

LANDMARKS NEWS

Annemarie Hastings, Editor

SPRING 2021



Eight Advantages of Adaptive Reuse in the 21st Century

Finding new uses for old buildings offers a variety of benefits, from cost savings to sustainability.

Above: The Zuk Building was built in 1897 as a single family residence and has been restored and adapted into offices. Photo courtesy: NCL

Right: The Yount Schoolhouse was built in 1889 schooled children who lived in rural areas east of Yountville near Silverado Trail, has been restored and adapted to a single family residence. Photo courtesy: noehill.com

Bottom Right: The Borreo Building was originally built in 1887 as a commercial building and was restored and adapted into a beer brewery and tasting room. Photo courtesy: ZFA Structural Engineers



Buildings have long been reused and reconfigured, particularly in the 17th and 18th centuries, when scarce materials and limited transportation made it difficult and expensive to construct new buildings. But as the country became industrialized and a national transportation network was developed, low-priced materials were more accessible, and it was easier

to demolish older buildings and replace them with new structures.

Today, that situation is changing. Materials and labor have become more expensive and the disposal of demolition debris in landfills is less convenient. At the same time, the unique qualities of older buildings are being recognized and many communities value their contributions to neighborhood character.

Be they empty offices or strip malls, many of our underused, abandoned or otherwise obsolete buildings can find a second life through new uses. Here are eight ways adaptive reuse can benefit developers, residents and the community at large.



The Eight Advantages . . .

1 PRESERVE THE PAST.

Extending the life of old buildings can provide a link between your community's past and future, all while accommodating its present needs.

2 GROW SMARTER AND MORE SUSTAINABLY.

Many properties ripe for reuse are in established growth areas with significant population densities. Giving them new life supports growth where there's infrastructure to support it.

3 ENCOURAGE INVESTMENT.

Adaptive reuse can yield potential tax generation, employment opportunities, and housing. One project might even inspire more investment, development, and revitalization in the surrounding areas, including through adaptive reuse projects.

4 TAKE ADVANTAGE OF INCENTIVES.

Building owners may be eligible for federal tax credits for rehabilitation investments in older or historic buildings and other incentives.

5 SAVE TIME.

When the building and infrastructure is already in place, municipal approval and permitting can often occur more quickly and less expensively than new construction.

6 AND MONEY, TOO.

Reuse saves on demolition costs, promotes recycling, and preserves unique architectural details and features that would otherwise be costly to recreate. The materials and quality of construction of existing buildings are often not economically possible to reproduce today.

7 BOOST MARKET VALUES.

Preserving the integrity of the materials and design characteristic of older buildings can increase the new project's property value.

8 IMPROVE PUBLIC HEALTH.

Remediation of contaminants associated with some older building materials and uses can provide both environmental and health benefits.

Article adapted from Chester County (Pennsylvania) Planning Commission's Planning Toolbox, *American Planning Association Magazine*.



Left: The George E. Goodman, Jr. mansion, built in 1890 as a single family residence has been restored and adapted as a Bed and Breakfast Inn. Photo courtesy: NCL. Above: The Holden mansion, built in 1885 as a single family residence has been restored and adapted as an apartment building. Photo courtesy: NCL

From the desk of Ernie Schlobohm, NCL Board President

Spring Greetings

Keeping Preservation Alive

I hope this finds you well and feeling the optimism that Spring brings, as we emerge from the pandemic that has changed lives and made all of us more grateful for our families, health, homes and community.

The Napa Valley community is particularly blessed with beautiful, historic buildings and homes that exude period character and chronicle Napa's cultural heritage. Recently, some of Napa's most regal and storied mansions have been renovated and repurposed, sparking new discussions around adaptive reuse, a major initiative supporting historical preservation. In Napa alone, the Borreo Building (now "Stone Brewery"), the Zuk Building, the Holden mansion and the Goodman mansion (now "The George" B&B), are majestic landmarks getting second lives and being repurposed. The Napa County Landmarks Board of Directors recently toured "The George" as it reopened as a bed and breakfast in downtown

Napa. It is a stellar case study in the practice of adaptive reuse and the significance of this important endeavor in supporting our mission of preservation. Just recently the Sanza Mansion, once part of NCL's historic homes tour, was put on the market. It will be interesting to see what its future life will hold! You'll read more about the benefits of repurposing buildings for viable new uses and functions in this edition of our newsletter.

And, with May being Preservation Month, I hope you'll take time to enjoy and celebrate our area landmarks, the preserved and restored gems of the Valley. All of us at Napa County Landmarks appreciate your membership and support as we advocate for the appreciation and preservation of historic buildings, sites and districts through our efforts.

