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SPRING 2017

## Remnants of the past: trolley poles in Oakland

By Daniel Levy

Although the Key System's Bay Bridge trains have been gone for almost 60 years and their local streetcars almost 70, many vestiges of their existence still linger around Oakland.

Look closely and you'll see oddly-angled buildings, houses, driveways and streets built on private rights of way where the trains ran. However, this evidence is merely circumstantial.

For hard evidence, your best bet is to spot the many trolley poles sprinkled around the city. Trolley poles held up the electric catenary wires that supplied power to the streetcars that roamed Oakland's streets. Many poles survived because they were converted to street lights or simply because of neglect. Once you get an eye for one, they are quite easy to identify.

In the photograph below, you will see one of four poles still remaining at 3rd Avenue and East 18th Street for the 18 line. That line ran on Grand Avenue to downtown Oakland, across the Lake Mer-



**AN 18 LINE POLE**, minding its own business on Third Avenue.



THE LEIMERT BRIDGE boasts trolley poles converted into lighting standards.

ritt Dam, and up Third Avenue and Park Boulevard to Oakmore. The first giveaway that this is a trolley pole is the cap on top that helps keep rainwater out of it. The second indicator is the absence of a bolted footing, which most modern light poles have. Trolley poles are just inserted directly into the concrete sidewalk. This one appears to have not been used for anything in quite a while.

Near the end of the 18 line in Oakmore, you can see quite a few trolley poles on the Leimert Bridge (see above). Some are used as power poles and others as streetlights. Because so many are intact, you can imagine a wire strung across the street between each pair and then two wires going down the street providing power to the trolleys.

You can find many poles on San Pablo Avenue between Grand Avenue and 35th Street, located just south of the California Hotel

Take a look at the pole in the photo at right. In addition to other clues, another giveaway with this pole is that power is

supplied to this street light externally since it was not built with internal wires.

Similar to the Leimert Bridge, since there are still so many poles on San Pablo, you can see their placement directly across the street from one another, so that a wire could be strung across to support the electric wires for the streetcars.

Further up San Pablo, there used to be more trolley poles in the Golden Gate

See **POLES** on page 8



SAN PABLO AVENUE trolley pole



## OHA parties! Celebrating 35 years of preservation successes

By Tamara Haw

On January 29, OHA celebrated its 35th anniversary at one of Oakland's hidden treasures, the Altenheim — a senior residence in the Dimond neighborhood that's over 100 years old.

The celebration was fun, and in true OHA tradition, educational and inspiring. We gathered in the Altenheim's large Craftsman dining room with decorative paintings on the ceiling and window views of the city and gardens. A diverse crowd of 200 people included seniors from the facility, longtime OHA supporters, and new members. We sat together and enjoyed meeting each other.

It turns out that the Altenheim was a perfect place to celebrate OHA's 35 years. Not only does the property contain several landmarked buildings, it also represents OHA's core values: to reuse historical buildings, to promote affordable housing, and to retain Oakland's unique architectural and cultural assets.

In fact, it's such a success story that OHA was pleased to present and install a plaque on the front of the building.

OHA supporters provided wine and treats as several of the long-term Altenheim advocates shared their stories. From Marie Hoffman, president of Excelsior German Center, we learned that its members are very proud of the Altenheim. From 2002 to 2010, they worked diligently to preserve it. Now they continue to use the facility for a German school and a collection of Altenheim artifacts. The facility is so successful at providing much-needed affordable senior housing in Oakland that there's a waiting list.

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**A WINE RAFFLE** was hosted by OHA boardmember Denise Parker at top left. Above, Marie Hoffman, president of the Excelsior German Center, left, and Alison Finlay, OHA president, unveil the Altenheim plaque. Above right are the lovely gardens.

Marlene Feuerstrater told us the story of how the Altenheim was almost torn down in 2002 and only by advocates' persistent efforts did it survive. A small group of German-Americans who loved the buildings and gardens took care of it when it was closed for about three years. They were committed to keeping the buildings for "the elders."

Although many wanted to keep their German heritage alive at the site, some on the board of directors wanted to sell it. Thankfully, the membership voted to find a way to keep it.

