

**AGENDA**

**LANDMARKS PRESERVATION  
ADVISORY BOARD  
OAKLAND, CA 94612**

**LANDMARKS PRESERVATION  
ADVISORY BOARD MEMBERS:**

**Christopher Andrews, Chair  
Peter Birkholz, Vice-Chair  
Stafford Buckley  
Eleanor Casson  
Frank Flores**

**January 11, 2016**

**Regular Meeting 6 PM  
City Hall, Sgt. Mark Dunakin  
Hearing Room #1  
1 Frank Ogawa Plaza  
Oakland, California 94612**

*Educate, Advocate, Protect Historic Resources*

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**This meeting is wheelchair accessible. To request materials in alternative formats or to request an ASL interpreter or assistive listening device, contact Betty Marvin at 510-238-6879, bmarvin@oaklandnet.com, or TDD 510-238-3254 at least three working days before the meeting. Please refrain from wearing scented products to this meeting so those with chemical sensitivities may attend.**  
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**A. ROLL CALL**

**B. OPEN FORUM**

**C. APPROVAL OF MINUTES of December 14, 2015**

**D. INFORMATIONAL PRESENTATIONS**

**1. Landmark of the Month or other features of interest**

**Morcom Amphitheater of Roses – Oakland Municipal Rose Garden, 700 Jean Street, Arthur Cobbleddick, landscape architect, 1933. Oakland City Landmark #45, LM 80-350. Presentation by Boardmember Frank Flores.**

**2. Study of Preservation Element (adopted goal for 2015)**

Chapter 4, Incentives and Regulations, discussion led by Boardmember Frank Flores

**E. NEW BUSINESS**

**1. Public hearing on application to Public Works Department by Fouché’s Hudson Funeral Home, requesting commemorative street naming of 37th Street between Telegraph Avenue and MacArthur Boulevard to Aramis Fouché Way (permit SA1500051).**

Review the request and receive testimony supporting the honorary designation, based on the honoree’s “significant contribution to the economic vitality or quality of life in the Oakland Community.”

**F. OLD BUSINESS**

**G. BOARD REPORTS**

**H. SUBCOMMITTEE REPORTS - 718 Clay Street (Birkholz, Andrews) - new five story building, 24 dwelling units over ground floor commercial, on an existing vacant lot in the Old Oakland S-7 Preservation Combining Zone**

**I. ANNOUNCEMENTS – 2016, Year of Jack London (Annalee Allen, Oakland Tours)**

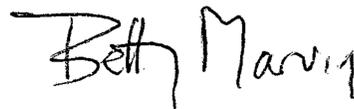
**J. SECRETARY REPORTS**

Mills Act contracts  
Certified Local Government annual report

**K. UPCOMING**

Downtown Plan [www.oaklandnet.com/plandowntownoakland](http://www.oaklandnet.com/plandowntownoakland) - February  
Oakland Auditorium/Kaiser Convention Center – February

**L. ADJOURNMENT**



**BETTY MARVIN  
Historic Preservation Planner**

**NEXT REGULAR MEETING  
February 8, 2016**

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The Landmarks Board welcomes public comment on all agenda items. The Board requests that speakers limit comments to no more than three minutes. Correspondence received by the Monday prior to the meeting will be included in the Board’s agenda packet.

**Landmarks Preservation Advisory Board  
250 Frank H. Ogawa Plaza, Suite 3315, Oakland, CA 94612  
bmarvin@oaklandnet.com  
Fax 510-238-6538**

MINUTES

LANDMARKS PRESERVATION  
ADVISORY BOARD  
OAKLAND, CA 94612

**LANDMARKS PRESERVATION  
ADVISORY BOARD MEMBERS:**

Christopher Andrews, Chair  
Peter Birkholz  
Stafford Buckley  
Eleanor Casson  
Frank Flores

December 14, 2015  
  
Regular Meeting 6 PM  
City Hall, Sgt. Mark Dunakin  
Hearing Room 1  
1 Frank H. Ogawa Plaza  
Oakland, California 94612

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A. **ROLL CALL** - 6:04 pm

Board Members present: Andrews, Birkholz, Buckley, Casson  
Board Members absent: Flores (excused absence)  
Staff present: Betty Marvin

B. **OPEN FORUM** – None

C. **APPROVAL OF MINUTES** of October 12, 2015: moved by Casson, seconded by Birkholz, approved unanimously.

D. **INFORMATIONAL PRESENTATIONS**

1. **Landmark of the Month** or other features of interest (Postponed)

**Morcom Amphitheater of Roses – Oakland Municipal Rose Garden, 700 Jean Street, Arthur Cobble-dick, landscape architect, 1933.** Oakland City Landmark #45, LM 80-350.  
Presentation by Board member Frank Flores.

2. **Study of Preservation Element** (adopted goal for 2015)

Chapter 4, Incentives and Regulations, discussion led by Board member Frank Flores (Postponed)

E. **NEW BUSINESS - Action Items**

1. **Information report, Melrose Baptist Church, 1638-47th Avenue** (APN: 035-2360-032-03): proposal by Riaz Inc. and architect Daniel Dunigan to convert an existing church, school and single family dwelling to a total of 60 residential dwelling units.

The proposal is an adaptive re-use of a Spanish Colonial church building (**PDHP rated B+3, 1939, Charles McCall, architect**) along with on-site school buildings. The exterior of the church will maintain the architectural elements while the school will receive contemporary exterior design elements.

The project proposes new landscaping with approximately 10,808 square feet of open space plus an additional 1,896 square feet of publicly accessible landscaping and open space in the center island at the intersection of 48th Avenue and Bancroft Avenue. The project proposes 26 bicycle parking spaces and 22 off-street car parking spaces and has an estimated 34 on-street spaces around the perimeter of the site on Bond Street, Bancroft Avenue, and 47th and 48th Avenues. This project went before the Planning Commission on November 18, 2015, and received a unanimous vote of 7-0 in favor of the recommendation including environmental determination, design review, and rezoning from the RU-1 Urban Residential Zone to the adjacent RU-4 Urban Residential Zone with height area 45.

**Michael Bradley, case planner**, presented an informational report on the proposed project, to convert an existing vacant church (Melrose Baptist Church, later a mosque), a non-operational school and an occupied single family dwelling (will remain a single family dwelling) into a total of 60 residential units, including 32 studios, 26 one-bedroom apartments and 2 two-bedroom units. Applicants have been working with staff for several months. The applicant has added more bicycle parking and requested a minor variance for parking. Landscaping includes restoring the small park across the street.

The project is before Landmarks based on the re-zoning issue before the City Council and to hear comments from the Board on the proposed design, especially regarding the church. Both Bradley and Marvin toured the site and worked with the applicant. Bradley also attended the community meeting with Rachel Flynn, Planning Director. The complex is not a Landmark but includes a 'B' rated building.

**Riaz Taplin, owner, Riaz Inc.**, gave a PowerPoint presentation of the project. He operates a family owned real estate company that owns and manages 800 multifamily units in the Oakland area. In the past decade they've purchased old, dilapidated buildings which they re-design and renovate themselves. He showed two, 1715 High Street and 3010 Adeline Street, and highlighted the improvements that were made.

The reason they applied for the variance and rezoning of the site, is to build more economically viable units. The current status would allow them to build only 37 units compared to the 60 units proposed. He noted some the benefits of the proposed project, such as preserving the historic look and feel of the building, a site near public transportation (BART and AC Transit), revitalization of the neighborhood, the design of smaller units to be more affordable (\$200 less than average rent and without subsidy), solar panels, green design, bike and pedestrian friendly and more housing for Oakland residents.

## **BOARD COMMENTS/QUESTIONS**

**Birkholz:** preservation of the ceilings, are the partitions hitting the trusses? **Riaz:** the trusses will be buried, partly exposed. **Birkholz:** how are you integrating the mechanical systems? **Riaz:** not air-conditioning the building, the heat will be provided in each unit, "pretty low impact."

**Casson:** will the ceilings in the three units on the top floor of the church be exposed up to the beams? Will you be refurbishing the building and is there a fence around the site now? **Riaz:** the building has been damaged due to water intrusion and the intent is to restore it to the best of our ability; a chain link fence is around the property now but we plan to put a more cohesive and higher quality fence around the site for more security also.

**Buckley:** any existing trees on the site now and do you plan to preserve them? **Riaz:** there is one birch tree as you come in on the left, the intent is preserve it and add more palm trees for a tropical atmosphere.

**Andrews:** it's not really clear in your presentation, but you're not demolishing any part of the structure on the site or adding any new structures to the exterior? **Riaz:** No to both questions.

**Marvin:** you're doing some work on the exterior openings of the church, would you like to point those out.  
**Riaz:** they're smaller windows below the second level and the idea is to add glass doors that mirror the windows above to provide entry ways in the lower units. On the school buildings we're modifying some of the openings. **Casson:** is it stained glass on the top level window?

Board Chair Andrews asked Betty Marvin to summarize the history of the building and the architect

**Marvin:** Melrose Baptist Church has gone through quite a number of re-designs and expansions through its life. This final version of the Sanctuary, which is the most costly 1939 building permit and looks very much unlike the 1920s building on the Sanborn map is by Charles McCall, architect. So it's very safe to assume that what we're looking at is what McCall designed. He was a prominent and very good Oakland architect of the early 20th century. Probably his best known buildings in Oakland are the Produce Market complex around 3rd and Franklin but he has a lot of major office buildings in downtown Oakland, the Wakefield Building is his - it actually has a plaque listing the architect, contractor and plumber at the pipes for the fire hose and we wish more buildings had that. He did a lot of Spanish Colonials, big houses in Piedmont, and Craftsman houses. This reuse project along with the project at 63rd and Shattuck, where Shattuck Avenue Methodist Church is being converted to apartments, is something that hasn't taken place much in Oakland so far, although you see it elsewhere. Another interesting coincidence, the Fremont Theatre, a block west, was converted to apartments as part of the same Home Owners Loan Corporation World War II housing program, as the Adeline Street building that Riaz showed.

