



Oakland Landmarks Preservation Advisory Board

OAKLAND LANDMARK, S-7/S20 PRESERVATION COMBINING ZONE, AND HERITAGE PROPERTY APPLICATION FORM

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This form is for use in requesting the City of Oakland pursuant to its Zoning Regulations to designate a Landmark or Heritage Property or to rezone one or more properties to the S-7 or S-20 Preservation Combining Zone.

1. IDENTIFICATION

Historic Name: McWethy & Greenleaf Bungalow Court
and/or Common Name: 295 MacArthur Blvd

2. ADDRESS/LOCATION

Street and number: 295 MacArthur Blvd., Oakland, CA
Zip Code: 94610
Assessor's Parcel Number: 785-8

3. OWNER OF PROPERTY

Name: Nils Ratnathicam & Teddy Swain (PURISIMA MACARTHUR, LLC)
email: teddyswain@gmail.com & nils@rns-partners.com
Street/Number: 2240 Rose Street
Telephone 510-717-7786
City: Berkeley State: CA Zip Code: 94709

4. APPLICATION FOR

City Landmark Heritage Property S-7 District S-20 District

5. SURVEY RATING NAME OF SURVEY DATE DEPOSITORY

B+3 Rating Adams Point Neighborhood Survey June 30th 1986 Oakland City Planning Dept.



7. DESCRIPTION –

A. Resource Type and Use: Present (P) and Historic (H)

<input type="checkbox"/> Building(s)	<input type="checkbox"/> District	<input type="checkbox"/> Structure	<input type="checkbox"/> Site	<input type="checkbox"/> Object
<input type="checkbox"/> P Residential	<input type="checkbox"/> Commercial	<input type="checkbox"/> Industrial	<input type="checkbox"/> Institutional	
<input type="checkbox"/> Other (specify): _____				

B. Condition:

<input type="checkbox"/> Excellent	<input checked="" type="checkbox"/> X - Fair
<input type="checkbox"/> Good	<input type="checkbox"/> Poor

C. Alterations:

<input checked="" type="checkbox"/> X Unaltered
<input type="checkbox"/> Altered

D. Site

<input checked="" type="checkbox"/> X Original Site
<input type="checkbox"/> Moved (Date _____)

E. Style/Type: late 19th and 20th century revivals: Mission/Spanish colonial revival _____

F. Describe the present and original (if known) physical appearance:

A "bungalow court" is a style of multi-family housing which features several small houses arranged around a central garden. The bungalow court was created in Pasadena, California in 1909 and was the predominant form of multi-family housing in Southern California from the 1910s through the 1930s. Homes in bungalow courts were generally small, low-rise houses in the spirit of bungalow design; however, the homes were designed in a variety of architectural styles, including Swiss chalet and Spanish Colonial Revival. Bungalow courts also integrated their courtyards with the homes, providing green space to homeowners. In the case of the Bungalow Courts at 295 MacArthur, they were built in the 1920s in the Spanish Colonial Revival style. (*wikipedia*)

295 MacArthur Blvd, Oakland is a 10 - unit bungalow court with stucco exterior walls yellow in tone, clay tile roof, and concrete foundation. It is composed of two mirror image rows of identical one story four room detached cottages, each about 30 feet square. The deep lot slopes rather steeply up toward the center of the block; each unit has its own terraced setback with concrete retaining wall, frontage on a central driveway which leads to three garage buildings at the rear. The retaining wall wraps around the front of the lot, rising to paired elephantine columns about 5 foot high flanking the driveway entrance, with a semicircular niche or planter between each pair; the wall is low along the sidewalk and at the edges of the property has smaller elephantine columns forming gates to the rear utility corridors.

Each bungalow is basically square in plan, with projecting porches and bays that provide complexity in form and allow them to interlock ingeniously on the site. The main roof is a low gable with the ridge parallel to the driveway; the uphill half of the driveway façade of each unit is a shallow bay with cross-gable, battered sides, and a large recessed rectangular window with a vertical grillwork and slender turned spindles. The downhill half of the façade has a similar window of size and shape, this one with 3 part casement and ornamental woodwork on the mullions. Set slightly back on the downhill side is the porch, with round-arched opening and its own tiled shed roof. Beyond, on the more elaborate exposed end units, is a tiled roof chimney, and an additional tile cross-gable, whose lower wall includes a grillwork of cast concrete octagons. On the other units, only the porch projects downhill, and nests with an uphill rear bay on the neighboring unit; the walls are perhaps 3 feet apart. Eaves are shallow, ornamented with narrow pole like rafters; each gable end has a cast concrete shell shaped vent at the peak.

Paths and steps to each unit are red painted concrete. The single lane driveway is exposed concrete recently repaved (2021). At the end of the lot are three frame garage buildings, contemporary with the units, a 3-car garage directly at the end of the driveway and two, 2 car garages angled in the corners. Landscaping is generally keeping with the architecture.

(based on State Historic Resources Inventory form for 295 Macarthur Blvd., Adams Point Neighborhood Survey, 1986, Oakland City Planning Department Cultural Heritage Survey.)