I asked Naomi Schiff how OHA got involved with saving the Altenheim. She said that when the Altenheim closed, OHA's phone was ringing off its hook with worried

> neighbors. In response, OHA wrote letters to the city of Oakland to show concern about the site being demolished, and supported Citizens Housing's efforts to redevelop it. OHA pointed out that redeveloping it could provide much-needed housing, improve the neigh-

> OHA encouraged landmark status for the buildings and looked into funding from the city of Oakland and federal sources. The project received about \$5 million in HUD and redevelopment money from the city of Oak-

borhood, and avoid creating

a large blighted area.

See PARTY on page 9



#### THE ALTENHEIM

HE ALTENHEIM (German Old People's Home, incorporated March 31, 1890) was built in 1893 by the Altenheim Ass serve elders of German descent. The Dimond neighborhood had been home to German nigrants since its earliest days. The Colonial/Classical Revival structures, designed by San Francisco architect Oscar Haupt, replaced the original 1893 Queen A building designed by Charles Mau, which was destroyed by a fire in 1908. The Altenheim provided housing and care on this six-acre park-like site from 1893 to 2002. Its rehabilitation was finished in 2007 by Citizens Housing Corporation. The Altenheim has continued to serve seniors with affordable independent living apartments, managed by Eden Housing. By 2010, three new buildings were constructed, complementing and integrating with the historic structures. The Altenheim's historic significance is in its architecture, its site, and in the social importance of private relief and care organizations, wholly planned and funded by commun nity members, before welfare programs and Social Security. The Altenheim was added to the National Register of Historic Places in 2007 and received the California Preservation Foundation's Preservation Design Award for Rehabilitation and an Oakland Heritage Alliance Partners in Preservation Award. It was designated Oakland Landmark No. 142 in 2009

THIS PLAQUE PLACED IN 2017 BY OAKLAND HERITAGE ALLIANCE



By Charles Bucher

Sometimes it's useful keeping your eyes open when walking to your office from the BART station. Just recently, construction started on a new 35-story, multi-use retail/office/residential building at the corner of Broadway and 17th Street in downtown Oakland. Walking to work, I was surprised to see they had uncovered a substantial system of buried brick walls. This lot has been completely paved over as a parking lot in the 10 years I have been working in Oakland. I thought this must've been the buried foundation of a significant building.

I passed the information on to Betty Marvin, the director of the City of Oakland Cultural Heritage Survey. She was quick to supply ample information. An interesting story: a large, classical post office stood at the site between 1903 and 1930. In 1930, an effort was made by legislators and city officials to access the land on which it stood in order to widen 17th Street, which was only 30 feet wide between Franklin and Broadway. Since the large main post office at 13th and Alice had been completed several years earliermuch larger than the 17th Street one, which busy Oakland had by then outgrown —the old post office was considered expendable. It was torn down, and 30 feet of land was deeded to the city of Oakland to make 17th Street a full 60 feet. The north end of this block was empty and became a parking lot.

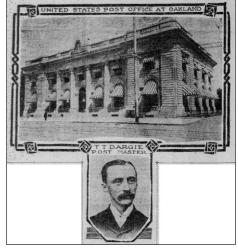
It remained empty at least until 1942. An early 1950s-era map showed two buildings: a business called Martin's on the corner, and one called Moore's to the south. Martin's Snack bar ran from 1950 to 1954. Moore's Men's Clothing was open from 1951 to 1963, until it was taken over by Hastings, another men's clothing store down the block.

CHARLES BUCHER

UNCOVERED brick.

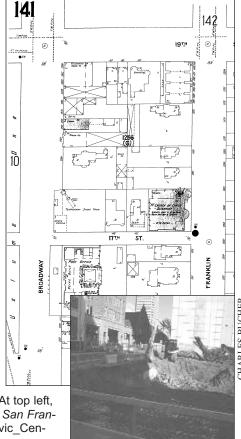
In fact, the building is still there, occupied by the Academy of Chinese Culture and Health Sciences, but it's surely more memorable as the former home of Oaksterdam University,





which closed a few years ago. Jimmy's Deli runs out of the ground floor.