### PUBLIC COMMENTS/QUESTIONS

**Naomi Schiff, Oakland Heritage Alliance (OHA)** – attended Planning Commission Meeting on the proposed project. The Planning Commission mentioned reversibility. We are talking about demising walls in the sanctuary going up to height of the beams or the truss. Somebody might want to restore this as a single large space. OHA would really appreciate your recommending where new walls touch the original church walls and ceiling. The developer should seek advice on the best methods.

### BOARD COMMENTS/QUESTIONS

**Casson:** likes a lot of things about the project, not just Landmarks-related - the additional units, the re-zoning, reduced car parking and increased bike parking. Do they truly need the fence for security reasons? Enclosed apartment buildings are not really helping promote the neighborhood. Is it essential?

**Riaz:** The Planning Commission asked us to make the fence relatively transparent so that it didn't have a fully walled in feeling. In the community meetings there was concern over sideshows (speeding cars that turn around in circles) that happen at the intersection. So for the safety of the residents we felt it was important that there was one line of deterrence. The perimeter fence is to access to the individual units whose front doors are on the courtyard. The gated entrance prevents illicit activity on the property.

**Andrews:** is it actually gated, will there be a locked gate at the courtyard entrance? **Riaz:** yes

**Birkholz:** I think Naomi Schiff's points about reversibility are good ones, asking about how those walls meet with the trusses and ceilings. A key thing would be not to remove things, that you keep trusses in place, keep the open ceiling beams where possible, don't over paint them so that in the future when you peel that partition that bisects the truss, you could see the original colors. The way you're introducing new windows on the sides of the historic church building is perfectly appropriate, somewhat contemporary and in the same rhythm as the other openings. The fencing is needed, maybe a more Spanish Colonial style but the contemporary style is appropriate as well.

**Buckley:** asked what materials the beams were made out of. **Riaz:** Wood

**Andrews:** the project is obviously of high quality, great in many ways. The reversibility with the trusses is very critical. We as a Board just reviewed a few months ago the Capwell’s building where things had been done in the past that were not reversible and really affected how that building could ever be preserved or recaptured. The fence could use another element in terms of scale, to maybe not seem such a stark contrast to the Spanish Colonial revival building. Just as a general point, the term “false historicism” is misleading. Should we knock down this building completely because it’s obviously historicist? It’s not a real Spanish Colonial building. What we don’t want is “bad historicism.” Either it can be done well or very badly. The architect McCall did extraordinary historicism, we don’t seem to train people in school to do this anymore. Overall this is a really good project, I’m happy we’re getting something of quality like this in Oakland.

Bradley said no motion was required, since the items the Board discussed were brought up at the Planning Commission meeting also, and Board comments would be noted. A Condition of Approval would be added in the Council staff report for the reversibility issue.

2.

<b>Location:</b>	<b>718 Clay Street ( corner of Clay and 7th Street)</b> (APN: 001-0203-028-00)
<b>Proposal:</b>	Construct a new five story building containing 24 dwelling units over approximately 3,000 square feet of ground floor commercial and 24 spaces of ground and basement floor parking on an existing vacant lot.
<b>Applicant:</b>	Liberty Development Group LLC
<b>Contact Person/Phone Number:</b>	T. K. Mavis, (415) 407-9713
<b>Owner:</b>	718 Clay Street LLC
<b>Case File:</b>	<b>PLN15343</b>
<b>General Plan:</b>	Central Business District
<b>Zoning:</b>	CBD-P, Central Business District – Pedestrian Retail Commercial Zone/CBD Height Area 1 S-7, Preservation Combining Zone
<b>Environmental Determination:</b>	Exempt, Section 15332 of the State CEQA Guidelines; In-fill development Section 15183 of the State CEQA Guidelines; projects consistent with a community plan, general plan or zoning.
<b>Historic Status:</b>	Vacant lot within the Old Oakland API
<b>Service Delivery District:</b>	Metro
<b>City Council District:</b>	3
<b>For Further Information:</b>	Contact <b>Michael Bradley, Planner II (510) 238-6935,</b> <a href="mailto:MBradley@oaklandnet.com">MBradley@oaklandnet.com</a>

**Michel Bradley, case planner** – this is a revival of a project that was approved in 2006-07 with a different design and a condo map for the 24 units. The applicants came forward to Planning with a new design. Due to its location in the Old Oakland district, we felt it was best to bring it before the Board. Comments regarding this project will be forwarded to the Zoning Manager for decision.

**Todd Mavis, Liberty Development Group** – spoke about the company, the project, and the historical and green-building features of the proposed design. They are local Bay Area developers and builders. They take an active approach, work closely with the architect, bring a lot of their own designs to a

project, actually build it themselves, and continue to own and manage the building. The project will be a mix of one- and two-bedroom units to accommodate families. The design is meant to be “a modern environment for shopping and a more traditional area above” including a large open community space on the roof top. He showed wood siding and panels, a strong cornice in a contrasting color, “elegant” garage doors, and contrasting tile on the ground floor.

### **BOARD COMMENTS/QUESTIONS**

**Birkholz** – wanted to know the boundaries of the district and the Area of Primary Importance (API).

**Marvin** – the project is at the southwest corner of the district. The S-7 district is the six blocks from Broadway to Clay and 7th to 10th Streets. The API is slightly different but also includes this corner.

**Birkholz** – going south is the government center and going west is Mexicali Rose, are those outside the district? **Marvin** – Yes. This edge is in the district but it does shade away from the 1870s flagship block of 9th Street; here there are smaller commercial buildings and early 20th century hotels and apartments.

**Birkholz** – stating that in the application would have made it easier to understand the impact.

**Casson** – the example photos illustrating the characteristics of the district aren’t adjacent to this site, were they used to indicate character and influence? **Marvin** – the photos with the plans are immediately adjacent, early 20th century, small brick commercial buildings. The ones shown for district character are more about the unique 1870s theme of the district.

**Andrews** – what’s our charge in terms of evaluating the design or design quality of buildings that are completely new, that don’t involve any demolition of historic resource? **Marvin** – it’s in the S-7 district, the locally designated landmark district. If we were starting this project from scratch, it would be a Landmarks Design Review case and we would be looking at compatibility with the district and not diminishing the character of the district. We’re obviously looking at these things, but as a modification of something approved by an earlier incarnation of this Board. In the current economy, we’re seeing a lot of projects that have been approved but dormant for 8 or 10 years. **Andrews** – but this is not the actual project that was approved. **Marvin** – right; we recently reviewed something similar at Broadway and 8th, a modification of a previously approved project.

**Andrews** – asked the applicant about the wood siding: is it actual wood, Hardiplank or cement board?

**Mavis** – it’s recycled wood and becomes a green material that is consistent with wood. **Andrews** – is that the actual proportion of the siding, a 7 or 8 inch exposure? **Mavis** – actually a 6 inch exposure.

**Andrews** – will those fasteners be on the project as well? **Mavis** – yes.

### **PUBLIC COMMENTS/QUESTIONS**

**Naomi Schiff, Oakland Heritage Alliance (OHA)** – design is better than the old one, hopes it’s moving in a good direction. She appreciates the bay windows. This is a really important edge of the historic district and it’s important for the building to be compatible even though it’s being built on a vacant lot. Asked who the architect is, wasn’t identified in the plans. A cornice on the building would make it not as brutal as the prison building across 7th Street. It needs to relate to the historic district, not the jail. More visual interest on the ground floor would help continue the district’s “wonderful walking feeling” down to 7th Street.

**Chris Buckley, Oakland Heritage Alliance (OHA)** – this is an important gateway to the Old Oakland district so it needs to be carefully handled. The building is taller than any of the contributing buildings within the district and we’d like to better assess the impact of that height on the neighboring buildings. Drawings show the immediately adjacent buildings but we think that analysis of context should go beyond that. The request for 7 feet of extra height on the penthouse should be carefully considered - contributing buildings are mostly only around 45 feet.

OHA offered a list of specific design suggestions:

- the windows' shorter sash should be on the upper half, which will greatly improve the overall proportions of the building
- too much glazing, particularly on the intermediate walls between the bays
- provide more substantial corners and vertical mullions at the bay windows
- windows should read more as 'punch outs' and are probably not recessed enough
- cornice needs stronger articulation such as a molding at the top and/or a frieze around the tops of the windows, to give more emphasis to the top of the building
- belt courses between the 3rd and 4th floors and at the base of the 2nd floor could emphasize the tops of the windows and give more attention to the cornice
- siding should be closer to 8 or 9 inches, perhaps rustic; what is the material at the bay windows?
- the white and dark color scheme seems too stark; the white stands out and visually competes with the contributing buildings; earth tones would be better
- the ground floor needs more pedestrian interest, for example strongly articulated transoms above the display windows
- provide a wider range of materials and colors instead of all tile on the ground floor.

**James H., neighbor at 530 7th Street** – wanted to know how far the new building would be from his building, which has windows on the west side. **Kevin Chang, Liberty Development Group** – replied that there's an existing walkway, about 3 feet wide minimum. There will be windows and articulation, not just a solid wall, but not looking directly into the neighbors' windows. A lighter paint color will be used on that side for reflective quality.

## **BOARD DISCUSSION**

**Birkholz** considered the building's height the biggest issue. As a zoning matter it is beyond the Board's control, but granting additional height seems a bad precedent. Agrees with OHA about the ground floor needing more detail, e.g., tile should be more colorful. Victorian proportions are more vertical, and clapboard siding is not compatible with the district. Cornice "needs a little something." Glad that there are bays rather than balconies; other than that, "don't want to micromanage the windows."

**Casson** seconded the comments about the cornice and warmer colors.

**Andrews** noted "some really positive qualities" including the three-part composition, but "detailing isn't quite there yet." He asked if there was an architect involved. **Chang** said design was by the in-house architect for their structural engineering firm, Sylvia Bernstein. **Andrews** quoted "if architects designed without engineers, buildings would fall down; if engineers designed without architects, the buildings would be torn down." Despite the "overall successful design," the cornice was not good, the base was too short, and clapboard was not appropriate. "We want to know that in 50 years people will say the architects were making something of equal design quality." He proposed a subcommittee to work with the applicants, and explained the effectiveness of the subcommittee process. **Andrews** and **Birkholz** volunteered.