Ernie



CVNL 6th Annual Heart of Napa Awards

Each year the Center for Volunteer & Nonprofit Leadership (CVNL) celebrates nonprofit organizations, leaders and volunteers of Napa County. On March 18th, the 2020 Heart of Napa Award program recognized 61

eligible nominees within five respected categories: Volunteer of the Year, Excellence in Board Leadership, Youth Volunteer of the Year, Excellence in Leadership and Achievement in Nonprofit Excellence.

Napa Porchfest/Napa County Landmarks was included as a nominee in the category of Achievement in Nonprofit Excellence and was honored among the 22 nominees in this category.

The Achievement in Nonprofit Excellence Award and \$5,000 was presented to an organization that has demonstrated exemplary service to their constituents. Each organization was invited to state its mission and services offered, the community need or problem it addresses and how the organization benefits the constituents/community. They were also asked to describe the measurable outcomes that result from their programs, how the organization demonstrates excellence in programs, financial performance, board and volunteer involvement or resource development and examples of efforts made to ensure organizational sustainability.

The award was presented to NEWS, an organization that provides support and services to victims of domestic violence and sexual abuse. Join us in congratulating NEWS on the good work they do for the Napa community.





The Post Office & Polling Place

This is a reprint of a Letter to the Editor published in the *Napa Valley Register* on November 4, 2020 by Vin Traverso, member of NCL's Preservation Action Committee.

Forever USA Stamp.
Photo courtesy:
USPS website



“Forever/USA”—a simple enough message at the bottom of our stamps these days, meant to convey the useful lifetime and national origin of the 55¢ one spends to send a first class letter, with a promised value of forever. No postage necessary on my ballot, but as I slip it into the mail box today I am encouraged by the strikingly similar message we are sending—“Forever, USA.” ■

Sometimes they are the same thing . . . as in eras past when we more often voted in-person on Election Day at any number of community institutions—schools, churches, and post offices—or as with today when the United States Postal Service remains a vital link to the body politic amidst pandemic, collecting and conveying ballots without prejudice.

Since before our Independence, when Benjamin Franklin was appointed Postmaster General by the Second Continental Congress in 1775, the ‘universal service obligation’ of our mail carriers has knitted the nation together, crossing the continent and closing our divides: rural or urban, black or white, republican or democrat.

Using the lower case purposefully, because these perceived binaries (among an infinite number of such possible slices) are secondary to our unifying identity: we are American. Whichever other boxes one checks,

we all remain assuredly equal in exactly two places: the ballot box and the mail box.

But never before has the egalitarian spirit of the Postal Service been under such scrutiny, such contention, such threat. Some argue that market-priced delivery companies and essentially-free electronic communication have supplanted the need for government-subsidized mail service, but they miss the unquantifiable civic value of our post offices.

In the past, the buildings themselves reflected that value. Take Napa’s own Franklin Station, a jewel of FDR’s Works Progress Administration emphasis on erecting beautiful civic institutions imbued with fine art, efficient function, and architectural flare—complete with its terracotta friezes, grooved pilasters, and terrazzo floor. Designed by Napa native architect William H. Corlett and built in 1933, anyone and everyone could have appreciated the Art Deco



masterpiece for the mere price of 3¢ to send a first class letter—whether to their grandmother in Coombsville or to the President of the United States in Washington, D.C.

Top, left: Franklin Post Office eagle frieze above front door. Photo courtesy: NCL

Above, right: Damage done by 2014 South Napa Earthquake. Photo courtesy: NCL

Bottom, left: Franklin Post Office 1977. Photo courtesies: Napa Historic Resources Inventory (HRI).



While our beloved postal palace suffered a devastating blow with the 2014 earthquake, we can be thankful that the city’s Cultural Heritage Commission in concert with Napa County Landmarks has worked decisively and deliberately to preserve the historic value of this all-inviting civic institution.

Its next life may be as the lovingly restored façade of a hotel built by conscientious developer Jim Keller, whose plans bode increasingly well for preserving its civic value and historic place in our community.

Either way, the egalitarian spirit of Franklin Station is not lost on land developers or laymen, alike. Our postal service’s namesake founding father might have expressed it best: “Ordaining of laws in favor of one part of the nation to the prejudice and oppression of another is certainly the most erroneous and mistaken policy . . . an equal dispensation of protection, rights, privileges, and advantages, is what every part is entitled to, and ought to enjoy.”

Today, whether we cast our ballots at the ballot box or the mail box, take a moment to appreciate the import of such access. Perhaps we cannot send a letter to the President of the United States for 3¢ these days, and perhaps we should be aghast at spending \$30 for the cheapest bottle of wine offered on the terrazzo floor of a lobby at the future Franklin Station hotel, if it comes to that, but either way the preservation of our egalitarian institutions still is in your hands.

We can send a message, without obstruction of cost, or distance, or plague. “Neither snow, nor rain, nor heat, nor gloom of night stays these couriers from the swift completion of their appointed rounds.” Add to that revered postal motto global pandemic and national polemic, equal access to your vote and the postal service which might carry it, becomes all the more pronounced.