Martin's gave way to Samuels Jewelry, which was shown in a city photographic survey from 1963. In 1971, Cable Car Burgers was on this corner, and it was there until 1980. It is uncertain if this was the same building as Martin's and Samuels. ■



**CONSTRUCTION SITE**, top and inset right. At top left, historic view of the post office from the 1903 *San Francisco Call*, thanks to localwiki.org/oakland/Civic\_Center\_Post\_Office. At right, blueprints of site.

## ❖

## Making sure a major thoroughfare isn't left with a vacant lot

By Naomi Schiff

Members of the Landmarks Preservation Advisory Board and the Planning Commission commented on a draft environmental impact report prepared for compete demolition of all structures on a 24-acre site formerly used for manufacturing transformers, at 5441 International Blvd. General Electric proposes to cap the PCB-contaminated site with concrete. In its comments, OHA emphasized the EIR's description that Building 1 is rated extremely highly (A1+) in the Oakland Cultural Heritage Survey, is likely eligible for the National Register of Historic Places, and that it and another building contribute to the 57th Avenue Area of Primary Importance. We also commented that if the buildings were to be demolished, ensuing mitigation funds ought to be targeted to the affected area of East Oakland, not spread all around the city.

The hearings were complicated by uncertainty about what GE plans to do: leave a bare paved-over site, build something there later, or sell the property for development? A GE representative alluded to such later plans at the LPAB meeting. In the DEIR, there is brief mention of perhaps placing a solar panel facility there, but this was not described or analyzed. Under CEQA law, the EIR must include any contemplated later phases, not simply consider the first step of a sequence (called "piecemealing" or "segmenting"). Thus, the project description may be flawed. In addition, very few people had heard about the DEIR's release. Several questions were posed about appropriate public notice, and why there has been no community discussion about a plan to leave an enormous gap on a major thoroughfare. OHA pointed out that GE had made more than \$8 billion in profits in 2016.

OHA visited the site and noticed that the public posting was behind a fence and very hard to read, even when up close. Due to OHA's investigation and notification to the city, project planner Pete Vollmann told OHA the sign will be made more visible "immediately and we will look at extending the [DEIR] comment period as well." In addition, OHA posted flyers around the neighborhood using paint safe masking tape





as well as slid flyers under the doors of local businesses. OHA is partnering with community groups such as the Dellums Institute and the East Oakland Collective to get the word out and to come up with solutions.

Pete Vollmann extended the comment period until April 11. Please visit http://oakland-heritage.org/historic-ge-building.html, call our office at (510) 763-9218, or email us at info@oaklandheritage.org to learn how to comment on future stages of this project's approval process.

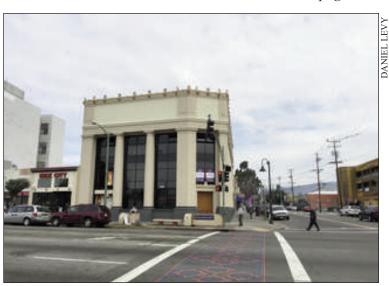
In response to the April 11 DEIR deadline change, OHA updated its notification flyer and redistributed them around the site. Special thanks to Jim Issel for translating OHA's notification flyer into Spanish.

• Bank Building at Fruitvale and International: A sigh of relief! After a large fire in December 2014, OHA members expressed lots of concern

about the historic 1922 Central National Bank building at Fruitvale and International, which housed a retail clothing store at the time. Newspaper articles speculated about demolition of the 6,000 square foot structure on the northwest corner. However, forlease signs have been spotted in the newlyreglazed windows. The building looks repaired and awaits new tenants. Contact Scott Greenwood (510-433-5827, scott.greenwood@colliers.com) or Reesa Tansey (510-433-5808, reesa.tansey@colliers.com) if you are interested.