**F. OLD BUSINESS** - None

**G. BOARD REPORTS** - Brooklyn Basin, Nov. 12 Landmarks/Planning Commission/PRAC meeting. **Birkholz** and **Andrews** attended. A new landscape architect has been hired for the project and presented a "less rigid and formal" design that seems more attuned to the site and uses more parts of the Terminal and piers throughout the park, for instance trusses as shade structures.

**H. SUB-COMMITTEE REPORTS -**

**4th & Madison (Birkholz, Flores):** Birkholz reported that after “two or three” meetings the design was “still overscaled for the district” but had improved. Though it was “a balcony building,” spandrels had been added in keeping with the brick and concrete walls in the district. Some “boxcars” remained.

**2630 Broadway/Biff’s (Casson, Andrews):** There had been one meeting, which OHA representatives also attended. Applicants brought new designs responding to Board comments with a prominent “marquee element” and “subtle nods to Biff’s.” A blue-green color added interest; discussion would continue about achieving a strong corner presence.

**I. ANNOUNCEMENTS**

**J. SECRETARY REPORTS**

Mills Act contracts - all had been signed; applicants were in the process of recording.

Appointments to Landmarks Board – no news from Mayor’s office

Certified Local Government annual report – Board members please provide information about training received in the past year and input for the essay questions about the state of preservation in Oakland..

**K. UPCOMING**

Downtown Plan [www.oaklandnet.com/plandowntownoakland](http://www.oaklandnet.com/plandowntownoakland) - February

S.P. Signal Tower

Commemorative street name – Aramis Fouché Way

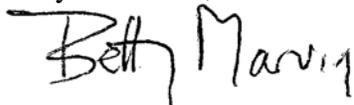
Club Knoll/Oak Knoll development

Oakland Auditorium/Kaiser Convention Center

**L. ADJOURNMENT – 7:53 pm.**

Minutes prepared by Betty Marvin and La Tisha Russell

Respectfully submitted,



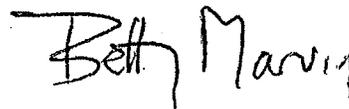
Betty Marvin, Historic Preservation Planner

**1. Public hearing on application to Public Works Department by Fouché's Hudson Funeral Home, requesting commemorative street naming of 37th Street between Telegraph Avenue and MacArthur Boulevard to Aramis Fouché Way (permit SA1500051).**

An application has been submitted to the Public Works Department by Fouché's Hudson Funeral Home, requesting commemorative street naming of 37th Street between Telegraph Avenue and MacArthur Boulevard (the block adjoining the funeral home) as Aramis Fouché Way. Aramis Fouché (1904-2001) led this hundred-year-old Oakland business for almost 60 years, and contributed to the community far beyond his duties as funeral director, as a social activist and civil rights leader, helping African Americans buy homes and start businesses, lobbying in Washington, D.C., against restrictive covenants, and taking leadership roles in many professional, civic, church, and fraternal organizations.

The City Council in 2003, by Resolution No. 77966 C.M.S., established procedures for commemorative street naming whereby the Landmarks Board is the body that reviews and approves such requests, based on community support and other evidence of the honoree's "significant contribution to the economic vitality or quality of life in the Oakland community."

The Board is asked to review the request and receive testimony supporting the honorary designation, and, if deemed appropriate, adopt the attached resolution recognizing Mr. Fouché's contributions and advising Public Works to proceed with the commemorative street signing.



**BETTY MARVIN**  
**Historic Preservation Planner**

**Attachments**

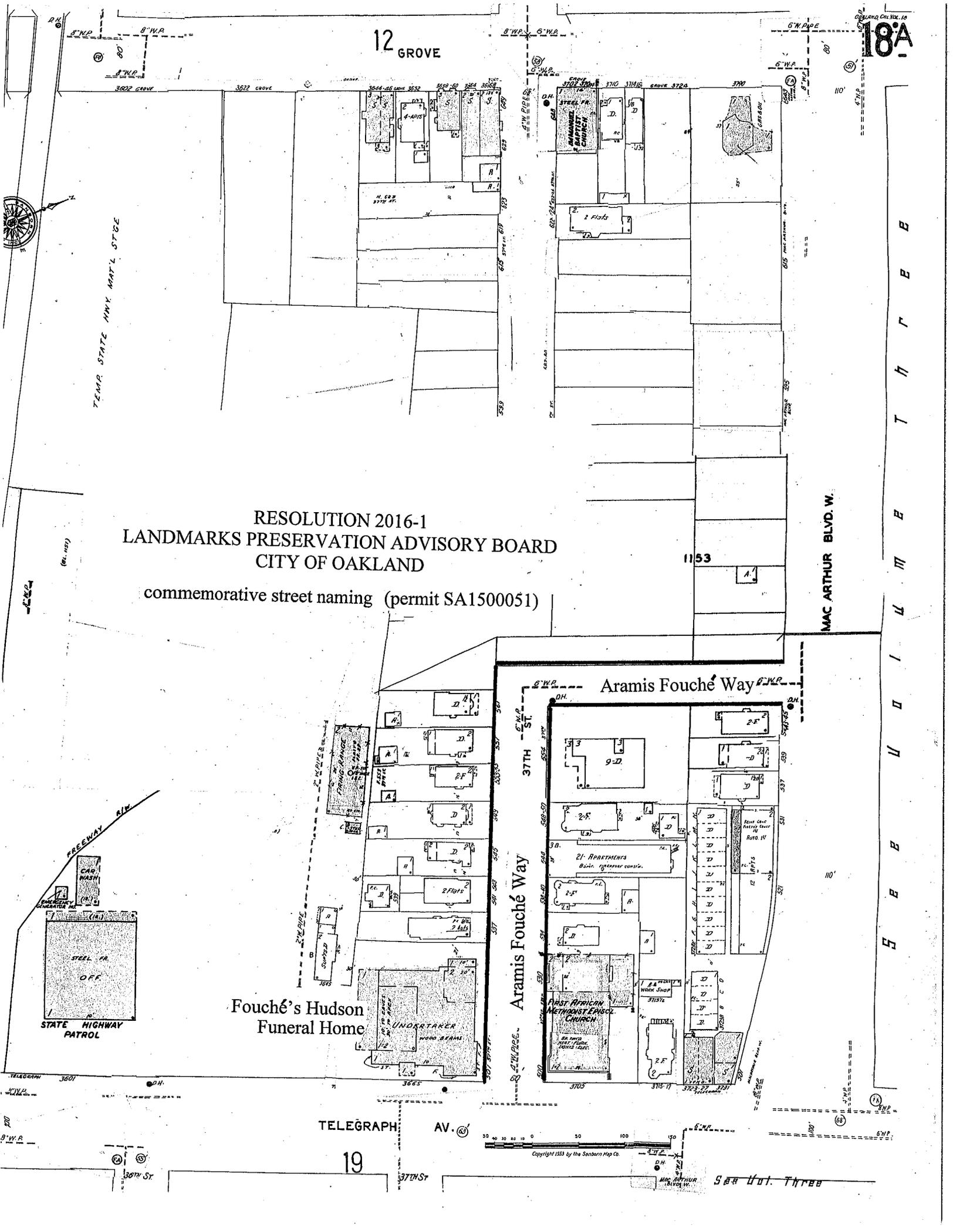
- A. Draft Landmarks Board resolution
- B. Letter from Mrs. Aloysia Fouché requesting commemorative street name
- C. Application for commemorative street naming (permit SA1500051)
- D. City Council Resolution No. 77966 C.M.S.
- E. Portfolio of historical information and testimonials

12 GROVE

18A

RESOLUTION 2016-1  
LANDMARKS PRESERVATION ADVISORY BOARD  
CITY OF OAKLAND

commemorative street naming (permit SA1500051)



TEMP. STATE HWY. MARK'L STGE

MAC ARTHUR BLVD. W.

Aramis Fouché Way

Aramis Fouché Way

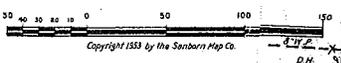
Fouché's Hudson  
Funeral Home

UNDERTAKER  
WOOD STAINS

FIRST AFRICAN  
METHODIST EPISC.  
CHURCH

TELEGRAPH AV.

19



S. B. H. T. THREE

RESOLUTION 2016-1  
LANDMARKS PRESERVATION ADVISORY BOARD  
CITY OF OAKLAND

WHEREAS, an application has been submitted to the Public Works Department by Fouché's Hudson Funeral Home, requesting commemorative street naming of 37th Street between Telegraph Avenue and MacArthur Boulevard to Aramis Fouché Way; and

WHEREAS, the City Council in 2003 established procedures for commemorative street naming under which the Landmarks Board is the body that reviews and approves such requests, based on community support and other evidence of the honoree's "significant contribution to the economic vitality or quality of life in the Oakland community"; and

WHEREAS, the Board has reviewed and examined the application and supporting documentation, and has held a public hearing to receive testimony from the applicants and community members; and

WHEREAS, the Board finds that Aramis Fouché's contributions to the Oakland community eminently merit commemoration in that ARAMIS MATTHEWS FOUCHÉ (1904-2001)

served the Oakland Community as owner of Fouché's Hudson Funeral Home from 1943, continuing the business founded in 1915 by Luther Hudson at 8th and Myrtle Streets, now the oldest African-American funeral home in California;

came from Baton Rouge, Louisiana, graduated from Pasadena High School, the University of California, Santa Barbara, and California College of Embalming, and began his career in the mortuary business with Angelus Funeral Home in Los Angeles;

actively supported his mortuary profession, organizing and serving as the first president of the California Morticians Association, and serving more than 30,000 families at Fouché's Hudson Funeral Home, now under the continuing leadership of Mrs. Aloysia Fouché;

relocated the business to its current location at 3665 Telegraph Avenue in 1966, when the original location was lost to Urban Renewal, enriching the streetscape with a striking modernist building by architects Bushnell, Jessup, Murphy & Van De Weghe;

contributed to the community far beyond his duties as funeral director, as a social activist and civil rights leader, working tirelessly to improve the quality of life for the people of Oakland, co-founding Trans Bay Federal Savings and Loan of San Francisco and First National Bank of Oakland to help African Americans buy homes and start businesses, and lobbying in Washington, D.C., against restrictive covenants;

was active in many professional, civic, church and fraternal organizations including the NAACP, Oakland Chamber of Commerce and Better Business Bureau, Oakland Library Advisory Board, Boy Scouts of America, Men of Tomorrow, and Masonic organizations;

received countless awards and testimonials through a long and distinguished career from civic, professional, fraternal, and educational organizations, churches of many denominations, the County of Alameda and the President of the United States; and

early in his career managed and was lead singer with the Dixie Jubilee Quartet, who toured the West and appeared in movies including *Green Pastures* and *Cabin in the Sky*.

