning family until the late 1980s. Cheryl Berg Ramirez of Alameda, granddaughter of Paul Manning remembers the stories her mother Maxine Manning would tell about helping out at the newsstand.

"My mother would stand outside and help sell papers, so she could earn money to go to the Vogue

Theater to see a movie. I even have a picture of her and her brothers standing in front of the newsstand," says Cheryl. "The newsstand has always been a part of our family history. My Uncle Doug Ordermat (Paul Manning's stepson) kept newspaper articles and pictures from over the years. A few years back, they wanted the newspaper stand removed; I helped get the ball rolling to save it. Now I'm proud that it has been preserved and I hope that people will continue to support the newsstand."

Over the last three decades, several vendors have sold the daily papers from this location. Larry Trippy, a former Marine from New York took over the job in 2006. Affectionately called the "Prince of Park Street" Larry was well-known and universally well-liked. According to the Park Street Business Association publication *Straight from the Street*, "Larry always had a happy face and a kind word for anyone who walked by the newsstand, whether you bought a paper or not."

Alameda was saddened when Larry suddenly passed away in February 2010. As with the keepers of this station before him, the district was missing a familiar icon with his passing.

The story of the newsstand began with a tragic consequence for a young man working in the elements, leading to the building of a structure for those who came after. Many have followed, relaying the news and conversing with all who pass.

Paul Manning sold papers from the newsstand, passing the job on to his family who continued for nearly 40 years. Photo: Oakland Tribune.





Larry Trippy in the newsstand shortly after its restoration in 2006. Photo: Valerie Turpen.

Paul's Newsstand is an Alameda institution—the last of its kind. Although the business license is held by the *San Francisco Chronicle*, the building itself is not owned by any entity.

In 2006, after barely escaping demolition and years of neglect, through the efforts of a dedicated band of volunteers, Park Street Business Association, and assistance from the City, it was restored. The stand and those involved received a Preservation Award from the Alameda Architectural Preservation Society to acknowledge the achievement.

Once again the structure needs help. The original windows need replacing and the exterior and interior—a new coat of paint. Plus, the full story of the news vendors requires recognition. A group of volunteers including the AAPS, Alameda Museum, Sue Russell; Economic Development Department, City of Alameda has formed to set the plan in motion.

Donations toward repair can be made to the Alameda Museum, 2324 Alameda Avenue, Alameda, CA 94501. A re-dedication ceremony will be held at the newsstand April 30, 2011 at 4:00 pm to celebrate the building's improvement and to honor the news vendors that have kept their vigil on that corner for so many years. A reception will follow at the Alameda Museum.

Story by Valerie Turpen

NANCY HIRD  
AAPS PRESIDENT 2011

## Dear AAPS Members

Creative men and women eager to learn about the art of stenciling joined Lisa Kloforn and AAPS members in January for our general membership meeting. It was nice to see new faces and share everyone's enthusiasm about painting techniques and decorative skills necessary to give character to interior spaces. Those who missed the meeting really missed an informative evening with Lisa.

Our next general membership meeting offers something a bit more intellectual as our speaker from the National Trust, Anthony Veerkamp offers a solution to a common concern: "I've worked so hard to make my home faithful to its period, how do I keep the next guy from messing it up?" We hope to enlighten more preservationists about legal mechanisms currently in place on a federal level. Even if you don't have a completed project to protect, this is valuable information that can be shared with others. Just think about how impressed people will be with your preservation knowledge and tax tips.

I am pleased to report we have several volunteers to write up Preservation Awards this year. The committee will be meeting soon to assign projects and discuss the presentations. The hospitality committee could also use some help with refreshments, greeters, bartenders, set up and clean up. Please call Gail Howell to volunteer at 510-522-8084. The date of the awards presentation is May 19th. All other details will be announced as we finalize plans.

We recently learned AAPS has been given the treasury of another non-profit that had been created a little over ten years ago for restoration of the tower on our City Hall building. Our plan is to use some of the money to create an interpretive plaque illustrating City Hall as it appeared with the tower. We will keep you posted about the ceremony to install the plaque as we progress on this project. Some of the remainder of our windfall will help to preserve the 1979 photo collection of all structures in Alameda by digitizing them so they can be used for future research and education. There is a long list of projects that will also benefit from this gift that are being studied and prioritized.

We look forward to seeing everyone on March 31st at our General Membership Meeting, April 30th at Paul's Newsstand Re-Dedication and May 19th at our annual Preservation Awards.