- Broadway-Valdez Projects: two houses available for moving: As mentioned in a previous newsletter, a project at 30th and Broadway would require the removal of two sturdy-looking older residences on Brook Street. Go by and take a look! The owners have advertised their availability for moving. Further information can be obtained by contacting Paul Gryfakis at 510-768-7580.
- 1100 Broadway: One of the longerrunning sagas on Broadway, the story of the 1911 Key System Building (also known as Security Bank and Trust) at 1100 Broadway

See PRESERVATION on page 9



FRUITVALE'S Central National Bank building, ready for a renter.

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## Digitizing and curating the collections at the History Room

By Dorothy Lazard

For the past four years, the Oakland History Room staff has been working diligently to increase its digital footprint by having our photographs, sound recordings, and video recordings scanned and uploaded to the Internet Archive (https://archive.org) through our partnerships with the California Audiovisual Preservation Project (CAVPP) and to the Online Archive of California (OAC). Both of these University of California-administered projects have helped bring more attention to the breadth and depth of our collections.

The CAVPP works to preserve rare, independently-produced Californiana on obsolete or soon-to-be obsolete media. As of this writing, the Oakland History Room has uploaded 54 historic recordings to the Internet Archive. Researchers can find items such as the Oakland Neighborhood History Project, a series of more than 50 interviews conducted in the 1980s and early 1990s by the Camron-Stanford House Preservation Association. This collection captures interesting stories of life in West Oakland and Fruitvale in the early part of the 20th century.

The Online Archive of California is designed for users who want to locate actual, physical items. Calisphere draws its content from the OAC and offers public access to more than 200,000 primary sources (photographs, documents, political cartoons, works of art, and other cultural artifacts) from archives, museums and libraries

#### Thanks to our volunteers

SPEAKERS (Lectures):

Gene Anderson; Dianne Ayres, Dianne Ayres Studio; Kathleen DiGiovanni; Dennis Evanosky; Arrol Gellner; Peter Morenstein, Cirecast; Rev. Dr. Martha Taylor

ALTENHEIM EVENT VOLUNTEERS: Charles Bucher, Tom Debley, Alison Finlay, Marie-Ann Hill, Tom & Tamara Haw, Marie Hoffman, Excelsior German Center; Kathryn Hughes, Bill Imler, Daniel Levy, Amelia Marshall, Garrett Murphy, Richard Orlando, Steve Rynerson, Naomi Schiff, Denise Parker, Betsy Yost

LECTURES & BUILDING TOURS: Charles Bucher, Myrna Dean, Claudia Reet, Alison Finlay, Tom & Tamara Haw, Wally Holmen, Denise Parker, Steve Rynerson

DEDICATED OFFICE VOLUNTEER: Joyce Hendy



**INTREPID CO-WORKER** Ron Heckart trucks the expansive Jorgensen/Oakland Christmas pageant materials up to the Special Collections area on Level F.

throughout the state. Geared to educators and students, Calisphere users can search by subjects, themes, years, and item type. Both OAC and Calisphere are free to use.

You can find 749 digitized History Room items on either platform. Recently we've added Oakland Stores, Oakland Fire Department, Oakland Churches, and the Downtown Property Owners Association collections.

Our online presence is spreading even wider with other aggregates like the Digital Public Library of America picking up the holdings of the California Digital Library.

The OHR staff has also been busy building our Special Collections. Most of these collections—consisting of news clippings, monographs, photographs, correspondences, playbills, and municipal reports—did not come to

us as singular gifts but were pulled together from a variety of sources in the Oakland History Room. We've made collections for the Adams Point Preservation Society, First and Last Chance Saloon, the Oakland Ballet Company, the Black Panther Party, Louise Jorgensen/Christmas Pageant, and the Ina Coolbrith Circle Papers.

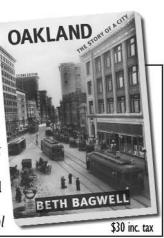
So far we have curated and cataloged 85 Special Collections and have many more in the queue, including the Junior Chamber of Commerce and the 1991 Oakland Firestorm.