Now therefore be it

RESOLVED, that the Landmarks Preservation Advisory Board determines that the proposal for "Aramis Fouché Way" fulfills the criteria and intent of the *commemorative street naming program to honor citizens who have made exemplary contributions to the residents of Oakland* as set forth in City Council Resolution No. 77966 C.M.S.;

And be it

FURTHER RESOLVED, that the Landmarks Preservation Advisory Board congratulates Fouché's Hudson Funeral Home and Mrs. Aloysia Fouché for this educational effort, sharing with a citywide public the distinguished history of their hundred-year-old firm and Aramis Fouché's many-faceted contributions to the African-American community and the wider civic and economic life of Oakland;

And be it

FURTHER RESOLVED, that the Landmarks Preservation Advisory Board advises the Public Works Department to proceed with the commemorative designation of Aramis Fouché Way and placement of sign(s) or plaque(s) to that effect on 37th Street from Telegraph Avenue (adjoining Fouché's Hudson Funeral Home) to MacArthur Boulevard.

Approved by the Landmarks Preservation Advisory Board,  
Oakland, California: \_\_\_\_\_, 2016.

ATTEST: \_\_\_\_\_  
Landmarks Board Secretary

# *Fouche's Hudson Funeral Home*

3665 TELEGRAPH AVENUE • OAKLAND, CALIFORNIA 94609 (510) 654-8558

June 26, 2015

Mr. David Harlan  
250 Frank Ogawa Plaza, 2<sup>nd</sup> Floor  
Oakland, CA 94612

Mr. Harlan,

This letter requests a street name change (to add an additional name) to 37<sup>th</sup> street in Oakland between Telegraph Avenue and MacArthur Blvd to "Aramis Fouche Way".

The change will honor Mr. Aramis Fouche, founder and owner of Fouche's Hudson Funeral Home located at 3665 Telegraph Avenue and the corner of 37<sup>th</sup> street, Oakland CA 94609. Mr. Fouche resided in Oakland and died in 2001.

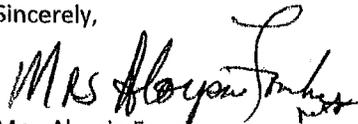
Mr. Aramis Fouche embodies all the qualities set forth by the Oakland City Council Resolution #77966 C.M.S. Mr. Fouche made exemplary contribution to the residents of Oakland through numerous and generous business, civic and philanthropic involvement. Mr. Fouche owned several businesses. With the exception of large corporations, he employed the largest number African American's and minorities in Oakland for 3 decades. He advocated education and economic empowerment throughout the African American community. He served on the Oakland Library Commission and gave an enormous amount of money to educational scholarships and youth programs. Mr. Fouche was co-founder of a bank and a savings and loans that provided loans to buy homes, start businesses and build churches to those prejudicially denied. He championed civil rights both nationally with Dr. Martin Luther King, Jr. and local politicians with Senator Byron Rumford, Mayor Lionel Wilson and Congressman Ron Dellums. He received commendations and recognitions from national and state leaders such as Governor Earl Warren, President Ronald Regan and Congresswoman Barbara Lee. He was one of several individuals, along with Senator Byron Rumford to end housing discrimination by the erasure of the "whites only" clause on deeds that prevented minorities from purchasing homes and property. Through his funeral home and philanthropic generosity, Mr. Fouche sustained valuable African American traditions and promoted civic and cultural pride. He was an outstanding and highly respected citizen of Oakland. Numerous awards, recognitions, commendations, plaques, appointments and spoken accolades attests to Mr. Fouche's affect on the Oakland community.

I beseech the city of Oakland to recognize the contributions and preserve the legacy of Mr. Aramis Fouche with a street name. Mr. Fouche was committed to his business, Fouche's Hudson Funeral Home, the African American community, all citizens and infrastructure of Oakland. His leadership and personal generosity was unparalleled. Mr. Fouche's reputation, accomplishments and legacy goes beyond Oakland. In 2015 Fouche's Hudson Funeral Home earned the distinction of being the only independently owned African American funeral home to reach 100 years in the Western Region of the United States.

Along with Thomas L Berkley Way, Mr. Aramis Fouche deserves to be granted a street in his name. Aramis Fouche Way would be another source of pride for Oakland.

I am prepared to pay the required expenses to have this request approved. Enclosed is a check for application fee of \$2338.35. By the way, I have previously spoken to Brigitte Cook, in Councilwoman McElhaney's Office. I will advise them of this application. Please let Mary Savoie-Stephens ([savoie31@prodigy.net](mailto:savoie31@prodigy.net) - 510 708-7523) or myself know if you need additional information or have any questions. Additional community, civic and clergy support information is available.

Sincerely,



Mrs. Aloysia Fouche  
CEO and Owner of Fouche's Hudson Funeral Home  
3665 Telegraph Avenue  
Oakland, CA 94609

B

Applications for which no permit is issued within 180 days shall expire by limitation. No refund more than 180 days after expiration of maia.



# CITY OF OAKLAND

250 FRANK H. OGAWA PLAZA ■ 2ND FLOOR ■ OAKLAND, CA 94612

Planning and Building Department  
www.oaklandnet.com

PH: 510-238-3891  
FAX: 510-238-2263  
TDD: 510-238-3254

Permit No: SA1500051 Special Activity

Filed Date: 6/30/2015

Job Site: 3665 Telegraph AVE

Schedule Inspection by calling: 510-238-3444

Parcel No:

District:

Project Description: Fouche's Hudson Funeral Home request a commemorative street naming of 37th Street between Telegraph Avenue and MacArthur Boulevard to "Aramis Fouche Way".

Related Permits:

	<u>Name</u>	<u>Applicant</u>	<u>Address</u>	<u>Phone</u>	<u>License #</u>
Owner-Agent:	Mary Savoie-Stephens	X	OAKLAND, CA	510-708-7523	

<b>TOTAL FEES TO BE PAID AT FILING: \$2,325.84</b>					
Application Fee	\$71.00	Records Management Fee	\$186.68	Street Name Change	\$1,965.00
Technology Enhancement Fee	\$103.16				

Application only. Not a permit.

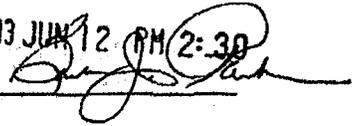
C

**OAKLAND CITY COUNCIL**

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

RESOLUTION NO. 77966 C.M.S.

2003 JUN 12 PM 2:30



**A RESOLUTION ESTABLISHING A POLICY AND PROCEDURES FOR A  
COMMEMORATIVE STREET NAMING PROGRAM**

**WHEREAS**, civic involvement enhances the quality of life in a community; and

**WHEREAS**, cities rely heavily on the contributions made by citizens in the form of volunteerism, leadership and financial support, and

**WHEREAS**, the City Council acknowledges the value of citizens who devote their time, energy and money to improving the quality of life for Oakland residents.

**WHEREAS**, acknowledging individuals for their contributions to the community establishes valuable traditions and promotes civic pride, and

**WHEREAS**, the City Council wishes to establish a policy and procedures for a commemorative street naming program to honor citizens who have made exemplary contributions to the residents of Oakland; and

**WHEREAS**, under the new program, public streets will receive a commemorative Boulevard or Way designation in honor of the outstanding citizen; now there fore be it

**RESOLVED**, that the City Council establishes the following process and procedures for designating commemorative Boulevards and Ways in the City of Oakland.

- • The Landmarks Board shall review and approve qualifying requests for commemorative street name designations.
- Applications shall be reviewed for the following criteria:
  1. The individual who is to be honored must be deceased.
  2. The applicant requesting the honorary designation must be able to provide clear evidence, that the individual has made a significant contribution to the economic vitality or quality of life in the Oakland community. Testimony from no less than (3) three community based organizations and (10) ten unrelated individuals supporting the nomination must be received.
  3. The applicant must pay for the fees associated with administrative and hard costs of the sign or plaque placement.

- The Landmarks Board will notice a hearing to review the request and receive sufficient evidence and testimony from no less than (3) three community based organizations and (10) ten unrelated individuals in support of the designation.
- The Public Works Agency will be responsible for the manufacture and placement of the sign or plaque.
- The applicant shall be responsible for administrative fees and the purchase, cost of installation and replacement of the sign.

JUL 15 2003

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 19\_\_\_\_

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, BRUNNER, CHANG, DE LA FUENTE, NADEL, QUAN, REID, WAN - 8

NOES - 0

ABSENT - 0

ABSTENTION - 0

ATTEST:

  
CEDA FLOYD  
City Clerk and Clerk of the Council  
Of the City of Oakland, California

# *Fouche's Hudson Funeral Home*

3665 TELEGRAPH AVENUE • OAKLAND, CALIFORNIA 94609 (510) 654-8558

June 26, 2015

Mr. David Harlan  
250 Frank Ogawa Plaza, 2<sup>nd</sup> Floor  
Oakland, CA 94612

Mr. Harlan,

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The change will honor Mr. Aramis Fouche, founder and owner of Fouche's Hudson Funeral Home located at 3665 Telegraph Avenue and the corner of 37<sup>th</sup> street, Oakland CA 94609. Mr. Fouche resided in Oakland and died in 2001.