Sincerely,

## PRESERVATION ALERT:

### Planning Board to Consider Important Zoning Changes for North Park Street Neighborhoods March 14, 2011 at 7:00 pm City Hall Council Chambers

The revision is called the North Park Street Regulating Code. The draft Code seeks to implement the Park Street North of Lincoln Strategic Plan that was supported by AAPS and "adopted and endorsed" by the City Council on October 7, 2008 (see February, 2009, *Preservation Press*). The draft Code is available on the City's web site by going to: <http://www.cityofalamedaca.gov/City-Hall/Community-Development> and clicking on "Draft Park Street Regulating Code" under "Helpful Links and Information".

Although AAPS has not completed its review of the draft Code, we have the following preliminary concerns:

- 1) The proposed 50' four story height limit in the proposed "Park Street General" and "Waterfront" Zones should be changed to 40' and three stories. This is what was "adopted and endorsed" by the City Council in 2008 and is what is in the General Plan.
- 2) Clement Avenue between Everett Street and Broadway should be changed from "Workplace" to either "Mixed Use" or "Residential". This block is mostly detached historic houses, including many Victorians. The Workplace designation is incompatible with existing historic buildings on this block.
- 3) The following historic residential areas should be changed from "Mixed Use" to "Residential":
  - a. five houses at the southwest corner of Buena Vista Avenue and Foley Street;
  - b. portions of Eagle Avenue between Park and Everett Streets; and
  - c. existing residential buildings on Pacific, Eagle and Buena Vista Avenues west of Park Street.
- 4) Delete the "Note" for the Mixed-Use Neighborhood (MUN) classification on the "Regulating Plan" map on Page "District Zone 1".



Five houses at the southwest corner of Buena Vista Avenue and Foley Street are in a proposed mixed use area located behind Park Street commercial zoning. Photo: Christopher Buckley.

The Note reads: "When incorporated into development plans for adjoining Park Street General parcels, MUN parcels shall be governed by land use and site development regulations for the Park Street General".

The Note thus potentially places many of the Victorian and other historic residential buildings in the MUN zone fronting Pacific, Eagle and Buena Vista Avenues into the same commercial zone as Park Street itself if the MUN parcels are owned by a developer for a project with Park Street frontage. This could encourage replacing these houses with other uses, as in the case of the "yellow house" at 2413 Buena Vista Avenue that was approved for demolition by the City Council in early 2009 for a new commercial building and parking lot.

The Note in effect applies the relatively intense "Park Street General" development standards (such as the 50' height limit) to side street parcels used for such projects, which is incompatible with the less intense residential character of the side streets.

AAPS plans to submit more complete comments to the Planning Board prior to its March 14 meeting. As usual, members of AAPS's e-mail list will be given an opportunity to review these comments in draft form before they are finalized.

*Story by Christopher Buckley*

# PAC

**GET INVOLVED &  
MAKE A DIFFERENCE!**

**The Preservation Action Committee** meets at 7:00 pm on the first Monday of each month to address issues important to the architectural preservation of the City of Alameda.

We also maintain an e-mail list to advise AAPS members on ongoing issues that could affect historic properties and provide an opportunity to review and comment on draft AAPS position statements. If you would like to attend a meeting, be added to the e-mail list or would like obtain more information, please contact

**Chris Buckley at  
510-523-0411 or [cbuckleyAICP@att.net](mailto:cbuckleyAICP@att.net)**

We are making an impact within the community. It's informative and fun. We encourage all members to get involved in making decisions.

## Webster Street Vision Plan Under Review

As a compliment to the Civic Center “Vision” Plan (see September, 2010 *Preservation Press*), the City has hired the same consultants to prepare a Webster Street Vision Plan. The Plan is available at City libraries and is posted on the West Alameda Business Association web site at [http://westalamedabusiness.com/pop\\_ups/webster-street-visioning.pdf](http://westalamedabusiness.com/pop_ups/webster-street-visioning.pdf).

AAPS generally supports the Plan’s proposals and especially appreciates the Plan’s recognition of Webster Street as a unique environment with significant concentrations of historic buildings that should be reinforced and enhanced. AAPS’s main recommendations are to include restoration of the Posey Tube Portal and Neptune Beach Tower as Plan action steps.

### Posey Tube Portal

The portal structure has not been well maintained and some of its most significant architectural features have been compromised. The portal approaches have also been cluttered up with incompatible signage and light standards and the surrounding areas are mostly weeds. AAPS has therefore proposed that the Vision Plan include an action step that the City work with Caltrans to restore the portal and clean up the portal approaches.