FLAG DAY June 14, 1777



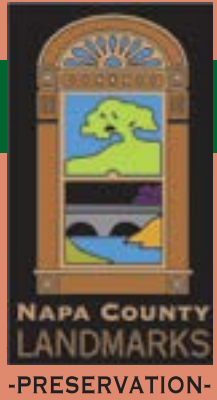
According to American legend, in June 1776, George Washington commissioned Betsy Ross, a Philadelphia seamstress, to create a flag for the new nation in anticipation of a declaration of its independence.

On June 14, 1777, John Adams spoke about the flag at a meeting of the Continental Congress in Philadelphia. He said, “Resolved, that the flag of the thirteen United States shall be thirteen stripes, alternate red and white; that the Union be thirteen stars, white on a blue field, representing a new constellation.”

On May 30, 1916, President Woodrow Wilson issued a presidential proclamation establishing a national Flag Day on June 14. The day commemorates the adoption of the Stars and Stripes as the official flag of the United States.

There have been twenty-seven official versions of the flag so far; stars have been added to it as states have entered the Union. The current version dates to July 4, 1960, when Hawaii became the 50th state.

Above: A mythical depiction of Betsy Ross with Major Ross, Robert Morris and George Washington, explaining how she cut the stars for the American Flag. Photo courtesy: christianheritagefellowship.com



Behind the Bio

Interview by Annemarie Hastings

NCL Board Vice President, Bill Tuikka, AICP

Tell me how you first got involved with NCL.

I joined NCL simply as a dues-paying member when moving to Napa in 1989. I attended a few of the neighborhood tours, and always looked forward to attending the annual Candlelight tour. Around 2006, I got involved by being an occasional docent and tour guide for one of the many neighborhood tours that NCL sponsored. When the Napa Bike Coalition started the Bikefest in 2011, I led a historic bike tour (with information from NCL files), until several years later when Bikefest was discontinued. I joined the Preservation Action Committee at the urging of Kara Brunzell, who at the time was employed as NCL's Program Director, and few years later, I was appointed to the Board. What is your professional career/background?



Bill conducting an NCL Bike Tour. Photo courtesy: NCL

What is your professional career/background?

Living in Massachusetts in the mid-70's with a college degree in Geography and a teaching credential, teaching positions were difficult to obtain, so I managed a small paint and art supply store. I moved to California in 1980, first pursuing graduate courses in Social Psychology at SF State, while holding a variety of odd jobs that included several sales positions and a short stint as a counselor in a group home for emotionally challenged children in San Francisco. Frustrated with my career choices, in 1985 I entered the graduate program in Urban Planning at San Jose State University to achieve a career in line with my interests. The next fall, I was fortunate to be hired as a paid intern at the City of Palo Alto, where I was exposed to their Design Review Board and Preservation Commission. It was there I first learned the practical application of the Secretary of the Interior's Standards for Rehabilitation of Historic Buildings. I went on to be hired as a planner for the City of San Rafael, and later by the City of Vallejo, where much of my planning work involved working on preservation projects; the city has three National Register Historic districts and a vast inventory of turn-of-the-century buildings. I believe my experience and interest in preservation was key in securing the Vallejo planning position.

What is your first memory of something related to appreciation and preservation of historic buildings?

I grew up in Fitchburg, MA, an old mill town. As a youngster, I loved riding my bike all over and remember seeing the ornate Victorians, thinking how cool it would be to live in one of those beautiful houses. I was around 11 when my mother bought a subscription to "American Home" magazine from high school kids selling subscriptions door-to-door. I loved reading that magazine and would send away for house plan books featuring new ranch houses and mid-century designs. I ended up with a huge collection of mid-century house

plan books that I wish I still had today.

I remember in the 6th grade doing a project where I set out to find the oldest house in Fitchburg, researching as much history as I could find on the house. In high school, I spent many hours walking the old neighborhood with my girlfriend. She had a keen interest in design, and lived in an old, slightly run down Victorian, a vestige of the town's prosperous past. I was fascinated by the ornate woodwork and staircase and huge carved pocket doors and beautiful fireplace mantels in her parents' house.

After college, I bought an old brick Federal-style Colonial, converted to a duplex that was a "fixer upper." It cost \$18,000, and most of the down payment came from my credit card. Fixing this house became one of my major pastimes. I subscribed to a publication called "Old House Journal" in 1974 and still have every issue of that magazine in my attic and continue to subscribe.

What might someone be surprised to know about you?

I have conducted antique car appraisals since 2002 as one of 110 agents across the country for the Auto Appraisal Group, headquartered in Virginia. I have always had a keen interest in cars. As a teen in high school, I couldn't wait to get my license, and get a job so I could buy an old car. I was handy at fixing cars, as they were much simpler than they are today. Growing up, I was more into bicycling and hiking than the usual team sports. In the '70s there was a bike craze, and I got a 10-speed and for a while was a serious cyclist. I still get out on my bicycle, now, several times a week.