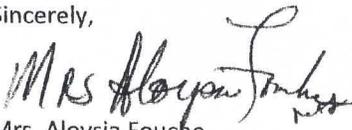
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Sincerely,



Mrs. Aloysia Fouche  
CEO and Owner of Fouche's Hudson Funeral Home  
3665 Telegraph Avenue  
Oakland, CA 94609

E

**Aramis Matthews Fouche's  
Awards, Recognition and Resolutions**

College Bounders Committee National Association for  
United Services

**Outstanding Service to Education Award  
1987**

Good Hope Lodge #29 F. & A.M., Oakland, CA  
**50 Years in Masonry  
1993**

City of Oakland  
**Grateful Appreciation  
Library Advisory Commission  
1974**

Allen Temple Baptist Church  
**Unselfish Service  
1983**

Alpha Nu Sigma Chapter  
Phi Beta Sigma Fraternity, Inc  
**Annual Notable Citizen Award for Business  
1989**

Queen Ester Chapter #4  
**In Appreciation & Recognition for the Many Acts  
of Kindness Shown to Your Chapter  
Through the Years  
1992**

Northern California Funeral Directors & Morticians  
Association

**Honoring Years of Dedicated Service**  
**1985**

Fouche's Hudson Funeral Home Staff  
**Our Provider**  
**1974**

NAACP  
**Faithful Support Towards Community Improvement**  
**1992**

National Funeral Directors & Morticians Association 8<sup>th</sup>  
District  
**William Henry Kirk Award for**  
**Professional Of The Year**  
**1997**

Allen Temple Baptist Church  
**Pioneering In the East Bay As An Unselfish Christian**  
**Business Person Of The Highest Integrity**  
**1990**

The Fellowship of Male Choruses  
**Support Given Over The Years**  
**1994**

National Funeral Directors & Morticians Association  
60<sup>th</sup> National Convention  
District 8  
**Award of Excellence**  
**1997**

The California Annual Conference of The Christian  
Methodist Episcopal Church

**Outstanding Contributions And Service To The  
Church Community**

1972

Bethel Institute

**Honorary Degree**

**Doctor Of Mortuary Administration**

1968

Oakland Branch NAACP

**Faithful support Towards Community Improvement**

Church Of All Faiths

**In Recognition For Religious Contributions**

1975

Omega Psi Phi, Sigma Iota Chapter

**Founders Award**

1996

President Of The United States of America  
**Appointment To The California Local Board No. 49**

1973

Omega Psi Phi

**Certificate of Life Member**

NAACP

**Life Member**

The 100 Black Women of Funeral Service, Inc  
**6<sup>th</sup> Annual Award of Excellence**  
**1999**

**RESOLUTIONS**

**Prince Hall Masonic Family**  
**Most Successful Business Man**

**“The entire County of Alameda has profited from his  
civic and fraternal contributions”**

**Board Of Supervisors, County Of Alameda**  
**State Of California**

**“Commenting Aramis Fouche for his outstanding  
contribution to the betterment of the community and  
human life”**

**Queen Ester, Chapter No. 4**

**“His many and loyal contributions to the chapter and  
the community...”**

**First African Methodist Episcopal Church**

**“Mr. Fouche was a pioneer of First A.M.E. Church. He  
was a member of the Trustee Board. He was very  
generous to the FAME family. As a civil rights leader  
and business he helped FAME with many major  
projects. Mr. Fouche made a large donation to FAME  
to help in the rebuilding of the Sanctuary following the  
1989 Loma Prieta earthquake.**

Rev. Harry L. Redds, Sr. Pastor and Beebe Memorial  
Cathedral Christian Methodist Episcopal Church Family

**“Brother Fouche lived out his devotion to others. He  
accepted his position in his church and community as  
sacred trusts, and performed his duties with reverence,  
dignity and dedication. He has left memories that will  
not dim with the passing of time.**



# City Council

CITY OF OAKLAND, CALIFORNIA

# Resolution

## HONORING THE 100<sup>TH</sup> ANNIVERSARY OF FOUCHÉ'S HUDSON FUNERAL HOME

**WHEREAS**, Luther Hudson established Hudson's Funeral Home on 8<sup>th</sup> and Myrtle Street in 1915; Mr. Aramis Fouché purchased the business in 1943 and relocated it to Telegraph Avenue in Pill Hill in 1966 because the original property was sold due to eminent domain; and

**WHEREAS**, Fouché's Hudson Funeral Home was one of the few Black funeral homes at a time when "white" funeral homes would not serve Black residents, and even today the funeral home continues to preserve the traditions of Black funerals;

**WHEREAS**, Fouché's Hudson Funeral Home is the oldest African American owned funeral home in the western United States and has served over 30,000 families in the Bay Area; and

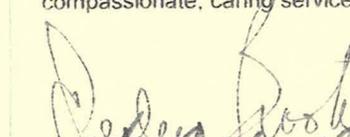
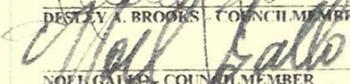
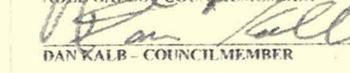
**WHEREAS**, Mr. Fouché was a man of great accomplishment: he organized and became the first president of the California Morticians Association, he served as a commissioner on the City of Oakland's Library Advisory Board, he participated in Boy Scouts of America (Alameda County), he served as Co-Founder and chairman of the Board of Trans Bay Federal Savings and Loan of San Francisco and First National Bank of Oakland, and he was a well-known civil rights leader and philanthropist; and

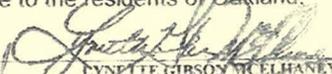
**WHEREAS**, Mr. Fouché passed away in 2001 and his wife, Mrs. Aloysia Fouché, continues to run Fouché's Hudson Funeral Home to this day; and

**WHEREAS**, Fouché's Hudson Funeral Home is committed to the Oakland community and sponsors health fairs, hosts forums on wills and trusts, long term care, elder abuse, participates in donor drives, supports stop the violence programs and designs remembrance events to appeal to a wide age range, including adults and children to enrich lives, educate minds, and ease sorrows; and

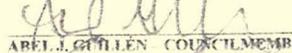
**WHEREAS**, The Fouché Foundation Fund provides scholarships to those pursuing entrepreneurial endeavors, a 2-4 year trade program or those who have the vision and determination to obtain a vocation in order to expose them to a world of possibility; therefore be it

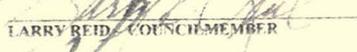
**RESOLVED**: that the City of Oakland extends thanks to Mrs. Fouché and staff for their dedication to Oakland and congratulates and appreciates Fouché's Hudson Funeral Home for 100 years of compassionate, caring service to the residents of Oakland.

  
DESTLY A. BROOKS - COUNCIL MEMBER  
  
NOEL GALLO - COUNCIL MEMBER  
  
DAN KALB - COUNCIL MEMBER

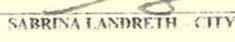
  
LYNETTE GIBSON McELHANEY  
PRESIDENT OF THE COUNCIL

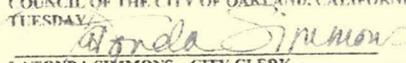
  
ANNIE CAMPBELL WASHINGTON - COUNCIL MEMBER

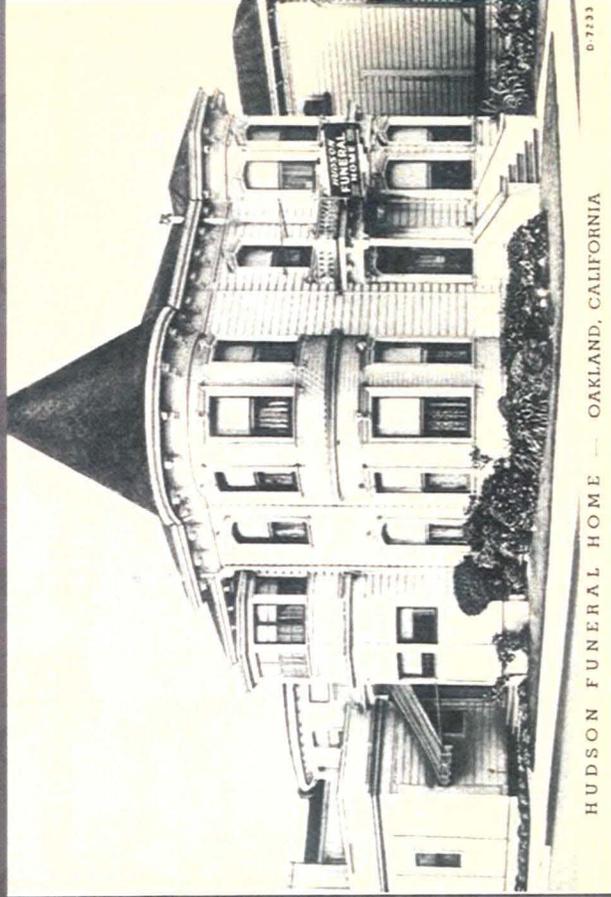
  
ABEL J. GUILLEN - COUNCIL MEMBER

  
LARRY REID - COUNCIL MEMBER

  
REBECCA D. KAPLAN - VICE MAYOR

  
SABRINA LANDRETH - CITY ADMINISTRATOR

I CERTIFY THAT THE FOREGOING IS A FULL, TRUE AND CORRECT COPY OF A RESOLUTION PASSED BY THE CITY COUNCIL OF THE CITY OF OAKLAND, CALIFORNIA ON TUESDAY  
  
LATONDA SIMMONS - CITY CLERK



# **FOUCHE'S HUDSON FUNERAL HOME**

# **1915 to 2015 CENTENNIAL**

**Year of Reflection, Gratitude and  
Commitment to the Future**



**CELEBRATING 100 YEARS OF SERVICE TO THE  
OAKLAND COMMUNITY & SURROUNDING CITIES**

**JANUARY 11, 2016**

## **FOUCHE'S HUDSON FUNERAL HOME CELEBRATES ITS 100 YEAR ANNIVERSARY IN 2015!**

Fouche's Hudson Funeral Home is honored to be the first African American owned business in Oakland to achieve 100 years in business. We are also the oldest African American family owned funeral home in California. Our longevity is attributed to our families' loyalty and exceptional and professional staff. Your loyalty and dedication has allowed us to serve as many as four generations. Longevity and loyalty to any company is extremely rare which makes this accomplishment exceedingly extraordinary. Our success would not be, if it were not for you. "We stand on your shoulders".