To find our full list of Special Collections search the library's online catalog (www.oaklandlibrary.org) by typing "ohr coll." Each collection will have a detailed description of its contents and, whenever possible, its donor. ■

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## Our industrial past encounters Oakland's land boom

By Naomi Schiff

A "pre-application" has been submitted for demolition of the big Owens Illinois Pacific Coast glass factory, now known as Owens-Brockway, constructed in 1937-38, and located southeast of Jingletown.

The Oakland Cultural Heritage Survey quotes a 1938 issue of Architect and Engineer: "Few new industrial buildings have attracted more attention from both the architectural and engineering professions than the recently completed plant . . . . The attractive and useful combination of glass blocks and terra cotta wall units is exemplified in these interiors." The survey describes the facility as "main block of buildings covers an area about 650 x 800 feet, with surrounding office and maintenance buildings, and a four-story metal batch plant. . . Facing the main vehicle entrance from Alameda Avenue are the architecturally elaborated sides of the main block at the left, and a utilitarian brick maintenance shop building at the right. The end of the factory building is decorated with a gabled brick facade, with diamond patterned brickwork."

It goes on to discuss its construction: "Engineer Kaj Theill appears as designer of many industrial buildings in Oakland Berkeley around the 1930s and 40s."

The site at 3600 Alameda Avenue near Fruitvale is visible from the freeway. The plant was part of Oakland's glorious food production history.

As property comes into greater demand, some of Oakland's industrial sites are being



1937 VIEW of the Owens-Ilinois factory in its heyday.

seen with fresh eyes as opportunities for other types of development.

While these are not the charming Victorians that many people think of when historic preservation is discussed, industrial buildings can contribute to our architectural distinction and Oakland's sense of itself as a hub of commercial activity. It's too early to know what the owners are considering, but OHA will follow this site with keen interest.



TODAY, THE CURIOUS are limited to peeking through fences. Where once stood five grand smokestacks, only three remain standing.





## Lifting a glass for an historic toast!

On February 14, Oakland Heritage Alliance members made up a healthy chunk of a cheerful crowd at the opening of Seawolf Public House, a new bar in a very old building in the Jack London District's Waterfront Warehouse area. Long frequented by members of the police and fire departments, the Warehouse Bar and Grill had closed in 2016, and the 1882 building looked forlorn and endangered. Now it's freshly renovated and painted, and renamed for Jack London's 1904 novel, *The Sea-Wolf*. Owner Monica Plazola highlighted the opening with an evening celebrating Oakland Heritage Alliance, and made a very generous donation to the organization. Enjoying the memorabilia on the walls and the atmosphere of the reawakened gathering spot, OHA members, curious neighbors, former patrons, and passersby settled in for a convivial Beer Week evening, testing out new pub food offerings by chef Jason Moniz, and sampling a variety of brews from Sierra Nevada brewery. We wish them the best and thank them for bringing new life into an old structure. Seawolf is located at 402 Webster Street.



**HAPPILY CELEBRATING** are, from left, Charles Bucher, Alison Finlay, Dale Smith, and Christine Saed.



### WE THANK RECENT DONORS TO OAKLAND HERITAGE ALLIANCE

35TH CELEBRATION AT ALTENHEIM Heidi Marchesotti, Highland Partners; Eden Housing; Tom & Tamara Haw; Tom Debley; the Honorable Robert Raburn, BART Director and Altenheim neighbor; Rosenblum Cellars; Piedmont Grocery; Bill Imler; Acme Bread

COMMUNITY DONORS Carlos & Monica Plazola, Seawolf Public House

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OHA LEADERSHIP FUND Kathleen & Mario DiGiovanni, Carol & Richard Nitz

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BEFORE AND AFTER shots of Third Avenue and East 18th Street.





### Poles

Continued from page 1

neighborhood, but those have been removed in the last few years due to a street light replacement project. It seems reasonable that in upcoming years, these poles on San Pablo might be replaced as well when the city decides to modernize the street. I am hoping not, though!

In addition to trolley poles, the section of Third Avenue seen at left has another interesting feature. If you look closely, you will notice that no buildings really face the street. This is due to the fact that when streetcars were running here, this part of Third Avenue wasn't a street, but a private right of way where the streetcars ran to connect with Park Boulevard.