8. SIGNIFICANCE

A. **Construction date(s):** ___1922_____

B. **Architect/Builder/Designer:** _McWethy (Leroy) & Greenleaf (Franklin R.) - architects
McWethy & Greenleaf were featured in prominent publications in the 1920s for their work in and around Oakland.

C. **Statement of Significance** (*include summary statement of significance as first paragraph*):

295 MacArthur Blvd, appears eligible for the national register at the local level of significance under Criterion C, Architecture, which is also its area of significance. Its significant period/date is 1922 when it was designed and built by the firm McWethy & Greenleaf. It is also significant in the neighborhood as a rare and archetypal example of a bungalow court, and as an example of the pattern of infill apartment development in Adams Point in the 1920's.

The bungalow court was built under 10 separate permits, one for each unit (72488-97), all issued September 25, 1922, each for a 1 story, four room, \$4,000 dwelling, to McWethy and Greenleaf as owner, architect and builder. Leroy McWethy and Franklin R. Greenleaf appear as a construction firm in Oakland directories in the 1920's', McWethy sometimes also listed individually as a civil engineer, and Greenleaf as an Architect. Their best known Oakland work is probably the Howden Tile Co's, showpiece building at 325-43 17th Street, the specification forms which describe McWethy and Greenleaf as an "architecture, engineering, and construction" firm. They are also known to have built two other buildings in the 17th street commercial district, in 1924 and 1927, and 264-68 14th Street (1925). They are one of a number of full-service design and construction firms encountered in Oakland in the '20's, particularly in the apartment field: Sommarstrom Bros., Harry C. Knight, R.C. Hillen, and C.M. MacGregor and others. Some also offered real estate, financing, and property management. Though generally overlooked in the mystique of the architecturally designed building, these firms works represent an important and often distinguished development pattern.

The McWethy and Greenleaf bungalow court is one of three in Adams Point dating from 1921-1922. The other two: 432-50 Euclid and 329-45 Perkins, are loosely European Provincial in style, 295 MacArthur is Adams Point's only example, and probably one of Oakland best, of the ideal California Spanish bungalow court imagery, distinguished by its solid materials, decorative detailing, and ingenuity in fitting the units together on the lot to achieve both density and individuality.

The bungalow court was constructed on one of several undeveloped extra-large lots (100 x 200') in the Oakland Heights tract – another later became the site of Temple Beth Abraham (327 MacArthur, 1929). Neighbors several doors north included 3 large turn of the century houses, no longer extant (near the cross street: the abnormally long block may have postponed development), and to the north on smaller lots, a cluster of mostly contractor built prairie and craftsman houses from the early 1910's. McWethy and Greenleaf apparently bought the lot from Harriet Corliss who had owned it since at least 1906, and built the bungalow court on speculation; by 1925 it was owned by Elva L. Auckerman, minimally identified as a domestic at 2906 Hopkins in the 1925 directory only.

(based on State Historic Resources Inventory form for 295 Macarthur Blvd., Adams Point Neighborhood Survey, 1986, Oakland City Planning Department Cultural Heritage Survey.)

9. SOURCES / BIBLIOGRAPHICAL REFERENCES

The State of California – The Resources Agency
Department of Parks and Recreation

Historic Resources Inventory
City of Oakland

Reference Photos of 295 MacArthur Blvd. Oakland.

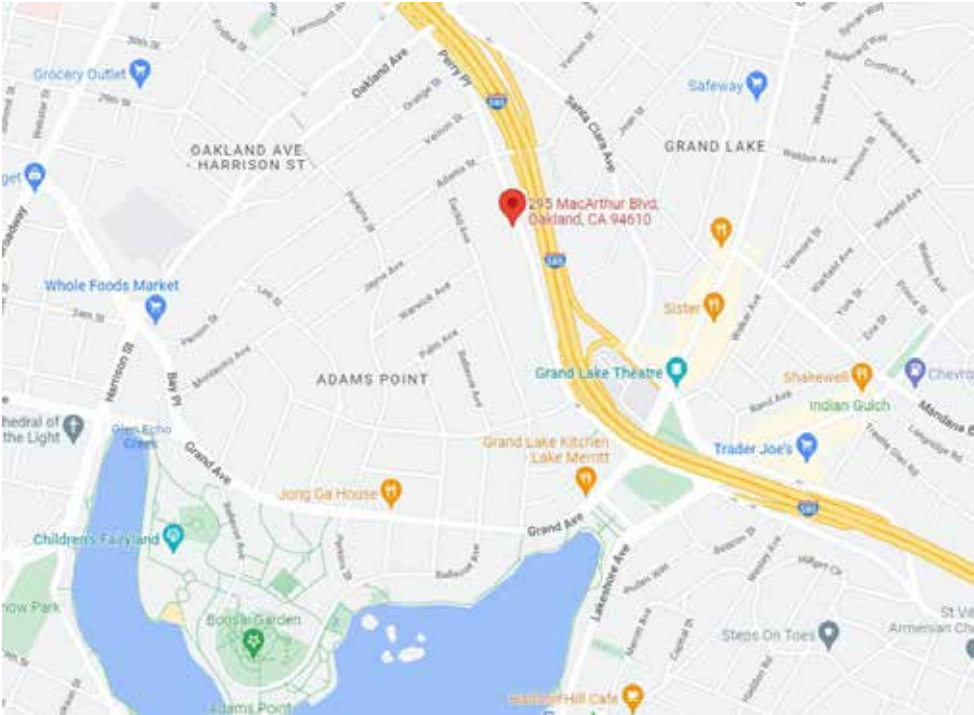


Photo



(google)

