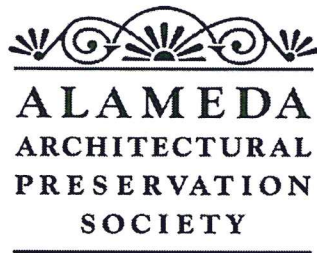


EXTERNAL CORRESPONDENCE

The City Clerk's Office received
the attached correspondence regarding
**Agenda Item #3-A on the
4-16-15 City Council Agenda**



April 16, 2015

(By electronic transmission)
Mayor and Councilmembers
City of Alameda
2263 Santa Clara Avenue
Alameda, CA 94501

Subject: Request for funding assistance for AAPS Plaque Program and digitizing photos from the City's 1978-9 historical and architectural survey

Dear Mayor Spencer and Councilmembers:

The Alameda Architectural Preservation Society (AAPS) is currently undertaking two projects that provide special benefits to the City of Alameda: (1) Installing plaques on the City's Historical Monuments and other important historic buildings; and (2) Digitizing approximately 10,000 photos from the City's 1978-9 historical and architectural inventory. We respectfully request that the City consider contributing \$11,000 to facilitate completion of these projects, with \$5,000 allocated to the Plaque Program to install plaques on five City-owned Historical Monuments and \$6,000 for the photo digitizing project.

1. **Plaque Program.** The Plaque Program would include five City-owned Historical Monuments: the Carnegie Building, Veterans Memorial Building, Grand Street Electrical Substation; Alameda Theater and Lincoln Park. The cost of each plaque is estimated at about \$1,000, including installation. AAPS has already installed a special, more elaborate plaque on City Hall at a cost to AAPS of approximately \$2,500. Attached is a brochure with more information on AAPS's Plaque Program.
2. **Digitizing photos from 1978-9 historical and architectural survey.** In 1978 and 1979 the City of Alameda performed a photographic survey of every building on the main island. This survey produced over ten thousand black and white images, stored initially as negatives. Though most of the negatives have survived, over the years some of these images were lost or suffered damage. AAPS was concerned that these irreplaceable images be protected and, at the same time, that they be made readily available for routine use by The City, historical researchers and individual property owners.

Accordingly, AAPS issued Requests for Proposal in June 2014 to seek a vendor with technology capable of converting the negatives into digitized images. After a vendor competition, AAPS selected Aberscan to perform the project, and a contract for \$8,000 was let. The work under this contract is now complete. The project products include, for each negative, a JPG image and a high resolution TIFF image, each indexed by the corresponding street address.

P.O. Box 1677 • Alameda, CA 94501 • 510-479-6489 • www.alameda-preservation.org

When AAPS was organizing this project and selecting a vendor, AAPS leadership met with City staff who indicated the City might be interested in helping fund this project. We did not seek financial assistance at that time because the viability of the project was unknowable, and the AAPS Board decided to assume the risk itself. The City did, however, provide effective coordination as the vendor retrieved batches of negatives every month or so while the project progressed.

At this point, there is a more certain step needed to provide full value from this successful project. The digitized images have been indexed by street address. AAPS proposes that an interactive application be developed which will allow retrieval of the image, using the building's address as a search key. The application should be available via Internet, and could be activated directly by a user, or indirectly by link from other web sites, such as those maintained by AAPS, The Alameda Museum, and by the City.

AAPS now asks for some financial assistance from the City. We estimate that the programming of the inquiry program would be in the range of \$2,000 to \$3,000. AAPS would be grateful for the City to cover the inquiry program expense as well as to help compensate AAPS for the original digitizing process. This seems appropriate, since the use of these images will likely be mostly City staff. A grant from the City of \$6,000 would pay for half of the completed digitizing process and fund the inquiry program. We think a grant of this amount is an appropriate level of participation from the City.

We respectfully request that the City Council ask staff to explore these funding requests.

Please contact me at (510) 523-0411 or cbuckleyAICP@att.net if you would like to discuss this request. You may also contact Linda Weinstock at (510) 217-8205 or lindaweinstock@gmail.com concerning the Plaque Program or Jim Smallman at (714)318-4106 or smallman_james@hotmail.com concerning the digitizing project.

Sincerely,

Christopher Buckley, President
Alameda Architectural Preservation Society

Attachment: AAPS Plaque Program Brochure

cc: John Russo, Elizabeth Warmerdam, Andrew Thomas and Allen Tai (by electronic transmission)
AAPS Board (by electronic transmission)

The Alameda Architectural Preservation Society offers four types of plaques to historic building owners.

To obtain a plaque application, please go to our website at www.alameda-preservation.org, email plaques@alameda-preservation.org, or call 510-479-6489.

Interpretive Signs

The owner of a property that is eligible for one of the plaque categories may wish to have an interpretive sign. These signs are made of porcelain-coated steel and are 10" x 12" or 12" x 18" in size. Interpretive signs can have one or more pictures and text. AAPS volunteers will assist with verifying and editing historical information.



Dedicated to the architectural preservation of historic structures in the City of Alameda, the Alameda Architectural Preservation Society (AAPS), previously known as the Alameda Victorian Preservation Society (AVPS), was founded in 1972 and incorporated in 1975. At the time AAPS was founded, Victorian homes were being routinely demolished and replaced with apartment buildings.

The Society was a vocal supporter of Measure A, which was enacted into law as Article XXVI of the city charter. The continuing goal of AAPS is to increase public awareness and appreciation of historic architecture in Alameda.



For more information about the AAPS visit www.alameda-preservation.org or call 510-479-6489.

Historical image of Webster Street and the Knowland Wedding Cottage courtesy Alameda Museum.



Do You Own a
Historic Building?
Let Everyone Know
with a Plaque!





Preservation Award Plaque

AAPS began honoring building owners with AAPS Preservation Awards in 1998. Starting in 2012, award winners have been offered further recognition with a Preservation Award Plaque.

These plaques are cast bronze 8" x 6". Any Preservation Award winner from the years 1998 through 2011 may now purchase a plaque for the award-winning building if it has been maintained to award standards.

Historic Building Plaque

These plaques are oval cast bronze 10" x 8". Plaques may be purchased for buildings, structures, and objects that possess architectural and historic integrity, and which meet one of the following criteria:

- Is listed as S or N category on City of Alameda Historic Building Study List.
- Has been brought back to S or N condition through restoration (AAPS inspection).
- Is pre-1870 or contributes to a Heritage Area.
- Is a historically significant building object researched by applicant and verified by AAPS through AAPS historian's written research, or other qualified resources.



Plaque samples shown are artist renditions and not actual installed plaques.



Historical Monument Plaque

These plaques are rectangular cast bronze 10" x 12". They are available for any building listed as a Historical Monument by the City of Alameda. There is room for about 400 characters of description on the plaque.

The AAPS will make limited funding available annually to non-profit building owners to help defray the plaque and installation cost.