You will notice this same phenomenon on First Avenue Place, which was also a private right of way. It connected trains from the Lake Merritt Dam to the Central Car Barn, where many of the Key System's streetcars were stored. Lucky Supermarket occupies the car barn site today, and First Avenue Place serves as a mini parking area for the famous Tacos Mi Rancho.

You can find examples of trolley poles all around Oakland, including:

- Behind houses on Trestle Glen Road for Key System's Transbay Line B;
- MacArthur Boulevard near Montana Street:
  - Telegraph Avenue in Temescal;
- Claremont Avenue at Prince, probably for the Key System's Transbay Line E;
- Rose and Shattuck in Berkeley;
- Highland Avenue near Sierra in Piedmont for the 10 line;
- There are some on Moraga Avenue, but I suspect those were moved there from somewhere else because streetcars never ran there to my knowledge;
- Along I-880 south from 7th to 29th avenues for Southern Pacific's Red Cars.

If anyone knows of other locations of trolley poles in Oakland, please let us know! ■

**AT LEFT,** two views of catenary poles found along today's Union Pacific tracks, visible from Interstate 880.

Continued from page 2

land, as well as from the Historic Preservation tax credit program (a 20 percent rehabilitation credit). The goal was to create a robust independent living facility that would serve low-income seniors, welcoming residents of any race, ethnicity, or national background.

Another speaker, Betsy Yost, who was the project's architect for seven years, explained how the plan was to first upgrade the older buildings and then build two new ones. During the project, the historical nature of the buildings was preserved as they upgraded their utilities.

For the new buildings, the original building design was preserved by continuing the same basic look and colors, incorporating court-yards and porches, and keeping their sizes proportional to the other buildings.

In true OHA style, we also celebrated by listening and dancing to the Reed Fromer band.

Thanks to Tom Debley for organizing the event, Alison Finlay for arranging the food, Steve Rynerson for being the emcee, Denise



### Preservation

Continued from page 4

is embarking on a new chapter. Ellis Partners, Inc., is purchasing the property from SKS Partners, who had received approval for a 20-story office tower on the adjoining lot, and would have rehabilitated the 1100 Broadway building as part of its project. Now Ellis is proposing to revise the design of the office tower, which may have some effect on the historic building. Previous and current plans entail strengthening the older building. New plans have not yet been submitted, but some preliminary discussions showed that a redesign is in the works. OHA has lost count, but there have been four or five previously-stalled projects.

Seismic strengthening of the lovely but fragile landmark is extremely urgent before the next major earthquake takes place.



**1100 BROADWAY**, the Key System Building that has been the site of many interrupted projects.

Parker for hosting the wine raffle, and the volunteers who set up and cleaned up.

At the end of the evening, it was clear how

important our work has been over the last 35 years.

In fact, the Altenheim is one of OHA's great preservation success stories. Because many people from different organizations remained dedicated over several years, we now have a highly-diverse community of seniors who live in a well-maintained, up-to-date facility with gracious open spaces and historic buildings.

Thanks to all for attending and making it a memorable night. ■

## Consider a gift subscription to OHA for a friend!

AS A REED FROMER BAND MEMBER tuned up, partygoers watched a glowing sunset over the city from the historic dining hall, at left. OHA celebrants, Altenheim residents, and Excelsior Center members filled a crowded room, at bottom left. Current and former boardmembers Charles Bucher, Tom Debley, and Steve Rynerson chatted over libations, including wines donated by Rosenblum Cellars, at bottom right.





DANIEL LEVY

## **②**

### Appreciating community volunteer Anne Woodell

By Annalee Allen Oakland mayor Libby Schaaf and other dignitaries took part in a lovely tribute to Anne Woodell held in March, at the Dunsmuir-Hellman Historic Estate. It was the perfect place to hold such a gathering, as friends, family, and members of the many organizations supported by Anne over the years came together to celebrate her life. Someone like Anne does not come around very often. She defied all expectations of what a community volunteer could be. Her reach extended county and statewide as well. and she even touched the halls of Congress when she traveled there to speak to our representatives about the importance of open space, recreation, and parks.