Location on Map



(google)

Ready For Bids About August 1st.
RESIDENCE Cost, \$10,500
LOS ALTOS, Santa Clara Co., Cal.
 One-story 7-room frame and brick
 residence and separate garage.
 Owner—Withheld.
 Architect—Martin A. Sheldon, Monad-
 nock Bldg., San Francisco.

Segregated Bids Being Taken.
RESIDENCE Cost, \$22,000
KELSEYVILLE, Lake Co., Cal.
 One and one-half story reinforced con-
 crete residence.
 Owner—Mr. Renfro, Kelseyville, Lake
 Co., Cal.
 Architect—McWathy & Greenleaf, 2910
 Telegraph Ave., Oakland.

Bids Being Taken for General Contract
RESIDENCE Cost, \$9000
OAKLAND, Alameda Co., Cal. Treble
 Glen Road.
 Two-story frame and plaster residence
 Owner—May White.
 Architect—McWathy & Greenleaf, 2910
 Telegraph Ave., Oakland.

Plans Being Prepared.
RESIDENCE Cost, \$10,000
OAKLAND, Alameda Co., Cal.
 Two-story frame and stucco Spanish
 style residence with tile roof (6
 rooms and garage).
 Owner—Withheld.
 Architect—Miller & Warnecke, Actico
 Bldg., Oakland.

Sub-Contracts Awarded.
RESIDENCE Cost, \$31,200
BERKELEY, Alameda Co., Cal. 1a
 Verda and Cedar Sts.
 Two-story frame residence.
 Owner—Farnham P. Griffith, 1401 Le
 Roy Ave., Berkeley.
 Architect—Stafford L. Jory 1370 Euclid
 Ave., Berkeley.
 Contractor—Enoch Trammal, 483 Cres-
 cent, Oakland.

Grading—Ariss-Knapp Co., 961 41st St
 Oakland.
Plumbing—Central Plumbing Shop, 612
 14th St., Oakland.

Electrical Wiring—Capitol Elec. Co.,
 248 Shattuck, Berkeley.
Plastering—Cronin & Burnett, 865 32nd
 St., Oakland.

Mill Work—Tilden Lumber & Mill Co.,
 2nd & Harrison Sts., Oakland.
Roofing—Gladding-McBean Co., 22nd
 and Market Sts., Oakland.
Painting—Armstrong & Hawkins.

Completing Plans.
RESIDENCE Cost, \$18,000
LOS ALTOS, Santa Clara Co., Cal., near
 Los Altos.
 Two-story frame and stucco residence
 with terra cotta tile roof.
 Owner—C. B. Calliott.
 Architect—Gottschalk & Rist, Phelan
 Bldg., San Francisco.
 Ready for figures in about 2 weeks.

Plans Being Figured.
RESIDENCE Cost, \$18,000
SAN FRANCISCO, Calif. St. Francis
 Wood.
 Two-story 9-room and 3 baths Spanish
 type frame and stucco residence
 and separate garage, tile roof, coal
 furnace.
 Owner—Name withheld.
 Architect—A. H. Knoll, 222 Kearny St.,
 San Francisco.
 Bids are being taken for a general
 contract.

Contract Awarded.
RESIDENCE Cost, \$12,000
SAN MATEO, San Mateo Co., Cal. Lot
 17 Blk A, Ninth Ave.
 Residence and garage.
 Owner—R. W. Madison, San Francisco
 Architect—None.
 Contractor—Hugo Hultberg, 29 Grif-
 fith Ave., San Francisco.

Contract Awarded.
RESIDENCE Cost, \$11,720
SAN JOSE, Santa Clara Co., Cal., Mar-
 tin & Sequoia.
 One-story 7-room frame residence.
 Owner—Mrs. Conboy, 33 S 15th St., San
 Jose.
 Architect—None.
 Contractor—H. M. Nelson, 716 E Santa
 Clara, San Jose.

BEVERLY HILLS, Los Angeles Co.,
 Cal.—Peter Hall, 388 S. Raymond Ave.,
 Pasadena, will build a two-story 12-
 room frame and stucco dwelling in
 Holmby Hills, for Henry Kern; Geo.
 Washington Smith, architect, Santa

Barbara; tile and composition roof,
 hardwood floors, hardwood and pine
 trim, automatic water heater, gas unit
 heating system electric controlled, or-
 namental iron, cedar lined closets,
 electric refrigerator, garage; \$60,000.
SAN DIEGO, Cal.—Arch. Wm. Bar-
 ber, 1123 Story Bldg., Los Angeles, has
 prepared plans for a 2-story res. at
 San Diego for John P. Mills; 16 rms.,
 6 baths, frame and stucco constr., clay
 tile rfg., oak and pine trim, oak flrs.,
 tiled baths, unit gas htg; \$50,000.
 Julius Berg, 3355 1st St., San Diego,
 contractor.