AAPS’s proposal includes:

- Restoring the original decorative light fixtures at the entrance that have been replaced with “cobrahead” fixtures;
- Cleaning the paint off the portal windows;
- Reinstalling the “To Oakland” neon sign in the portal windows;
- Restoring the original color scheme;
- Consolidating the cluttered and confusing signage at the tube entrance; and
- Relandscaping the areas surrounding the portal.

### Neptune Beach Tower

The Plan proposes to build a miniaturized version of the Neptune Beach tower at the foot of Webster Street. Although AAPS believes that this is a good short term goal, the ultimate objective should be to construct a full size replica of the tower.

A full size tower would serve as a visual anchor for the entire length of the street, solidify the



1930s image of the Posey Tube Portal.

street’s image in the minds of visitors with a feature unique to the East Bay and comparable to the Ferry Building’s role on San Francisco’s Market Street, and provide a point of attraction for private investment along the street. Like the Ferry Building, the buildings around the tower, especially the Neptune Plaza complex, could be developed into a permanent marketplace with multiple vendors such as butchers, florists, candy makers, bakery, and produce sellers. It could also become the site for the Farmers Market. Not only would the tower be an anchor and reminder of the past, it could become a destination.

To help pay for the Tower, an elevator might be installed to allow people to go to the top to view Alameda and the bay for a fee.

### Other AAPS Recommendations and City Council Response

AAPS also recommended that there be a clear adoption and implementation process for the Plan with formal public notice, written staff report and public hearing. The draft Plan was presented to the City Council on November 16, 2010. Councilmembers responded favorably to AAPS’s recommendations, but suggested that the Posey Tube project be given higher priority than the Neptune Beach Tower since the tube portal is an existing structure.

### Proposed Increase in Webster Street Height Limits

In a related matter, the West Alameda Business Association had requested last spring that the height limits along Webster Street be increased from three stories and 40’ to five stories and 60’. The intent of this proposed increase was to attract developer interest

and match the five story, 60’ height limit in place within portions of the Park Street Business District.

AAPS opposes this height increase because five story buildings will visually overwhelm Webster Street’s 1-3 story historic buildings, promote a canyon-like effect and create adverse shadow and other impacts on adjacent historic houses along the district’s cross streets.

At its August 9, 2010 meeting, the Planning Board agreed with the staff and AAPS recommendation to defer considering any change in Webster Street’s height limits until after completion of the Vision Plan. During the Plan’s November 16, 2010 City Council review, the consultants, in response to an inquiry from then-Mayor Beverly Johnson, said that any height increase should be considered only at the southwest corner of Webster and Appezatto Parkway and possibly at the southwest corner of Webster and Central to facilitate redevelopment of the Neptune Plaza site.

Although staff said at the November Council meeting that the Plan would be brought back to the Council in January for adoption, as of early March, this has not yet happened. The height increase and further review of the Vision Plan is tentatively scheduled for the Planning Board’s March 28, 2011 meeting.

*Story by Christopher Buckley*



The tower entrance to Neptune Beach once graced the foot of Webster Street.



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### **WANTED: BLOG EDITOR**

[www.alameda-preservation.org](http://www.alameda-preservation.org)

#### **DUTIES:**

- Develop content for Alameda Architectural Preservation Society blog 48 weeks per year (off December - New Year).  
Subject matter: Appropriate restoration techniques, green rebuilding, helpful vendors, contractors, architects, humorous preservation stories. Find potential content providers who can write articles for the blog on their own projects; edit author submissions for interest and appropriateness.
- Monitor and approve reader comments daily, editing or deleting inappropriate content.

#### **CONTACT**

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Please write "AAPS" in the subject line.

## AAPS SCHEDULE of EVENTS for 2011

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**MARCH 31**

*Easements: An Alternative Preservation Tool*  
by Anthony Veerkamp  
Director of Programs, Western Office,  
National Trust for Historic Preservation  
7:00 PM IMMANUEL LUTHERAN CHURCH

•  
**APRIL 30**

*Re-dedication of Paul's Newsstand*  
4:00 PM PARK STREET & SANTA CLARA AVENUE  
RECEPTION AFTER AT ALAMEDA MUSEUM

•  
**MAY 19**

*Preservation Awards Gala*  
DETAILS TO BE ANNOUNCED