

# Alameda PRESERVATION Press

NEWSLETTER OF THE ALAMEDA  
ARCHITECTURAL PRESERVATION SOCIETY

**Very Unique Romance  
Revival Chandelier, c1930**

*Holy Errol Flynn, what a fixture! Hollywood's swash-buckling caped marvel of the 1930s would have felt right at home under this remarkable chandelier, which manages to put together an abundance of rather typical Historic Revival fixture modeling and details into a completely original and striking form unlike any other.*



*A Presentation by Robert Wien of*  
**Rejuvenation**  
**Classic American Lighting & House Parts**

**Sunday, April 7, 2013 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**

## **A Need for Historic House Parts**

**D**o you need period-authentic chandeliers, door and window hardware, push-button light switches or other old-house fixtures? Then check out Rejuvenation, Classic American Lighting and House Parts. Their product lines range from Victorian to Mid-Century Modern and include restored antique fixtures, as well as new fixtures based on historic designs. At AAPS's April 7 meeting, Rejuvenation sales representative Robert Wien will present their extensive product lines, show examples of Rejuvenation's products in historic building restorations and bring product samples.

Rejuvenation House Parts was founded in 1977, but the story really begins in 1975—when Jim Kelly purchased a condemned saloon in a rough-hewn Portland, Oregon neighborhood for \$1,000. During two years of extensive renovations, Kelly had a difficult time finding the lighting and house parts he needed to preserve the historic character and details of his small building.

Recognizing an opportunity, he decided to use his small storefront to serve the needs of like-minded old-house renovators. After borrowing \$2,500, he opened what was essentially a specialized junk store selling architectural salvage—things like doors, windows, light fixtures, clawfoot tubs. Despite his network of house wreckers and junkyard scrap dealers, Kelly learned early on that demand often exceeded supply—especially for period-authentic light fixtures.

Not knowing better, Kelly decided he could do better himself. Using antique fixtures as models, he hired his first "manufacturing" employee to start making basic reproduction Victorian and early-20th-century ceiling fixtures and wall brackets.

*continued on page 2...*

**Rejuvenation...continued from page 1.**

By 1982, strong demand encouraged Kelly to create a mail-order catalogue. The first version, in black and white, was assembled on his dining room table. By 1985, the mail-order business represented 75% of sales and was given its own identity, as Rejuvenation Lamp & Fixture Company.

Rejuvenation has remained in Portland's central city, but growth has dictated four moves and expansions since the original 900-square-foot store. The company now has retail locations in Seattle, Los Angeles and Berkeley. The newest retail store, Rejuvenation Berkeley is part of the vibrant Fourth Street shopping corridor. The Berkeley store opened its doors in July 2012 and has hit the ground running. Rejuvenation Berkeley is the smallest by square footage but is packed with all the wonderful lighting, hardware and salvage customers have come to know and expect. When stopping by you can find historic lighting, hardware, furniture, décor, one-of-a-kind salvage, and restored antiques. This store also donates 1% of annual sales to the Berkeley Food and Housing Project, which works to ease homelessness in the Berkeley community.

Rejuvenation is excited to roll out a new program—complimentary design services for free in-home design consultations. Whether your project is big or small, your house old or new, your style defined or developing, they can help. Their experts will work with you to choose and customize lights, hardware, furniture and vintage treasures that are just right for your home. They will come over, discuss what you need, and help create a plan just for you. No guesswork, no pressure, no charge.

**Rejuvenation: 1717-D Fourth Street, Berkeley, CA 94710; Monday – Saturday 10am – 6pm and Sunday 11am – 6pm; 510-423-9309 or on the web at [www.rejuvenation.com](http://www.rejuvenation.com)**



Modern siding being removed from a home to show original millwork hidden beneath.

## Time Again for Preservation Award Nominations

This year AAPS presents the 16th Annual Preservation Awards. Preservation Awards are conferred on restored properties in Alameda with historic or architectural significance. Nominated buildings may range in age from the 19th century through the 1940s, and their use may vary, including commercial properties, churches, governmental structures, single family homes and apartment houses. The awards showcase projects that preserve, restore or reuse historic properties in a way that enhances their architectural character.