SAN FRANCISCO—Until Aug. 4 3 P.
 M., bids will be received by Board of
 Public Works for alterations and ad-
 ditions to Superintendent's Residence at
 Relief Home; est. cost, \$6000. Plans
 obtainable from Bureau of Architec-
 ture, 2nd Floor, City Hall.

Contract Awarded.
RESIDENCE Cost, \$10,000
OAKLAND, Alameda Co., Cal. 1053
 Sunnyhill Rd.
 Two-story frame 9-room residence.
 Owner—L. C. Stearns, 660 Market St.,
 San Francisco.
 Architect—None.
 Contractor—Lapham Bldg. Co., 911
 Lakeshore Ave., Oakland.

Plans Being Figured
RESIDENCE Cost, \$20,000
BERKELEY, Euclid Ave.
 Two-story frame and stucco Italian
 farm-house type residence with
 tile roof.
 Owner—Lee Foulds.
 Architect—Henry H. Gutterson, 526
 Powell St., S. F.
 Taking bids for a general contract.

SCHOOLS

ADDITIONS Cost, \$135,000
SAN LEANDRO, Alameda Co., Cal. Mc-
 Kinley and Washington School
 Sites.

Two two-story reinforced concrete ad-
 ditions to grammar school build-
 ings. Washington School addition
 will contain 12 classrooms and the
 McKinley, 6 rooms.
 Owner—San Leandro School District.
 Architect—John J. Donovan, Tapscott
 Bldg., Oakland.

Contractor—James L. McLaughlin, 251
 Kearny St., San Francisco.
Lumber—Smith Lumber Co., Foot of
 18th Ave., Oakland.
Rock, Sand, Gravel, Cement—Larsen
 Bros., 501 Hepburn St., San Leandro
Plumbing—Carl T. Doell, 467 21st St.,
 Oakland.
Electrical Work—Roberts Mfg. Co.,
 2214 Broadway, Oakland.

Additional Sub-Contracts Awarded.
SCHOOL Cost, \$35,900 Approx.
REDWOOD CITY, San Mateo Co., Cal.
 One and two-story frame and stucco
 school with tile roof (4 class-
 rooms and assembly).
 Owner—North Fair Oaks Elementary
 School District.

Architect—C. E. Gottschalk and M. J.
 Rist, Phelan Bldg., San Francisco.
 Contractor—Stephensen Constr. Co.,
 Hearst Bldg., S. F.

Plumbing—Wm. F. Hogan, 338 Wins-
 low, Redwood City.
Electrical Work—M. E. Ryan, 231 Main
 St., Redwood City.

Sheet Metal—Wallace Sheet Metal Pks
 300 Arguello, Redwood City.
Composition Roofing—Malott & Pet-
 erson 20th and Harrison St., S. F.

Tile Roofing—Graff-Winlund-Graff
 Inc.
Ornamental Iron—H. R. Hill Co., 39
 Tehama St., San Francisco.

As previously reported, mill work
 was awarded to Dudfield Lumber Co.,
 607 Alma St., Palo Alto; lumber to San
 Francisco Lumber Co., Ft. Mason St.,
 San Francisco; travertine to P. Grassi
 Co., 1945 San Bruno Ave., San Fran-
 cisco; steel partitions to Price-Teltz
 Co., 523 Market St., S. F.

As previously reported, contracts not
 included in the general contract were
 awarded as follows:

Electrical Work—N. Page-McKinney,
 128 10th St., Oakland, \$24,987.
Heating, Plumbing and Ventilating—
 Geo. A. Schuster, 21st and Grove
 Sts., Oakland, \$54,747.

Slate Blackboards—C. F. Weber & Co.,
 474 11th St., Oakland, \$1840.
Window Fixtures—Hauser Window Co.,
 137 Harrison St., San Francisco,
 \$1878.

TAFT, Kern Co., Cal.—Roy E. Myers,
 Bakersfield, at \$13,000 awarded con-
 tract by Taft Union High School Dis-
 trict for 30,000 sq. ft. driveways and
 10,500 sq. ft. walks in school grounds.

TRADE MARK
JOHNSON
 RIPSAWING CUT-OFF MACHINE
 FAST SAFE
 DYNAMIC BALANCED
ECONOMY
 ON THE SQUARE
 JOHNSON SAFETY SAW WORKS
 SAN FRANCISCO, CALIFORNIA
 20 STILLMAN ST.
 1924
 QUALITY
 COUNTERPOISED
 POWER
 SPEED
 CONVENIENT

THE BUILDING REVIEW

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SACRAMENTO ANNOUNCES NEW INDUSTRIAL SERVICE

By A. S. DUDLEY

Sacramento will seriously enter upon a very definite program of industrial development during the coming year. The office organization of the Chamber of Commerce will be shaped to concentrate its principal efforts in that direction. Development of industry is one of the big problems confronting Sacramento today.