### **Fouche's Hudson Funeral Home and your family and Our employees have made history!**

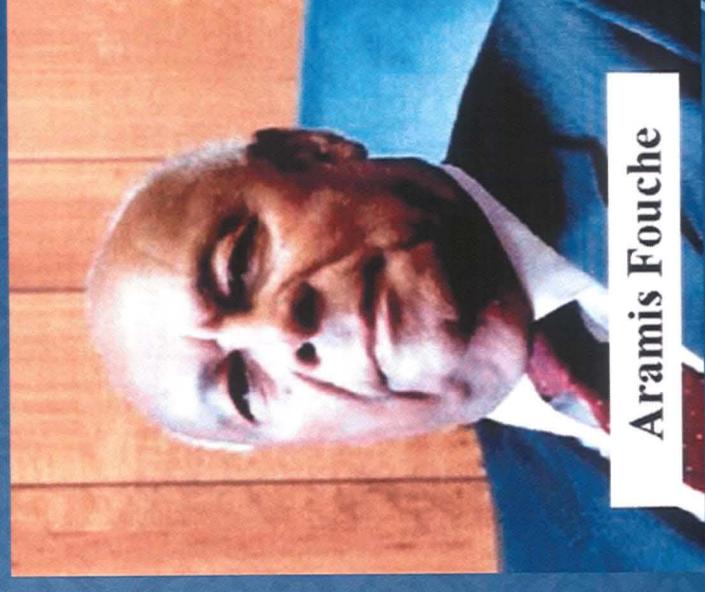
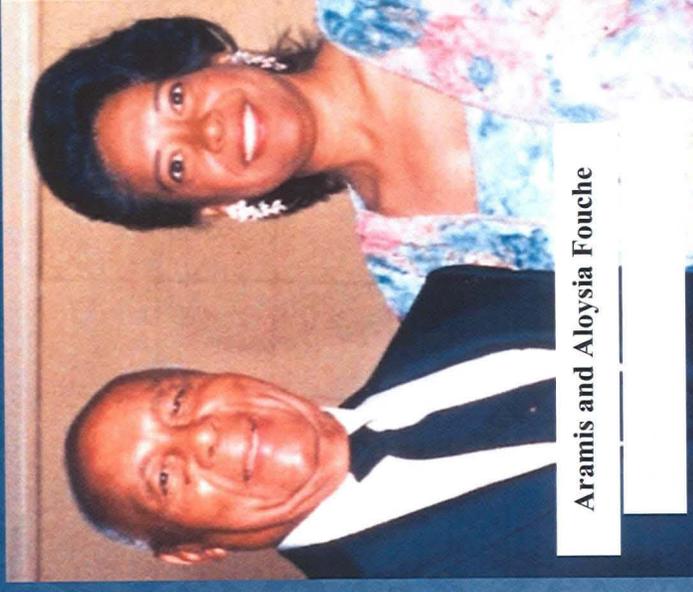
Our Commemorative Calendar is a visual reflection of our history. You will transition in time through our buildings, automobiles, owners, service to families, civic contributions and superb staff. But most importantly, Fouche's Hudson Funeral Home was more than a funeral home. It was instrumental in changing African Americans' social and economic circumstances that were brought about through Mr. Aramis Fouche's generosity, personal assets, business ventures and legislative involvement as well as proceeds generated by the funeral homes.

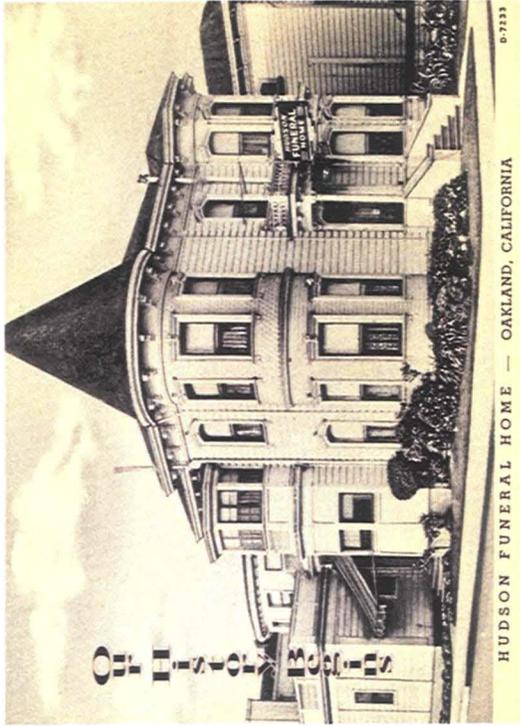
Fouche's Hudson Funeral Home made a difference.

It is with heartfelt gratitude that we share this history with our families and past and present employees.

Sincerely,

**Mrs. Aloysia Fouche**





HUDSON FUNERAL HOME — OAKLAND, CALIFORNIA

0-7133

Mr. Luther Hudson was born in Henry County, Missouri in 1882. He

studied mortuary science at Worsham School in Chicago, Illinois. After graduation in 1915, he moved to California with his wife, Ida Mosley. That same year he established Hudson and Butler Funeral Home. Mr. Butler left the partnership within a year. The business then became Hudson Funeral Home and the location was simply referred to as 8<sup>th</sup> and Myrtle. Mr. Hudson owned Hudson Funeral Home for 28 years. The funeral home was equipped with the finest and most modern organ and other facilities and they specialized in beautifying those they served.

Luther Hudson was also one of the original founders of the Golden State Mutual Life Insurance, the largest black owned insurance company in the western United States.

In 1943 Mr. Hudson sold the business to Aramis Fouche and moved to Los Angeles.

Mr. Hudson died in Los Angeles in 1972 at the age of 90.



## Obsequies

OF

LUTHER MARTIN HUDSON



WEDNESDAY, NOVEMBER 1, 1972

1:00 P. M.

ANGELUS CRENSHAW CHAPEL  
3875 CRENSHAW BOULEVARD  
LOS ANGELES, CALIFORNIA

REVEREND KRING ALLEN  
OFFICIANT

In 1943...

On June 15, 1943, Mr. Aramis Fouche and his wife, Yvonne, bought Hudson Funeral Home and continued to operate under the Hudson Funeral Home name.

Aramis Fouche was born in Louisiana in 1904. He grew up in Pasadena, California. He was a graduate of The University of California, Santa Barbara and California College of Embalming. Mrs. Yvonne Fouche was born in Lafayette, Louisiana. She moved to Oakland with her family when she was a teenager. She graduated from Southern University.

Yvonne met Mr. Fouche when he was singing and managing the Jubilee Singers, a traveling group he formed to pay his tuition to mortuary school. Yvonne's inheritance along with the money Mr. Fouche saved through numerous entrepreneurial ventures financed the purchase of the Hudson Funeral Home. Mrs. Fouche was an active but "behind the scene" partner.

In 1943, World War II was also underway. The pre-war Black population in the City of Oakland increased tremendously. Mostly rail road, refinery and shipyard work was readily available. With steady income Black businesses began to prosper and new ones were established to meet basic and social needs of the new families.

It was also the period of time that emphasized one of America's infamous ironies. Black funeral homes got business by referrals from white funeral directors. White funeral homes would not service Blacks. This practice was still apparent well into the 1960s.

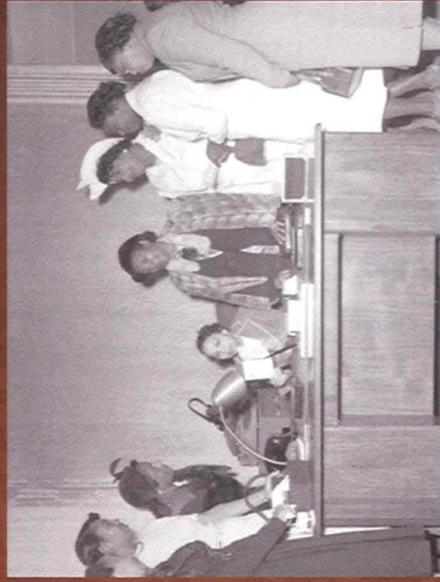
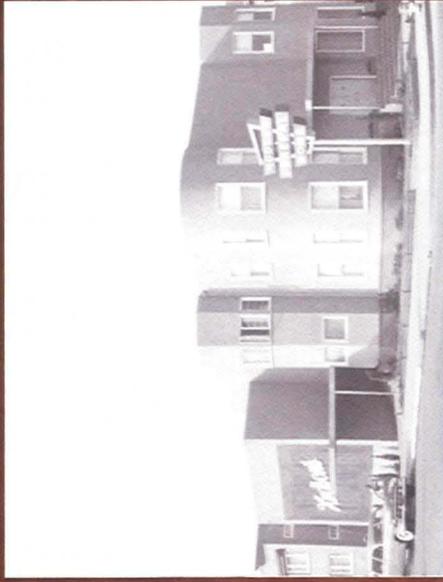
Hudson Funeral home was the place that preserved that aspect of black culture where funerals paid the highest tribute to a life lived and celebrated the "Home Going".



ARAMIS FOUCHE 1944



YVONNE FOUCHE 1944



### 8TH & MRYTLE OPEN HOUSE

In the early 50s, Mr. Fouché remodeled the exterior and interior of the Victorian Home. The new facade was a bold architectural style at the time. The modern look intrigued the community. It is this design that is remembered as 8<sup>th</sup> and Myrtle. Black culture was a prevalent theme throughout the interior. The funeral home was a journey through Black History.