Anne was an inspiration to so many. My memories of her

will always include sitting next to her at the Friends of the Oakland Municipal Band table (under the shady trees in Lakeside Park) listening to the spritely music, eclectic selec-



THE IRREPRESSIBLE ANNE WOODELL makes an announcement from the Edoff Memorial Bandstand during a summer band concert.

tions of every genre on summer Sunday afternoons. The elegant bandstand structure, lovingly restored after the 1989 Loma Prieta Earthquake, was the site for these annual concerts, and what made the setting even more beautiful, was the stunning view beyond – of the blue waters of Lake Merritt. Anne raised funds for these concerts from private donations, because the city could no longer support this 100-plus year tradition. She refused to give up on the summer series, and because she believed it could be done, we all believed it too (visit http://oaklandmunicipalband.org/).

Anne loved the parks and gardens of Oakland, including our many historical landmarks. She brought appreciation to the Morcom Rose Garden by making sure that the Oakland Mother of the Year Celebration continued to be held, even with staff shortages and budget cuts. Every year she would be the mistress of ceremony on Mother's Day weekend, making every new "Mother" feel appreciated. Walk of Fame pavers stamped with the Mothers' names on a path in the garden are a testament to this decades-old tradition she helped keep alive.

The city-owned Dunsmuir-Hellman house and estate also benefited from her many years of service on its Board of Directors, and was yet another Oakland historical landmark championed by Anne.

Thank you, Anne, for all you have done to make our community a better, more beautiful place. ■

# City Hall's Jack London oak tree gets historical plaque

By Naomi Schiff

On January 28, the Alameda County Historical Society, assisted by the City of Oakland and Oakland Heritage Alliance, unveiled two plaques at Frank Ogawa Plaza to mark the Jack London Oak, and held a rededication ceremony near City Hall. The tree, transplanted from Mosswood Park at the age of 20, was originally dedicated to Jack London by Mayor Davie on January 17, 1917. The author had died on November 22, 1916.

#### Welcome to our new members!

OHA is pleased to welcome these newest members through early March:

Chiye Azuma, BK Doyra, Hilary Flack, Bellamy Ford, Elin Hansen, Kathie Heller, Ronnie M. Hersler, Kathleen Kovell, Susan Miller, Carlos & Monica Plazola, Rev. Dr. Martha C. Taylor



**AFTER THE CEREMONY,** two plaques were permanently installed near the Jack London oak tree, dedicated to him 100 years ago.



## Celebrating 35 years! Looking back, looking forward

By Alison Finlay, President Our afternoon celebration at the Altenheim was great fun. We were welcomed by Marie Hoffman, the president of the Board of Excelsior German Center, and a number of residents also joined us. The plaque was hung and it looks elegant beside the front door. Betsy Yost, the preservation architect for the Altenheim restoration spoke, Shannon Holbrook of Rosenblum Cellars poured wine, and there was music and dancing to the Reed Fromer Band. Thank you to our sponsors Heidi Marchesotti, Eden Housing, the Honorable Robert Raburn, BART Director, Tom and Tamara Haw, Tom Debley, Piedmont Grocery, Rosenblum Cellars, and Acme Bread.

Sometimes at the OHA office we uncover bits of our own history. Recently I came across a faded, fan-folded computer printout of 230 names dated September 6, 1982. On that paper were the names of the first to join the fledgling Oakland Heritage Alliance 35 years ago. It is lovely how many of those who joined then remain members today.

Here's a hurrah and a heartfelt thank you to our most stalwart and steady supporters:

Annalee Allen, Phil Bellman,
Chris Buckley, Ernest Chann,
Mrs. A.W. Childs, Joseph & Sally
Evinger, Don Hausler, Tamara
Hege, Kathryn Hughes, Gary
Knecht & Squeak Carnwath,
Leland Leisz, Norman & Florence
Lind, Herbert Mager, Jr., Betty
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Sutter, Don Tyler, and Marlene
Wilson.