Our investigations have revealed that the percentage increase in growth of industry has not been as great as the increase in population. This should not be taken to mean that industries which have been established in Sacramento are not operating successfully. As a fact, these industries have been unusually successful it is shown by an analysis of Federal reports and statistics. Their importance is proved by the census figures showing that of the total value of industrial output—\$46,000,000—approximately \$20,000,000 was added by manufacture. This percentage is higher than that for the State of California taken as a whole.

The reason Sacramento has not made greater industrial strides is because time and effort were centered upon other highly essential local problems. Now, we are prepared to carry on the industrial program. We have started by appointing an industrial advisory committee, the personnel of which includes leaders in various lines of activity. This committee will advise with the Industrial Department of the Chamber of Commerce which will make a comprehensive survey of the industrial situation covering the entire Sacramento Valley with particular regard to raw materials, markets and distribution. Co-operating with the Industrial Department will be a Research and Statistical Department.

During the past five years Sacramento has expended more than \$10,000,000 in public improvements practically all of which will be of direct benefit to industrial establishments. The figure includes \$2,700,000 for a new water pumping and filtration plant which assures industries of one of the essential requirements—an abundant supply of excellent water at unusually low rates. At a cost of millions of dollars one of the power companies serving Sacramento and vicinity has added more than 100,000 horsepower to its plant capacity. Many thousands of dollars have been expend-

(Concluded on Page XVIII)

BUNGALOW COURT EQUIPPED WITH NEW HEATING APPLIANCES

As an added instance of the popularity of "Firelight," a new and practical gas heater for the fireplace, and Hall Junior Gas Floor Heater, an efficient single unit heating agent, both of which are manufactured by the D. H. McCorkle Co. of Oakland, Calif., the firm of McWethy and Greenleaf, Oakland builders, is installing these heating agents in their new bungalow court series of houses, which includes a square of ten bungalows situated at Jean and Perry streets in Oakland. A "Firelight" gas heater is installed in the living room of every family in the court, while an electrically controlled Hall Junior Gas Heater, placed in the dining room, will keep an even, healthful temperature there and in the kitchen, bedroom and bath.

Scientific tests have demonstrated that the D. H. McCorkle "Firelight" product produces three times as much heat as a gas log four times as much heat as a gas grate, and nine times as much heat as a wood or coal fire. All tests imply "at the same distance" as the other agent in comparison.

One of the reasons for "Firelight's" great heating capacity is that it sends all of the heat out into the room, while a separate flue discharges the combustion products in the chimney. Under intense heat from gas burners placed below them, the composition radiants become an incandescent mass and produces a beautiful old-fashioned driftwood fire effect. This point, coupled with the strong, penetrating heat of the "Firelight," gives it many advantages that are novel in the gas heating field.

Hall Junior Gas Floor Heater is capable of heating three rooms, according to McWethy and Greenleaf. Its intense heat was novelly used by them in drying out the plaster while the houses were in the process of construction. It is a convenient, inexpensive heater which may readily be installed in any home, new or old. Being thirty inches in height, it has a register of fourteen inches square in the floor of the room. This is sufficient to flood a room or suite with air warmed to personal desires.

McWethy and Greenleaf chose "Firelight" for their bungalow court because of the simple and graceful design, which includes andirons to match the heater. The

(Concluded on Page XVIII)

WINNERS IN HOSPITAL CONTEST ANNOUNCED

Butler & Rodman of New York City received the first prize in the international competition recently conducted by *The Modern Hospital* magazine for the plans of a small general hospital. Three awards of \$500, \$300 and \$200 and two honorable mentions were made.

Second and third places in the contest were won by John Roth of Atascadero, Cal., and Ernst Hoedtko of Cambridge, Mass. Selection was made from 51 sets of plans submitted by hospital architects of the United States, Canada and England, judgment being on the bases of economy in construction and operation, integrity of designs, health values and flexibility.

Cervin & Horn, hospital architects of Rock Island, Ill., were given first honorable mention in the competition, the other honorable mention going to Lemuel Cross Dillenburg of the School of Architecture, University of Illinois.

The jury of award, composed of Dr. S. S. Goldwater of New York, Asa S. Bacon of Chicago, Clarence H. Johnston of St. Paul, William Buck Stratton of Detroit and Miss Adelaide M. Lewis of Kewanee, Ill., met in Chicago in March to study the plans.

Announcement of the winning architects will be made in the April issue of *The Modern Hospital*, and in the succeeding number will appear the prize plans with the interpretations of the judges. Subsequent publication, with critical comments, will be made of fifteen or twenty other of the more interesting designs for their educational value.