Open House was held in 1953. The remodeled building was a grand event. It attracted hundreds. Ministers of all faiths and denominations gathered at the newly finished Hudson Funeral Home for a rededication service. This marked the first time in the Oakland-East Bay Area that religious leaders assembled together for such a service. On display were the latest in vehicles, the best furniture, modern offices, art work, well dressed staff and a new organ.

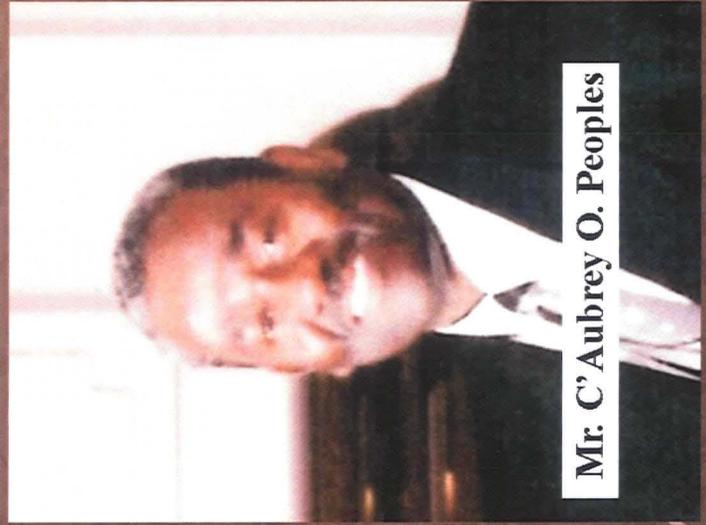
Fouche's Hudson Funeral Home's motto is, "Our History and Distinguished Reputation Is Our Legacy".

Our history encompasses the vision of our founders, our families' loyalty, our employees' professionalism and the determination it took to achieve 100 years. Our Reputation was earned by the excellent service, quality merchandise and equipment our families received in a pristine facility during this Century. Our Legacy is that History and Reputation remembered.

The Fouche's Hudson Funeral Home General Managers were instrumental in shaping our History, maintaining our Reputation and who will be remembered through our Legacy. These individuals served as Fouche's Hudson Funeral Home's General Managers, Ms. Lurelia Smiley and Mr. C'Aubrey O. Peoples. Our current General Manager is Mr. Alex S. Gaylor, II.



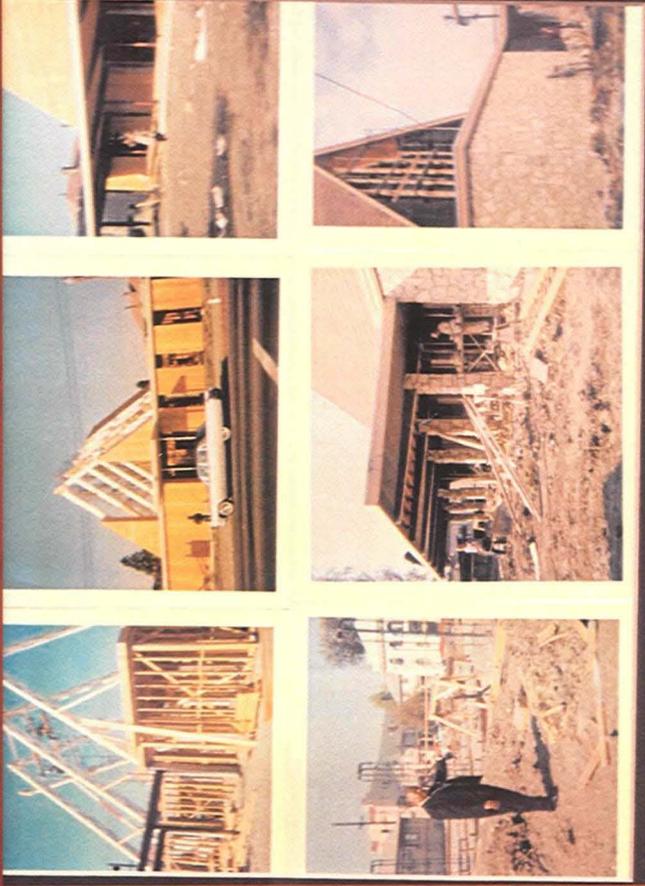
**Mr. Alex Gaylor**



**Mr. C'Aubrey O. Peoples**



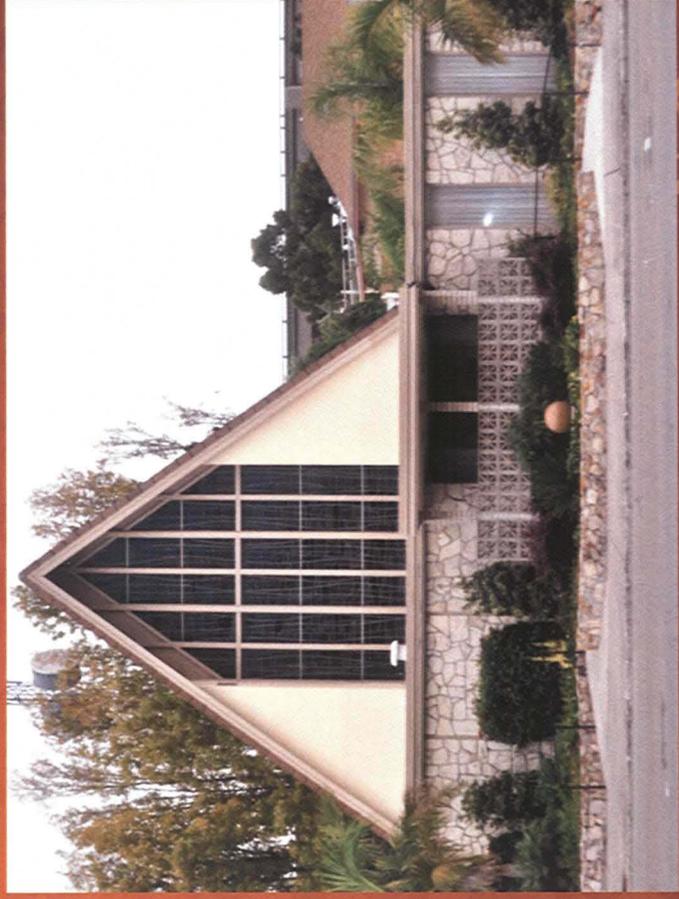
**Mrs. Lurelia Smiley**



Twenty-three years after *Mr. Fouché* purchased the funeral home abrupt change came to Hudson's. The remodeled site at 953 8<sup>th</sup> Street was no longer home. Hudson Funeral Home became a victim of eminent domain to make way for Urban Renewal. Hudson was forced to relocate.

Construction of the new funeral home required an investment in excess of \$400,000 (Three million dollars in today's conversion).

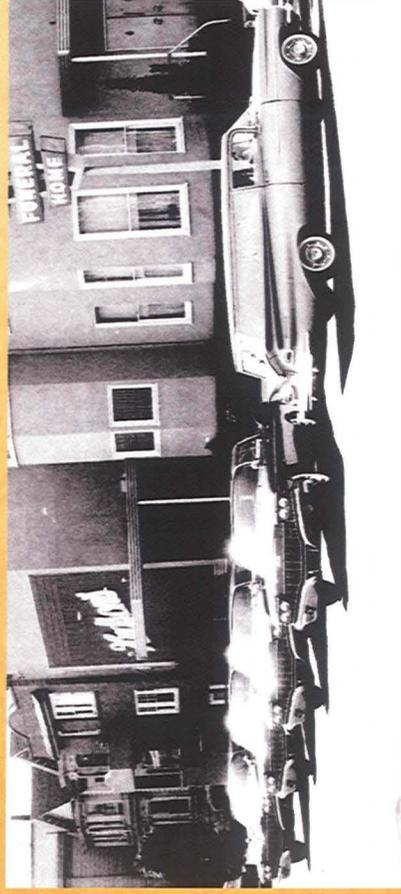
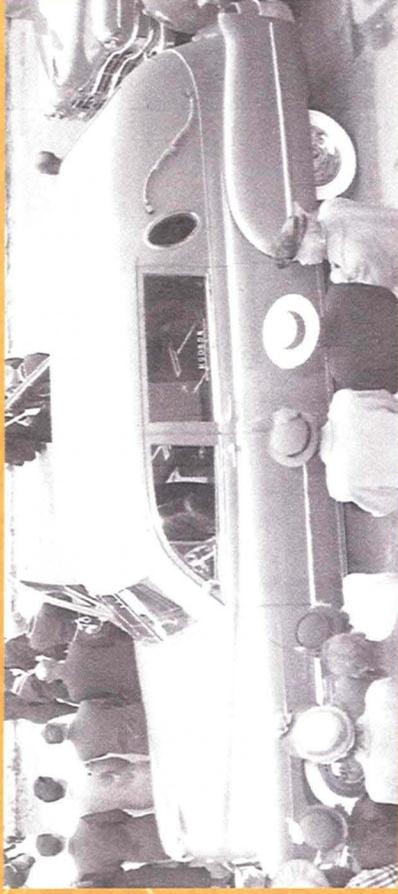
On May 21, 1966, the doors opened at 3665 Telegraph Avenue and the new name of Fouché's Hudson Funeral Home was revealed on the newly erected sign. Now Fouché's Hudson Funeral Home bore the name of both Hudson and Fouché for an unbroken chain of ownership of this prestigious African American owned business.