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

The nomination form is available on the AAPS Web site [www.alameda-preservation.org](http://www.alameda-preservation.org). Please return the form on or before March 17, 2013 by mail, e-mail or fax to:

**Chris Buckley**  
 1017 San Antonio Avenue, Alameda, CA 94501  
 E-mail: [cbuckleyaicp@att.net](mailto:cbuckleyaicp@att.net)  
 Fax: 510-523-1039  
 Telephone: 510-523-0411



**▶ Astounding Gas and Electric Empire Chandelier c1890**

*This huge and remarkable 6x6 gas/electric combination fixture is a scrolling flight of filigreed fancy and bellowing beasties. Possibly manufactured by Bradley & Hubbard, this large fixture features exceptional castings and over-the-top detail. With the gas lights so high on the fixture, it is more likely to have hung in a large entry hall or living room than a dining room.*

**▶ South Shore Late Victorian Gas Style Chandelier**

*A very large, gloriously ornate Victorian chandelier from the late 19th century, it is well-suited to large homes with high ceilings or to public or commercial interiors. Reflecting the late-Victorian era when electricity was still newfangled (and notoriously unreliable), gas-style fixtures were dependable household standards. Nowadays, they add a touch of historical elegance to any room.*



**▶ Leadbetter Industrial Gas-Style Two-arm Chandelier**

*Because the Leadbetter has shorter arms, it's a great choice for a room where a bold statement is desired but space is an issue. Bare-bones industrial fixtures like these once lit America's thrumming factories and hardworking farms. Their simple, strong forms still lend that sense of purpose to any room they're in. Gas fixtures originally, now fully electrified, the lights these are based on were manufactured by a New York company called Colt.*



#10 ALAMEDA HISTORICAL MONUMENT

# Alameda Masonic Temple 1327-33 Park Street

**Year of Construction: 1890**

**Architect: Charles Mau**

**Architectural Style: Queen Anne  
Commercial**

**Original Owner: Oak Grove Lodge  
(established 1871)**

**Date Monument Status  
Conferred by City Council: 9/18/1979**

A grand ceremony with procession accompanied the laying of the cornerstone of the new Masonic Temple was held in June, 1890. Joaquin Miller, "Poet of the Sierras," gave a tribute to the assembled Masons, which he called *A Song to the Masons of Alameda*. He ended with the stirring lines "...then honor these brothers, yes, yes, these brave world builders by the sundown sea, for if ever this world shall be saved, I say, it will be saved by love, and by men like these." Since this time, the Masons have continued to play a vital role in Alameda's community life.

The old Masonic Temple is situated on Park Street, in the historic civic and business center of Alameda. The old Temple and many of the brick commercial buildings located in this area reflect the downtown architecture of the turn of the century. Since 1890, the Temple has stood at the southwest corner of Park Street and Alameda Avenue. Along Alameda Avenue, its west side is adjacent to the new lodge which was built in 1927 to eventually replace



the original temple. The newer site is home to the Alameda Museum at street level.

The 1890 temple is a massive, three-story brick masonry building. The eclectic Victorian-era design of the building directs attention to the following features; flat pilasters and piers; recessed elongated windows with segmented brick arched openings; a projecting belt course; and an elaborated frieze and cornice.

The building is spatially divided on the Park Street elevation by three brick engaged piers which rise above the roof. Other architectural details, such as a cross gable and a mansard style tower are roof features. The north elevation displays a continued use of the pier system which creates seven bays. The last bay contains a rough-chiseled stone semi-circular archway which leads to the entry. The projecting tower is closely related in form to the Queen Anne tower houses built in 1891.

The Masons eventually sold the building and the store front now includes a coffee house and hair salons with rented rooms above.

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

## IN THIS ISSUE:

- *Rejuvenation  
Classic American Lighting & House Parts*
- *2013 Preservation Awards*
- *Alameda Historical Monument #10*

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## AAPS SCHEDULE of EVENTS 2013

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**SUNDAY, APRIL 7**

*A Presentation by Robert Wien of  
Rejuvenation  
Classic American Lighting  
& House Parts*

IMMANUEL LUTHERAN CHURCH

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**THURSDAY, MAY 23**

*16th Annual Preservation Awards  
& Kids Contest*

AUCTIONS BY THE BAY THEATER

## PAC

### GET INVOLVED & MAKE A DIFFERENCE!

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

We also maintain a Google Group 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 Google Group list or would like obtain more information, please contact  
**Christopher 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.

## AAPS BOARD MEMBERS 2013

### *President*

Erich Stiger • 510-865-2740

### *1st Vice President*

Christopher Buckley • 510-523-0411

### *2nd Vice President*

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For more information, please contact:  
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