Mr. Charles Butler, who drew the design awarded first place, is a graduate of Columbia University and of the Ecole des Beaux Arts in Paris. He is a fellow of the American Institute of Architects, Chevalier of the Legion of Honor, France; Officer of St. Sava, Serbia, and the president of the New York chapter of the American Institute of Architects. He and his firm have planned a number of important hospitals in New York and the East, as well as abroad.

ANNOUNCEMENT

Lloyd Rally, architect, announces the opening of his offices at 1019 Wright & Callender Building, Fourth and Hill streets, Los Angeles. Telephone 12681.

LARGEST ROOFING ORDER SHIPPED TO ORIENT

The largest single order of roofing ever shipped to the Orient left San Francisco March 20 for Bombay, India, on the steamer Diana Dollar.

The shipment consists of 51 carloads of reinforced Malthoid Roofing for Pabco Roofs and will be used on the warehouses of the Port Trust Cotton Depot, Bombay, India.

It was manufactured by The Paraffine Companies, Inc., in their Emeryville plant, which is the largest single roofing plant in the world.

(Concluded from Page XVII)

"Firelights" installed were finished to harmonize with the color scheme of the bungalow interiors.

On the "Firelight," a patented grid that prevents back-firing into the gas chamber; a patented burner that insures proper gas combustion in a quiet but intensely hot flame; a handy orifice thumbscrew, which permits the office to be cleaned in an instant without distributing the adjustment of the burner, and a convenient valve lever, placed at the side of the heater where it may be safely and comfortably turned by hand, are some of the excellent features.

All of the McWethy and Greenleaf bungalows are built in the four-room arrangement. The attractive double-quintette of cheery, warm houses has been occasioning much interest in continental side real estate circles. Having two gas heaters for four rooms is a forward stride in this type of comfort appointing.

(Concluded from Page XVII)

ed for improvements on the Sacramento River, the importance of which is indicated in government figures showing that approximately one million tons of commerce are carried on this stream annually.

The tremendous increase in population on the Pacific Slope, for which Sacramento is an ideal distributing center by reason of its geographical location, and the equally great increase in volume of agricultural, mineral and timber production, is constantly improving the market and supply of raw materials for articles manufactured in Sacramento.

Now that Sacramento has prepared itself with complete requirements demanded by industries, we will devote the greater part of our activity toward attracting and securing manufacturing plants.



Terra cotta

Continued from page 1

Though ceramic glazes have an inherent capacity to display a wide range of luminous unfading colors, that potential remained largely untapped. Things would begin to change towards the end of the 1920s. Beaux Arts continued to exert an influence but with increasing explorations of new elements of style. Overall, architectural design evolved towards using flatter surfaces and emphasizing more economical building materials and methods. Terra cotta manufacturers developed an extruded product called ceramic veneer which enabled them to continue to compete, especially during the Depression. Immediately before and after 1930, ceramic color suddenly appeared on the facades of a number of buildings. This use of vivid color represented a liberation of sorts in the realm of architectural ceramics. Oakland is fortunate in having several surviving examples from that brief but fascinating period.

In this article, I'll highlight eight buildings that provide good examples of various glaze finishes, arranged by geography so you may set out on a self-guided walking tour. These eight buildings range in age from 90 to 115 years old. Almost without exception, ceramic colors remain unchanged over time, an extraordinary hallmark of fired ceramics. The colors you see here appear exactly as they did the day they were removed from the kiln, 96 years ago in this instance. The buildings themselves and the attachment systems are more vulnerable to deterioration, but the glaze colors endure.

❖ **Howden Building, 337 17th St.**
1925: McWethy & Greenleaf, architects
The entrance to upper floor offices at 337 17th St. is framed by an elaborate formal sur-

round where units of terra cotta and tile seamlessly blend together to display bright shiny glazes. All units which have projecting decorative relief are terra cotta, while those with flat surfaces are tiles.

Robert Howden tiled the exterior to advertise his company, which sold and installed tiles. Inside the entrance at 1628 Webster St. is California's only surviving showroom from the Golden Age of tile, the 1920s. The walls and columns around the recessed showroom entry are elaborately decorated with colorful tiles. Tile installations throughout the 1920s were bursting with color, while terra cotta continued to use colored glazes sparingly.

❖ **YWCA, 1315 Webster St.**
1914: Julia Morgan, architect. Terra cotta by N. Clark & Sons

This is a relatively rare early example of color being used on a ceramic façade. Because the architect based this building on an Italian Renaissance Palazzo, the inclusion of Della Robbia-style polychrome terra cotta was thematically appropriate. The presence of color softens the austere formality which historically characterized this type of building. The reserved, harmonious colors offer a fine example of matte-glazed terra cotta.



THE HOWDEN BUILDING has a high gloss finish. For more on this archway feature, see page 6.

Some buildings are entirely surfaced in terra cotta while others incorporate it in conjunction with brick, stone, tile, or other materials. The base section of this building is



THE YWCA BUILDING, built by Julia Morgan, provides an early example of color used on a ceramic façade. It's also a good example of the use of a matte glaze finish.

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The Formation of MacArthur Blvd

March 20, 1942 Oakland Tribune

MacArthur Blvd. Given Final O.K.