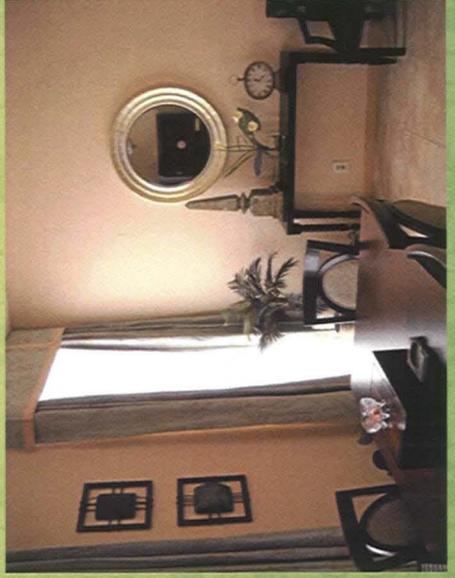
*“Signs Thru Time”  
1940’s, 1950’s, 1960’s  
to Today!*





# 1940's, 1950's, 1960's and Today

**In This Decade...  
Enhanced Vision  
with  
Comfort  
and Serenity**

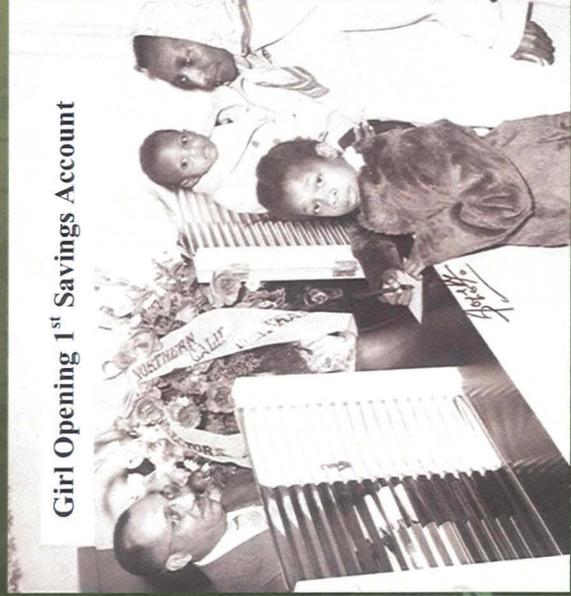


## COMMUNITY INVOLVEMENT

Fouche Hudson Funeral Home offered Pre-need planning and Insurance options to ease the financial burden at the time of death. Additionally, Mr. Fouche cofounded Trans Bay Federal Savings and Loan of San Francisco and First National Bank of Oakland which provided financial assistance to the Black Community that was previously denied loans to buy homes, maintain and start businesses, and build churches.

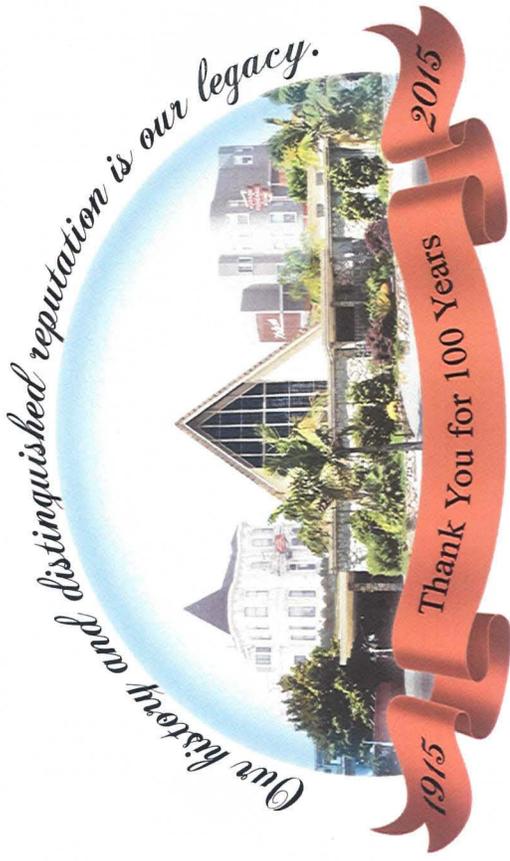
“Mr. Fouche was a part of Assemblyman William Byron Rumford, Sr.’s successful lobby to have stricken from deeds the “whites-only” clauses.

Fouche’s Hudson Funeral Home provided capital for Mr. Fouche to subsidize families in need, support causes for justice and civil rights. Families “gave back” to their community without realizing it.





**FOUCHE'S HUDSON FUNERAL HOME'S STAFF**



# *Fouche's*

Hudson Funeral Home

It was the vision and business insight of Mr. Luther Hudson, Mr. Aramis Fouche and Mrs. Yvonne Fouche that enabled Fouche's Hudson Funeral Home to make history providing funeral services to families for 100 years. Each decade has flowed into the next with the commitment, compassion, and dedication such that families continued to entrust their family members to our care. This trust allowed us to make a difference within and for the African American Community. I, Aloysia Fouche, widow of Mr. Aramis Fouche, am extremely honored to have carried that vision into our next century.

I was not alone in this achievement. It was family loyalty, employee professionalism, ministers' support and God's blessings that made our longevity possible. Let us continue our journey into our next century together.

Mrs. Aloysia Fouche, Owner and CEO of Fouche's Hudson Funeral Home

*Special acknowledgement and heartfelt thanks goes to Mrs. Careth B. Reid and the African American Library of Oakland. Their pictures and documents from our past is the reason we are able to fully comprehend the extraordinary contributions that Mr. Aramis Fouche and Fouche's Hudson Funeral Home made to the city of Oakland and especially the African American Community.*

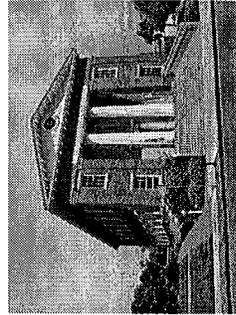
## California Office of Historic Preservation

### 2016 Education Workshop Series for Local Governments

#### 2016 Training Schedule Now Available!

The California Office of Historic Preservation (OHP) is pleased to announce our 2016 Local Government Education Workshop Series. The OHP is committed to providing educational opportunities to local communities throughout the state.

In 2016, we are partnering with local governments throughout the state to host this series of historic preservation training opportunities. Attendees will learn how to help initiate policies to preserve and protect historic and cultural resources in California. Please review the scheduled workshops below and consider signing up for a session near you.



#### **City of Benicia Friday, March 18, 2016**

The City of Benicia and the State Capitol Historic Park will host an OHP Preservation Education Workshop in March of 2016. The workshop will be held in the Benicia State Capitol Historic Park. Sessions will include discussion on the legal foundation of historic preservation, and how to use the Mills Act and other incentives to encourage historic preservation in your community. Attendees will learn about the direct and indirect economic benefits that local governments can expect from local historic district and landmark designations, and how historic contexts and surveys can help lay a foundation for effective historic preservation planning.

Trainers at this workshop include Lucinda Woodward, Amanda Blosser, Shannon Lauchner, and Sean de Courcy, of the Office of Historic Preservation.

**This event is free but seating is limited and advanced registration is required.**

<https://www.surveymonkey.com/r/COBBenicia>



#### **CPF Local Government Forum Thursday, April 21, 2016**

This forum is being hosted in conjunction with the California Preservation Foundation (CPF) 2016 Annual Conference in San Francisco. The forum will provide a

venue for round-table discussions on topics of interest to local government preservation planners from around the state. Moderated by OHP staff, we will discuss how local planners are using zoning and other creative incentives to encourage historic preservation and adaptive reuse at the local level. Using case-study examples, participants will learn how survey and landmark designation have instilled a sense of predictability and encouraged reinvestment in historic neighborhoods during the recent economic recession and recovery. Participants will learn how other local governments have incorporated historic-environmental review into the environmental compliance process.



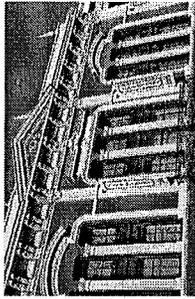
#### **Sacramento State University Friday, September 16, 2016**

Sacramento State University the September workshop at the University Union on the Sacramento State campus. Attendees will learn how to explain the tangible economic impact of establishing a strong local historic preservation program. OHP staff will discuss how survey and landmark designation can help form a foundation for historic preservation at the local level.

Trainers at this workshop include Amanda Blosser and Sean de Courcy of the Office of Historic Preservation. We will also have a guest speaker from JRP historical consulting.

**This event is free but seating is limited and advanced registration is required.**

<https://www.surveymonkey.com/r/SacramentoState>



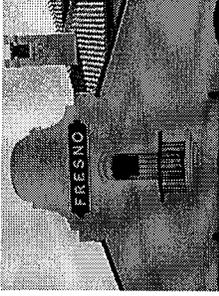
**City of Napa  
Friday, October 21, 2016**

On October 21st, the City of Napa will host workshop attendees for a historic preservation training. Topics will include understanding laws and legal issues that form the basis for historic preservation planning. Attendees will learn the basic economic principals of historic preservation, and the types of preservation incentives available to local governments, including the Mills Act. Finally, attendees will learn the value of establishing an effective local historic preservation survey program that incorporates survey into the local landuse planning process.

Trainers at this workshop include Lucinda Woodward, Amanda Blosser, Shannon Lauchner, and Sean de Courcy, of the Office of Historic Preservation.

**This event is free but seating is limited and advanced registration is required.**

<https://www.surveymonkey.com/r/CONapa>



**City of Fresno  
Friday, November 4, 2016**

On Friday, November 4th the City of Fresno will host the final workshop in 2016. Sessions will include topics on how to craft an effective historic preservation ordinance, learning the economic benefits of historic preservation, and discussion of local preservation incentives, including the Mills Act. Attendees will learn the value of establishing an effective local survey program and how to incorporate survey results into local landuse planning.

Trainers at this workshop include Lucinda Woodward, Amanda Blosser, Shannon Lauchner, and Sean de Courcy, of the Office of Historic Preservation.

**Register Now**

**This event is free but seating is limited and advanced registration is required.**

<https://www.surveymonkey.com/r/COFresno>

**Contact Us**

Please send questions and comments about our training workshops to Sean de Courcy at [Sean.decourcy@parks.ca.gov](mailto:Sean.decourcy@parks.ca.gov) or by calling (916) 445-7042

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