What are you happiest doing when you're not busy with NCL?

I'm an outdoors guy and enjoy hiking and biking and working on home repair projects. During my career, I worked an intellectually challenging desk job as a planner, so now in retirement, I enjoy working with my hands - a different type of challenge. I've always been good at fixing things. Also, I hope to travel more when the Covid restrictions are eased.

What do you wish other people knew about NCL?

We are not just advocating for preservation in Napa; we represent the whole county and county-wide issues. I wish the community knew us better. It would be great if we could establish more of a presence in the county and the smaller cities, not only with advocacy, but also with events and tours. Also, people should know that NCL is trying to work more closely with other preservation organizations in the other towns in the county.

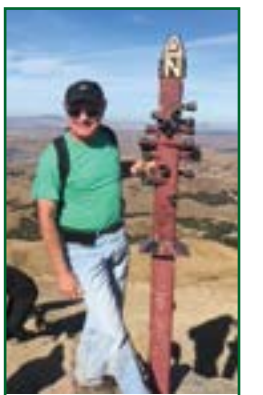
Where do you hope to see NCL in 5 years?

I hope we have the financial ability to purchase a building and become more visibly prominent in the community. It would be great to have a place to showcase what we have accomplished over the years. I also hope that NCL would have the resources to hire a staff person with preservation experience. As Board members and volunteers, we cannot do it all. Most of us have other jobs and interests that occupy our days.

Why is preservation important to you?

Obviously, the most important benefit is that preservation is environmentally friendly; the most environmentally efficient buildings are the existing structures. Tearing down good, old buildings to build new ones is not efficient. Basically, saving old buildings is large-scale recycling. Also, there is the sense of beauty and our connection to history that cannot be replicated in new construction. The old buildings and streetscapes tell the story of our past and connect us to the lives of our ancestors. ■

Bill hiking with friends on Mission Peak, Fremont. Photo courtesy: NCL



We thought that NCL followers would be interested in knowing more about the accomplished professionals that make up the Napa County Landmarks Board of Directors. With that, we're profiling members in our quarterly newsletter and for this edition of *Landmarks News*, I had the opportunity and pleasure to interview Bill Tuikka, NCL's Vice President and longtime preservation advocate. I was glad to finally catch up with Bill—one of the busiest Napers I know!

CALENDAR OF EVENTS

May is Preservation Month

The National Trust for Historic Preservation has designated May as Preservation Month.

Legacies of Long Ago Napans - Mid-Century Modern Mystique

Lecture Series, 4 weeks, Tuesdays, May 4th -25th.

For more details go to our website:

<https://napacountylandmarks.org/legacies-of-long-ago-napans-mid-century-modern-mystique/>

Porchfest

One of Napa's most popular events, Porchfest typically takes place on the last Sunday of July.

There are no plans to hold the event this Summer, given ongoing COVID precautions and restrictions, however an official statement regarding the event will be made later this year.

Stay tuned!

6th Annual Golf Tournament

Tuesday, September 14th

Join us for our annual fundraiser of golf, dinner and silent auction at the beautiful Eagle Vines Golf Club!

For more details go to our website:

<https://napacountylandmarks.org/product/napa-county-landmarks-golf-tournament-major-sponsor/>

Holiday Home Tour

Is pending due to pandemic restrictions.

Revisit our calendar as we provide updates throughout the year!

Support Napa County Landmarks!

Join! Volunteer! Learn!

Please support Napa County Landmarks through membership, donation, and/or volunteerism! As a non-profit organization, we rely on donations and membership dues to fulfill our mission.

Join Napa County Landmarks today and start enjoying the all the benefits of membership, including our quarterly newsletter, invitations to members-only events (virtual and in-person when gatherings resume) and discounted advance tickets to public events and tours. Volunteers are also essential and appreciated!

Membership tiers are \$36 Individual, \$50 Family, \$100 Supporter, \$250 Sponsor, \$500 Corporate and \$1,000 Benefactor. All donations are tax deductible. For more information visit the Napa County Landmarks website, contact us at info@napacountylandmarks.org or call our office at 707-255-1836.

Your membership is vital in preserving our architectural heritage.

We would also like to hear from you if you have an idea for a feature in our quarterly newsletter. Or better yet, if you'd like to submit an article pertinent to preservation and restoration in the Napa Valley, please contact us at info@napacountylandmarks.org.

Join Napa County Landmarks Now!

Select a tax-deductible annual membership at one of the following levels:

- \$36 Individual \$50 Family \$100 Supporter Renewal
 \$250 Sponsor \$500 Corporate \$1,000 Benefactor New Member

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Thank you for your support!

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