Council Resolution Expresses Hope Link Will Join 3 Nations

Oakland city councilmen last night gave their final sanction to the renaming of the Moss Avenue approach to the Bay Bridge in honor of Gen. Douglas A. MacArthur.

In changing the names of the series of streets which form the principal cross-town approach to the bridge, the Council expressed the hope that the same highway will be extended southward to the Mexican border and northward across the bridge to San Francisco and over the Golden Gate Bridge to the Canadian boundary.

The city will send a scroll to General MacArthur notifying him of the action which was taken. Mayor John F. Slavich and the other members of the Council attixed their signatures to this scroll.

At the meeting Mayor Slavich publicly thanked George Lynch, city sign foreman, for the suggestion to name the thoroughfare MacArthur Boulevard.

BENEFIT TO CITY

"This suggestion is timely, and will be of infinite benefit to the city because it clarifies a confused condition in street nomenclature," Mayor Slavich said. "We welcome such recommendations from city employees."

Various connecting streets which will hereafter be known as MacArthur Boulevard are: 38th Street, from the Emeryville city limits to Telegraph Avenue; Moss Avenue, from Telegraph Avenue to Fairmount Avenue; Perry Street, from Fairmount Avenue to Lakeshore Avenue; Excelsior Avenue, from Lakeshore Avenue to Park Boulevard; Hopkins Street, from Park Boulevard to 55th Avenue; 55th Avenue, from Hopkins Street to Camden Street; Camden Street, from 55th Avenue to Seminary Avenue; Seminary Avenue, from Camden Street to Trenor Street; Trenor Street, from Seminary Avenue to 73rd Avenue; Foothill Boulevard, from 73rd Avenue to Byron Avenue; Hollywood Boulevard, from Byron Avenue to Foothill Boulevard.

Moss Avenue to Be MacArthur Boulevard

Oakland will honor General Douglas MacArthur by naming the Moss Avenue approach to the Bay Bridge in his honor.

The City Council took the first step toward changing the names of the thoroughfare throughout its entire length within the city limits last night.

Proposed originally by George Lynch, city sign foreman, the idea of naming the highway in honor of General MacArthur received immediate approval by the council. Last week, City Engineer Walter N. Frickstad submitted a report advising what procedure should be followed to make the change.

An ordinance re-naming the approach was approved for first read-

ing last night and was scheduled for second reading on next Thursday night.

Streets which will be linked together as MacArthur Boulevard.

Thirty-eighth Street, from the Emeryville city limit to Telegraph Avenue.

Moss Avenue, from Telegraph Avenue to Fairmount Avenue.

Perry Street, from Fairmount Avenue to Lake Park Avenue.

Excelsior Avenue, from Lake Park Avenue to Park Boulevard.

Hopkins Street, from Park Boulevard to 55th Avenue.

Fifty-fifth Avenue, from Hopkins Street to Camden Street.

Camden Street, from 55th Avenue to Seminary Avenue.

Seminary Avenue, from Camden Street to Trenor Street.

Trenor Street, from Seminary Avenue to Foothill Boulevard.

Foothill Boulevard, from Trenor Street and the western terminus of Hollywood Boulevard.

Hollywood Boulevard to the San Leandro city limits near Durant Avenue.

Foothill Boulevard, from Superior Street to San Leandro Creek.

Several councilmen previously expressed the hope that other communities would follow the example of Oakland in naming the highway, known as State Route No. 5, MacArthur Boulevard southward to the Mexican boundary.

TEXT OF RESOLUTION

The resolution adopted by the Council read in part:

"Whereas Gen. Douglas MacArthur has by his heroic leadership and indomitable defense of the Bataan Peninsula and Corregidor Island, inspired the entire American people with a new spirit of determination to make any sacrifice necessary to win the world-wide war for the preservation of democratic government; . . .

"Now, therefore: The City Council of Oakland does hereby declare that this main arterial highway shall be so known, and it does hereby express the hope that the same highway be continued as MacArthur Boulevard southward from the Oakland city limits to the Mexican border, and also across the Oakland-San Francisco Bay Bridge and thence northward via the Golden Gate Bridge and the coast highway to the Canadian border; and

"Be it further resolved: That a copy of these resolutions, suitably inscribed, be forwarded immediately to Gen. Douglas A. MacArthur, supreme Allied commander, at his headquarters in Australia, and that copies also be forwarded to the President of the United States, the Honorable Franklin D. Roosevelt, commander in chief of the United States Army, and also to the interested State Highway Commissions and the various cities and counties through which the proposed extension of MacArthur Boulevard would traverse, asking their co-operation in so honoring Gen. Douglas A. MacArthur."



(April 10th, 1942 Oakland Tribune)



City of Oakland map showing State Route 50 running along MacArthur Blvd.



Adams Point in the 1890's.