Mark your calendars! On May 13th we are off to visit the Western Railway Museum in Suisun City. The event will be a ride on the Sacramento Northern 1005 that ran in Oakland, a tour of a car house containing the Richmond Shipyard Railway cars, and a picnic lunch.

Then, the Walking Tours are coming! The lineup is still in flux, but some of the tours will be in areas that we haven't walked in awhile.

Look for tours of Brooklyn (Kathleen DiGiovanni), Oakmore (Laine Farley), and



**THE SACRAMENTO NORTHERN 1005**, which you can ride on May 13. It once ran in Oakland.

Melrose (Pam Magnuson-Peddle & Betty Marvin). There will be train history in Trestle Glen (Stuart Swiedler), we'll walk along the "C" Line (Daniel Levy) and learn about Sidewalk Archeology (Ruby Long). If we're lucky, we'll hear about sports history in North Oakland from Paul Brekke-Meisner. Phil Bellman will be back with Borax Smith, which he thinks is the 29th time!

Hope you'll join us for another exciting summer of Walking Tours! Watch your mail for the flyer that gives all the descriptions, dates and times, or visit our website at www.oaklandheritage.org. ■

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#### CONTRIBUTORS:

Annalee Allen, Gene Anderson, Charles Bucher, Kathleen DiGiovanni, Alison Finlay, Tamara Haw, Dorothy Lazard, Arthur Levy, Daniel Levy, Naomi Schiff PRODUCTION: Erika Mailman

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### **Shuey Creamery**

By Kathleen DiGiovanni
Have you ever noticed that curious brick
building on Telegraph Avenue at 59th Street,
across from the ever-mysterious windmill?
The one with the pointed-arch windows? I
notice it all the time and have always wondered what this industrial-ish building was
doing there tucked in among houses.

This little gem was originally the home of the Shuey Creamery, one of several creameries, independent and corporate, operating in Oakland in the 1930s. Owner Robert A. Shuey was a veteran of the creamery business, having entered it while a student at Berkeley High School. According to an Oakland Tribune article that appeared when this building opened, he began his business by buying a cow, milking it at the crack of dawn, and making deliveries to his customers before heading off to school. Shuey was later in business with his brother and was principal or partner in several creamery businesses before returning to the independent creamery business with the opening of the new Telegraph Avenue building.

The same article reported that his Telegraph Avenue plant was able to process 5,000 gallons of milk a day and was also equipped to manufacture butter, ice cream, and cottage cheese. Raw milk was to come from the Shuey ranch in Dixon. The July 29, 1931, business section spread included photographs and advertisements from the cream-

ery as well as from contractors like the Cronin-O'Connor Company who provided the plasterwork, and K.T. Mork who gave the Shuey delivery trucks their fresh paint jobs.

Berkeley architect Robert Gwynn Officer designed the original 1931 building with its distinctive pointed windows and a smaller 1939 addi-

tion. A two-story office building was added later, in 1949, designed by Edward T. Foulkes. Plans for the 1931 building identify a "milk and bottling room" and a "cold room." The 1949 addition was intended for administrative use, according to records at the Oakland Cultural Heritage Survey. Plans for the addition show several offices and even an Addressograph Room.

Officer's practice was principally residential, making this project unusual. He was a native of Topeka, Kansas, and a member of the UC Berkeley class of 1911. He came to prominence in 1927 when he won a small-house design contest sponsored by *House Beautiful* magazine. His winning design was for a house in Berkeley's Claremont Court



THE ARCHED WINDOWS of the Shuey Creamery on Telegraph

enclave. Officer later taught architecture at the California College of Arts & Crafts.

Foulkes, designer of the 1949 office building, was the more prominent architect.

Among the most recognizable Oakland projects of his very long career are the Tribune Tower, Woodminster Cascade, and the Key Route Inn.

The Shuey Creamery disappears from the telephone directories after 1959, last listed as the Shuey Diamond Dairy. Since 1964, the building has housed Wilco Supply, a wholesaler of security hardware, known since 2015 as IDN-Wilco. The Oakland Cultural Heritage Survey rated this building C3, a superior example of its type that is not located within a surveyed district. ■

KATHLEEN DIGIOVAN