Claimed by the Adams family since at least the 1860s, the property now known as Adams Point had originally been so far from town as to be more or less a country estate. The Adamses themselves lived near, but not on, the property, nor did they even try to develop it much, beyond clearing the oaks and allowing some of its more level portions to be farmed. But things began to change in the 1880s, as the coming of streetcars quickened the pace of Oakland's expansion. Suddenly, the area was looking more and more desirable. Certainly by the summer of 1906, with the mass influx of refugees from the SF earthquake (an army of whom were camped out — with permission — in what later became Lakeside Park) the City of Oakland had realized the area's increasing centrality; plans were afoot to ring the lake with grand boulevards and formalize a park area ... but by then old Edson was long gone, and the City's various attempts to buy out his heirs never seemed to go anywhere.



Edson F. Adams, Edson Adams' son, was a wealthy banker who kept rejecting Oakland's increasingly frequent (and, using historical money value estimates, seemingly reasonable) offers for his property. By 1909, the City had had enough of this stonewalling and initiated proceedings to use eminent domain to have the property condemned and forcibly taken from Adams. That got his attention. "Wait a moment — what was your last offer again?" was the response. "Why yes ... on second thought, \$300,000 does sound fair."

By 1912, every square inch of the Point was accounted for and sold, even if not built upon yet.

Source: Oakland Wiki – Adams Point

San Francisco Call, Volume 102, Number 159, 6
November 1907 — OAKLAND PAYS \$400,000 FOR BIG
PARK TRACT [ARTICLE]

OAKLAND PAYS \$400,000 FOR BIG PARK TRACT

John C. Adams Sells 32 Acres Near Lake Merritt to the City

DEED IS RECORDED

Mayor Mott Well Pleased With Acquisition of Property

OAKLAND, Nov. 6.— After many weeks of negotiating, the city, through the board of public works, has closed the purchase of 82 acres of the wooded portion of Adams Point from John Charles Adams for \$400,000. At a special meeting of the board this afternoon the transfer was made and a warrant in favor of Adams for the purchase price was drawn. The deed to the city was filed for record this afternoon.

Mayor Mott expressed gratification over the acquisition of this property, which comprises the larger part of Adams Point, the key to the Lake Merritt system of parks and boulevards and the center from which the entire park scheme of the city will radiate.

Of Adams Point there remains to be acquired a piece on the east side which is owned by Edson F. Adams. Negotiations failed as to this part. The city has brought a condemnation suit to get it. This litigation will be pressed rapidly now that the major portion of the point has been deeded to the city.

Thus far the city has secured title to considerable of the park properties which were authorized for purchase under the park bond issue. All but four small pieces in the "Willows" along the west shore of Lake Merritt have been acquired.

Holdings that were transferred in that section of the lake front are as follows: H. C. Capwell, 90 feet, \$14,400; Terrila V. Wright, 110 feet with improvements, \$40,000; Eliza J. Hyde, 60 feet, \$9,600; Adele Hyde Morrison, 60 feet, \$9,600; Roosevelt Johnson, 60 feet, \$9,600; Thomas W. Corder, 125 feet, \$20,000; R. S. Knight, 60 feet, \$9,600; F. A. Braun, 42 feet, \$6,750; F. A. Leach, 75 feet, \$12,000. South of Twelfth street dam a piece owned by Adolph Uhl between Tenth and Eleventh streets east of Fallon, has been secured for \$3,570.

Mrs. Emelie M. Chabot has sold to the city a piece on the east side boulevard at Wayne avenue near the northwest arm of Lake Merritt for \$27,500.

Negotiations for the James L. de Fremery property in Adeline street between Sixteenth and Eighteenth are about closed, though a slight hitch as to the time the occupants shall vacate has caused delay.

Besides the large De Fremery piece there remain small lots to be purchased as follows: A site at Peralta and Ninth streets, a gore piece at B and Peralta streets, a gore at Harrison boulevard and Bay place and a strip near Bushrod park. These are exclusive of the Edson Adams' holdings at Adams Point and several lots in the marsh south of Twelfth street dam, owned by Edson Adams and others, for which condemnation suits are pending.

Source: UCR Center for Bibliographical Studies and Research

10. FORM PREPARED BY

Name: ___ Teddy Swain & Nils Ratnathicam_(PURISIMA MACARTHUR, LLC) _____

Organization/Title (if any): _____ None _____ Date: ___ 12/6/22 _____

Address: ___ 2240 Rose Street, _____ Telephone: ___ 510-717-7786 ___

City/Town: ___ Berkeley _____ State: ___ CA ___ Zip: ___ 94707 _____ Email ___ teddyswain@gmail.com ___

DEPARTMENTAL USE ONLY

rev.

1/10/2020

A. Accepted by: _____ Date: _____

B. Action by Landmarks Preservation Advisory Board

(1) ___ Recommended ___ Not recommended for Landmark/ S-7/S-20 designation

Date: _____ Resolution number: _____

(2) ___ Designated as Heritage Property Date: _____

C. Action by City Planning Commission Date: _____

___ Recommended ___ Not recommended for Landmark/ S-7/S-20 designation

D. Action by City Council Date: _____

___ Designated: Ordinance No: _____ ___ Not Designated